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Pinterest Predicts™ 2026



6

21 trends. Unlimited possibilities.



Our not-yet-trending report is back for 2026. From food to fashion to home décor and more, see where tomorrow's trends will take your audience next.



Cool Blue

Food and drink,
Fashion, Beauty,
Celebrations



Brooched

Fashion



Vamp Romantic

Beauty



Afrohemian Decor

Home



Pen Pals

Hobbies, Well-being



FunHaus

Home



Glamoratti

Fashion



Scent Stacking

Beauty



Poetcore

Hobbies, Fashion



Laced Up

Beauty, Fashion



Wilderkind

Beauty, Fashion



Throwback Kid

Parenting, Fashion



Opera Aesthetic

Celebrations



Extra Celestial

Beauty, Home,
Fashion, Auto



Gimme Gummy

Food and drink, Beauty



Neo Deco

Home



Glitchy Glam

Beauty



Cabbage Crush

Food and drink



Darecations

Travel



Mystic Outlands

Travel



Khaki Coded

Fashion



**Pinterest Predicts™
2026**



Home trend

AFROHEMIAN DECOR

What people are searching for

afrobohemian home decor: +220%

adire fabric: +130%

motif berbere: +210%

bamboo beaded curtains: +60%

ethiopian art: +50%

rattan accent chair: +50%

About the trend

2026 will bring a fusion of African and bohemian styles. Searches for ‘african boho living room’ and ‘afro chic home decor’ are trending up on Pinterest, taking home spaces to Dakar and beyond. Expect colourful Nigerian textiles and Ethiopian wall art alongside handwoven baskets and natural fibre rugs.



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Fashion trend

BROOCHED

What people are searching for

brooch for men suit: +90%

maximalist accessories: +105%

heirloom jewellery: +45%

lapel shirt: +95%

brooch aesthetic: +110%

About the trend

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 tribute, part reinvention. If your grandma wouldn't wear it, is it even the vibe?



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Food and drink trend

CABBAGE CRUSH



What people are searching for

sautéed bok choy: +35%

cabbage dumplings: +110%

golumpki soup: +95%

cabbage alfredo: +45%

fermented cabbage: +35%

About the trend

The motto for 2026? Live, laugh, leaf! In the year ahead, Boomers and Gen X will say goodbye to their cauliflower obsession and crown cabbage the new kitchen champ. Think blistered-edge ‘steaks’, kimchi cocktails and even crispier taco wraps. It’s crunch time, baby.



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Cross-category trend

COOL BLUE

What people are searching for

glacier aesthetic: +35%

blue drinks aesthetic: +55%

icy blue: +50%

frosted make-up: +150%

ice blue wedding dress: +55%

About the trend

Meet the shade that refuses to warm up to anyone. Gen Z and Millennials are bringing a subzero sophistication to absolutely everything in 2026—think cool-toned coats, glacier-inspired accessories and the frostiest of cocktails. It's the temp drop we've all been waiting for.





Travel trend

DARECATIONS

What people are searching for

auto racing events: +85%

river rafting: +35%

adrenaline rush aesthetic: +50%

adventure tourism: +75%

football tournament: +50%

About the trend

Sitting on the beach? Snooze. In 2026, we're travelling for the thrill of it. Gen Z and Millennials will seek out full-throttle, adrenaline-inspired tourism—think river rafting through class 5 rapids, rappelling waterfalls on canyoneering routes or timing trips around global sporting events. What's a comfort zone?



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Cross-category trend

EXTRACELLSIAL

What people are searching for

alien core aesthetic: +80%

opalescent: +115%

futuristic truck: +60%

alien inspired make-up: +140%

soft dewy make-up: +115%

About the trend

In 2026, Gen Z and Millennials are going intergalactic. Think holographic home accents, opalescent eyeshadow that looks like moon dust, and cosmic silhouettes straight out of a sci-fi movie. The aliens have landed—and they have fabulous taste.



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Home trend

FUN HABITS

What people are searching for

- striped ceiling: +40%
- circus nursery: +50%
- circus interior: +130%
- circus art: +35%
- vintage circus aesthetic: +70%

About the trend

Big top, bigger personality. In 2026, circus-inspired home décor will be on the rise, think bold stripes, sculptural silhouettes and just a wink of clownish charm. The trick is balance. Pair punch-line patterns with pared-back palettes so the space feels elevated, but oh, so out there.



