

LESS DECODING, MORE DATING: INDIA SHOWS UP ON DATING SUNDAY

(New Delhi, India) (December 23, 2025): Every new year begins with fresh intentions, and for a lot of Indians, those intentions show up most clearly on **Dating Sunday, the first Sunday of the year and consistently the busiest day on Tinder**¹. It's a moment when dating feels less complicated and more possible, as singles log in more openly, respond more quickly, and engage with renewed optimism that sets the tone for the year ahead.

That shift reflects a broader change in how Indians are approaching dating. Insights from Tinder's [Year in Swipe 2025](#) show that young singles are moving away from mixed signals and emotional guesswork. Leaning towards clarity, honesty, and emotional fluency that feels easy rather than exhausting. Dating Sunday captures this mindset in real time, a collective reset where hope, confidence, and emotional openness come together all at once.

In 2025, Dating Sunday saw a clear surge in engagement on Tinder. Messages were sent more freely, likes increased, and conversations multiplied as singles showed up ready to engage. Matches happened at a remarkable scale, reaching **380 matches every second**, reinforcing Dating Sunday as the most active day of the year for new connections¹.

What stood out most, however, wasn't just how much people were connecting, it was how quickly. Compared to the previous Dating Sunday, Tinder users responded **over two hours faster on average**, signalling a growing comfort with being present, saying what they feel, and keeping conversations moving¹. Dating felt more live, more immediate, and far less performative.

Dating Sunday by the numbers¹

- Engagement on Tinder was nearly **13% higher** than the yearly average
- The number of messages sent was almost **10% higher** than the rest of the year
- The number of likes was over **10% higher** than average
- Users experienced nearly **7% more conversations**
- Matches increased by around **6%**, with **380 matches per second** — roughly **10% higher** than the rest of the year

Dating Sunday also marks the beginning of Tinder's **Peak Season**, the most active dating period of the year leading up to Valentine's Day. During this window, users sent **10 million more messages per day** and **40 million more likes** compared to the rest of the year², showing that the momentum sparked on Dating Sunday continues well beyond a single day.

How Indian singles are connecting through shared passions

Insights from [Year in Swipe 2025](#) suggest that this momentum reflects a broader shift in what singles value: dating that feels emotionally honest, easier to navigate, and less overcomplicated. As young Indians move away from mixed signals and overthinking, clarity, self-expression, and familiar cultural touchpoints are increasingly shaping how conversations begin and evolve.

In India, the **Top Interests on Tinder in 2025** included *90s Kids, Photography, Travel, Biryani, Foodie, Poetry, Harry Potter, Instagram, Movies, and Music*³ — reflecting a dating culture rooted in nostalgia, creativity, and shared cultural moments. From bonding over favourite playlists to swapping food recommendations, these interests are helping matches make meaningful connections.

Food, in particular, continues to be one of the most popular icebreakers. Whether it's debating the best biryani spot or planning a casual coffee date, low-key, playful first meet-ups are shaping how Indian singles connect — aligning with the growing preference for dates that feel relaxed and pressure-free.

Dating Sunday isn't about chasing perfection or rushing into romance. It's about starting the year with a little more hope, a little more honesty, and the confidence to show up as yourself. As Peak Season unfolds, singles are choosing connections that feel natural, conversations that flow, and dating that feels good.

Footnotes:

¹ Tinder data comparing 5 January 2025 with yearly averages.

² Tinder data comparing the period of 1 January to 14 February 2025 with yearly averages.

³ Tinder Internal Data from September 2024 to September 2025. Referenced statistics taken from the 2025 International Opinium Survey.

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

<https://in.tinderpressroom.com/dating-sunday-2026>