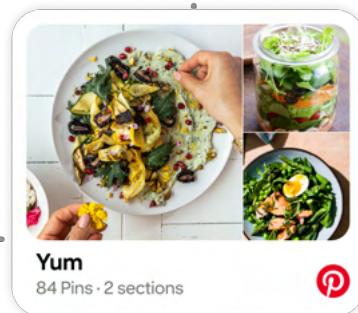


 **Pinterest Predicts 2026**

**21 trends.
Unlimited possibilities.**

Your guide to
 Pinterest Predicts 2026



fermented cabbage +35%



The Pinterest Predicts® advantage

From board to basket

Pinterest is where over half a billion people¹ 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.²

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.³

65%

growth YoY in total Pinterest Predicts 2025-related outbound clicks.⁴

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.

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.

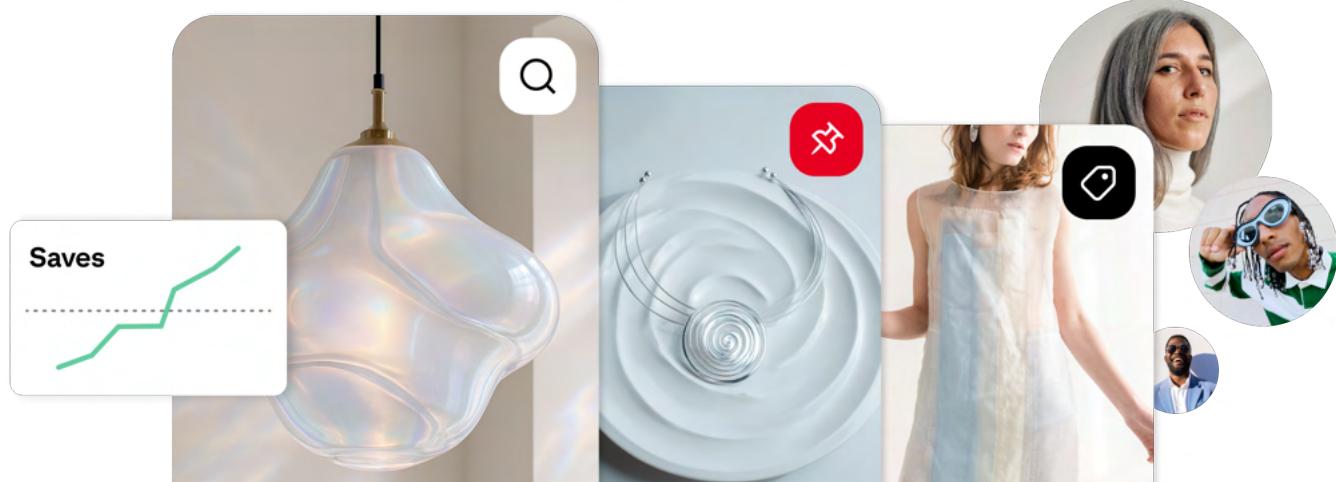
Pinterest Predicts™ trends are based on more than just search queries. You're seeing a comprehensive universe of ideas, products and aesthetics across the **see, save and shop** journey. Pinterest Predicts trends are built on multimodal intelligence, careful curation and a predictive promise.

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.



Meet the Pinterest



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

Predicts™ trends

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



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.