Cross-category trend

GIMME GUMMY



What people are searching for

gummy bears aesthetic +50%

yokan +60%

agar agar +35%

jelly blush +130%

jelly candy aesthetic +100%

About the trend

In 2026, we're going full-on gummy. Gen Z and Millennials are behind this ASMR overload—picture bendy phone cases, elastic cheek tints and probiotic treats that have that spring-back bite. Expect rubberized nail art and 3D jewellery to become your new tactile obsession.



Glamoratti



What people are searching for

- chunky belt: +65%
- baggy suit: +90%
- high collar jacket: +60%
- gold cuff: +50%
- 80s luxury: +225%

About the trend

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 jewellery? Well, that'll get chunkier, bolder and golder. Gen Z and Millennials are driving this maximalist aesthetic.





Beauty trend

Glitchy Glam

What people are searching for

- eccentric make-up: +100%
- weird make-up looks: +115%
- nails with different colours on each hand: +125%
- asymmetrical lob: +85%
- avant garde make-up editorial: +270%

About the trend

The perfect winged liner? She doesn't go here. This year, beauty is missing the mark—on purpose. Gen Z and Millennials will rock mismatched manicures, dual-toned lipstick and bright eyeshadow in two-toned hues. So long, symmetry.



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Fashion trend

KHAKI CODED

What people are searching for

- pleated trousers: +30%
- utility shirt: +45%
- field jacket outfit men: +65%
- paleontologist aesthetic: +35%
- brown linen shirt: +100%

About the trend

Dig into fashion's newest find. This year, Gen Z and Millennials will embrace a new aesthetic inspired by wanderers of the world. Think khaki bermuda shorts, adventure-ready streetwear and pockets upon pockets. If your look can survive actual desert conditions, you're doing it right.

