Pinterest Predicts

Before you see it everywhere, see it here

More than 400 million people use Pinterest to find tomorrow’s ideas. It’s a place to look forward. That means we know what’s next.

Pinterest Predicts isn’t your typical trend report. It’s a not-yet-trending report. A window into the future from the platform where people go to plan theirs.

You want the trends of tomorrow, not the trends of today. We’ve got you covered. Explore the full list at pinterestpredicts.com
Travel

Getaway car
Parking space is the new personal space
Sometimes you just need to get away. In 2021, cars will become the new "third space" for everything from date nights to man caves. Bonus: most come with boomin' speakers, and you're picking the tunes. Buckle up for a new kind of auto renewal.

Car date night +2x
Car man cave +115%
Drive-in cinema +190%
Dog car seats +100%
Car survival kits +60%

Nomad normal
Nomadding is the new jetsetting
The outback is in. Whether you're seeking a sky full of stars or a field full of flowers, turns out nature really is healing. In 2021, people will plan national park road trips, trade city life for a rental cabin in the woods and use remote work as an excuse to explore the great outdoors.

Wild flower field +165%
RV accessories +40%
Motorcycle tent +100%
Couple stargazing +165%
Nomad aesthetic +80%

Hypothetical sabbatical
Away dreams are the new day dreams
Why go down a rabbit hole when you could head for a resort? People will keep escaping to that hypothetical vacation—even if they can't travel anytime soon. In 2021, Pinners will use Pinterest to immerse themselves in dream getaways while saving up for a big-ticket trip.

Luxury vacation +50%
Dream vacations +7x
Honeymoon pictures romantic +55%
Mountain travel +35%
Forest resort +100%

Wellbeing

Modern mystic
Manifesting is the new nesting
Get your manifestation journals ready. As Pinners get in touch with their magical side, alternative spiritual methods will enter the mainstream. Grab a protection crystal, check your horoscope and build a fantasy map for 2021—the modern mystics have arrived.

Protection crystals +100%
Manifestation techniques +105%
Fantasy map making +3x
Visualize your highest self +55%
Zodiac sign facts +6x

Ritual baths
Bathing rituals are the new spa days
This isn't your typical tub. Bath time will get an upgrade with influences from ancient rituals. This year, you'll see people carving out time for an extra special soaking experience.

Spiritual cleansing bath +180%
Full moon bath ritual +90%
Bath tea recipe +60%
Bath in bedroom free standing +50%
Deep soaking tub +145%

Invest in rest
Zzz time is the new me time
Sleep care is the new self-care. Bedtime routines will be more luxurious than ever. From home goods just for sleep (diffuser blends) to bedtime exercise routines (sleep yoga), people will bring intention to more restful regimens.

Night affirmations sleep +100%
Sleep blends for diffuser +80%
Before sleep workout +3x
Silk sleepwear +60%
Sleep yoga +90%

Food and beverage

Bland is banned
Snappy-spicy is the new umami
Things will get hot in 2021. Like, tongue-numbingly hot. Pinners will bring the heat in the kitchen with spiced-up recipes and zesty creations. Because salt and pepper just doesn't cut it anymore.

Tomatillo enchilada sauce +75%
Cajun chicken pasta recipes +55%
Jalapeño pepper jelly recipe +2x
Hot honey recipe +155%
Poke bowl sauce +70%

Pinterest Internal Search Data, Global, comparing searches from Oct 2018–Sep 2019 vs. searches from Oct 2019–Sep 2020
Pinterestpredicts.com
Epic charcuterie
Fancy boards are the new avocado toast
You haven’t seen anything yet when it comes to charcuterie creativity. Millennials and Gen Z will think bigger than salami and crackers as the new snack to share. Charcuterie with candy, breakfast spreads and taco boards will trend big this year.

<table>
<thead>
<tr>
<th>Charcuterie Boards</th>
<th>Trend Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breakfast</td>
<td>+5x</td>
</tr>
<tr>
<td>Candy</td>
<td>+2x</td>
</tr>
<tr>
<td>Dessert</td>
<td>+3x</td>
</tr>
<tr>
<td>Fruit</td>
<td>+2x</td>
</tr>
<tr>
<td>Mexican</td>
<td>+155%</td>
</tr>
</tbody>
</table>

You’re the top chef
Kitchen is the new Michelin
Get your most-trusted paring knife out. Pinners will get fancy in the kitchen and recreate restaurant experiences at home. Chef-inspired meals, food plating techniques and garnishes are all trending up.

<table>
<thead>
<tr>
<th>Food</th>
<th>Trend Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Garnishes</td>
<td>+55%</td>
</tr>
<tr>
<td>Gourmet food plating</td>
<td>+105%</td>
</tr>
<tr>
<td>Basque burnt cheesecake</td>
<td>+10x</td>
</tr>
<tr>
<td>Tea recipes homemade</td>
<td>+60%</td>
</tr>
<tr>
<td>Bread art</td>
<td>+130%</td>
</tr>
</tbody>
</table>

Home
Vibey lights
Neon hue is the new you
Neon rooms will get the spotlight treatment—especially from Gen Z. Pinners will reinvent their bedrooms with bright, color-drenched lighting for majorly moody looks. LED lighting is a 2021 vibe.

