

Pinterest Predicts 2025 annual trend report

See tomorrow's trends, today.



Mystery



Fix



Dolled Up



GODDESS COMPLEX



Castlecore



Player One



Surreal



Moto



Beauty

Aura Beauty

2025 will be the year of the make-up mood ring. Gen Z and Boomers are driving this high-hue look that's all about zeroing in on a singular colour aesthetic and flaunting it from chin to cheek. Find your aura, wear it with confidence and consider yourself dipped in vibes all day long.

Aura effect +35%

Purple blush make-up +30%

Full-colour make-up eyes +365%

New wave make-up +410%

Golden aura +75%

Sea Witchery

POV: You're in your sea witch era. And it's so much more than seashells and starfish. In 2025, Gen Z and Millennials will dive head first into sultry siren make-up, wet wavy hair and moody mermaid manicures from first light to moonlight.

Witch outfits aesthetic +40%

Dark siren make-up +695%

Dark mermaid make-up +90%

Wavy wet hair look +80%

Sea-inspired nails +65%

Celebrations

Rococo Revival

A 2025 prediction with frills and a flourish. This year, weddings, parties and everything in between will draw inspiration from the Rococo era—a Late Baroque period that was both opulent and ultra-feminine. Gen Z and Boomers are driving this love of classic corset gowns, luxe accessories and ornate tablescapes.

Rococo wedding +95%

Rococo party +140%

Rococo outfit +5,465%

Rococo make-up +70%

Rococo cake +95%

Surreal Soirees

Curvy candlesticks, fantastical flowers and gravity-defying centrepieces. In 2025, people will infuse their tablescapes and décor with modern surrealism. And it's Gen X and Boomers driving this keeping-it-unreal party trend.

Cake bouquet flowers +30%

Modern surrealism +70%

Salvador Dali aesthetic +40%

Strawberry centrepiece ideas +50%

Dinner party tablescapes +55%

Cross-category

Cherry Coded

Tasting notes? Dark, sweet and such a vibe. Gen Z and Millennials will infuse cherries into their make-up, menus and mood boards this year. One thing's for sure—tart will have your heart in 2025.

Cherry vibe +325%

Cherry bedroom +100%

Cherry car +270%

Cherry martini +80%

Dark cherry red +235%

Dolled Up

In 2025, people will be inspired to look at life from their very own doll's house. Millennials and Gen X will take a playful approach to doll-style make-up, cutecore room ideas and necklace charms in the most whimsical colours. Want to give it a whirl?

Doll-style make-up +45%

Cutecore room ideas +40%

Doll shoes outfit +130%

Mini things +80%

Necklace charms +120%

Mix & Maximalist

More is more in 2025 décor. Gen X and Boomers will mix and match brilliantly bold patterns, eclectic prints, gorgeous textures and use every single colour out there in the process. Oh, and layering—lots of it!

Fabric wall décor +135%

Eclectic apartment +630%

Eclectic boho bedroom +65%

Eclectic maximalism +215%

Vintage maximalism +260%

Castlecore

Medieval is having a major moment. In 2025, Gen Z and Millennials will take home décor inspiration from ancient castles, while fashion and accessories will be gothic-inspired. It's a comeback of the highest order.

Antique ruby ring +50%

Blue medieval dress +85%

Castle house plans +45%

Chainmail necklace +45%

Medieval core +110%

Goddess Complex

Mood: You know your worth in gold. In 2025, Boomers and Gen X will go all in on their feminine power and embrace their divine drip like never before. Everything will be a muse moment, from gold facials and goddess braids to sublime nail designs.

Goddess core +40%

Goddess energy aesthetic +170%

Goddess nails +760%

Goddess twist braids +60%

Divine beauty +30%

Terra Futura

Meet the rebels with a cause. In 2025, Boomers and Gen X will lean into sustainable living with recyclable fashion, self-sufficient gardens and community spaces. The best part? This eco-living aesthetic will bring some stellar sci-fi vibes along with the seriously cool real-world wins.

