





Tinder
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3 Gen Z 1)
2) 3)

Gen Z (79%)
(78%) (61%)+
K-pop
Gen Z

Tinder
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Tinder “Double the Chill” Match
Tinder

Tinder
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Tinder “Explore”
1

Tinder 3
Tinder
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75% Gen Z
+
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18-25 1,000 2567 OnePoll Tinder
Tinder 18-24 18
2565 - 28 2565

Additional assets available online: (4)

<https://th.tinderpressroom.com/when-weird-becomes-wonderful>