

2



0



2




**Pinterest
Predicts™
2026**



6

21 trends.
Unlimited possibilities.



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



Cool Blue

Food + beverage,
Fashion, Beauty,
Celebrations



Brooched

Fashion



Opera Aesthetic

Celebrations



Extra Celestial

Beauty, Home,
Fashion, Auto



Vamp Romantic

Beauty



Afrohemian Decor

Home



Gimme Gummy

Food + beverage,
Beauty



Neo Deco

Home



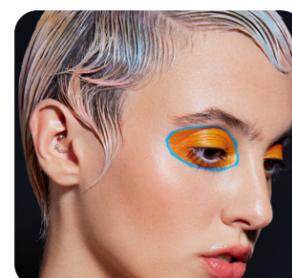
Pen Pals

Hobbies, Wellbeing



FunHaus

Home



Glitchy Glam

Beauty



Cabbage Crush

Food + beverage



Glamoratti

Fashion



Scent Stacking

Beauty



Darecations

Travel



Mystic Outlands

Travel



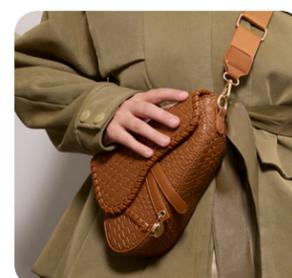
Poetcore

Hobbies, Fashion



Laced Up

Beauty, Fashion



Fashion



Wilderkind

Beauty, Fashion



Throwback Kid

Parenting, Fashion


Pinterest
Predicts™
2026



Home Trend

AFROHEMIAN DECOR

What people are searching for

afrobohemian home decor: +220%

adire fabric: +130%

motif berbere: +210%

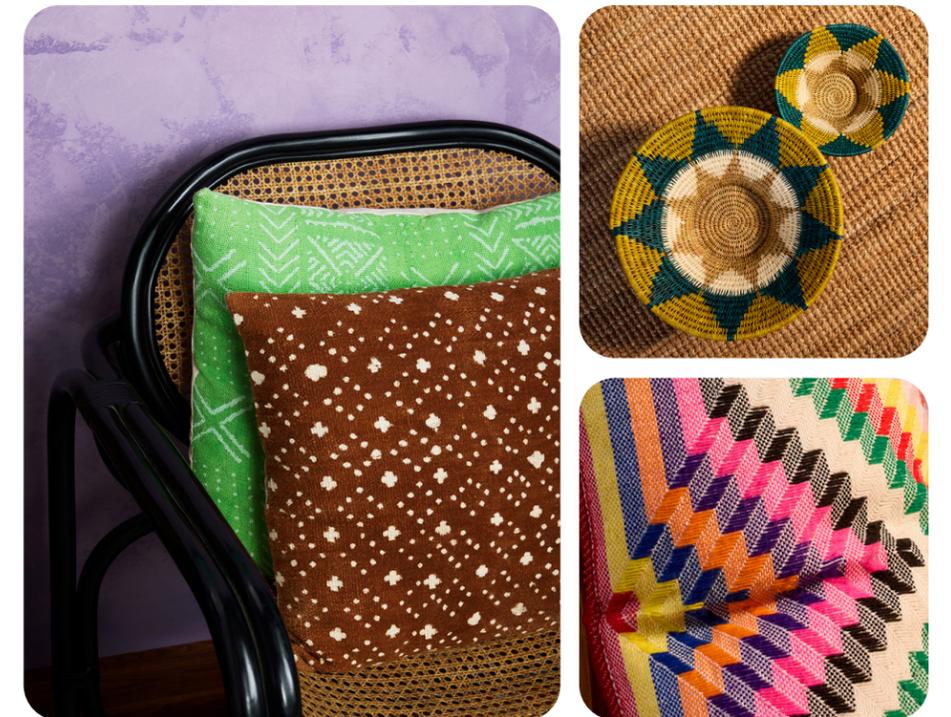
bamboo beaded curtains: +60%

ethiopian art: +50%

rattan accent chair: +50%

About the trend

2026 will bring a fusion of African and bohemian styles, thanks to Boomers and Gen X. Searches for “african boho living room” and “afro chic home decor” are trending up on Pinterest, a sign that decor is going to Dakar and beyond. Expect colorful Nigerian textiles and Ethiopian wall art alongside handwoven baskets and natural fiber rugs.