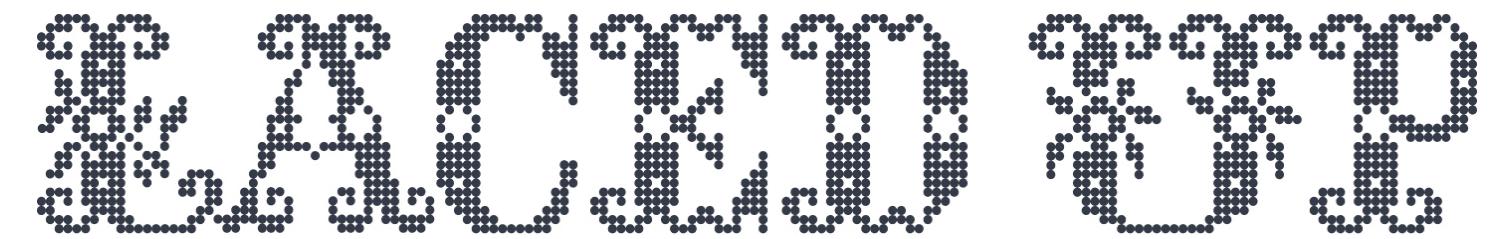


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Cross-category trend



What people are searching for

lace nails: +215%

lace belt: +55%

lace bandana: +150%

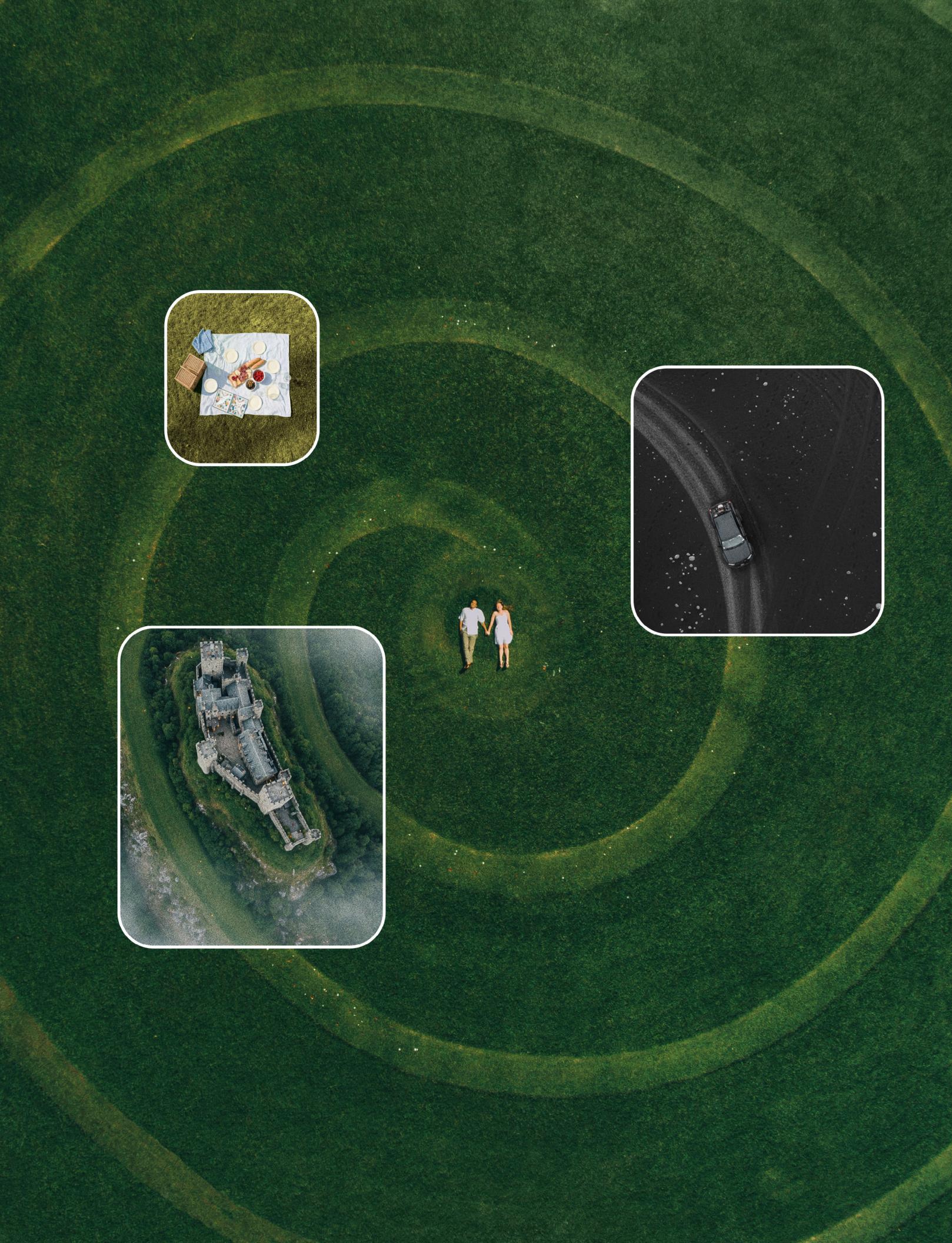
lace doily: +105%

lace make-up: +120%

About the trend

Lace sets the pace in 2026, bringing unexpected elegance to absolutely everything. Expect bomber jackets with lacy collars, softly stitched bandanas—even crocheted phone cases. This trend is a gentle reminder that more is more: especially when it's this gorgeous.





Travel trend

MYSTIC OUTLANDS

What people are searching for

scotland highlands aesthetic: +465%

faroe islands aesthetic: +95%

bolivia salar de uyuni: +70%

arashiyama bamboo forest: +50%

ethereal places: +45%

About the trend

Fairytale meets fever dream in 2026's biggest travel trend. Millennials and Boomers will seek out whimsical and mystical destinations: distant ruins swallowed in mist, naturally-occurring spirals and moody, enchanting forests. You may find you come back with more questions than answers.



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Home trend

Neodeco

What people are searching for

- pendant lamp: +40%
- red marble bathroom: +80%
- antique bar cart: +100%
- brass aesthetic: +35%
- leather banquette: +35%

About the trend

The Art Deco trend is getting a modern twist: shiny, sleek and tuned to 2026. After years of heavy minimalism, this retro aesthetic is back with crisp chevrons, fan arches and other geometric hits, all edged in chrome or brass. Bold, glam—and just a touch eccentric.



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Celebrations trend

OPERAESTHETIC

What people are searching for

opera theatre: +35%

midnight masquerade: +95%

wedding ceiling draping: +40%

opera outfits: +55%

masquerade decor: +40%

About the trend

Picture this: dramatic drapery, red roses, and a string quartet playing dark cabaret. In 2026, parties will become more opulent than ever as Millennials and Gen Z bring the vintage theatre aesthetic to every one of their gatherings. Cue the curtain—every detail is ready to perform.