Solarpunk house +80%

Self-sufficient garden +55%

Solar punk fashion +115%

Community spaces +40%

Chaos gardening +300%

Entertainment

Player One

Trending in 2025: Your avatar aesthetic. This year, Gen Z and Gen X will customise their digital personas, designing their avatars' hair, outfits and even accessories. Head to your keyboards—it's time to level up.

Avatar codes +45%

Skirt codes +100%

Cute outfit codes +30%

PFP ideas Y2K +360%

Game avatar +55%

Fashion

Seeing Double

Besties don't copy—they match. This year, coordinated outfits will be the hot topic in the group chat. From collaborating on festival 'fits to aligning on date night looks, Gen Z and Boomers will be all about staying in (chic) sync.

Friends matching nails +35%

Matching shirts +80%

Coordinating outfits for friends +60%

Bracelets matching +70%

Matching outfits for couples casual +90%

Fisherman Aesthetic

All the cool fisherman looks, but without the heavy lifting. In 2025, Gen Z and Gen X will embrace a laid-back maritime attitude, bringing nautical vibes to everything—even if you can't see the sea from here!

Get ready for cable-knit jumpers, sardine tattoos and stripes on everything.¹

Fisherman sandals +30%

Cable-knit jumper +110%

Fish bag +50%

Raincoat outfit ideas +35%

Sardine tattoo +80%

Moto Boho

Bye bye, hippie hype. Moto Boho is pulling up in first. In 2025, Gen Z and Boomers will take to the streets with chunky leather handbags, flowy skirts, moto boots and just enough fringe. It's not just a look—it's a lifestyle.

Edgy boho outfit +40%

Lace skirt outfit +360%

Moto boots outfit +445%

Slouchy bag +345%

Boho fits +755%

Food and drink

Chaos Cakes

Pristine icing and perfect piping? Soooo yesterday. In 2025, Boomers and Gen X go all in on silly cakes, funny cakes and rat cakes (yes, that's a thing). These sweet treats are unafeard to be brutally themselves. And the wackier, the better!

Rat cake +170%

Funny cakes for friends +45%

Silly cake +115%

Celeb crush cake +70%

Funny bento cake design +60%

Pickle Fix

Tell your foodie friends: This year will be absolutely dill-icious. From sweet treats to tangy cocktails, the oh-so-humble gherkin is about to be in absolutely everything. Gen X and Millennials will go all in on pickle cakes, pickle de gallo, pickle fries—and even pickle margaritas.

Pickle margarita +100%

Pickle fries +50%

Pickle de gallo +65%

Pickle cake +45%

Fried pickle dip +80%

Home

Primary Play

Adulting? Overrated. In 2025, everyone will let their inner child shine. Gen Z and Gen X will hand-paint funky murals onto furniture, jazz up that tiresome trim and turn grown-up spaces into playful little havens. Your space is officially your canvas.

Contrast trim +85%

Cupboard painting +45%

Door murals +70%

Hand-painted furniture +135%

Hand-painted wall pattern +60%

Rebel Floats

Cue the taste of an all-American retro diner. In 2025, Gen Z and Millennials will give the old-school soda pop a radical makeover. So, scoot on over to the soda fountain for a float that's anything but traditional—and top it off with a cherry on top.

Cream soda aesthetic +105%

Fruit soda +185%

Homemade soda +40%

Root beer aesthetic +40%

Soda drinks recipes +90%

Parenting

Nesting Parties

Meet the nesting party, aka what the baby shower should have been doing all along. It's not about the presents (although those are welcome!). It's about helping new parents prep for the postpartum period and set up their home for baby's arrival. Gen Z and Millennials are driving this supportive parenting trend.

Nesting party +205%

Nesting party ideas +105%

Nappy bouquet +220%

Freezer-friendly meal prep +85%

Baby cupboard organising +90%

Travel

Peak Travel

Cities will have to sit this one out. In 2025, mountain ranges will become the ultimate travel destination as Gen Z and Gen X crave that fresh mountain air high above the treetops. Gear up for your own peak paradise.

Atlas mountains Morocco +30%

Dolomites +45%

Portillo Chile +195%

Skiing outfits +255%

Mountain trip outfit +35%