pinterestpredicts.com

Sourcing: Pinterest internal data, English language search data, Global, analysis period September 2023 to August 2025. Unless otherwise noted, changes are calculated using normalized searches during September 2024 - August 2025 compared to normalized searches during September 2023 - August 2024. Early adopters highlights the top generations that are contributing to search growth relative to average generational activity during September 2024 - August 2025. Demographic generations defined as Gen Z (18-27), Millennials (28-43), Gen X (44-59), Baby Boomer (60+). Please note that Pinterest's Advertising Guidelines prohibit targeting of any audience based on gender identity, race, ethnicity, or religious beliefs, among other things. For more information, please see our Advertising Guidelines.



Fashion Trend

BROOCHED

What people are searching for

brooch for men suit: +90%

maximalist accessories: +105%

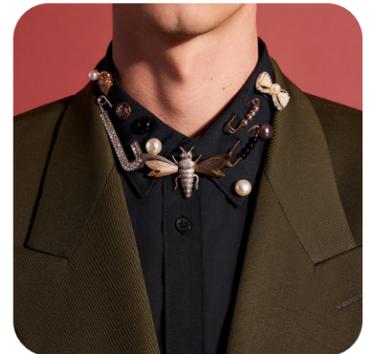
heirloom jewelry: +45%

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



pinterestpredicts.com

Sourcing: Pinterest internal data, English language search data, Global, analysis period September 2023 to August 2025. Unless otherwise noted, changes are calculated using normalized searches during September 2024 - August 2025 compared to normalized searches during September 2023 - August 2024. Early adopters highlights the top generations that are contributing to search growth relative to average generational activity during September 2024 - August 2025. Demographic generations defined as Gen Z (18-27), Millennials (28-43), Gen X (44-59), Baby Boomer (60+). Please note that Pinterest's Advertising Guidelines prohibit targeting of any audience based on gender identity, race, ethnicity, or religious beliefs, among other things. For more information, please see our Advertising Guidelines.



Food + Beverage 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 MVP. Think blistered-edge “steaks,” kimchi cocktails and even crispier taco wraps. It’s crunch time, baby.



pinterestpredicts.com

Sourcing: Pinterest internal data, English language search data, Global, analysis period September 2023 to August 2025. Unless otherwise noted, changes are calculated using normalized searches during September 2024 - August 2025 compared to normalized searches during September 2023 - August 2024. Early adopters highlights the top generations that are contributing to search growth relative to average generational activity during September 2024 - August 2025. Demographic generations defined as Gen Z (18-27), Millennials (28-43), Gen X (44-59), Baby Boomer (60+).



Cross Category Trend

COOL BLUE

What people are searching for

glacier aesthetic: +35%

blue drinks aesthetic: +55%

icy blue: +50%

frosted makeup: +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.



pinterestpredicts.com

Sourcing: Pinterest internal data, English language search data. Global, analysis period September 2023 to August 2025. Unless otherwise noted, changes are calculated using normalized searches during September 2024 - August 2025 compared to normalized searches during September 2023 - August 2024. Early adopters highlights the top generations that are contributing to search growth relative to average generational activity during September 2024 - August 2025. Demographic generations defined as Gen Z (18-27), Millennials (28-43), Gen X (44-59), Baby Boomer (60+).



