

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 categorized 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 kids clothes
+119%

Gender neutral party themes
+35%

Kids 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
+5961%

Low-waste lifestyle
+446%

Eco-friendly swaps
+172%

Thrifted home decor
+308%

Ocean trash art
+39%

Thrifted wedding dress
+41%

Solar light crafts
+427%

Secondhand fashion
+38%

Low-waste wedding
+235%

Thrift store crafts
+2276%

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 decor
+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 backyard cottage
+159%

Audio room
+803%

Brewing equipment
+411%

Indoor water fountains
+917%

Home theater 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
+2080%

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 apartment
+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%

Bushcraft camping
+1069%

Aurora borealis northern lights
+90%

Outdoor kitchen bars
+2795%

Outdoor play areas
+550%

Bring outdoors inside
+108%

Hiking fashion
+194%

Space everything

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 kids
+135%

Easy galaxy painting
+157%

NASA hoodie
+106%

Piercing ear constellation
+112%

Geometric space tattoos
+267%

Planet makeup
+217%

90s rerun

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
+6309%