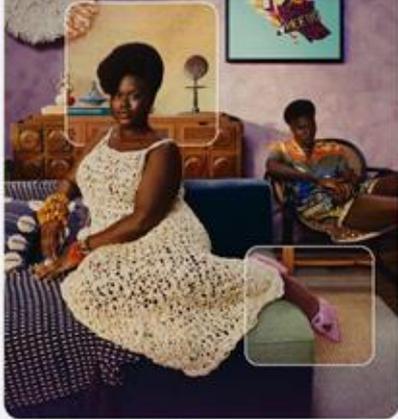




IMME GUMMY



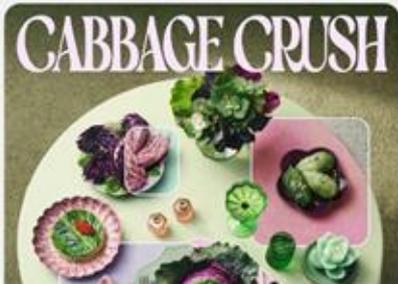
UN KNANS



BROOCHED




**Pinterest
Predicts
2026**



Vamp Romantic



EXACED UP



COOL BLOO



NEO DECO





Beyond the Bandwagon

The trends that are valuable, not just viral





**Maintaining cultural
relevance is more
urgent than ever**



60%

of searches now end without users clicking through to another site.

✦ AI summary

Romantic clothing style emphasises softness, femininity and graceful elegance through the use of delicate fabrics, flowing silhouettes and intricate details such as ruffles, lace and floral prints.

✦ AI summary

Statement brooches are large, bold and eye-catching accessories designed to be the focal point of an outfit, adding drama, personality and flair.

✦ AI summary

Nostalgic collectibles are items that evoke a powerful longing or fondness for a past time or personal memory, often from one's childhood or a culturally significant era.

Trend cycles are now moving **4.4x faster** since 2018



rolled ice cream

cactus decor



faux fur vest



GPS luggage



ramen bu



Everything begins with cultural relevance





GLAMOUR

BEAUTY

Aura Beauty: How to Match
Your Energy to Your Makeup
Look¹

Over the past six years

88%

of our trend predictions
have come true



VOGUE

How Often Do You Think About
the Medieval Ages? Designers
Did—A Lot—For Fall 2025²