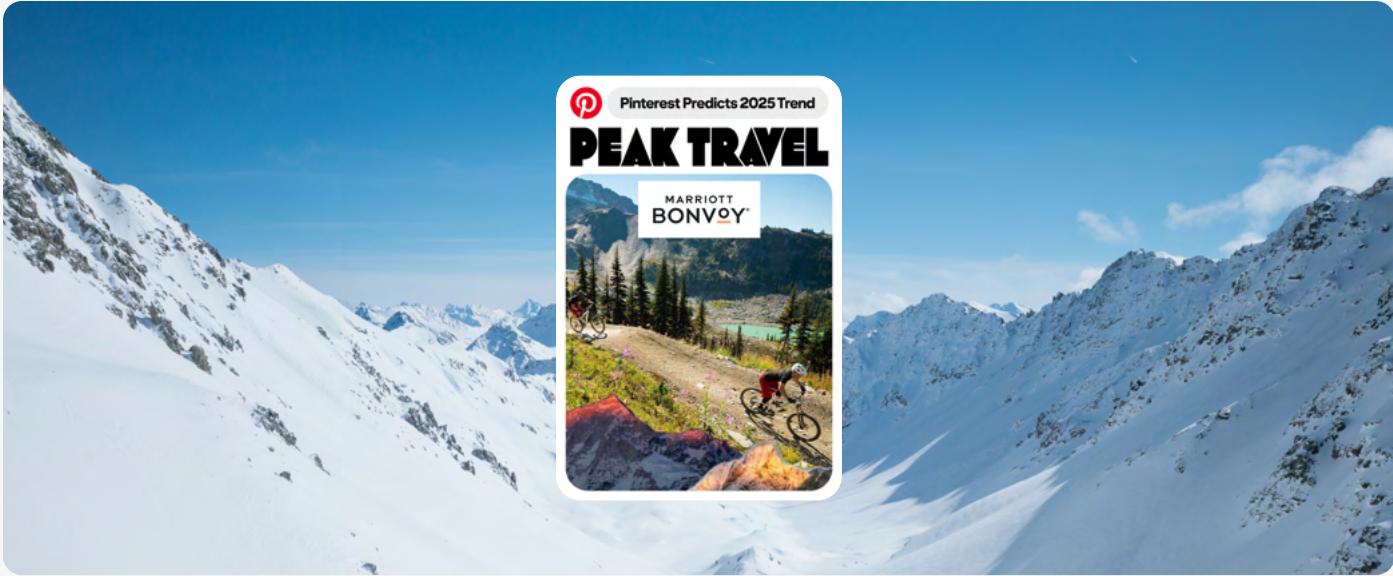
Sharpen your strategy with trends

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.¹

15x higher lift in aided brand awareness compared to the industry average¹

‘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

5x higher lift in message association compared to the industry average¹



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

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

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.

- Mostly As**

Wilderkind
Bring Wilderkind to life! Use delicate animal aesthetics to highlight your products or set the tone for storytelling and visuals.
- Mostly Bs**

FunHaus
Nothing says entertainment like the big top! Leverage elevated circus vibes to make FunHaus-inspired ads and creative.
- Mostly Cs**

Throwback Kid
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.
- Mostly Ds**

Glamoratti
Highlight the glam elements of a big adventure or a 'staycation' with creative that shows your brand does Glamoratti right.
- Mostly Es**

Mystic Outlands
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.



Sharpen your strategy with trends

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



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!



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

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.¹

'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





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!



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



The power of
a Pinterest
partnership

+5 pts

Brand
favourability¹

+2.9 pts

Purchase intent¹

+5.4 pts

Ad recall from
Trending Now ads¹

Surprising ways to inspire shopping

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.



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.



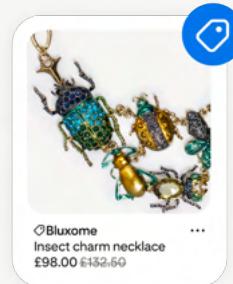
OPERA AESTHETIC

Opera Aesthetic sets the stage for celebration-focused brands, but travel brands can tap into the trend with opera-centred destinations such as Paris, Berlin or Vienna.

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.





