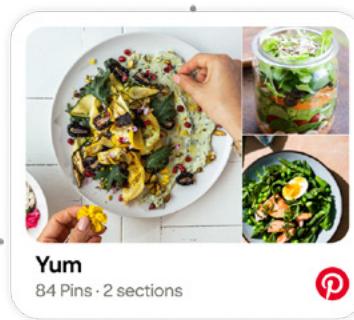




 Pinterest Predicts 2026

**21 trends.  
Unlimited possibilities.**

Your guide to  
 Pinterest Predicts 2026



## The Pinterest Predicts™ advantage

# From board to basket

Pinterest is where over half a billion people<sup>1</sup> come to free themselves from the fads and thoughtfully decide what's next for them—their next meal, their next look, their next trip. Because 'Pinners are planners', we know what will arouse our users' interest in the future.

People on Pinterest aren't passively scrolling, or loosely participating in trends.

They're leaned in and engaging with them, using them to manifest a life that they love. It's this unique behaviour that makes the trends have staying power.<sup>2</sup>

**This guide is your how-to for bringing trends to life: practical targeting moves, creative cues and timing windows so you can activate across the full funnel, measure ROI with clarity and ensure critical wins with even modest marketing budgets.**

**88%**

of Pinterest trend predictions have come true over the past six years, showing lasting relevance with growth across search, saves and shopping.<sup>3</sup>

**65%**

growth YoY in total Pinterest Predicts 2025-related outbound clicks.<sup>4</sup>

# Real trends from real people on Pinterest

## How trends start and grow with Pinterest

We don't just forecast trends, we validate them with full-funnel data. Using best-in-class methodology, Pinterest's trends are validated with sustained, measurable consumer behaviour, so you can be confident in your creative and campaign decisions.

Pinterest Predicts™ trends are based on more than just search queries. You're seeing a comprehensive universe of ideas, products and aesthetics across the **see, save and shop** journey. Pinterest Predicts trends are built on multimodal intelligence, careful curation and a predictive promise.

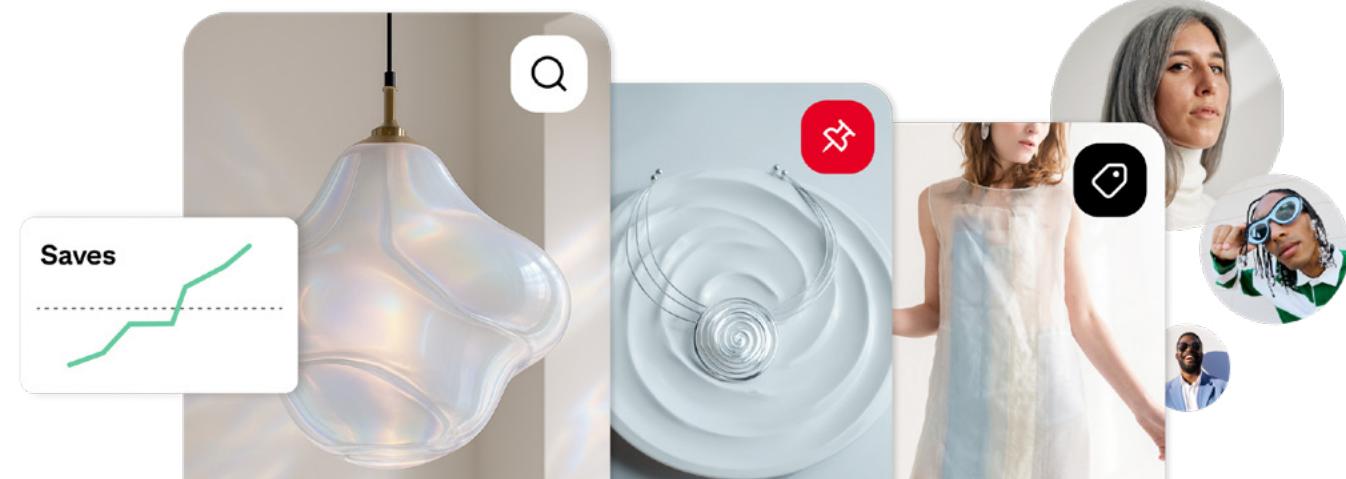
We analyse billions of Pinterest searches and the visual content that people engage with. Then, our trend experts combine data insights with real-world observations to identify emerging patterns. As a final step, we gut-check growth potential, using a mix of predictive analytics to ensure that trends have staying power.