THE CUT

Soda's Big Comeback³



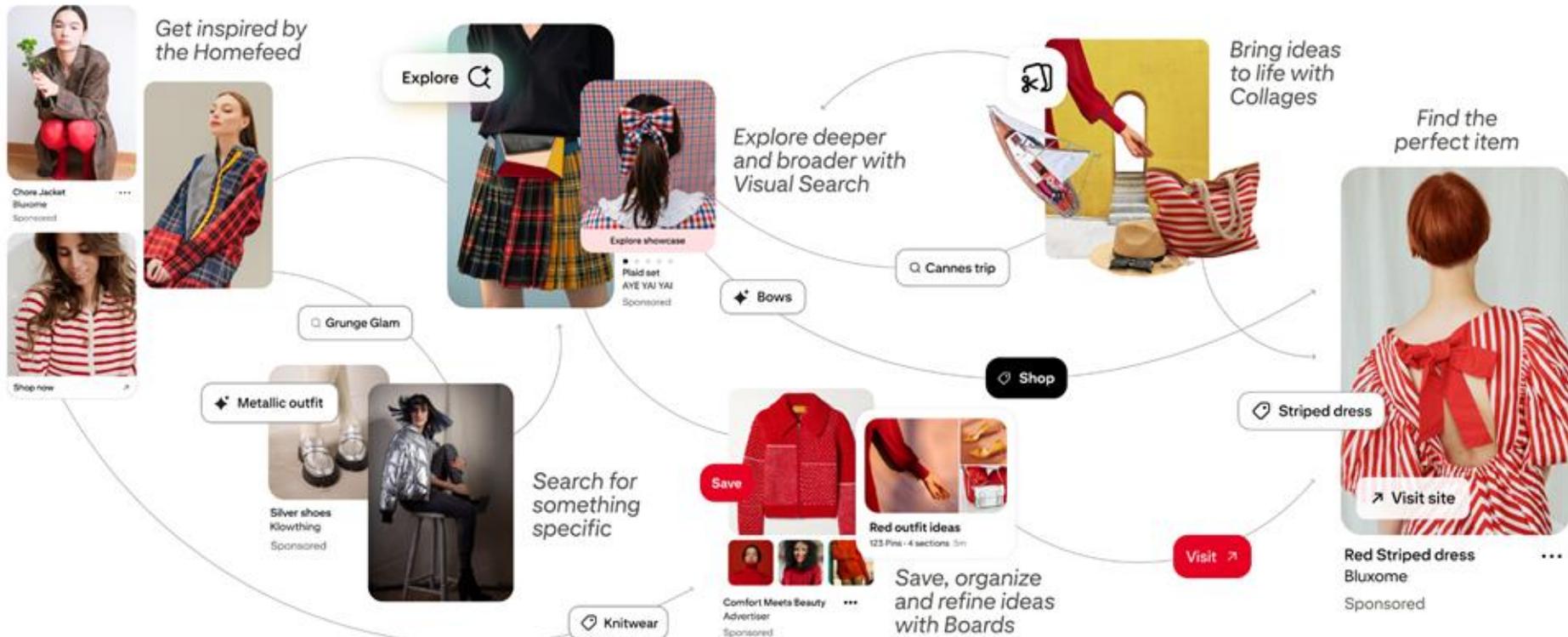
COSMOPOLITAN

Consider this your
411 on the 2025 makeup
trends to know⁴



Source: ¹ Glamour, "Aura Beauty: How to Match Your Energy to Your Makeup Look", Jan 30, 2025; ² Vogue, "How Often Do You Think About the Medieval Ages? Designers Did—A Lot—For Fall 2025", April 2025; ³ The Cut, "Soda's Big Comeback", December 2024; ⁴ Cosmopolitan, "Consider this your 411 on the 2025 makeup trends to know", December 2024.

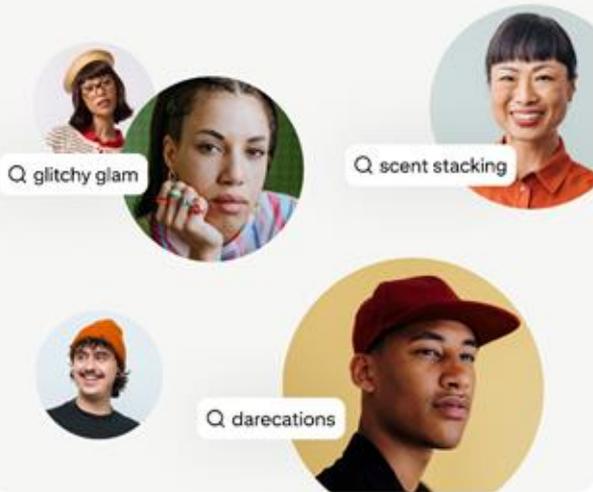
The Pinterest decision journey



Pinterest trends are more

Personal

Pinterest trends are driven by millions of people exploring what's important to them—not a single person or brand.



Durable

Pinterest Predicts™ trends last nearly two times longer¹ than trends elsewhere online.



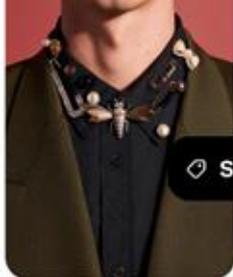
Actionable

Check outs on Pinterest Predicts™ 2025-related content increased 68% year over year.²





£108
Pendant light



[Shop](#)

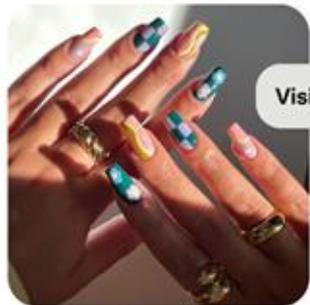


£32
Bee brooch



Mystical Destinations
44 Pins · 2 sections

Trends are tools



[Visit](#) ↗



[Saved](#)



£14
Hair clips

Drivers

- ① **Nostalgia for personal past**
- ② **Curating, not copying**
- ③ **Optimistic escapism**

1



Nostalgia for personal past





52%

of consumers globally are
rewatching classic TV or films

4 in 10

say they're cooking or
eating old-school foods

1 in 3

say they've played board
games or retro games



Glamoratti

Trending search terms YOY

80s luxury +225%

baggy suit +90%

high collar jacket +60%

gold cuff +50%

chunky belt +65%

The decade of decadence is back in style—and honestly, it's about time. Tailored suits with sculpted shoulders will grow three sizes. Funnel necks will be the base of every outfit. And jewelry? Well, that'll get chunkier, bolder and goldier. Gen Z and Millennials are driving this maximalist aesthetic.

