

## Young Singles in Mumbai Pave the Way for Intentional Dating: Prioritizes Self- Care and Boundaries

**Tinder's Future of Dating Mumbai Edition reveals that 80% of surveyed Gen Z in Mumbai agree to challenging the traditional relationship goals and dating standards that were passed down to them from previous generations<sup>1</sup>**

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- **WELCOME TO MY MANIFESTATION ERA:** GenZ believes in the power of manufacturing your own joy. While star signs may be one of the top descriptors added to Tinder profiles by 18-25 year olds globally, there's a new spiritual sheriff in town. 41% of young singles globally believe manifesting (i.e. mentally visualizing your wishes/dreams to help them come true) is the new Astrology and has an undeniably larger influence on compatibility and connection than Zodiac signs.<sup>4</sup> In fact, there has been a 66% increase in the mentions of 'manifesting' in Tinder India bios in 2023.<sup>5</sup> For a generation that's highly aware of their inner state, this self-help technique is a no brainer.
- **WORLD IS MY NEIGHBORHOOD:** Travel is the #1 interest on Tinder for young singles in Mumbai.<sup>6</sup> With almost half (47%) of young singles in Mumbai open to finding love in another city/country and dating people from other races and culture, dating has become more diverse –racially, culturally and geographically– than ever before<sup>1</sup>. With [Tinder Passport](#) young singles can match with anyone, anywhere in the world, by simply changing their location on the app. With 18-25 year olds globally passporting on average 9 times a month, the world is clearly theirs for the taking<sup>3</sup>. Top destinations in India where young singles in Mumbai passport to are Bangalore, Delhi and Pune and top international cities are Dubai, London, New York<sup>7</sup>.
- **REDEFINING DATING TRADITIONS:** Gen Z is challenging long standing views of sexuality, gender and also ethnicity and culture. Gen Z's rejection of traditional gender roles is validated by their dating patterns as 75% young singles in Mumbai agree that their generation is challenging traditional gender stereotypes that were passed down from previous generations.<sup>1</sup> Moreover, 52% of young Mumbaikars are open to dating someone with a diverse gender, sexuality or identity. In fact, 33% of millennials also agree that dating is healthier (more honest, more open, with a focus on prioritising mental health) for 18-25 year olds today than it was when they were of the same age<sup>1</sup> Clearly, dating has become more diverse –racially, culturally and geographically– than ever before.

<sup>1</sup> A study of 1000 18-25 year old dating singles across Delhi, Mumbai, Bangalore, Kolkata, Chandigarh, Chennai, Kochi, Jaipur, Hyderabad, Guwahati between April - May 2023 conducted by OnePoll on behalf of Tinder

<sup>2</sup> Tinder internal Swipe & Match data 2023

<sup>3</sup> Internal Tinder data from the Passport feature (Tinder Gold subscription feature) 2023

<sup>4</sup> A survey of 4000 18-25 year olds in the US, the UK, Canada and Australia between April 21, 2023 and April 25, 2023 conducted by Opinion on behalf of Tinder.

<sup>5</sup> From Tinder bios January 2023 to August 2023

<sup>6</sup> From Tinder bios January 2023 to August 2023

<sup>7</sup> Applies to 18-25 yr old Tinder subscribers who have access to the Passport feature

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## ABOUT TINDER

Launched in 2012, Tinder is the world's most popular app for meeting new people and has been downloaded more than 530 million times. The app is available in 190 countries and 45+ languages. More than half of all users are 18-25 years old. In 2022, Tinder was named one of the World's Most Innovative Companies by Fast Company.

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Additional assets available online: [Photos \(1\)](#)

<https://in.tinderpressroom.com/Future-of-Dating-Mumbai>