New Year, New Boo peak season is ending on a high with young singles leading the charge

There's no denying that Valentine's Day is the OG for celebrating romance. Tinder, the world's most popular dating app, confirms that the day is as popular as ever, particularly amongst the new generation of daters. If you thought young singles were more into Galentine's Day than Valentine's Day, think again. In the run-up to Valentine's Day last year, Tinder saw a **10%** increase in overall matches compared to an average day and a **17%** increase amongst 18-25-year-old users globally. There was also an increase of **30 million likes** sent per day on average with a massive **70%** of that increase coming from 18-25 year old users[1]. There is generally a peak in activity four days before Valentine's Day as singles take to Tinder to find a match. The busiest hours tend to be between 9 and 10 pm local time[2].

Tinder's latest Year in Swipe report projects that dating in 2024 will continue to be "For the Plot' with singles less concerned with where their relationship is heading, and more interested in creating memorable experiences and opportunities - also known as N.A.T.O Dating (a.k.a. Not Attached To Outcomes). Embracing Valentine's Day in a fun, low-pressure way is definitely giving that same main character energy.

[1] Tinder internal data comparing Matches and Likes between 9th, 10th February 2023 with yearly averages.
[2] Tinder internal data on peak times of the day in terms of active users.