**+68%**

Checkouts on Pinterest Predicts 2025-related content increased by 68% YoY.

Source: Pinterest de-identified conversion data; AU, BR, CA, FR, DE, GB, JP, MX and US Pinterest Predicts™ related checkouts; August 2024 to July 2025 vs August 2023 to July 2024. Changes are calculated using normalised checkout volume among Pinterest users, comparing the period between 01/08/2024 and 31/07/2025 to the period between 01/08/2023 and 31/07/2024. Note: Inclusive of both attributed and non-attributed data. Actual results may vary.

Sources: 'Fermented cabbage' search: Pinterest internal data, English language search data, global, analysis period September 2023 to August 2025. 1. Pinterest internal data, global, Q2 2025. 2. Signoi Social Analytics, quantitative and qualitative research commissioned by Pinterest; US, UK and DE, ages 18–42, March 2024; Indexed search period: Jan 2018–March 2024 3. Pinterest internal data; global searches, related Pin saves and Product Pin outbound clicks; July 2018–July 2025. 4. Pinterest internal Pin tag data; Global Pinterest Predicts™ 2025-related Product Pin outbound clicks; August 2024–July 2025 vs August 2023–July 2024; Changes are calculated using normalised Product Pin outbound click Pin tag volume between 01/08/2024 and 31/07/2025 as compared to 01/08/2023 and 31/07/2024.



# Meet the Pinterest

# Predicts™ trends

Your all-up intro to what will be big in culture in 2026.



**Cool Blue**  
Subzero sophistication



**Wilderkind**  
Animal aesthetic with a delicate touch



**Poetcore**  
Aspiring authors, take note



**Vamp Romantic**  
Haunting and heartbreakin



**Brooched**  
Part tribute, part reinvention, all great-gran inspired



**Scent Stacking**  
Shake up your signature scent



**Pen Pals**  
Letter-writing renaissance



**Afrohemian Decor**  
Bold, bright and natural



**Opera Aesthetic**  
Opulent parties and decadent details



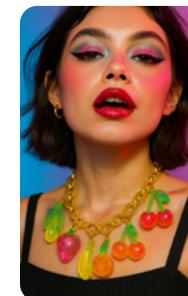
**Glamoratti**  
Maximalist '80s decadence



**FunHaus**  
Elevated but oh, so out there



**Extra Celestial**  
Straight out of sci-fi



**Gimme Gummy**  
Tactile obsession with ASMR overload



**Laced Up**  
Doilies on the daily



**Throwback Kid**  
Back in (play)time



**Neo Deco**  
Bold, glam and just a touch eccentric



**Glitchy Glam**  
Missing the mark, on purpose



**Cabbage Crush**  
Live, laugh, leaf



**Darecations**  
Travel for the thrill of it



**Mystic Outlands**  
Fairytale meets fever dream



**Khaki Coded**  
Digging deep on desert details

Connected with a specific trend?  
Dive deeper for more inspo.



# How to activate on a Pinterest Predicts™ trend

No matter your business or goal, Pinterest Predicts trends can add marketing magic. Use them to help you reach audiences, build deeper connections and drive cultural relevance.



## Choose the right trends for your business

See an immediate connection for your brand? Jump on it! Don't be afraid to lean on unexpected trends to surprise your audience and reach new followers.



## Turn trends that stick into campaigns that perform

The top pick for impact: exclusive sponsorship. Get in touch with your Pinterest sales rep for more info.



## Sharpen your strategy with trends

Work cross-functionally to get your whole organisation involved. Trends can help to guide targeting, creative and even product development.



## Create with trends in mind

Build concepts, stories or visuals around a trend, or simply borrow trend-inspired colours or imagery to shape your aesthetic.



