Tinder Newsroom

# Plot Twist: India's Gen Z is Looking For Their "Book Boyfriend" on Tinder

**New Delhi, August 18, 2025** – Gen Z in India isn't just reading about romance — they're matching for it. Tinder data shows a growing obsession with the elusive 'Book Boyfriend'. Inspired by green-flag heroes from their favourite novels, young daters are weaving literary love into their bios and bringing main-character energy to real-life dates.

India's love affair with books is more than a chapter, it's a plotline. Mentions of "bookstore" in Tinder bios in India have doubled from 2024 to 2025.[1] Fanning the flames of this literary love affair, Tinder's global data reveals mentions of "Book Boyfriend" soared 58% in 2024 – with a plot-twist-worthy 77% surge in January 2025 alone.[2]

And the bios? Reading like the opening line of your next possibility:[3]

- *"Books > Boys (but I'm willing to negotiate)"*
- *"The best way to my heart is a date at the bookstore."*
- *"(I) Love the scent of old books and rain."*

**Book Boyfriends > Mixed Signals: Why Gen Z is Crushing on Main Characters Since Chapter One**
According to Dr. Chandni Tugnait, Relationship Expert at Tinder in India, Gen Z is drawn to the idea of a 'Book Boyfriend' because it offers a safe, emotionally expansive space to explore love without real-world risk. These fictional characters embody qualities this generation craves - emotional intelligence, vulnerability, devotion, and depth, setting a new standard for romance rooted in presence and emotional fluency.

Today's daters aren't chasing perfection, they're craving presence. They want to feel understood, seen, and deeply cared for.

**Crush on Fictional Character = Emotional Code**
"I need someone who can go with me to the mountain, mandir and book store" or "Books and music, hit me up if you're into reading and brainstorming" -- these aren't just cute lines, they're love codes. For Gen Z on Tinder, literary references are like romantic filters: they signal depth, emotional fluency, and main-character energy.

In fact, "Looking for…" was Tinder's top bio phrase in 2024[4], and with Interest tags like Reading and Literature, matching with a fellow book lover is easier than ever. As Dr. Chandni Tugnait says, it's identity curation and a vibe check in one --- a way of saying, "I speak romance in fiction and in life. Do you?" For Gen Z, it's also a shortcut past small talk. Referencing a shared fictional world works like a pre-screening for deeper connection — just as sharing playlists or meme codes can. After all, the emotional worlds we fall for in books often mirror the ones we dream of living out in real life.

**What Gen Z is Learning from Their Favourite Fictional Characters:**
Tinder's Modern Dating Report shows that 53%[5] of Gen Z in India want an equal partnership, with half (50%)[5] saying mutual support and commitment are key to making it work. Yet 37%[5] admit they struggle with emotional intimacy --- proof that while the desire for deeper connection is strong, the skills to build it are still a work in progress.

This generation values rituals of love --- the small, consistent acts that feel safe and intentional. Dr. Chandni Tugnait explains: "Gen Z responds to romance that's safe, thoughtful, and emotionally textured. Book Boyfriends often embody love languages like words of affirmation, quality time, and acts of service. It's not about chasing a fantasy; it's about finding someone who loves like they've read the whole book, not just the blurb. The Book Boyfriend is their blueprint: 1) Present in the hard moments, not just the highs 2) Soft without losing strength, and 3) Devoted in actions, not just words. Fictional green-flag heroes are teaching young daters that real romance is about presence, not perfection — and they're no longer afraid to demand it."

*[1] India Data from Tinder Bios, Descriptors, and Interests from January to June 2025 and 2024*
*[2] UK data taken from Tinder bios from January 2024 to January 2025*
*[3] India Data from Tinder Bios, Descriptors, and Interests from January to June 2025*
*[4] Global Data from Tinder Bios, Descriptors, and Interests from 1 Jan to 1 Oct 2024*
*[5] A OnePoll Survey among Tinder users aged 18-25 in IN who are single and use dating apps. Data was collected between 15/7/2024 - 23/7/2024*

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