

Euphoria's return is already showing up on Tinder profiles as Emotional Vibe Coding and Clear-Coding rise

As Euphoria prepares for its long-awaited return next month, Tinder is already seeing a renewed interest in the show, with mentions of "Euphoria" in Tinder bios increasing by 5% globally, signalling growing anticipation among young singles.

Euphoria's emotional storytelling is resonating far beyond the screen

While mentions of Euphoria itself are rising, it's the emotional traits embodied by its characters that are increasingly reflected in how Tinder users describe themselves:

- Mentions of **Maddy** in Tinder bios nearly doubled, highlighting a rise in confidence, self-assurance and being clear about expectations in dating. In the series, Maddy is known for her strong sense of self and unwillingness to settle for
- Mentions of **Cassie** increased by 13%, pointing to continued openness around feelings and a desire for romantic connection. Cassie's character is driven by love and validation, reflecting a dating approach where emotional expression
- **Lexi** mentions are up 19%, reflecting a growing appreciation for introspection, self-awareness and taking a more thoughtful approach to dating. As the observer of the group, Lexi represents a more reflective perspective, something t

Euphoria and the rise of emotionally honest dating

This evolution closely mirrors what Tinder identified in its Year in Swipe™ 2025, with trends like Clear-Coding and Emotional Vibe Coding shaping how people connect in 2026:

- **Clear-Coding** reflects a shift towards being upfront about intentions, with 64% of singles saying emotional honesty is what dating needs most.
- **Emotional Vibe Coding** highlights a greater focus on emotional expression and authenticity, with 73% of singles saying they know they like someone when they can be themselves.

These behaviours are also reflected in the characters resonating most with Tinder users today. The rise in mentions of Maddy, Cassie and Lexi points to three distinct (yet connected) approaches: being clear about expectations, expressing emotions more openly, and taking a more self-aware, reflective approach to relationships.

[1] *Tinder Global Internal Data from January 2025 - January 2026.*

[2] *Tinder Global Internal Data from January 2026 - March 2026.*

[3] *Tinder Global Internal Data from January 2025 - March 2026.*

[4] *Tinder Global Internal Data from January 2025 - March 2026.*

[5] *Tinder Global Data from 2025's Year in Swipe Report which can be found [here](#).*

[6] *Tinder Global Data from 2025's Year in Swipe Report which can be found [here](#).*

<https://in.tinderpressroom.com/euphoria>