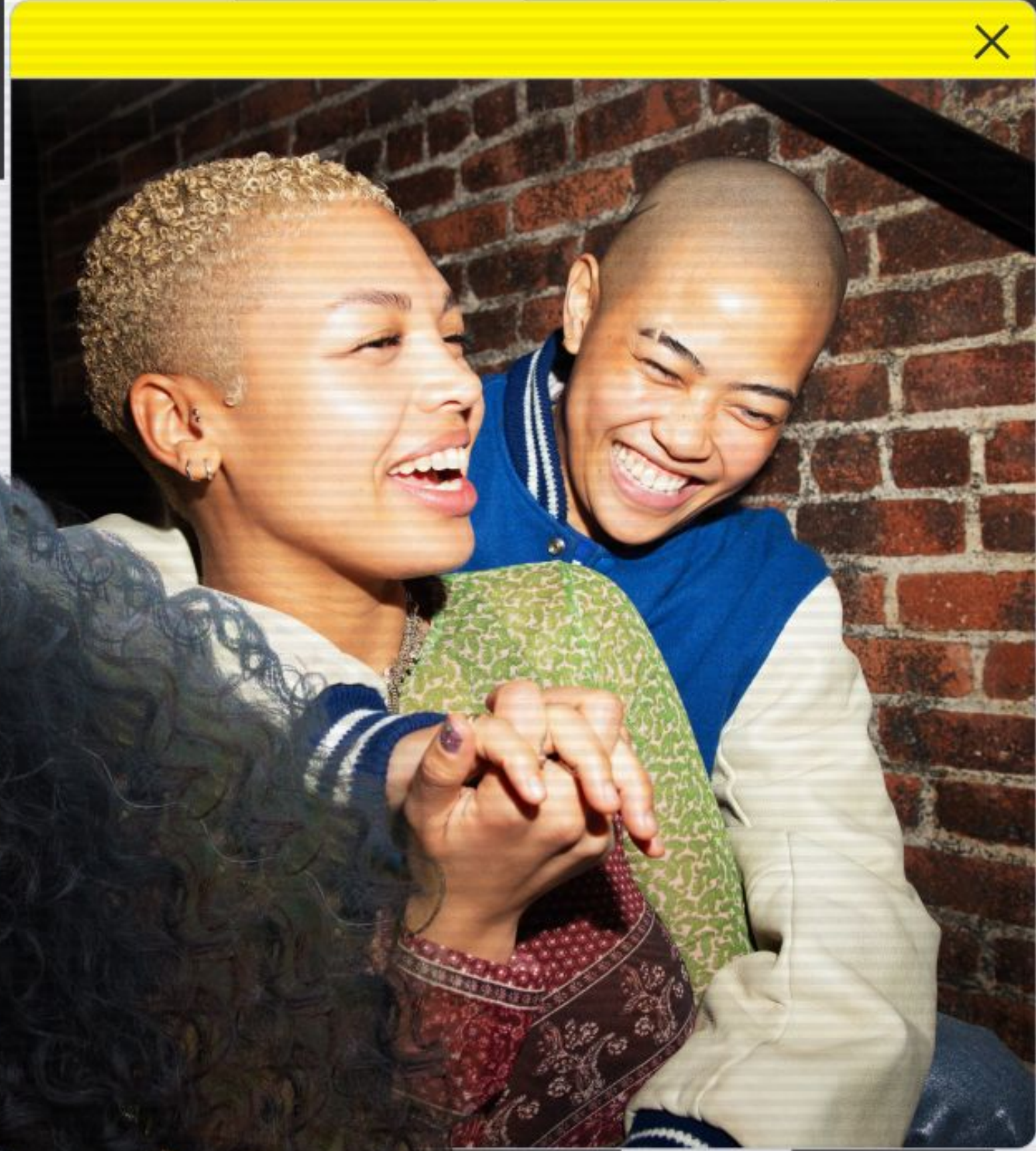