## 2025 Pinterest Predicts success stories

### Marriott Bonvoy embraces peak travel

When Pinterest flagged 'Peak Travel' as a trend—mountain ranges and outdoor escapes surging—Marriott moved quickly. They built a Pinterest led campaign with a Trend Badge, a Premiere Spotlight takeover and a platform-first Trend Drop sweepstakes aimed at high-intent adventure planners, along with an NYC pop-up concierge with themed giveaways and getaways. By acting on forward-looking signals, Marriott joined the Peak Travel conversation before holiday plans were set, stacking momentum as interest climbed, and the campaign beat expectations across key metrics as a result.<sup>1</sup>

**15x**

higher lift in aided brand awareness compared to the industry average<sup>1</sup>

**5x**

higher lift in message association compared to the industry average<sup>1</sup>

'Partnering with Pinterest to co-launch the "Peak Travel" Predicts trend allowed Marriott Bonvoy to engage travellers seeking outdoor destinations, achieve strong lifts in priority brand metrics and ultimately drive lower-funnel results. This campaign highlights the power of our partnership with Pinterest to tap into trends based on data signals, helping to create authentic connections with our audience and deliver exceptional results for our portfolio of brands.'

—Terri da Silva

VP, Global Portfolio, Brand and Content Marketing, Marriott



Choose the right trends for your business

# Explore the unlimited ways trends can work for your brand

Pinterest Predicts trends are versatile and work across industries.

Start by focusing on trends that match your brand's vibe and products. Then, let the wheels turn!

There's limitless potential in chasing unexpected, cross-category connections throughout the buyer journey. Surprising mashups can unlock fresh relevance and help you click with a whole new audience.

To make sure you're on the right track with trend activation, get our checklist on page 17!

## Pick an unexpected Pinterest Predicts path

Which best represents your world?

- A** Shop and stock up Where baskets get filled and shelves get stocked
- B** Screens and streams Devices on, subscriptions up
- C** Money, health and must-dos Adulting decisions, high-trust services
- D** Go places Big plans, peak moments
- E** Life and style Look good, feel good and celebrate

Who do you want to talk to?

- A** Trend-trackers 'Show me what's next'
- B** Makeover mavericks 'Help me transform'
- C** List-makers 'Give me the plan'
- D** Indulgence insiders 'A little luxe, right now'
- E** Value-hunters 'Best pick for my budget'

Pick a colour, pattern or texture

- A** Fur
- B** Stripes
- C** Red
- D** Gold
- E** Moss

Choose your activation goals

- A** Drive awareness
- B** Inspire discovery
- C** Boost consideration
- D** Fuel engagement
- E** Maximise conversion

**Trends to try** The top pick for impact: exclusive sponsorship. Get in touch with your Pinterest sales rep for more info.

- |   |   |  |   |   |
|---|---|--|---|---|
| <div style="background-color: #f0f0f0; padding: 10px; border-radius: 10px;"> <p><b>Mostly As</b></p>  <p><b>Wilderkind</b></p> <p>Bring Wilderkind to life! Use delicate animal aesthetics to highlight your products or set the tone for storytelling and visuals.</p> </div> | <div style="background-color: #f0f0f0; padding: 10px; border-radius: 10px;"> <p><b>Mostly Bs</b></p>  <p><b>FunHaus</b></p> <p>Nothing says entertainment like the big top! Leverage elevated circus vibes to make FunHaus-inspired ads and creative.</p> </div> | <div style="background-color: #f0f0f0; padding: 10px; border-radius: 10px;"> <p><b>Mostly Cs</b></p>  <p><b>Throwback Kid</b></p> <p>Help to make big decisions feel a little more grounded by appealing to retro sensibilities. Use vintage nods in design and storytelling to connect your brand to Throwback Kid.</p> </div> | <div style="background-color: #f0f0f0; padding: 10px; border-radius: 10px;"> <p><b>Mostly Ds</b></p>  <p><b>Glamoratti</b></p> <p>Highlight the glam elements of a big adventure or a 'staycation' with creative that shows your brand does Glamoratti right.</p> </div> | <div style="background-color: #f0f0f0; padding: 10px; border-radius: 10px;"> <p><b>Mostly Es</b></p>  <p><b>Mystic Outlands</b></p> <p>Show fairytale fever-dream fashion inspo or moody, mystical home décor to an all-new audience by using Mystic Outlands to inspire products, storytelling and creative.</p> </div> |
|---|---|--|---|---|

Choose the answer most aligned with your business to find creative ways to connect to a trend.



# Sharpen your strategy with trends

To activate on trends, work cross-functionally and get your whole organisation involved.