Sourcing: Pinterest internal data, English language search data, Global, analysis period September 2023 to August 2025. Unless otherwise noted, changes are calculated using normalized searches during September 2024 - August 2025 compared to normalized searches during September 2023 - August 2024. Early adopters highlights the top generations that are contributing to search growth relative to average generational activity during September 2024 - August 2025. Demographic generations defined as Gen Z (18-27), Millennials (28-43), Gen X (44-59), Baby Boomer (60+).

2

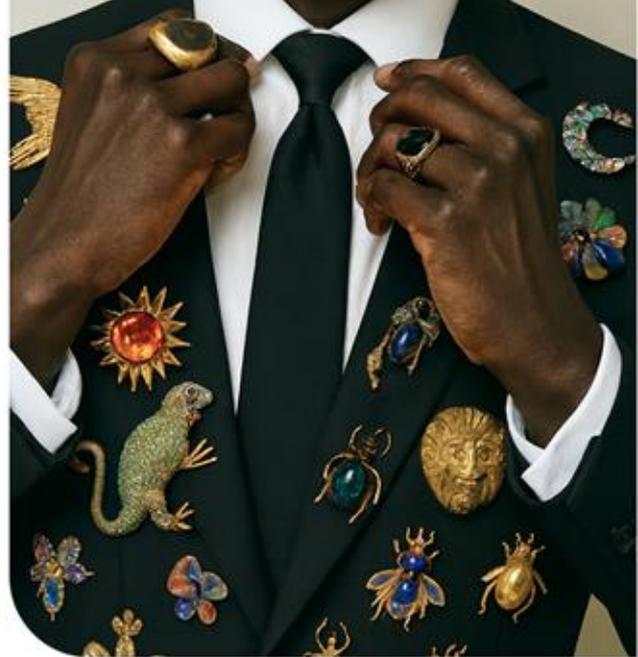
 Curating,
not copying 





1 out of 4

Gen Z's and Millennials
put their own spin on trends



Brooched

Trending search terms YOY

brooch for men suit +90%

maximalist accessories +105%

heirloom jewelry +45%

lapel shirt +95%

brooch aesthetic +110%

There's a new way to wear your heart on your sleeve. Or tie. Or socks. In 2026, Boomer and Millennial men will punctuate their fits with vintage pins, crystal clip-ons and heirloom brooches. It's part homage, part reinvention. If your grandma wouldn't wear it, is it even the vibe?

Sourcing: Pinterest internal data, English language search data, Global, analysis period September 2023 to August 2025. Unless otherwise noted, changes are calculated using normalized searches during September 2024 - August 2025 compared to normalized searches during September 2023 - August 2024. Early adopter highlights the top generations that are contributing to search growth relative to average generational activity during September 2024 - August 2025. Demographic generations defined as Gen Z (18-27), Millennials (28-45), Gen X (44-59), Baby Boomer (60+). Please note that Pinterest's Advertising Guidelines prohibit targeting of any audience based on gender identity, race, ethnicity, or religious beliefs, among other things. For more information, please see our Advertising Guidelines.

3

Optimistic Escapism





38%

of Gen Z's embrace self-expression to stay emotionally connected in uncertain times

35%

of Gen Z is more likely to chase out new adventures

Wildferkind

A trend that whispers instead of roars. In 2026, Gen Z and Boomers will go all in on animal aesthetics—but with a delicate touch. Think soft fawn freckles, butterfly wing nail art and fox-inspired outfits that hint at forest magic.