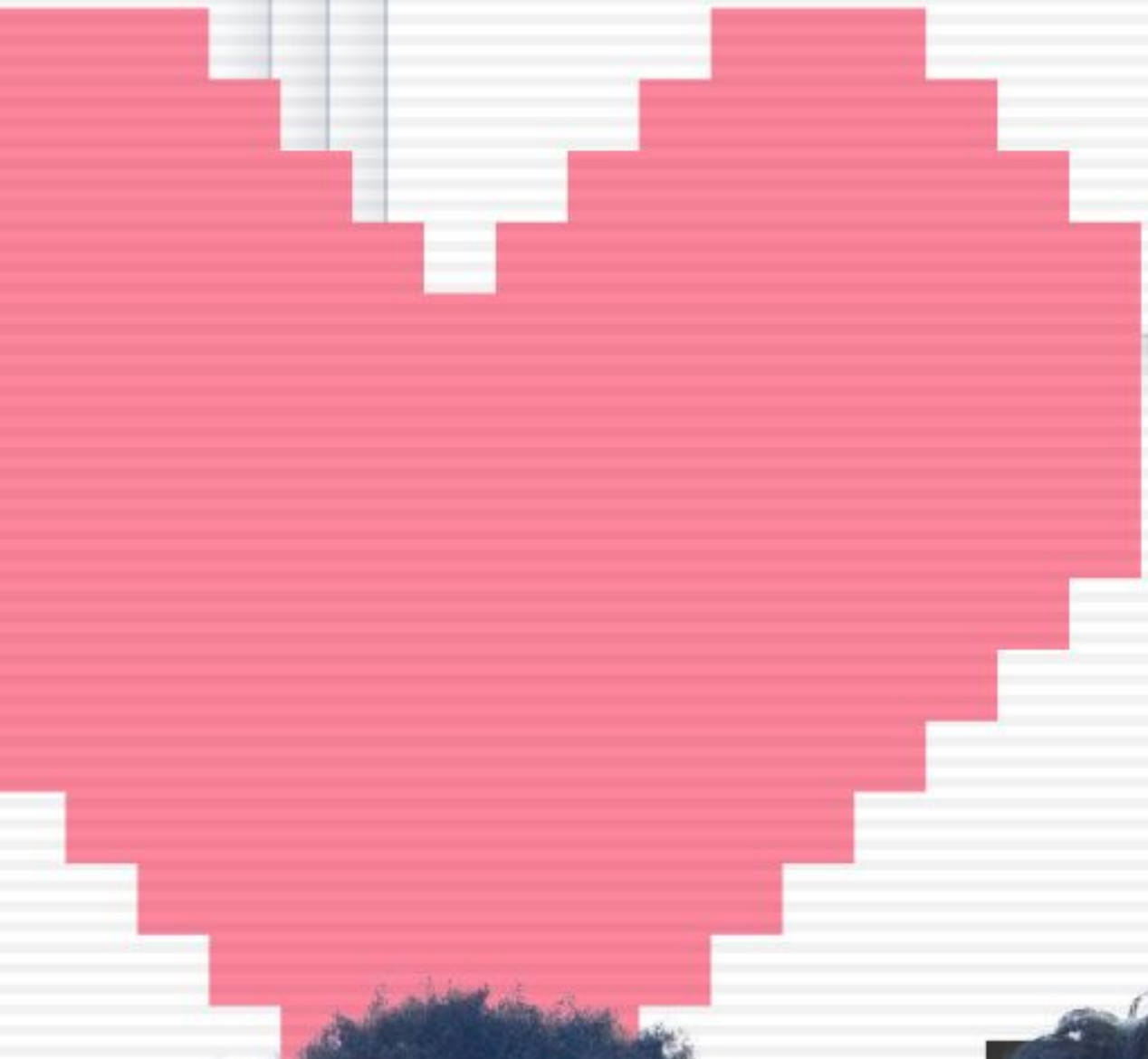