<table>
<thead>
<tr>
<th>LED Lighting</th>
<th>Trend Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Neon room</td>
<td>+8x</td>
</tr>
<tr>
<td>Mirror with LED lights</td>
<td>+2x</td>
</tr>
<tr>
<td>Blue LED lights bedroom</td>
<td>+155%</td>
</tr>
<tr>
<td>LED light room</td>
<td>+3x</td>
</tr>
<tr>
<td>LED light signs</td>
<td>+3x</td>
</tr>
</tbody>
</table>

Japandi aesthetic
Japandi is the new modern
Every decor lover just swooned. Japanese design meets Scandinavian minimalism in this rising home decor trend. Sleek lines, neutral color schemes and calming setups will be on the radars of Pinners everywhere.

<table>
<thead>
<tr>
<th>Japandi Design</th>
<th>Trend Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wooden bed design modern</td>
<td>+5x</td>
</tr>
<tr>
<td>Neutral color palette earth tones</td>
<td>+3x</td>
</tr>
<tr>
<td>Minimalist bathroom design</td>
<td>+4x</td>
</tr>
<tr>
<td>Japandi</td>
<td>+100%</td>
</tr>
<tr>
<td>Modern minimalist kitchen</td>
<td>+115%</td>
</tr>
</tbody>
</table>

Dish it out
Shelvies are the new gallery walls
Calling it now: kitchen shelves will be the new favorite corner of the house in 2021. People will collect and invest in eye-catching dinnerware, from colored glassware to handmade clay plates.

<table>
<thead>
<tr>
<th>Dishware</th>
<th>Trend Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Copper cookware</td>
<td>+35%</td>
</tr>
<tr>
<td>Colored glassware</td>
<td>+135%</td>
</tr>
<tr>
<td>Kitchen floating shelves decor</td>
<td>+130%</td>
</tr>
<tr>
<td>Plate racks in kitchen</td>
<td>+2x</td>
</tr>
<tr>
<td>Clay plates</td>
<td>+105%</td>
</tr>
</tbody>
</table>

More door
Cloffice is the new home office
Say goodbye to open floor plans. Pinners are getting creative with closed doors. In 2021 we’ll all learn what a “cloffice” is. Even when doors aren’t available, people will find new ways to create some personal space.

<table>
<thead>
<tr>
<th>Cloffice Ideas</th>
<th>Trend Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home library design</td>
<td>+7x</td>
</tr>
<tr>
<td>Bookshelf room divider</td>
<td>+150%</td>
</tr>
<tr>
<td>Modern mudroom</td>
<td>+2x</td>
</tr>
<tr>
<td>Computer gaming room</td>
<td>+6x</td>
</tr>
</tbody>
</table>

Fashion
Athflow
Athflow is the new athleisure
When athleisure meets elegance—that’s athflow. Flowy pants, casual jumpsuits and oversized outfits will replace athletic clothes as the new go-to loungewear. Athflow is professional enough for the “office,” stretchy enough for the yoga mat and comfy enough for the couch.

<table>
<thead>
<tr>
<th>Athflow Outfit</th>
<th>Trend Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home dress women</td>
<td>+2x</td>
</tr>
<tr>
<td>Oversized outfit</td>
<td>+3x</td>
</tr>
<tr>
<td>Soft outfits</td>
<td>+185%</td>
</tr>
<tr>
<td>Cotton jumpsuits for women</td>
<td>+160%</td>
</tr>
<tr>
<td>Co-ord outfits two pieces</td>
<td>+50%</td>
</tr>
</tbody>
</table>
Indie beauty
Cheeky is the new chic
Take it from Gen Z: indie isn’t what it used to be. Their version is defined by bold-colored crop tops, baggy jeans and emoji-inspired makeup and nails. When it comes to beauty, 2021 will be about feelin’ cute.

Indie nails +21x
Smiley face nails +9x
Indie makeup +4x
Inner eye pop of color +45%
Butterfly eye makeup +6x

Poppin’ protective styles
Low-maintenance is the new high heat
Pinner will get creative with braiding techniques that are protective, low-maintenance and glamorous. Beyond the braids, style mavens will add their own personal touch with beads or colorful highlights.

Braids with fade +9x
Knotless box braids +150%
Yarn braids styles +145%
Bubble braids +135%
Viking braids men +90%

Rainbows
Defiant brows are the new defined brows
Brush up your brow game. In 2021, people will embrace bold brows and experiment with statement-making styles. Nothing is too out-of-the-brow this year.

