



TRENDING

# The Top 7 Predicted Dating Trends of 2023, According to Bumble

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Dating is always tough, but in the wake of a global pandemic, it's been difficult to stay on top of the oh-so-turbulent modern day dating trends. But 2023 is on the horizon and, as usual, dating seems to be a landscape that's constantly changing. Luckily, [Bumble has released some global research](#) to predict seven new dating trends that we can look forward to in the coming year.

While 2022 was all about finding yourself again – especially after dating in the middle of the pandemic – next year seems to be “more focused on challenging the status quo and finding more balance in the way we date.”

It looks like people are much more optimistic about dating heading in to 2023, as 70 per cent of people across the globe say, “they feel positive about the romance that lies ahead.”

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“In 2023, we will continue to see how external factors – such as working remotely and the rising cost of living – will affect our dating behaviours,” Bumble’s Sex and Relationship Expert Shan Boodram explains. “Additionally, I’m excited to see how people’s approach to dating will shift as many will challenge the status quo and find more balance in the way that they date.”

Some of the emerging trends over the next year include open casting, wanderlove and guardrailing, so whether you’ve heard those terms or not, read on to see the top 7 predicted dating trends of 2023, according to Bumble.

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## Open casting

Move aside, [unrealistic beauty standards](#) – open casting is upon us. If you’ve never heard of open casting, it’s the exact opposite of type-casting. Essentially, it looks at how 38 per cent of people are “now more open to who they consider dating beyond their ‘type.’”

According to Bumble, 28 per cent of people around the world are putting less emphasis on dating people that their peers might “expect” them to, and that number is even higher in Canada, ringing in at 33 per cent. Where people in the dating world used to often focus on looks, now most people – 63 per cent of respondents, in fact – are prioritizing emotional maturity instead.

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## Guardrailing

After having very (very!) sparse social schedules throughout pandemic-induced lockdowns, many people are feeling overwhelmed with the return to office culture and busier social lives. As a result, people are starting to implement more personal boundaries, with 52 per cent of global respondents reporting that they’ve enforced more boundaries over the last year.

What, exactly, does that mean? Well, according to Bumble, “this includes being clearer about emotional needs and boundaries (63 per cent), being more thoughtful and intentional about how we put ourselves out there (59 per cent) and not overcommitting socially (53 per cent).”



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## Wanderlove

The research also found that 33 per cent of Canadians were more open to travel and, as a result, were also more open to relationships with people that live outside of their city. With more work-from-home flexibility, 14 per cent of global respondents have considered becoming a “digital nomad,” which means that they could work remotely from anywhere they want. This has impacted how we think about who we are willing to date, and whether or not that’s influenced by where they live.

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People in the dating world are particularly ready to subvert gender norms and expectations in the coming year. In fact, 74 per cent of men across the globe “have examined their behaviour more than ever and have a clearer understanding of ‘toxic masculinity’ and what is not acceptable.”

As a result, more than half of the men on Bumble are actively working to challenge gendered stereotypes, and 38 per cent of men have started to speak about their emotions more openly with their male friends. For Canadians, even more men on Bumble are opening up with friends about their emotions, with 42 per cent saying the same thing.

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## Dating renaissance

A lot of people are making a return to dating after being in long-term relationships. In fact, according to the research, 39 per cent of Bumble users have ended a marriage or a serious relationship over the last two years. Those users are ready to enter their dating renaissance, and 36 per cent of users are actually using dating apps for the first time in their romantic history.

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The taboo around sex is much less prominent now, with 53 per cent of global respondents and 57 per cent of Canadians agreeing that it's important to talk about sexual wants and needs early on in a relationship. Thus, the way that people are talking about and having sex is changing. 42 per cent of people are "approaching sex, intimacy and dating in an open and exploratory way."

In fact, 22 per cent of Canadians have explored their sexuality more than they ever have over the past year, with 17 per cent of Canadians considering a non-monogamous relationship.

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### Cash-candid dating

With [inflation](#) and [a looming recession](#), the high cost of living has resulted in more open conversations about money in relationships. 29 per cent of Canadians reported that they are setting financial boundaries for their dating lives.

While this doesn't necessarily translate to *how much* we're dating, but more so to *how* we date, as 59 per cent of Canadian daters report that they're more interested in a casual date than a fancy one.

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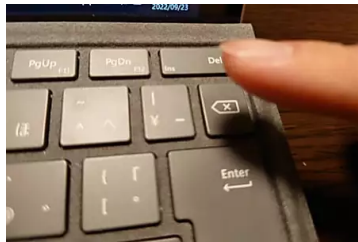
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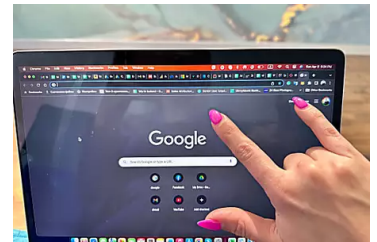
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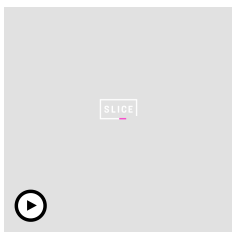
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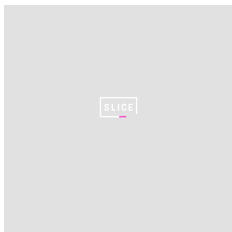
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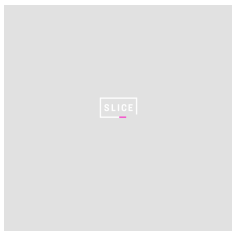
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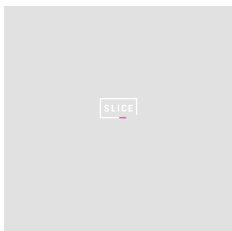
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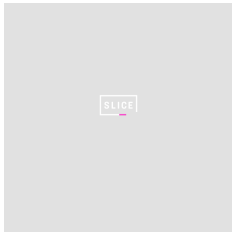


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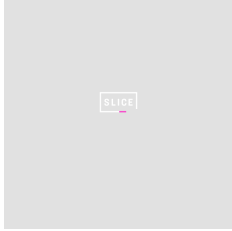




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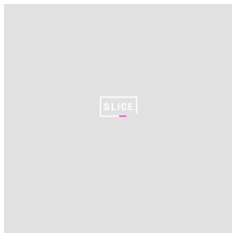
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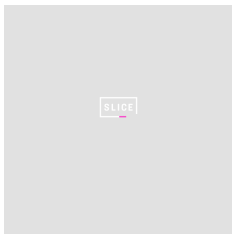
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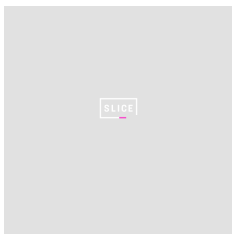
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