Travel Trend

DAREGATIONS

What people are searching for

auto racing events: +85%

river rafting: +35%

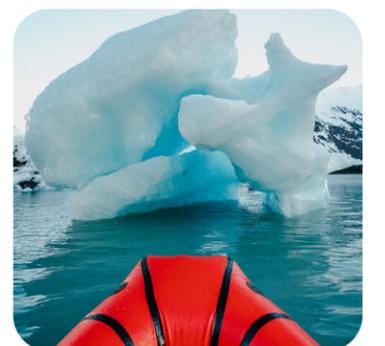
adrenaline rush aesthetic: +50%

adventure tourism: +75%

football tournament: +50%

About the trend

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



pinterestpredicts.com

Sourcing: Pinterest internal data, English language search data, Global, analysis period September 2023 to August 2025. Unless otherwise noted, changes are calculated using normalized searches during September 2024 - August 2025 compared to normalized searches during September 2023 - August 2024. Early adopters highlights the top generations that are contributing to search growth relative to average generational activity during September 2024 - August 2025. Demographic generations defined as Gen Z (18-27), Millennials (28-43), Gen X (44-59), Baby Boomer (60+).



Cross Category Trend

EXTRA @ELSTIAL

What people are searching for

alien core aesthetic: +80%

opalescent: +115%

futuristic truck: +60%

alien inspired makeup: +140%

soft dewy makeup: +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.



pinterestpredicts.com

Sourcing: Pinterest internal data, English language search data, Global, analysis period September 2023 to August 2025. Unless otherwise noted, changes are calculated using normalized searches during September 2024 - August 2025 compared to normalized searches during September 2023 - August 2024. Early adopters highlights the top generations that are contributing to search growth relative to average generational activity during September 2024 - August 2025. Demographic generations defined as Gen Z (18-27), Millennials (28-43), Gen X (44-59), Baby Boomer (60+).



Home Trend

FROM HATS

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 decor will be on the rise thanks to Boomers and Millennials. 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, with a touch of camp.



pinterestpredicts.com

Sourcing: Pinterest internal data, English language search data, Global, analysis period September 2023 to August 2025. Unless otherwise noted, changes are calculated using normalized searches during September 2024 - August 2025 compared to normalized searches during September 2023 - August 2024. Early adopters highlights the top generations that are contributing to search growth relative to average generational activity during September 2024 - August 2025. Demographic generations defined as Gen Z (18-27), Millennials (28-43), Gen X (44-59), Baby Boomer (60+).



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—think bendy phone cases, elastic cheek tints and probiotic treats that have that spring-back bite. Expect rubberized nail art and 3D jewelry to become your new tactile obsession.





Fashion Trend

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



pinterestpredicts.com

Sourcing: Pinterest internal data, English language search data, Global, analysis period September 2023 to August 2025. Unless otherwise noted, changes are calculated using normalized searches during September 2024 - August 2025 compared to normalized searches during September 2023 - August 2024. Early adopters highlights the top generations that are contributing to search growth relative to average generational activity during September 2024 - August 2025. Demographic generations defined as Gen Z (18-27), Millennials (28-43), Gen X (44-59), Baby Boomer (60+).



Beauty Trend

Glitchy Glam

What people are searching for

eccentric makeup: +100%

weird makeup looks: +115%

nails with different colors on each hand: +125%

asymmetrical lob: +85%

avant garde makeup 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, two-toned lipstick and bright eyeshadow in two binary hues. So long, symmetry.



pinterestpredicts.com

Sourcing: Pinterest internal data, English language search data, Global, analysis period September 2023 to August 2025. Unless otherwise noted, changes are calculated using normalized searches during September 2024 - August 2025 compared to normalized searches during September 2023 - August 2024. Early adopters highlights the top generations that are contributing to search growth relative to average generational activity during September 2024 - August 2025. Demographic generations defined as Gen Z (18-27), Millennials (28-43), Gen X (44-59), Baby Boomer (60+).



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 vests with pockets on pockets. If your look can survive actual desert conditions, you're doing it right.