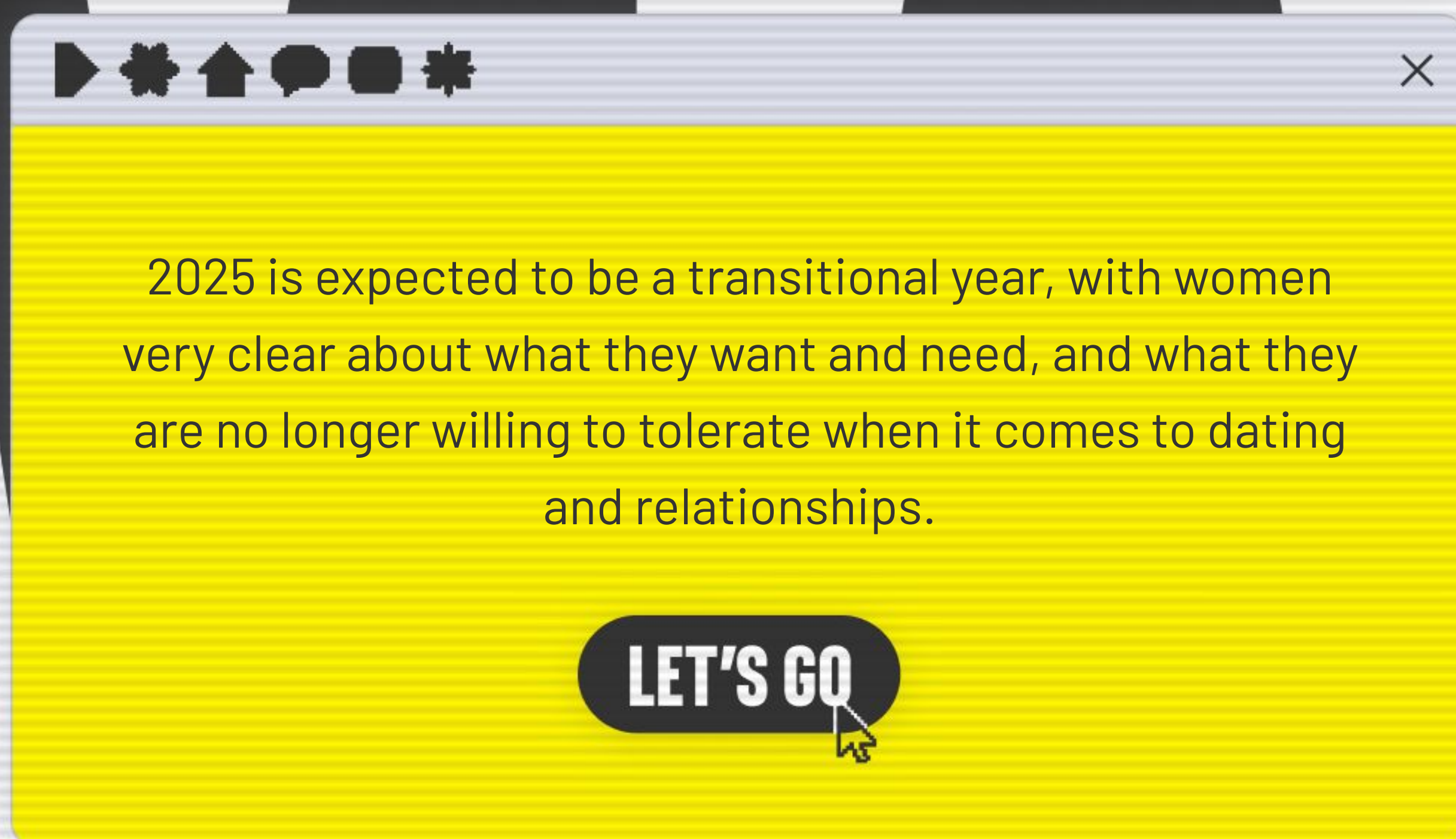
DATING TRENDS

2025



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OUR TOP TRENDS TO HELP YOU NAVIGATE DATING IN 2025.



