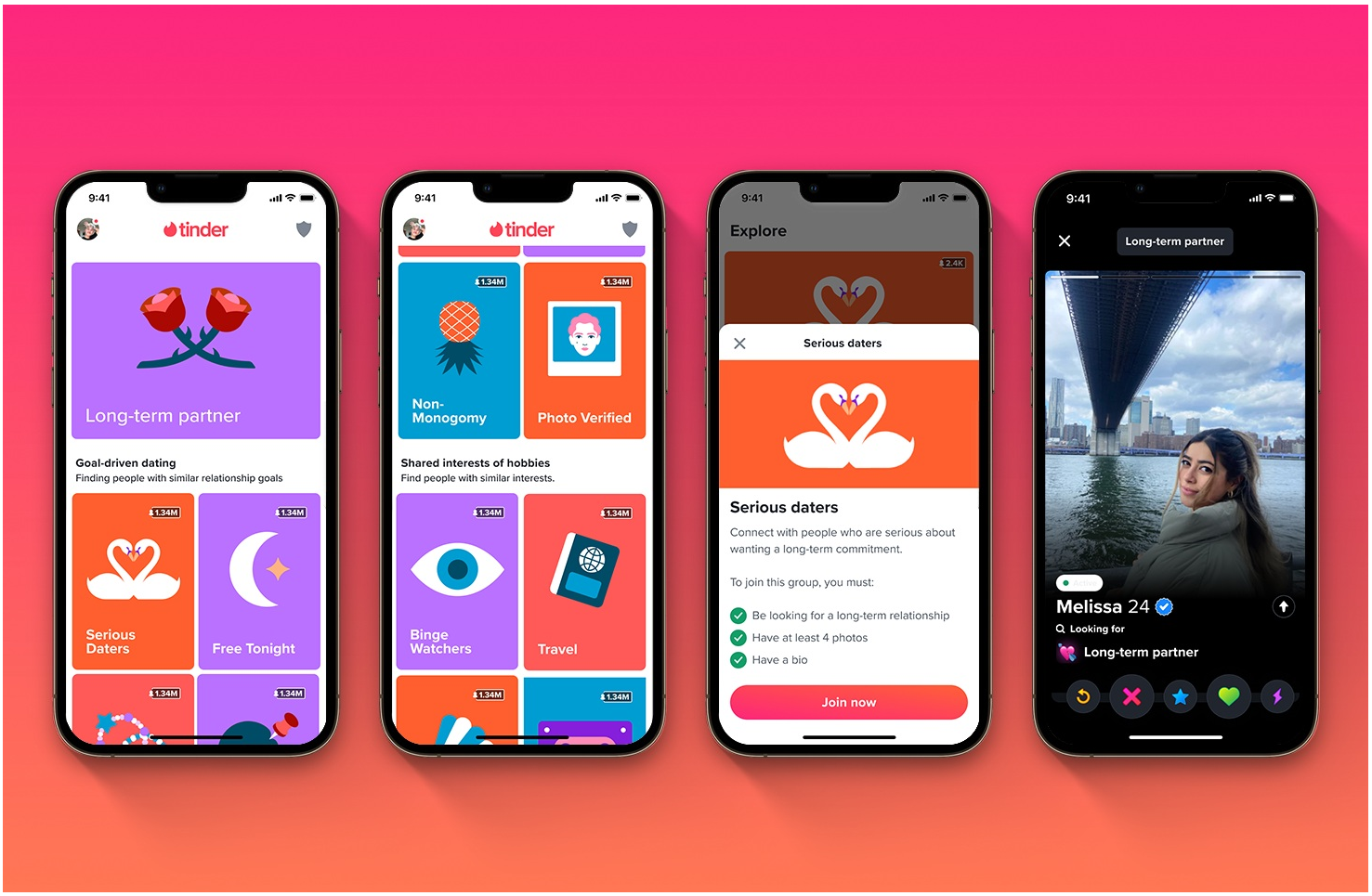
Tinder Newsroom

Tinder Takes 'Loud Looking' to the Next Level with All-New Explore Features



Your Match, Your Way—Tinder's New Explore Tiles Are the Future of Dating

LOS ANGELES (February 6, 2024): Tinder, the world's most popular dating app, is redefining dating with updates to its **Explore** page adding new tiles, giving singles a clearer way to match with intention. Just in time for **Valentine's Day**, Tinder is making it easier than ever for singles to find exactly what they're looking for—whether it's something serious, non-monogamy, or new connections worth celebrating. As the grand finale of Peak Season (Jan 1–Feb 14), Valentine's Day marks the high point of one of Tinder's busiest times of the year. During Peak Season, **486** bios are edited per minute[1], **2.1M** more messages are sent, and more than **298M** additional Likes are exchanged in a single day globally—proving that romance is alive and well[2].

