

App Store complaint report

Bumble Dating App: Meet & Date · Bumble Holding Limited · current version 5.484.1

Generated 2026-10-23 from the 300 most recent public App Store reviews across 3 storefronts (2026-05-23 to 2026-10-22).

Metric	Value
Reviews analysed	300 (298 classified by AI)
Average stars (these reviews)	1.68
Reviews with a complaint	214 (71%)
Storefronts	CA 150, GB 100, US 50
All-time App Store rating (US)	4.32 from 1,768,201 ratings

Complaint categories

Category	Reviews	Avg severity (0-3)	Most affected versions
Pricing / subscription	118	2.4	5.483.2 (15), 5.480.0 (15), 5.484.0 (12)
Bugs	103	2.5	5.480.0 (28), 5.483.2 (18), 5.482.0 (6)
Feature requests	55	2.2	5.483.2 (9), 5.480.0 (8), 5.484.0 (4)
UX / design	27	2.1	5.483.2 (7), 5.480.0 (2), 5.479.1 (2)
Performance	22	2.5	5.480.0 (5), 5.483.2 (4), 5.474.0 (3)
Crashes / freezes	20	2.5	5.483.2 (4), 5.474.0 (2), 5.471.0 (2)

Trend by version (newest first)

Version	Reviews	Avg stars	Complaint share
5.484.1	18	1.1	78%
5.484.0	23	1.8	70%
5.483.2	44	1.6	68%
5.482.0	20	1.9	60%
5.481.2	7	1.1	86%
5.480.0	45	1.4	82%
5.479.1	10	1.7	60%
5.479.0	2	1.0	100%

Representative quotes

Pricing / subscription

“Delete the app - I can have my distance set quite far, yet the bumble algorithm continuously shows the same profiles. Even after I’ve left swiped them. The system has a pre-planned set of profiles they want you to swipe on so you use your free swipes to try an” (1★, v5.480.0, GB, 2026-09-26)

“It’s bad - I hate it. Why do I have to pay money just to see who likes me? I’m looking for a free dating app. Not using again if not fixed. Also no one should use it it’s a scam” (1★, v5.478.2, GB, 2026-09-13)

Bugs

“Absolutely abysmal - I’ve rarely felt so compelled to write an app review- but this is one of them The app is fundamentally broken and doesn’t seem to work. It keeps on showing me the same people after having swiped left multiple times, and vice versa doesn’t” (1★, v5.480.0, GB, 2026-09-27)

"App is buggy! – The app refused to open on my phone. I tried deleting and reinstalling but unfortunately the apps buggy and still won't work" (1★, v5.479.1, GB, 2026-09-21)

Feature requests

"Photo verification is unusable – Tried to verify my photo, but the pose example shows in landscape and the top-right icon that looks like 'rotate' actually just flips the camera. No way to fix the orientation, so I can't verify with a photo. The only other opt" (4★, v5.480.0, CA, 2026-09-23)

"Too expensive and paywalled – Premium is far too expensive for a single week. Additionally there aren't options to not be shown to users outside of your range (or I wasn't able to easily find that setting). Paying for premium resulted in me typically seeing li" (1★, v5.462.2, CA, 2026-05-26)

UX / design

"“Money, Please” – + Decent UI design + Being able to reply to specific messages is useful + App performance is pretty fast and slick - Travel mode is kind of stupid - Users location is at the very bottom of their profile. If someone is just visiting, that's th" (3★, v5.471.0, CA, 2026-07-27)

"Yuck – Yuck. I can't say anymore. Terrible interface. Terrible experience." (1★, v5.475.0, CA, 2026-08-22)

Performance

"Still broken! – I went to give this another go after a year of deleting because of the bugs. As soon as I downloaded it all the bugs that I had before are still there. Unbelievable 🤔 no one wants to wait 10 minutes for an app to load! Maybe fix it?" (1★, v5.480.0, GB, 2026-09-22)

"Slow – App is just crazy slow, you guys gotta fix it" (1★, v5.474.0, CA, 2026-08-17)

Crashes / freezes

"Freezes – App freezes every time on opening, has to be closed and then started again in order to get it to work. Outside of that, matches are so few and far between it makes the app rather pointless." (2★, v5.483.2, GB, 2026-10-17)

"App is freezing – The app freezes currently. Please update. You have to close app and restart every time you click on a profile" (2★, v5.464.0, CA, 2026-06-07)

The 10 most important fixes

1. Justify or adjust the price [Pricing / subscription · 76 reviews · avg severity 2.4/3 · versions 5.480.0, 5.484.0]

Test a cheaper tier, annual discount or one-time purchase; show what paid users get.