Cross-category trend

Pen•Pals



What people are searching for

- cute stamps: +105%
- penpal letters: +35%
- handwritten letters: +45%
- penpal ideas: +90%
- snail mail gifts: +110%

About the trend

Your inbox is about to get jealous of your letter box. Expect a letter-writing renaissance in 2026, as Gen Z and Millennials turn snail mail into authored art. Think elaborate envelopes, special stationary, and so. many. stamps. DMs, you're dust.



Cross-category trend

Poetcore.



What people are searching for

the poet aesthetic: +175%

poet core: +75%

cape outfit: +65%

satchel bags aesthetic: +85%

tie accessories: +85%

About the trend

Aspiring authors, take note. In 2026, Gen Z and Millennials will channel their inner wordsmiths with oversized turtlenecks, vintage blazers and messenger bags. Oh, and don't forget the fountain pen.





Beauty trend

Scent Stacking

What people are searching for

niche perfume collection: +500%

perfume layering combinations: +125%

signature scent: +45%

scent layering: +75%

perfume notes: +80%

About the trend

Shake up your signature scent. Gen Z and Millennials are ditching one-and-done scents for bespoke notes, blending oils and perfumes to craft their very own fragrance formulas. Expect luxury to linger in layers next year.



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Cross-category trend

throwback kid

What people are searching for

1970s childhood toys: +125%

upcycled baby clothes: +95%

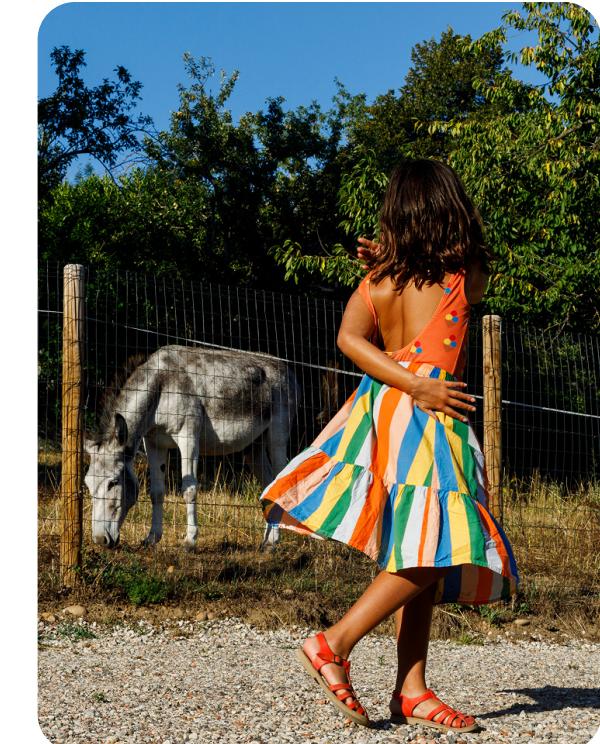
vintage kids fashion: +35%

nostalgia toys: +225%

2000s kids toys: +140%

About the trend

In 2026, childhood gets a throwback twist with vintage-inspired outfits, classic toys from the '60s and upcycled baby looks. Crocheted play mats will bring cosy vibes to any nursery, while Baby Boomers and Gen X will thrift mini 'fits. Let's go back in (play)time.





Beauty trend

Vamp Romantic

What people are searching for

vampire haircut: +40%

dark romantic make-up: +160%

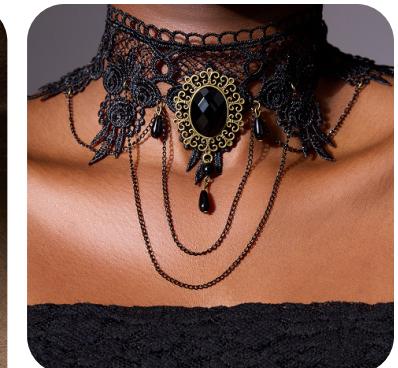
carmilla aesthetic: +60%

vampire beauty: +90%

gothic coffin nails: +180%

About the trend

Beauty bites back with this 2026 trend. Millennials and Gen Z will go all in on after-dark aesthetics, embracing jet black nails, romantic goth hairstyles and a smudged smokey eye—all with a touch of glossy glamour. Who says you can't be haunting and heartbreakin?





Cross-category trend

Wilderkind

What people are searching for

bug jewellery: +60%

deer aesthetic: +55%

dragonfly nails: +145%

flower outfit men: +105%

animal inspired outfits: +90%

About the trend

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.



Tap into the trends of 2026 at pinterestspredicts.com

