



Pinterest Predicts Weekly

Week of July 30, 2021
US

Behind the trends

More than 454 million people¹ use Pinterest to find tomorrow's ideas. It's a place to look forward. By looking at trends on Pinterest in the immediate past, we can glean valuable insights into what may trend elsewhere in the near future.

The search trends in Pinterest Predicts Weekly aren't just from the last four weeks. All search queries that we present have been growing over the last 12 months.

To make the trend lines, we first take the raw search volume from the last 12 months. To remove platform seasonality, we then index the search volume against the volume of all searches on Pinterest. Finally, we normalize the trend line so that we can compare trends and better see what ideas are trending together.



Inward, onward

People on Pinterest couldn't wait to dress up again, socialize and show off their unique personal style. But with great freedom comes great responsibility. Even as people increasingly step out, they're becoming more introspective and intentional about their choices. They're looking for houses with smaller footprints, taking design cues from nature and making time for self-care, with an eye towards health. Everyone wants to find their inner happiness while acclimating to the world at large again.

Inspired by nature

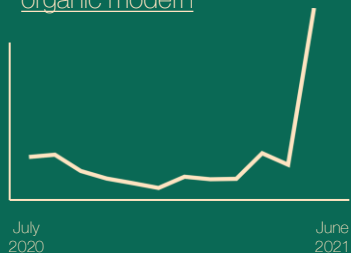
People on Pinterest are reconnecting with the outdoors and channeling Mother Nature through organic design elements and color palettes.



In the last four weeks compared to the previous four weeks:

13x

increase in
“organic modern”



9x

increase in
“amber interiors living room”



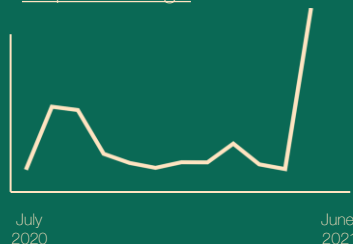
3x

increase in
“sage green room aesthetic”



3x

increase in
“biophilic design”



50%

increase in checkouts for
bedroom vanities*

(in the past two weeks compared to the previous two weeks)

Unless otherwise noted, changes are calculated using US searches between '2021-06-21' and '2021-07-18' as compared to searches between '2021-05-24' and '2021-06-20'

Trend lines are calculated using US normalized searches between '2020-07-01' and '2021-06-31'

*Changes are calculated using US checkout conversion events between '2021-07-05' and '2021-07-18' as compared to checkout conversion events between '2021-06-21' and '2021-07-04'

Home is what you make it

People on Pinterest are bucking tradition and exploring housing options like upcycling freight containers, transforming barns and building on the water.



In the last four weeks compared to the previous four weeks:

85%

increase in
"affordable prefab homes"



July 2020 June 2021

30%

increase in
"floating house"



July 2020 June 2021

2.5x

increase in
"building a container home"



July 2020 June 2021

2.5x

increase in
"farmhouse barndominium
exterior"



July 2020 June 2021

15%

increase in checkouts for
furniture*

(in the past two weeks compared to the previous two weeks)

Unless otherwise noted, changes are calculated using US searches between '2021-06-21' and '2021-07-18' as compared to searches between '2021-05-24' and '2021-06-20'

Trend lines are calculated using US normalized searches between '2020-07-01' and '2021-06-31'

*Changes are calculated using US checkout conversion events between '2021-07-05' and '2021-07-18' as compared to checkout conversion events between '2021-06-21' and '2021-07-04'

Weird flex but OK

During quarantine, people on Pinterest discovered that no gym was no problem and now they're ready to squeeze in a little exercise anytime, anywhere.



In the last four weeks compared to the previous four weeks:

45%

increase in
"bed workout"



July
2020

June
2021

40%

increase in
"lazy workout"



July
2020

June
2021

35%

increase in
"couch workout"



July
2020

June
2021

25%

increase in
"desk exercises at work"



July
2020

June
2021

30%

increase in checkouts for
headbands*

(in the past two weeks compared to the previous two weeks)

Unless otherwise noted, changes are calculated using US searches between '2021-06-21' and '2021-07-18' as compared to searches between '2021-06-24' and '2021-06-20'

Trend lines are calculated using US normalized searches between '2020-07-01' and '2021-06-31'

*Changes are calculated using US checkout conversion events between '2021-07-05' and '2021-07-18' as compared to checkout conversion events between '2021-06-21' and '2021-07-04'

The mind-body connection

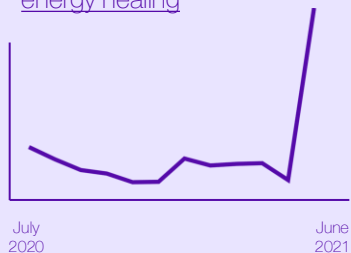
Priorities changed during the pandemic, and now people on Pinterest want to find inner happiness and become their best selves.