**Tap into trend-driven keywords** Use search terms to drive decisions.

bug jewellery

jelly candy aesthetic

opalescent

adventure tourism

opera theatre

cabbage alfredo

pendant lamp



Add a fresh spin to your creative

Use Pinterest Predicts™ trends to inspire your content calendar, project briefs and campaign assets.



Let trends guide

Inform your shopping ads and product marketing ideas going forward—this might even inspire a whole new product roadmap!



Speak fluent trend

Use the provided search terms as keywords to help drive relevant targeting for your paid campaigns.



Take trends to the real world

Pinterest Predicts might be where trends begin, but impact can grow when you activate the ideas in pop-up shops, in-store promos and marketing events.

Ready to bring these trends to life? **Get started here!**



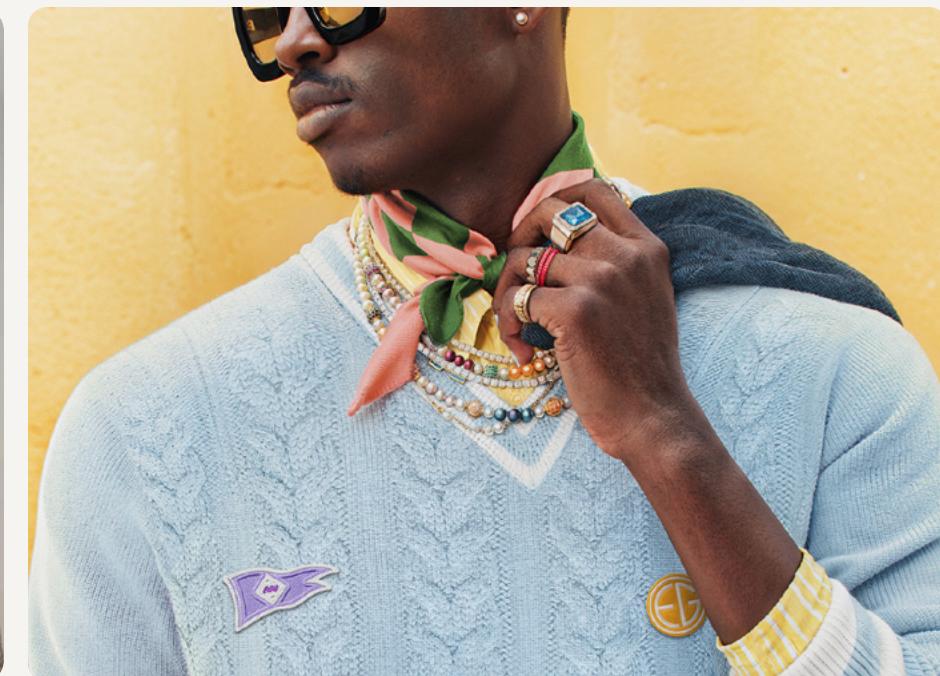
**2024 Pinterest Predicts success stories**