Goth eyebrows +120%
Above eyebrow tattoo +60%
Ombre powder brows +50%
Bleached eyebrows +160%
Colorful eyebrows +35%

Parenting
Not-so-furry friends
Frogs are the new Fido
Warm and fuzzy is overrated. (And high maintenance, to be honest.) In 2021, people will be on the lookout for new types of pets to keep them company, like lizards, snails and frogs.

Pet lizards +40%
Tortoise food +95%
Pet frog +110%
Pet snails +160%
Pet chameleon +50%

Save a parent, save the planet
Planet is the new playground
Let’s save the planet, but make it fun. In 2021, parents will entertain kids while they educate them and make art with what they already have (like pencil shavings!).

Art education projects +35%
Outdoor education +85%
Cardboard toys +85%
Pencil shavings art for kids +115%
Banana peel fertilizer +3x

Lessons in mindfulness
Heart schooling is the new homeschooling
Don’t underestimate a good heart-to-heart in 2021. Parents will school their kids in mindfulness, moral lessons and real-world teachings. Because the Pythagorean theorem will only get you so far.

Mind map ideas creative +3x
Stories with moral lessons +4x
Teaching kids manners +145%
Government lessons +185%
Mindfulness activities for children +3x

Cocoon swoon
Cocooning is the new layering
Blankets as a fashion statement? Oh yes. Pinners will turn to shawls, puffers and slouchy socks in 2021—no matter the weather. Let’s make cozy comfort part of every season.

Quilted clothes +4x
Cozy aesthetic outfits +2x
Cocoon sweater +155%
Fluffy slippers +90%
Slouch socks +55%

Up clothes and personal
Make it is the new work it
Make it your own. Gen Z will take personalization to the next level with DIY everything, from painted-on denim to custom crewneck sweatshirts.

Jean painting ideas +3x
Reworked clothes +6x
Sweatshirt embroidery +7x
Custom hoodies +130%
Tote bag design diy +115%

Beauty
Skinimalism
Skinimalism is the new glow up
It’s the end of the caked-on makeup look. Pinners will embrace slow beauty and let their natural skin texture shine through. This new “effortlessly chic” routine is simple and sustainable.

Glowing skin how to get naturally +4x
Face yoga exercises +4x
Homemade skin care +110%
Aloe vera face mask +115%
Natural everyday makeup +180%

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### Celebrations

#### Weddings, unplugged

**Low-key weddings are the new high-key occasions**

Say “I do” to minimalist matrimony.

Couples will make their big day more laid back than ever—starting with smaller venues and no-frills elopements.

- Small backyard wedding +160%
- Simple wedding cake small one tier +2x
- Wedding jean jacket bride +130%
- Courthouse wedding outfit +2x
- Desert elopement +55%

#### Little moments of big love

**Planning is the new love language**

Pinters have always been planners. They’ll lean into that skill more than ever this year. In 2021, people will plan even the smallest moments to celebrate the people they love, from movie nights to monthary.

- Monthary message for girlfriend +145%
- Anniversary box for him +80%
- Cheers and beers party +85%
- Movie date night at home 110%
- Death to my 20s party +3x

### Finances

#### Bet on yourself

**CEO is the new DIY**

Meet the team. (That’s you.) Piners will tap into their entrepreneurial side and use Pinterest to bolster their biz. Branding strategies, podcast tips and small business ideas will all be high in demand this year.

- Branding your business +105%
- Podcast design +130%
- Entrepreneur motivation +2x
- Accounting basics +150%
- Small business ideas +90%

### Hobbies and interests

#### World play

**Globecrafting is the new globetrotting**

When you can’t travel the world, absorb culture in a different way. Global-inspired hobbies will be on the rise as Pinters expand their interests and look for new ways to get crafty.

- Jyotish astrology +3x
- Ancient Egyptian architecture +2x
- Persian calligraphy art +20x
- Irish quilt patterns +100%
- Japanese carpentry +95%

### Progress, not perfect

**No skills is the new masterclass**

Give yourself permission to be bad at something. Or surprisingly good at something. In 2021, people will embrace a beginner’s mindset and teach themselves skills from scratch.

- Knife painting for beginners +150%
- Sublimation for beginners +11x
- How to skateboard for beginners +155%
- Resin art for beginners +3x
- Candle making for beginners +80%

#### Embracing the tactile

**Embroidery is the new tie-dye**

Get a hobby, but make it cool. Piners will lean into hands-on activities like colorful embroidery and one-of-a-kind leatherworking in 2021. Just don’t call it a grandma pastime.

- Glass etching designs +4x
- Crochet basics +155%
- Aesthetic embroidery +3x
- Bottle painting ideas +3x
- Leatherworking tools +2x

### Digital decor

**Phone decor is the new home decor**

Piners will design their digital spaces with the same intention as their homes in 2021. Phone wallpapers with personality, widget designs and lock screens that match your aesthetic are on the rise.

- Laptop wallpaper aesthetic high quality +30x
- Playlist covers photo aesthetic +24x
- Funny lock screen wallpaper +3x
- Gaming background wallpaper +2x
- Get off my phone wallpaper +170%