Trending search terms YOY

bug jewellery +60%

deer aesthetic +55%

flower outfit men +105%

animal inspired outfits +90%

dragonfly nails +145%

Sourcing: Pinterest internal data, English language search data, Global, analysis period September 2023 to August 2025. Unless otherwise noted, changes are calculated using normalized searches during September 2024 - August 2025 compared to normalized searches during September 2023 - August 2024. Early adopters highlights the top generations that are contributing to search growth relative to average generational activity during September 2024 - August 2025. Demographic generations defined as Gen Z (18-27), Millennials (28-43), Gen X (44-59), Baby Boomer (60+).

**Trend fluency
is a brand's
survival skill**

**We don't study
what's viral.**



**We study
what's valuable.**



The Pinterest Trends tool

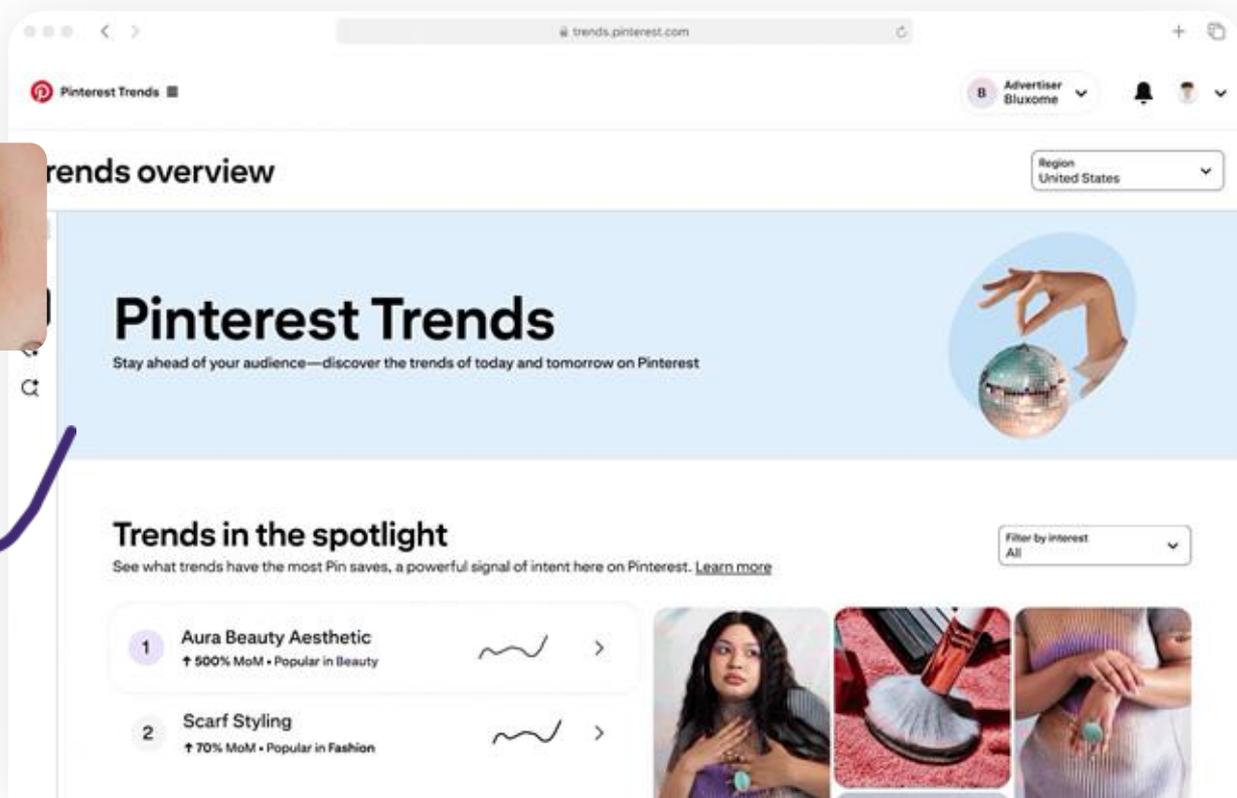
Keep your campaigns
ahead of the curve

face & body jewels 

red carpet looks 

pastel eyeshadow 

trends.pinterest.com



The screenshot shows the Pinterest Trends tool interface. At the top, there's a navigation bar with the Pinterest Trends logo, a user profile for 'Advertiser Bluxome', and notification icons. Below this is a 'trends overview' section with a 'Region' dropdown set to 'United States'. The main heading is 'Pinterest Trends' with the tagline 'Stay ahead of your audience—discover the trends of today and tomorrow on Pinterest'. To the right is a circular graphic of a hand holding a globe. Below this is a 'Trends in the spotlight' section with a 'Filter by interest' dropdown set to 'All'. Two trends are listed: '1 Aura Beauty Aesthetic' (↑ 500% MoM • Popular in Beauty) and '2 Scarf Styling' (↑ 70% MoM • Popular in Fashion). Each trend has a line graph icon and a right arrow. To the right of the trends are three image thumbnails: a woman in a purple dress, a red carpet brush, and a woman's hands with jewelry.