## Why sponsor a trend? Ask Walmart.

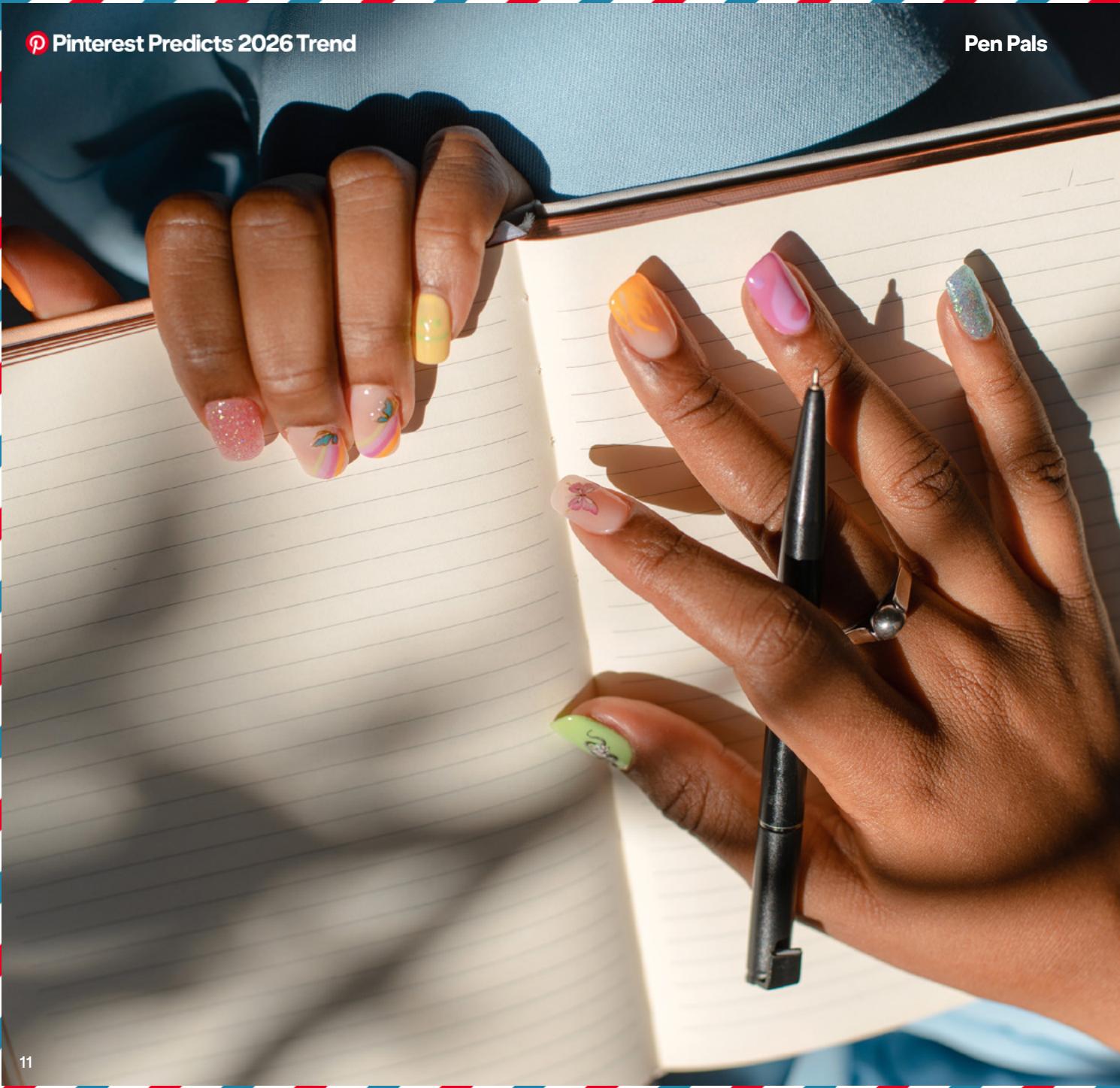
Walmart set out to meet Gen Z where they're primed to act—on Pinterest—by exclusively owning the 2024 Pinterest Predicts trend 'Eclectic Grandpa'. They brought the look to life with eye-catching Pins—max-width video, branded collages and shoppable collection ads featuring outfit inspo and staple pieces to nail the aesthetic—and then amplified it with creator-led sponsored Idea ads. The payoff: A trend moment that put Walmart at the centre of Gen Z's feeds and delivered standout results.<sup>1</sup>

'Aligning with a Pinterest Predicts trend helped us to shift how young people perceive our brand. We saw success beyond just impressions and clicks, and into reconsideration of Walmart.'

—Terry Lance  
Group Director  
Media Strategy & Planning, Walmart



P Pinterest Predicts 2026 Trend



Pen Pals

Fill-in frenzy

Your Pen-Pal inspired Pinterest Predicts™ postcard

Dear \_\_\_\_\_,  
(your company name)

Reporting from the land of \_\_\_\_\_,  
(Pinterest Predicts trend name)

where \_\_\_\_\_ are already saving this idea.  
(your target audience)

The vibes here are so \_\_\_\_\_:  
(your company name) (Three adjectives that describe the trend)

We're loving '\_\_\_\_\_ — it shows how  
(trend-inspired board name)  
what we do plugs straight into \_\_\_\_\_.  
(Pinterest Predicts trend name)

And we're excited to show up in \_\_\_\_\_.  
Home feed/Search/Related Pins

Ready to make it real? Let's show up with:

- Premiere Spotlight
- Max-width video
- Collections ad
- Exclusive sponsorship
- Pinterest Performance+

Best regards,

\_\_\_\_\_  
(your name)



# Own a trend

There are unlimited ways to harness the predictive power of Pinterest Predicts™ trends in your next campaign. For the biggest impact, secure a trend sponsorship package to unlock exclusive co-marketing privileges and deeper audience connections.

