

Pinterest 100



The Pinterest 100

Explore the top trends for 2020 based on Pinterest data. This list shows what people all over the world want to try next – from the everyday to the extraordinary.

To make the Pinterest 100, a topic has to show sustained, upward growth over time. For this year's report, we compared global search volumes from August 2017 – July 2018 and August 2018 – July 2019. We identified 100 rising trends and categorised them into 10 cultural themes.

Use these insights to help plan campaigns, develop new products or offer customers better services. And maybe even add a few things to your own personal to-try list, too.

Beyond binary

More products and services are moving beyond gendered labels and structured options.

Gender-neutral names list
+301%

Unisex gender-neutral children's clothes
+119%

Gender-neutral party themes
+35%

Children's playroom ideas gender-neutral
+75%

Unisex nursery gender-neutral
+527%

Androgynous wedding dress
+51%

Tuxedo dress
+99%

Gender-neutral haircut
+625%

Inclusive education posters
+91%

Androgyne flag
+33%

Conscious consumption

A push for more eco-friendly habits is changing how we live – from everyday choices to life's biggest milestones.

Climate-change protest signs
+5,961%

Low-waste lifestyle
+446%

Eco-friendly swaps
+172%

Thrifted home décor
+308%

Ocean trash art
+39%

Thrifted wedding dress
+41%

Solar light crafts
+427%

Secondhand fashion
+38%

Low-waste wedding
+235%

Thrift shop crafts
+2,276%

Finding balance

Improve your outlook with habits that put yourself before your selfie.

Self-discovery journal prompts
+147%

Social media detox
+314%

Embrace being single
+49%

Chicory root benefits
+91%

Art therapy activities
+444%

Sea moss benefits
+380%

Mood booster playlist
+85%

Ylang ylang essential oil benefits
+91%

Feng-shui décor
+137%

Cucumber juice benefits
+99%

Home hub

Sure, home is where the heart is. But now it's also where your office is... and your gym... and maybe even your waterfall.

Garden room
+104%

Microgreens growing indoor
+223%

Work-from-home outfit
+82%

Granny pods back-garden cottage
+159%

Audio room
+803%

Brewing equipment
+411%

Indoor water fountains
+917%

Home cinema design
+368%

Home coffee stations
+751%

Homemade baby foods
+379%

Internationally inspired

The world feels smaller than ever as people trade influences and traditions every which way.

Spanish-style bathrooms
+309%

Indian living rooms
+2,080%

French antiques
+384%

Australian garden landscaping
+781%

Japanese soaking tubs
+563%

Macedonian food
+509%

Filipino desserts
+76%

Arabic sweets
+407%

West African food
+311%

Kerala food breakfast
+78%

Pampered pets

People treat their pets just like their human family. Or in some cases... even better.

Pet resort
+260%

Dog patio ideas flat
+131%

Cat playground outdoor
+512%

Dog toilet area garden
+214%

Goat playground ideas pallet playhouse
+150%

Blind dog halo DIY
+97%

Pet fashion
+199%

Cat bday party ideas
+156%

Dog-safe cake recipe
+167%

Pet memorials
+261%

Responsible travel

It's time for a travel tune-up.
People are looking to lessen their impact, but keep the fun.

Train travel
+107%

Zero-waste travel essentials
+48%

Weekend staycation
+38%

Eco city concept
+47%

Eco friendly travel
+73%

Agritourism ideas
+57%

Abroad education
+32%

Ecotourism architecture
+31%

Travel stories
+125%

Reduce carbon footprint tips
+86%

Re-wilding

Hear that? That's the call of the wild, urging you to get outside.

Lake-fishing tips
+274%

Rockhounding
+185%

Rabbit hutches
+191%

Nature travel
+253%

Wild camping
+1,069%

Aurora borealis northern lights
+90%

Outdoor kitchen bars
+2,795%

Outdoor play areas
+550%

Bring outdoors inside
+108%

Hiking fashion
+194%

Spaced out

Get ready for liftoff! For 2020, there's a new kind of space race.

Astrology party theme
+247%

Two the moon birthday party
+589%

Galaxy-themed birthday party
+341%

Pipe-cleaner constellations
+102%

STEM space activities for children
+135%

Easy galaxy painting
+157%

NASA hoodie
+106%

Constellation earrings
+112%

Geometric space tattoos
+267%

Planet make-up
+217%

90s re-run

Forget partying like it's 1999. These days, we're living like it's 1999.

90s cartoons
+227%

90s outfit party hip-hop
+322%

90s fashion grunge
+292%

90s music artists
+165%

Lip liner and gloss
+144%

Hair clips 90s
+930%

Y2K outfits
+669%

90s braids hairstyles
+329%

Streetwear 90s
+277%

Hair scrunchie
+6,309%