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LET'S GO

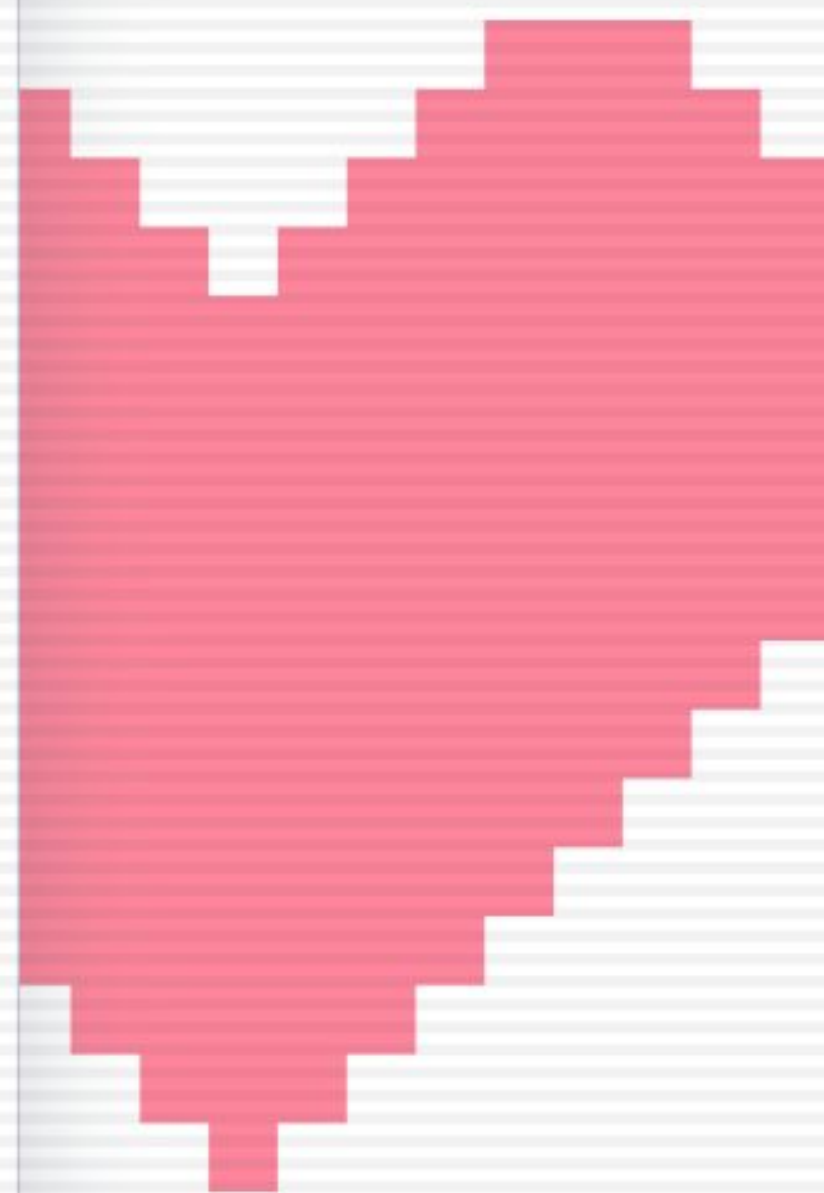


Bumble, the women-first dating app, has today released its latest predictions to help singles take their connection from DM to IRL. Research from more than 40,000 Gen Z and millennial Bumble members around the world* has revealed that dating is evolving with people feeling positive about the realities of finding the right relationship. Bumble's hot take? While dating discourse has varied in the last year, one thing remains true: dating never left and isn't going anywhere, but our approaches to relationships are changing in a notable way.