When you buy a base sponsorship to become an official Pinterest Predicts™ sponsor, you gain exclusive rights to a designated trend and creative production support to design your ideal campaign to bring it to life.

Extend to an annual sponsorship for year-long rights, production support and opportunities to extend your co-branded campaign to reach consumers off Pinterest.

**See if your brand is eligible for a trend sponsorship—connect with your sales rep today!**

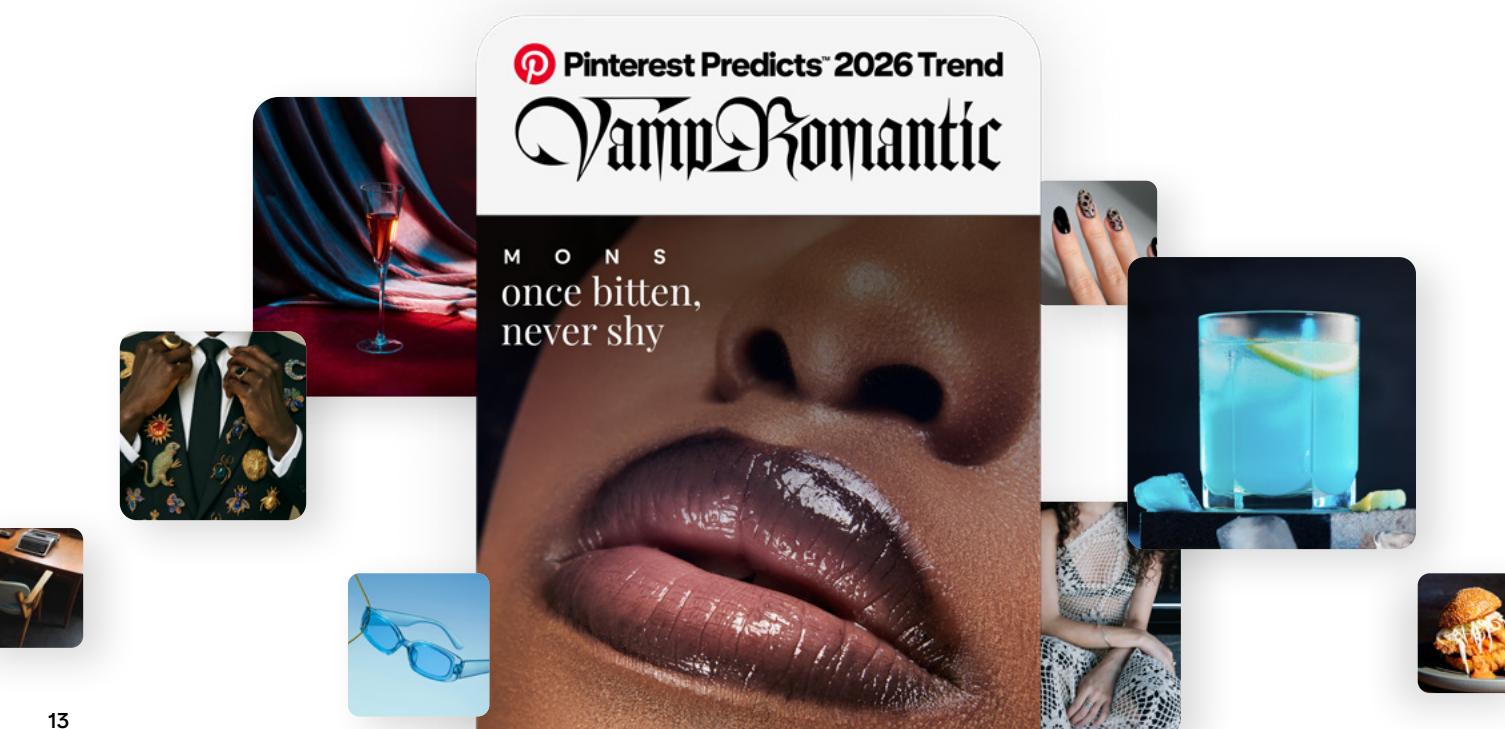
## Align launches to the trend

Most Pinterest Predicts trends grow all year long—but context is everything. When you launch new products, experiment with the bold personality of **FunHaus** or go intergalactic and get inspired by **Extra Celestial**.