**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

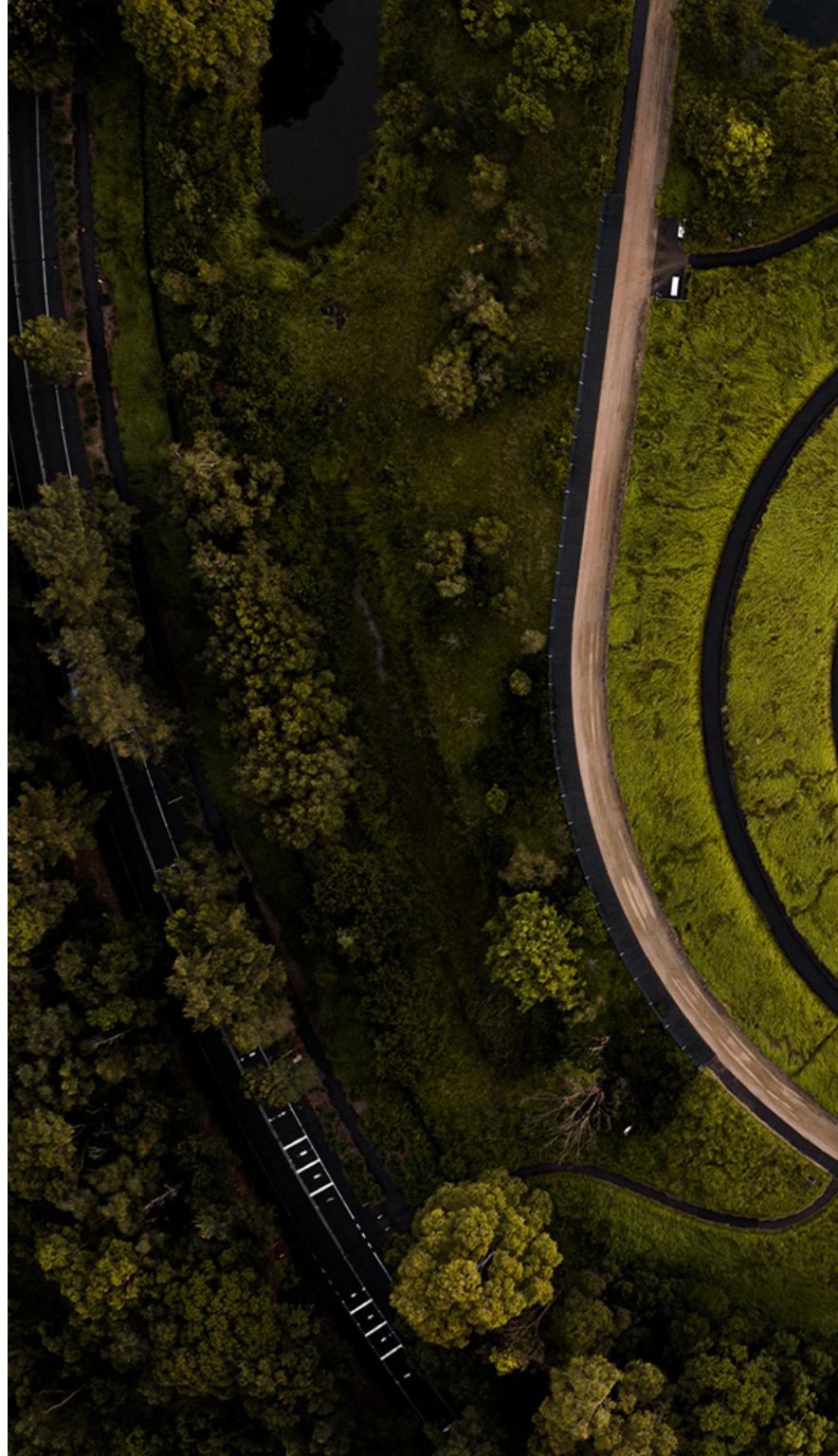
- Visit pinterestpredicts.com to see an in-depth overview of all the Pinterest Predicts™ trends
- Schedule a group brainstorm on the Pinterest Predicts trends with your creative and marketing teams
- Mood-board new ideas and update creative to align with relevant trends
- Use the Pinterest Trends tool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