Bumble's 2024 trends saw singles rejecting the constant strive for perfection, discarding outdated timelines, and placing more value on emotional vulnerability and shared values. **2025 is expected to be a transitional year, with women very clear about what they want and need, and what they are no longer willing to tolerate when it comes to dating and relationships.**

Following a year of dating reassessment, learnings, and frustrations, our conversations about dating have gotten real. But single people haven't given up on finding a relationship, they are more determined, with **nearly 3 in 4 (72%) globally looking to find a long-term partner in the next year. However, the level of tolerance has shifted, with nearly 2 in 3 women (64%) saying they are being more honest with themselves and no longer making compromises.**

Over the last year, the majority (87%) of people on Bumble experienced the many positives of dating in 2024: the excitement of meeting somebody new, building their confidence, and exploring new attributes in what they want. As we move into 2025, Bumble research shows singles are clear about their own desire for romance, total transparency, shared community values, and leaning into platonic male friendship at pivotal moments, to help navigate the next year in dating.



MICRO-MANCE

From embracing the cringe and PDA to rom-coms and a new adoration for meet-cutes, romance is making a comeback in 2025: **over half (52%) of women globally are self-proclaimed romantics who LOVE love and for 1 in 3 (37%) women, a lack of romance has had a negative impact on their dating lives.** The desire for romance is clear, but instead of grand gestures, people are embracing romance in a new way - through micro-mance - a term to describe expressing your feelings through smaller gestures, with big impact. In fact, **the majority (86%) of singles agree that how we show love and affection now includes behaviours like sending memes, a playlist, or sharing inside jokes or morning coffee walks.**

On Bumble, *'The quickest way to my heart is'* is one of the top prompts globally, highlighting micro-mance is already alive and well on the app.

86%

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**41%**

2 in 5 (41%) singles are celebrating more authentic dating and relationship content showing not only the highs but also the lows.

DWM (DATE WITH ME)

From dating GRWM's, live-streamed break-ups, post-date debriefs, hard launches, relationship "tests," and Dating Wrapped, dating has become our new favourite reality show. Bumble predicts this growing social media bubble of embracing a new real-ness will be even more relevant in 2025: **2 in 5 (41%) singles are celebrating more authentic dating and relationship content showing not only the highs but also the lows**, serving as a 'window' to the broader dating experience.

This shift towards more transparent, **shared dating experiences is having a positive impact with 42% of women feeling less self-conscious and lonely as a result.** Seeing others openly discuss these experiences is inspiring healthier relationship goals, helping people spot potential red flags, and have big conversations earlier. In fact, **1 in 3 singles (35%) state that realistic, positive dating content leads to optimism about their own love lives.**

**46%**

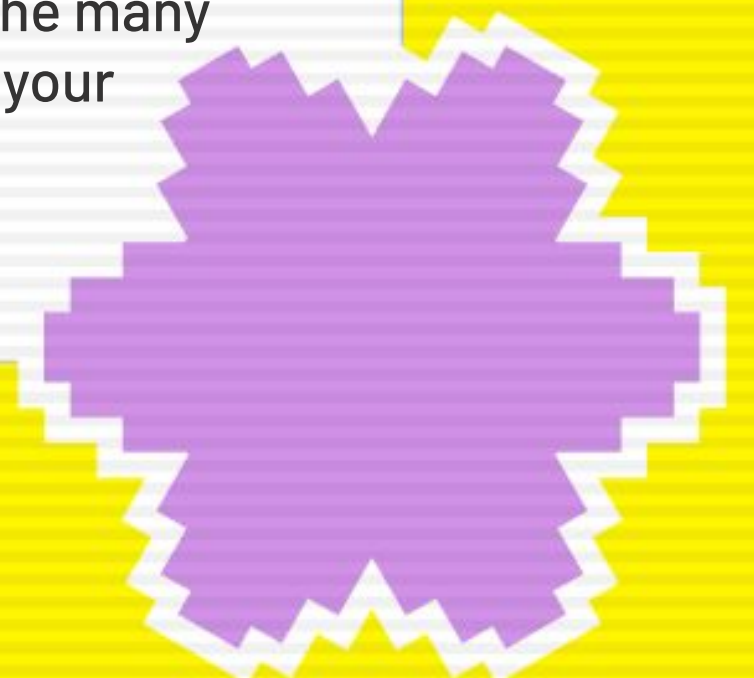
Nearly half (46%) of singles stating that unique and quirky interests are now a key attribute to attractiveness.