## Target against seasonal trends

Let trends help your business to get an added boost with seasonal opportunities. Spring launches can get fresh, colourful inspo from **Gimme Gummy** or **Glitchy Glam**, or tap into back-to-school inspiration with **Throwback Kid**.

To make sure you're on the right track with trend activation, get our checklist on page 17!



The power of  
a Pinterest  
partnership

+5 pts

Brand  
favourability<sup>1</sup>

+2.9 pts

Purchase intent<sup>1</sup>

+5.4 pts

Ad recall from  
Trending Now ads<sup>1</sup>

Source: 1. Wayfair Professional + Pinterest, US, Q3 2024 Brand Lift study

2024 Pinterest Predicts success stories

# Wayfair gets cosy with Jazz Revival

To build awareness and engagement with interior designers, Wayfair Professional put trends front and centre by anchoring an omnichannel campaign around the 2024 Pinterest Predicts trend 'Jazz Revival', spanning creator content, live events and in-store displays. The work hit the right notes, with a lift in brand favourability, purchase intent and ad recall.

'Co-marketing with Pinterest trends has helped reinforce our own role as a go-to tastemaker in the industry. The Jazz Revival trend was the perfect way to raise awareness and engage with interior designers, one of our most important audiences.'

—Amanda Evans  
Head of B2B  
Brand Marketing, Wayfair

# Surprising ways to inspire shopping



## COOL BLUE

Cool Blue isn't just a colour for the runway. Food and beverage brands can create cool cocktail recipes that people will melt over.

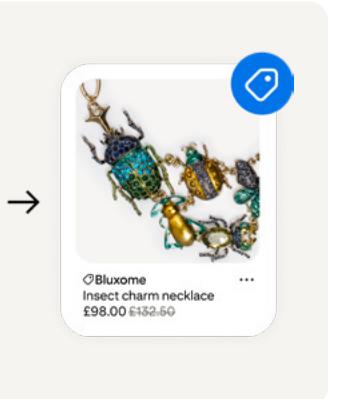
## SCENT STACKING

Scent Stacking is all the rage for fragrance brands. Household brands can tackle the trend by highlighting complementary scent bundles with sprays, candles and diffusers.



## CABBAGE CRUSH

While Cabbage Crush opens the door for food brands, home décor brands can use produce-inspired décor and cabbage-coloured boards to connect with trendseekers.



## Make trending products shoppable

People aren't just browsing these trends—they want to act on them. Make sure that your products are ready for purchase when people are ready to buy.

First, connect your catalogue to Pinterest. This creates individual Product Pins for every product in the feed, making your products more clearly shoppable. Then, run shopping or conversion campaigns to scale reach and impact.

## Push on the possibilities

Your audience is exploring trends in unexpected ways. You can too. Use these thought-starters featuring some favourite 2026 trends to inspire your own ideas and campaigns.



Spot the trends, then claim one!  
Trends belong to the brands that get there first.

I spy a red belt, a head of cabbage, four signature scents, two bug brooches and a poet's satchel.

# Your Pinterest Predicts™ tactical checklist

## Choose the right trends for your brand

- Visit [pinterestpredicts.com](https://pinterestpredicts.com) to see an in-depth overview of all the Pinterest Predicts™ trends
- Schedule a group brainstorm on the Pinterest Predicts trends with your creative and marketing teams
- Mood-board new ideas and update creative to align with relevant trends
- Use the Pinterest Trends tool ([trends.pinterest.com](https://trends.pinterest.com)) to get deep demographic and search insights

## Sharpen your strategy with trends

- Share the library of trends with your brand, creative, marketing and product teams
- Use sample keywords to inspire your targeting strategy
- Time launches or promotions to seasonal moments for an added boost
- Incorporate Pinterest Predicts trend keywords into ads and content

## Own a trend

- Get in touch with your Pinterest sales rep to learn more
- Explore with Pinterest creative support teams
- See if you qualify for our advertiser support programme



Visit [pinterestpredicts.com](https://pinterestpredicts.com)

**Turn trends  
that stick into  
campaigns  
that perform**





**Which trends will  
shape what's next  
for your brand?**

[pinterestpredicts.com](http://pinterestpredicts.com)