

Tinder Reveals the Most Loved (and Most Cursed) Emojis in Dating in 2025

On World Emoji Day, Tinder is presenting new data and decoding how emojis are actually helping singles on their dating journey and the surprisingly risky ones that could be killing the vibe

To celebrate World Emoji Day on the 17th July, Tinder is shining a light on emojis that help singles flirt, tease, connect and occasionally confuse each other completely. And if you think emojis are a thing from the past, think again.

According to [global] internal Tinder data, around 20% of first messages on the app include at least one emoji. In 2025, Gen Z and Millennials in India are turning to emojis in their bios to express themselves, show intent, and spark meaningful connections on Tinder.

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