ON THE SAME (FAN) PAGE

A shared love of sports ruled 2024, but beyond sports, the rise of micro-communities (book clubs and run clubs), fandom (hello Taylor and Charli), and niche interests are taking over our social feeds. It's also changing who and how we date, with **nearly half (46%) of singles stating that unique and quirky interests are now a key attribute to attractiveness.**

Yes, participating in activities and social communities can actually make you more attractive, and **for 1 in 2 women (50%) showing up authentically while dating means leaning into their passions and interests.** Not only does this help identify partners, start conversations, and build compatibility but **half (49%) of GenZ singles agree that geeking out on something together is a form of intimacy.**

Bumble recently launched more than 30 new Interest Badges such as trivia, thrifting, cold plunging, crocheting, and house plants to celebrate the many unique interests of its global community. You can now also filter by your chosen interests on the app as well.



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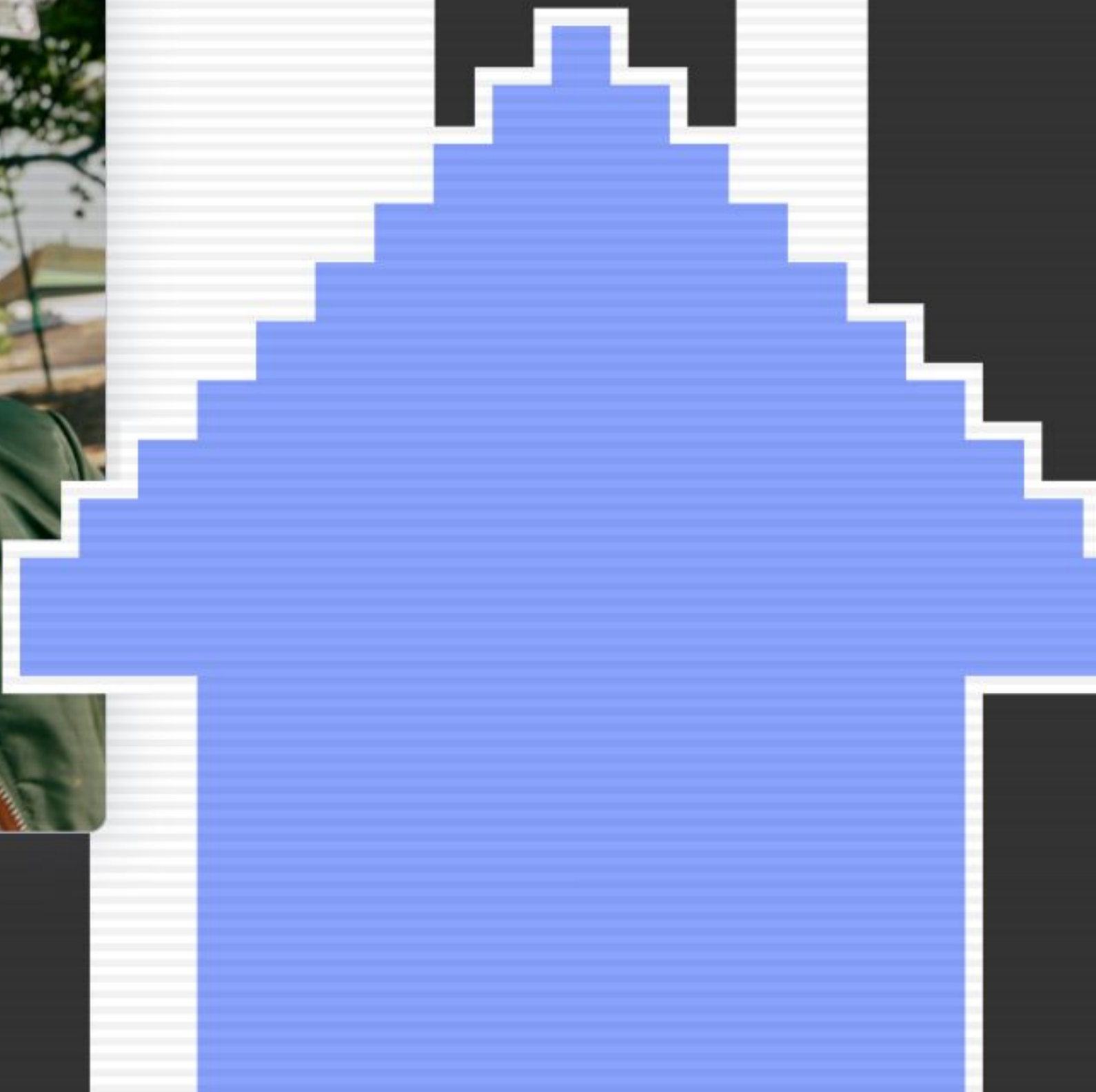
33%