"30\$ a week is insane – I get all app needs to make money but they removed the women make the first move feature which made bumble stand out- now you either commit to months on end or pay 28\$ a week- are you insane? This app is now ridiculo" (1★, CA)

2. Ease payroll pressure [Pricing / subscription · 50 reviews · avg severity 2.3/3 · versions 5.483.2, 5.480.0]

Keep core features usable for free users or explain clearly what is paid; show the payroll less often.

"App doesn't work – Runs out of people quickly doesn't show profile, payroll -needs fixed" (1★, GB)

3. Answer support requests [Bugs · 38 reviews · avg severity 2.7/3 · versions 5.480.0, 5.484.1]

Add an in-app contact option and reply to these App Store reviews; Apple lets developers respond publicly.

"Zero customer service support – Paid for my subscription directly from the App Store from Apple ID, and never got any response from the company regarding my payment. The app never updated the payment and I couldn't obtain the benefits of th" (1★, CA)

4. Fix login / account access [Bugs · 29 reviews · avg severity 2.8/3 · versions 5.483.2, 5.482.0]

Audit the sign-in flow (SSO, password reset, verification emails) on the latest version; add clear error messages.

"Tried signing up – Something is wrong with trying to sign up... whenever It tells me to verify my number and I get the codes I get rejection for some unknown reason. Whenever I call in to verify, I am give digits that starts with a +14467, wh" (1★, CA)

5. Soften the redesign backlash [UX / design · 21 reviews · avg severity 2.3/3 · versions 5.483.2, 5.484.0]

Explain the change in-app, restore the most-missed option, or offer a setting for the old behaviour.

"Women message first – You change the one thing that makes you stand out from the others??

There's a reason you've been successful to now. This way the ladies aren't bombarded with messages. Now because there's enough loud complaining, low" (1★, CA)

6. Fix in-use crashes and freezes [Crashes / freezes · 14 reviews · avg severity 2.5/3 · versions 5.483.2, 5.477.1]

Match quoted actions to crash reports; ship a hotfix for the top stack trace.

"Cant type a message without the app freezing – Updated, reinstalled, rebooted the phone, nothing to do I can't type a sentence without the app freezing." (1★, CA)

7. Speed up loading [Performance · 11 reviews · avg severity 2.5/3 · versions 5.480.0, 5.474.0]

Profile cold start and the slowest screens on older devices; cache content.

"Loading takes forever – Rarely gets past the loading screen" (1★, GB)

8. Stop data / progress loss [Bugs · 10 reviews · avg severity 2.5/3 · versions 5.480.0, 5.464.0]

Reproduce sync and restore paths; add server-side backup and a visible "restore" option.

"App doesn't work – App doesn't sync matches despite all troubleshooting. Given up and deleted at this point" (1★, GB)

9. Rethink usage limits [Pricing / subscription · 11 reviews · avg severity 2.2/3 · versions 5.484.0, 5.480.0]

Users read hard limits as a cash grab; consider softer limits or earning more through use.

"pay pay pay pay pay – you run out of likes after about 10 likes then you can't do anything for 24 hours unless you pay \$15 a week or \$120 a month just for the chance to talk to somebody. By far the worst dating app you could possibly get I " (1★, US)

10. Simplify navigation [UX / design · 9 reviews · avg severity 2.0/3 · versions 5.483.2, 5.484.0]

Run a quick usability test on the screens users mention; remove extra taps and pop-ups.

"Recycles no swipes, location annoyingly at the end of profiles, – 'Qualities I value' is super limited-should include more like consistency, reliability, reciprocity, integrity. **If I don't want to match with tourists or part timers then " (2★, US)

Method: the most recent public App Store reviews across up to 6 storefronts, collected via a third-party Apify scraper, plus the iTunes Lookup API. Reviewer names are not included. Each review was classified by TypeSafe Jev AI (7 complaint categories, 18 specific issues, severity 0-3); fixes are the specific issues ranked by number of complaining reviews × average severity. Advice lines are generic starting points; the quotes are the evidence. AI can misclassify: check the quotes. Not affiliated with Apple. Reply within 7 days for one free clarification.