Use Predicts trends as creative springboards and think beyond the Pin



Interactive ads



Pinterest Collages



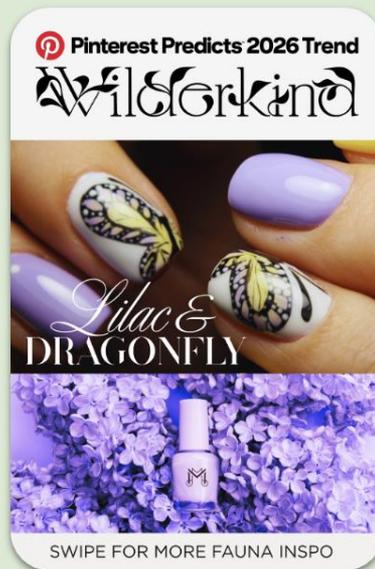
URL to IRL

 Pinterest Predicts™ 2026 Trend

Wild&orkind



Autos Brand
Sponsored

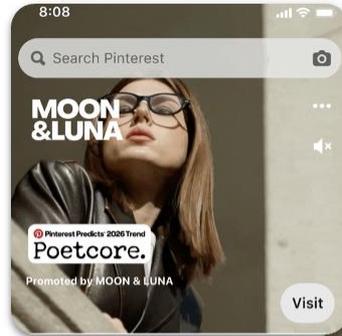


Beauty Brand
Sponsored



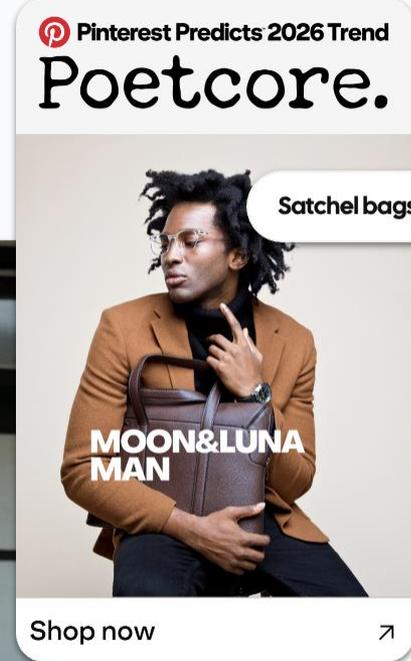
Home Care Brand
Sponsored

Tailor your strategy and diversify your roadmaps



poet core +75%

the poet aesthetic +175%

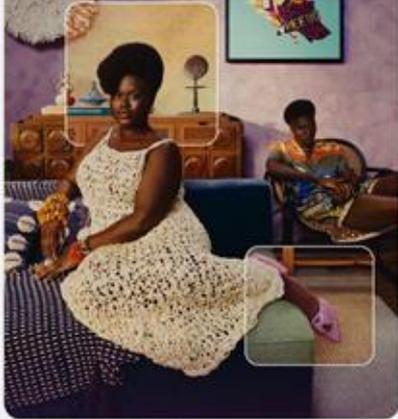




IMME GUMMY



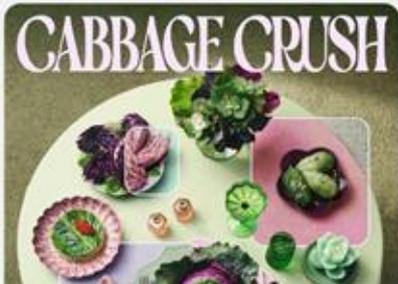
UN KNANS



BROOCHED




**Pinterest
Predicts
2026**



Vamp Romantic



EXACED UP



COOL BLOO



NEO DECO