1 in 3 (33%) agree that this year, more than ever, there have been more conversations on male stereotypes.

MALE CASTING

From babygirl, to hot rodent men, to men in finance and the return of the hunk, male archetypes have exploded in pop culture with a wider conversation on how we identify ideal (or less ideal) characteristics. **1 in 3 (33%) agree that this year, more than ever, there have been more conversations on male stereotypes.**

But are these helpful or a hindrance in dating? Much like the experience of women, **1 in 4 (27%) men say these tropes can create false assumptions about their character and intentions.** As we head into 2025, over half of women (53%) agree that the conversation on masculinity needs to evolve to allow men to define what positive masculinity looks like individually.





FUTURE-PROOFING

59%

The majority (59%) of women are placing more value on stability - looking for a partner who is emotionally consistent, reliable, and has clear goals when it comes to their life.

In today's world, uncertainty about the future, whether it's finances, job security, housing, or climate change is playing into our love lives. The overwhelming majority of singles (95%) say their worries about the future are impacting who and how they date.

For a majority (59%) of women, increasing concerns about the future are leading them to place more value on stability: looking for a partner who is emotionally consistent, reliable, and has clear goals when it comes to their life. Looking ahead, singles can expect these conversations to be more top of mind from the get-go, with **1 in 4 (27%) women pushing these topics to be discussed earlier than before, leading to candid conversations about budgeting, housing, climate change, and job ambitions.**

A

33%

1 in 5 (22%) now ask men friends to filter potential dates, and the majority of women (54%) rely on the men in their lives to help give an explanation for men's dating behaviour.



GUYS THAT GET IT

From the group chats to pre and post-date hype, when it comes to dating, there is a new friend filter ascending, the rise of the guy best friend. **Nearly a third (31%) of single women say they are more open with their male friends than they used to be about their dating lives, indicating a shift towards men engaging with their friends in a healthy way and becoming a more significant part of their support network.**

Amongst women, 1 in 5 (22%) now ask men friends to filter potential dates, and the majority of women (54%) rely on the men in their lives to help give an explanation for men's dating behaviour. Spoiler alert: sometimes there isn't one.



Bumble presents



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2025



To find out more, please contact

[**press@team.bumble.com**](mailto:press@team.bumble.com)

* Research was conducted by Bumble using internal polling between September 19 - 23 2024 with a sample of 40,000 Bumble members in 13 countries around the world including: Australia, Brazil, Canada, France, Germany, India, Italy, Mexico, Philippines, Singapore, Spain, UK, and the US.

 Bumble