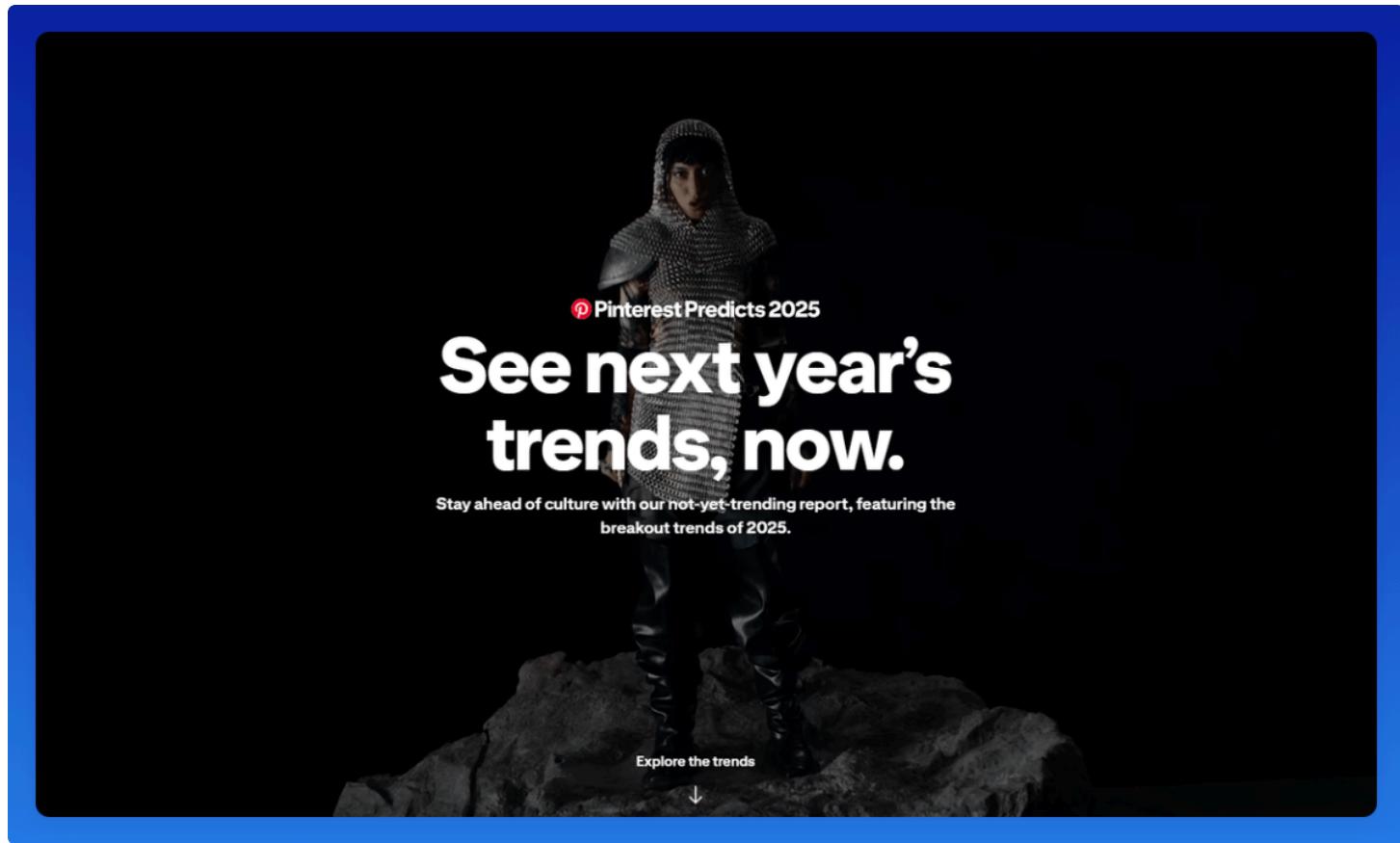


What is Pinterest Predicts?



Pinterest Predicts is Pinterest's annual report that forecasts upcoming trends based on early search and engagement data.

Unlike traditional trend reports, which focus on past behaviors, Pinterest Predicts is forward-looking, identifying trends that haven't yet peaked but show early signs of massive growth.

You can get it here: <https://business.pinterest.com/pinterest-predicts/>

Pinterest's AI and machine learning models analyze emerging user behavior, identifying categories, interests, and KWs that will likely dominate in the next 12 months.

### Why is It So Valuable?

- It gives you a first-mover advantage.  
Since these trends haven't yet peaked, you can create content before the competition catches on.
- Pinterest trends tend to last longer.  
Unlike TikTok or Instagram, where trends can be fleeting, many Pinterest trends gain traction for months or even years. Focus on these "semi-evergreen trends".
- It helps you future-proof your strategy.  
By targeting emerging interests, you create evergreen assets that continue driving traffic long-term.

### How to Analyze and Use Pinterest Predicts

#### 1. Download the Report

Every year, Pinterest releases a Pinterest Predicts report.

You can download it from the Pinterest Business Blog or search for "Pinterest Predicts [year]" on

Google.

[⬇ Pinterest Predicts 2025 UK.pdf \(2.37 MB\)](#)

## 2. Identify Trends Relevant to Your Niche

- Scan the report for categories that align with your niche.
- If you run a home decor blog, look for upcoming trends in interior design.
- If you have a food blog, search for predicted food trends.

The screenshot displays two main sections from the report:

**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 unafraid 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%
- 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%

**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%

- If you focus on fashion, note which styles, colors, or aesthetics are forecasted to be big.

## 3. Find Unique Angles for Your Content

- To get the most out of these trends, you can customize them for different angles to create more KW possibilities.

- Example: If Pinterest Predicts says “*Cherry bedroom*” will be a major trend, you can:
  - Write a Pinterest-optimized blog post: *10 Stunning Cherry Bedroom Decor Ideas for Small Spaces*.
  - Create a series of pins using different angles: “*Best Cherry Bedroom Decor for Minimalist Homes*” / “*5 Ways to Style Cherry Bedroom Decor on a Budget*.”
- Use ChatGPT to generate even more content angles.  
Upload the report and ask:  
“Please generate 10 catchy blog post titles based on the trends in this report for a [your niche] blog.”

#### 4. Validate Trends with Pinterest Trends

- Search for the predicted KWs in Pinterest Trends ([trends.pinterest.com](https://trends.pinterest.com)).



- If a term already has strong momentum, it may be a good immediate content opportunity.
- If it's still low volume, you may be ahead of the curve—which is great because you'll rank as it gains traction.

#### 5. Create Pins & Content Before the Trend Peaks

- The best time to create content for a trend is before it goes viral (2-3 months ahead).

#### 6. Track Performance & Double Down

- Monitor the Pinterest analytics for these trend-based pins.
- If a specific trend starts to take off, create more content around it (also with different KW variations and different content angles).
- Look for related subtopics in Pinterest's Interest Database to expand on the trend.