Explore is a personalized, dynamic space that organizes profiles into curated categories—with existing tiles related to shared interests like "Binge Watchers", "Coffee Date" and "Nature Lovers", as well as, "Free Tonight" for more spontaneous daters. Tinder's Year in Swipe™ Report found that singles are embracing "Loud Looking"–ditching ambiguity and being upfront about what they want without settling–and the new Explore tiles help put clarity and confidence front and center—because knowing what you want is the new normal.

How it works: Head to the **Explore** page on Tinder, select a **tile** that fits your dating goals, and instantly browse profiles of people looking for the same thing—making it easier to match with like-minded singles.

A More Intentional Dating Experience

The new **Explore tiles** include high-intent categories like **Non-Monogamy** and **Serious Dater**–helping users find partners who align with their values.

The **Serious Dater tile** is designed for users in it for the long haul, making it easier to connect with like-minded matches. To enter this tile, users must have a bio, at least four photos, and set their relationship goals to one of the Long-term partner options. According to a recent international Tinder survey - 69% of singles are looking for something serious, making the "**Serious Dater"** tile likely a top pick, and many reported seeking **Marriage Material** (41%), the **Long Game** (39%), or an **Intentionship** (27%).[3]

Dating Isn't One-Size-Fits-All, And Neither Is Explore!

At the same time, **14% of Tinder users who display their Relationship Type choose options that fall under consensual non-monogamy,** including **ethical non-monogamy, open relationships, and polyamory**—reflecting the growing diversity of modern relationships. Another **22% are open to exploring**, highlighting a shift toward more fluid, self-defined connections[4].

Joining other high-intent **Explore tiles**—**"Short-Term Fun," "Long-Term Partner," and "New Friends"**—help singles find matches who share their relationship goals. This evolution puts users first, fostering community and giving them sharper tools to filter matches with confidence and purpose.

The move is a key part of Tinder's broader initiative to personalize and refine user experiences. By investing in these product improvements and expanding affinity-based groups, Tinder aims to provide users with greater control, curation, and quality filters to improve their matching.

"The Swipe experience is just one part of dating, as singles are looking to connect with others who share their relationship goals," said **Vivek Patel, SVP of Product at Tinder.** "Explore tiles cut through the guesswork, creating dedicated spaces where singles can match with real intention—whether they're after something serious, non-monogamy, or just new friends. The future of dating is clear, and Tinder is helping make it easier to navigate it with confidence."

What's Next? The Future of Explore

With plans to enhance the experience of broader affinity groups like LGBTQIA+ and strengthen personalization, Tinder is creating a dynamic space for singles to connect with like-minded individuals while

staying true to themselves.

As we head into 2025, dating is evolving, with more singles leveraging the Swipe® experience to build connections that align with their needs. Tinder's Explore page is a bold declaration that the future of dating is as loud, proud, and purposeful as the people who make it.

For more information, visit Tinder.com.

About Tinder

Launched in 2012, Tinder® revolutionized how people meet, growing from 1 match to one billion matches in just two years. This rapid growth demonstrates its ability to fulfill a fundamental human need: real connection. Today, the app has been downloaded over 630 million times, leading to over 97 billion matches, serving approximately 50 million users per month in 190 countries and 45+ languages - a scale unmatched by any other app in the category. In 2024, Tinder won four Effie Awards for its first-ever global brand campaign, "It Starts with a Swipe™.

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[1] Tinder global data showing the number of bios edited during the period of 1 January to 14 February 2024

[2] Tinder global data comparing Likes & Messages between the period of 1 January to 14 February 2024 and yearly averages.

[3] A survey of 4000 18-30 year olds who are actively dating in the US, UK, Canada and Australia between September 25, 2024 and November 4, 2024 conducted by OnePoll on behalf of Tinder.

[4] Tinder global internal data from Tinder's Relationship Types descriptor January 29, 2025.

Additional assets available online: Photos (1)

https://www.tinderpressroom.com/2025-02-06-Tinder-Takes-Loud-Looking-to-the-Next-Level-with-All-New-Explore-Features