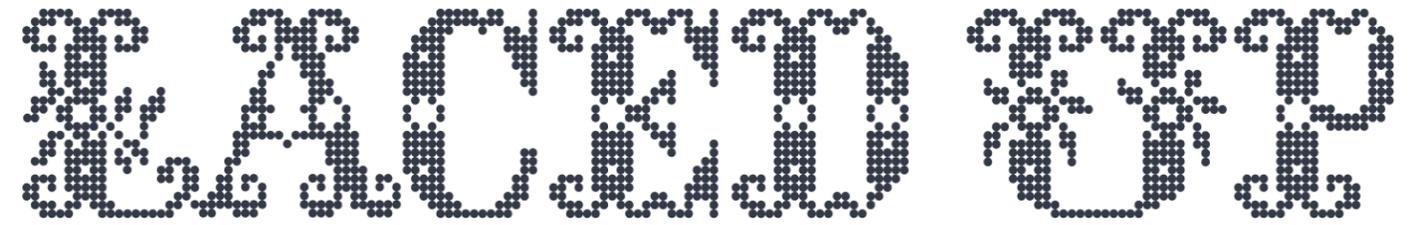


pinterestpredicts.com

Sourcing: Pinterest internal data, English language search data, Global, analysis period September 2023 to August 2025. Unless otherwise noted, changes are calculated using normalized searches during September 2024 - August 2025 compared to normalized searches during September 2023 - August 2024. Early adopters highlights the top generations that are contributing to search growth relative to average generational activity during September 2024 - August 2025. Demographic generations defined as Gen Z (18-27), Millennials (28-43), Gen X (44-59), Baby Boomer (60+).



Cross Category Trend



What people are searching for

- lace nails: +215%
- lace belt: +55%
- lace bandana: +150%
- lace doily: +105%
- lace makeup: +120%

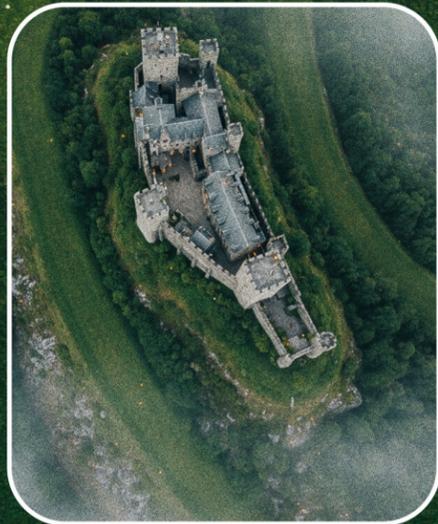
About the trend

The doily makes its big debut in 2026, bringing an unexpected elegance to absolutely everything. Bomber jackets will get lacy collars, bandanas will be softly stitched—and even phone cases will go crochet. Gen Z and Millennials are driving this trend, gently reminding us that more is more: especially when it's this pretty.



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, mystical destinations: Distant ruins swallowed by mist, naturally-occurring spirals and moody, enchanting forests. If you come back with more questions than answers—well, that's the whole point.



pinterestpredicts.com

Sourcing: Pinterest internal data, English language search data, Global, analysis period September 2023 to August 2025. Unless otherwise noted, changes are calculated using normalized searches during September 2024 - August 2025 compared to normalized searches during September 2023 - August 2024. Early adopters highlights the top generations that are contributing to search growth relative to average generational activity during September 2024 - August 2025. Demographic generations defined as Gen Z (18-27), Millennials (28-43), Gen X (44-59), Baby Boomer (60+).



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, Gen X and Millennials are bringing this retro aesthetic back with crisp chevrons, fan arches and other geometric hits, all edged in chrome or brass. Bold, glam—and just a touch eccentric.



pinterestpredicts.com

Sourcing: Pinterest internal data, English language search data, Global, analysis period September 2023 to August 2025. Unless otherwise noted, changes are calculated using normalized searches during September 2024 - August 2025 compared to normalized searches during September 2023 - August 2024. Early adopters highlights the top generations that are contributing to search growth relative to average generational activity during September 2024 - August 2025. Demographic generations defined as Gen Z (18-27), Millennials (28-43), Gen X (44-59), Baby Boomer (60+).



Celebrations Trend

OPERA AESTHETIC

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 theater aesthetic to every one of their gatherings. Cue the curtain—every detail will be dialed to the nines.