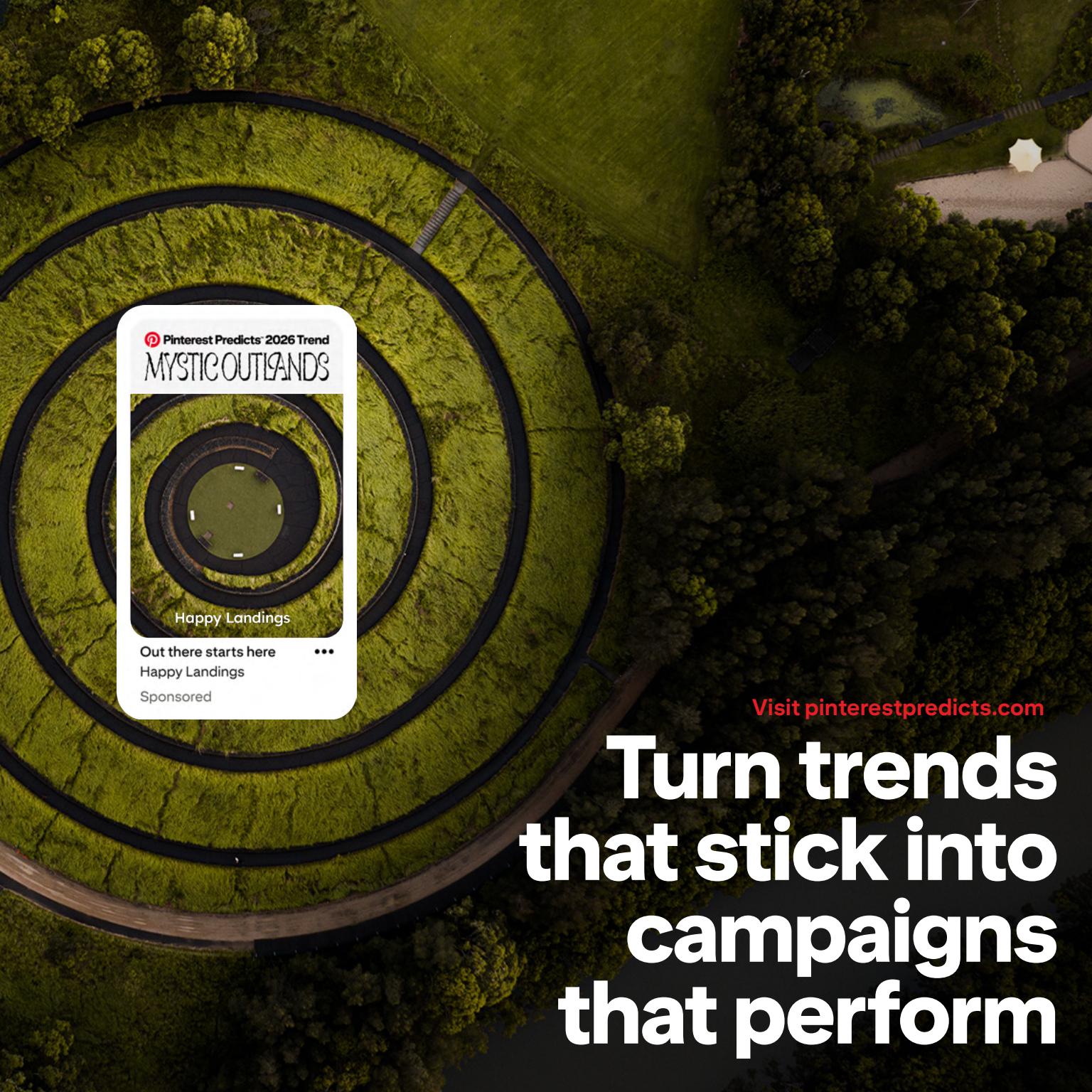
Sharpen your strategy with trends

- 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

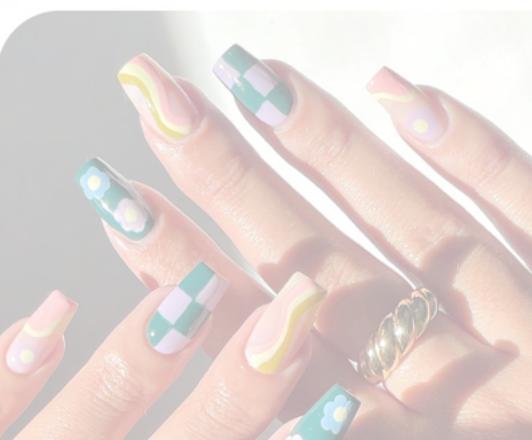
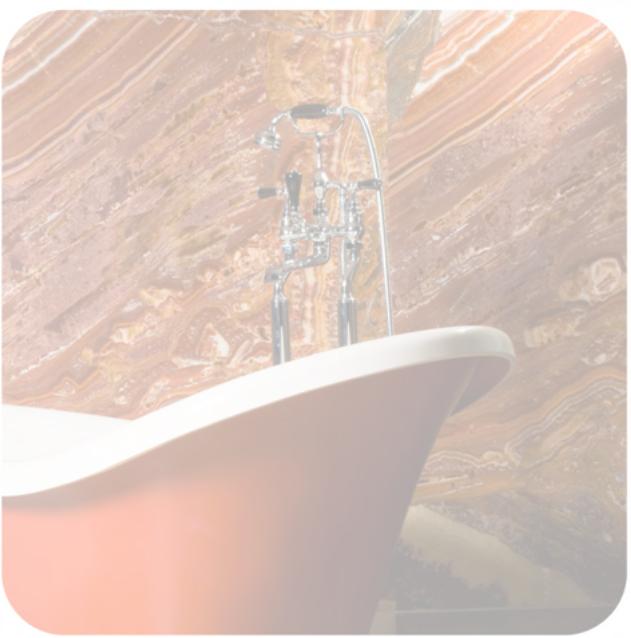




Visit pinterestpredicts.com

Turn trends
that stick into
campaigns
that perform







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

pinterestpredicts.com