

## 🔥 Tinder releases a Year in Swipe: What 2019 taught us about how Gen Z meets new people in India



**Mumbai, Dec 5, 2019**: 2019 was an eventful year. Travel was big, Game of Thrones released its final season, India almost played another ICC World Cup Final, Indian Hip Hop had a moment (we're coming, Oscars), Ariana Grande gave moving on a new meaning and the country witnessed an election.

In fact, 2019 was the year that Gen Z took Tinder by storm: people between 18 and 25 now officially represent the majority of the Tinder community. Which means one thing, if you want to see how the next generation is 'catching feelings', expressing themselves and meeting new people, we've got you covered.

Without further ado, Tinder presents its Year in Swipe.

### #Goals: 2019 Swiped Right to Travel

Travel wins big this year with the number one spot as most mentioned in bios in India and the term Wanderlust trailing close behind. Travel won so big, that even Tinder sent its top users to Italy for the summer. If the next few terms are anything to go by, Gen Z is staying authentic by speaking to each other in the slang of their generation. This means they *stan lit* matches with whom they can spill the *tea*. Don't mean to *flex*, but here are the 12 top terms used in bios on Tinder in 2019.

2019 Top Tinder Terminology In India	
<ul style="list-style-type: none"><li>• Travel</li><li>• Lit</li></ul>	<ul style="list-style-type: none"><li>• Woke</li><li>• Low Key</li></ul>

<ul style="list-style-type: none"> <li>• Stan</li> <li>• Tea</li> <li>• Wanderlust</li> <li>• Flex</li> </ul>	<ul style="list-style-type: none"> <li>• Salty</li> <li>• Snacc</li> <li>• Hangry</li> <li>• High key</li> </ul>
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#### #MakeaDifference: Looking for Matches who Stan the same things

We at Tinder think the next generation of daters doesn't use woke in their bios lightly. 2019 didn't only see Matches, but also Marches. The environment was the number one mentioned cause-related word on Tinder; blame it on the AQI, or activists around the world, but words that hinted Gen Z is advocacy-driven were trending in Tinder bios in 2019.

2019 Top Trending Cause Related Words in India	
<ul style="list-style-type: none"> <li>• Environment</li> <li>• Equality</li> <li>• Volunteer</li> <li>• Climate Change</li> </ul>	<ul style="list-style-type: none"> <li>• Article 377</li> <li>• Make A difference</li> <li>• Cancelled</li> <li>• Fridays for Future</li> </ul>

#### Tinder's Hall of Femme

2019 saw Indian women bringing it; (Lilly Singh landed a late-night show) and India's Tinder community was here for it. Taking a moment for Feminism as one of the top trending words mentioned in bios in 2019. Icons Arianna Grande and Beyonce were mentioned 3x more by Gen Z than Millennials and eternal gratitude to the former for her moving on catchphrase which slid in at number 4.

2019 Tinder's Hall of Femme in India	
<ul style="list-style-type: none"> <li>• Lilly Singh</li> <li>• Feminism</li> <li>• Billie Eilish</li> </ul>	<ul style="list-style-type: none"> <li>• Thank you, Next</li> <li>• Arianna Grande</li> <li>• Beyonce</li> </ul>

#### Entertainment: Tinder loves you 3000

These major entertainment events of 2019 also turned out to be the ultimate icebreakers on Tinder. From Arya Stark taking out the Night King to the Sacred Games Season 2 launch, what Tinder users watched and listened to not only defined their year but also how they connected with each other.

2019 Top Trending Entertainment Topics on Tinder in India	
<ul style="list-style-type: none"> <li>• Game of Thrones</li> <li>• Spiderman</li> <li>• Stranger Things</li> <li>• Avengers End Game</li> <li>• BTS</li> <li>• Sacred Games</li> </ul>	<ul style="list-style-type: none"> <li>• Prateek Kuhad</li> <li>• Divine</li> <li>• Gully Boy</li> <li>• Old Town Road</li> <li>• Vicky Kaushal</li> <li>• Marie Kondo</li> </ul>

#### How's the Josh, Tinder?

Mercury may have been in retrograde a lot this year, but this didn't put a damper on Gen Z leaning into celebrating big moments and writing about it in their bios. The ICC Cricket World Cup was the number one mentioned event in 2019 and ISRO had equal mention across age categories and genders. We think the Josh is high, Gen Z, and Tinder is your personal hype-person.

2019 Top Trending Moments on Tinder in India	
<ul style="list-style-type: none"> <li>• ICC Cricket World Cup</li> <li>• FIFA World Cup</li> <li>• Area 51</li> <li>• ISRO</li> </ul>	<ul style="list-style-type: none"> <li>• Elections</li> <li>• Mercury Retrograde</li> <li>• Goa Plans</li> <li>• How's the Josh</li> </ul>

#### Pride Kicked Off Match Madness in June

Article 377 already made it to the top 8 mentioned advocacy terms mentioned in bios, so it's no surprise LGBTQ+ pride events kicked off a month of matching mania, with June boasting the most matching days of any month in 2019. Guess they don't call it Summer Lovin' for nothing. But LGBTQ+ pride didn't only run high in June! In fact, 30% more people used Tinder's More Genders feature this year compared to last, as a way to best reflect their authentic selves. Usage of the emoji in Tinder bios also increased 15% globally from 2018 to 2019.

#### Drumroll for Mandatory Mention 2019 on Tinder in India


Yes, Sapiosexual and Not Here for Hookups were also mentioned this year in bios, but Tinder is happy to report usage dropped from 2018 as Gen Z makes way for 2020.

To the next decade. We'll see you next year.

**Methodology:**

The information included in this campaign represents overall Tinder trends, not the personal information of any specific, identified individual or user. Swipe and bio data are representative of US and global Tinder activity between January and November 2019.

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Additional assets available online:  [Photos \(2\)](#)

<https://in.tinderpressroom.com/tinders-2019-year-in-swipe-r>