Cross Category Trend

Pen Pals

What people are searching for

cute stamps: +105%

penpal letters: +35%

hand written letters: +45%

penpal ideas: +90%

snail mail gifts: +110%

About the trend

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



pinterestpredicts.com

Sourcing: Pinterest internal data, English language search data, Global, analysis period September 2023 to August 2025. Unless otherwise noted, changes are calculated using normalized searches during September 2024 - August 2025 compared to normalized searches during September 2023 - August 2024. Early adopters highlights the top generations that are contributing to search growth relative to average generational activity during September 2024 - August 2025. Demographic generations defined as Gen Z (18-27), Millennials (28-43), Gen X (44-59), Baby Boomer (60+).



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, assemble. In 2026, Gen Z and Millennials will channel their inner protagonist with oversized turtlenecks, vintage blazers and messenger satchels. Oh, and don't forget the fountain pen. Consider this your aesthetic MFA—no student loans required.



pinterestpredicts.com

Sourcing: Pinterest internal data, English language search data, Global, analysis period September 2023 to August 2025. Unless otherwise noted, changes are calculated using normalized searches during September 2024 - August 2025 compared to normalized searches during September 2023 - August 2024. Early adopters highlights the top generations that are contributing to search growth relative to average generational activity during September 2024 - August 2025. Demographic generations defined as Gen Z (18-27), Millennials (28-43), Gen X (44-59), Baby Boomer (60+).



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

It's time to mix up your spritz. 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.



pinterestpredicts.com

Sourcing: Pinterest internal data, English language search data, Global, analysis period September 2023 to August 2025. Unless otherwise noted, changes are calculated using normalized searches during September 2024 - August 2025 compared to normalized searches during September 2023 - August 2024. Early adopters highlights the top generations that are contributing to search growth relative to average generational activity during September 2024 - August 2025. Demographic generations defined as Gen Z (18-27), Millennials (28-43), Gen X (44-59), Baby Boomer (60+).



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. Crochet play mats will bring cozy vibes to any nursery, while Baby Boomers and Gen X will thrift mini fits. Let's go back in (play)time.



pinterestpredicts.com

Sourcing: Pinterest internal data, English language search data. Global, analysis period September 2023 to August 2025. Unless otherwise noted, changes are calculated using normalized searches during September 2024 - August 2025 compared to normalized searches during September 2023 - August 2024. Early adopters highlights the top generations that are contributing to search growth relative to average generational activity during September 2024 - August 2025. Demographic generations defined as Gen Z (18-27), Millennials (28-43), Gen X (44-59), Baby Boomer (60+).



Beauty Trend

Vamp Romantic

What people are searching for

vampire haircut: +40%

dark romantic makeup: +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 an after-dark aesthetic, embracing jet black nails, romantic goth hairstyles and a smudged kohl smokey eye—all with a touch of glossy glamour. Who says you can't be both haunting and heartbreaking?



pinterestpredicts.com

Sourcing: Pinterest internal data, English language search data, Global, analysis period September 2023 to August 2025. Unless otherwise noted, changes are calculated using normalized searches during September 2024 - August 2025 compared to normalized searches during September 2023 - August 2024. Early adopters highlights the top generations that are contributing to search growth relative to average generational activity during September 2024 - August 2025. Demographic generations defined as Gen Z (18-27), Millennials (28-43), Gen X (44-59), Baby Boomer (60+).



Cross Category Trend

Wildforkind

What people are searching for

bug jewelry: +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.



pinterestpredicts.com

Sourcing: Pinterest internal data, English language search data, Global, analysis period September 2023 to August 2025. Unless otherwise noted, changes are calculated using normalized searches during September 2024 - August 2025 compared to normalized searches during September 2023 - August 2024. Early adopters highlights the top generations that are contributing to search growth relative to average generational activity during September 2024 - August 2025. Demographic generations defined as Gen Z (18-27), Millennials (28-43), Gen X (44-59), Baby Boomer (60+).

Tap into the trends of 2026 at pinterestpredicts.com