In the last four weeks compared to the previous four weeks:

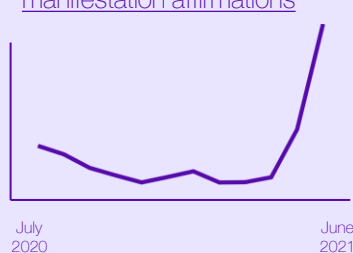
135%

increase in
"energy healing"



85%

increase in
"manifestation affirmations"



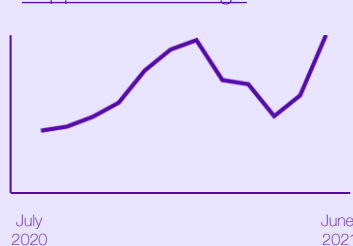
85%

increase in
"healing meditation"



70%

increase in
"happiness challenge"



315%

increase in checkouts for
yoga and pilates*

(in the past two weeks compared to the previous two weeks)

Unless otherwise noted, changes are calculated using US searches between '2021-06-21' and '2021-07-18' as compared to searches between '2021-05-24' and '2021-06-20'

Trend lines are calculated using US normalized searches between '2020-07-01' and '2021-06-31'

*Changes are calculated using US checkout conversion events between '2021-07-05' and '2021-07-18' as compared to checkout conversion events between '2021-06-21' and '2021-07-04'

You are what you eat

After more than a year of stress eating,
people on Pinterest are ready to embrace a
more healthful lifestyle.



In the last four weeks compared to the previous four weeks:

55%

increase in
"clean eating grocery list on
a budget"



July
2020

June
2021

50%

increase in
"healthy smoothie ideas"



July
2020

June
2021

35%

increase in
"energy tea recipes"

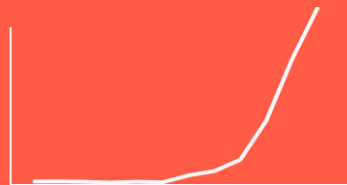


July
2020

June
2021

25%

increase in
"healthy lifestyle motivation"



July
2020

June
2021

20%

increase in checkouts for
tea and infusions*

(in the past two weeks compared to the previous two weeks)

Unless otherwise noted, changes are calculated using US searches between '2021-06-21' and '2021-07-18' as compared to searches between '2021-06-24' and '2021-06-20'

Trend lines are calculated using US normalized searches between '2020-07-01' and '2021-06-31'

*Changes are calculated using US checkout conversion events between '2021-07-05' and '2021-07-18' as compared to checkout conversion events between '2021-06-21' and '2021-07-04'

As seen on TV

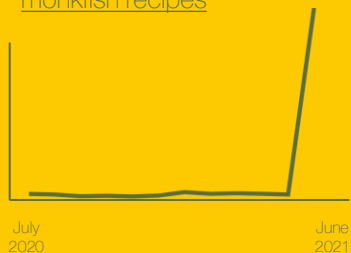
People on Pinterest are inspired by TV and movies and are searching for food ideas seen on screens big and small.



In the last four weeks compared to the previous four weeks:

47x

increase in
"monkfish recipes"



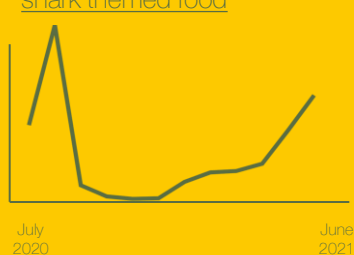
7x

increase in
"trenette al pesto"



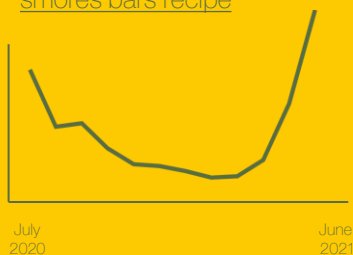
3x

increase in
"shark themed food"



3x

increase in
"smores bars recipe"



35%

increase in checkouts for
aprons*

(in the past two weeks compared to the previous two weeks)

Unless otherwise noted, changes are calculated using US searches between '2021-06-21' and '2021-07-18' as compared to searches between '2021-06-24' and '2021-06-20'

Trend lines are calculated using US normalized searches between '2020-07-01' and '2021-06-31'

*Changes are calculated using US checkout conversion events between '2021-07-05' and '2021-07-18' as compared to checkout conversion events between '2021-06-21' and '2021-07-04'



A pulse on
upcoming holiday
moments

Fall



It might still be the height of summer, but people on Pinterest are already feeling those pumpkin spice latte vibes:

15x

increase in
"fall shoes"

6x

increase in
"fall outfits ideas"

6x

increase in
"gothic fall wedding"

5x

increase in
"farmhouse fall decor"

5x

increase in
"fall vibes cozy"

5x

increase in
"fall shirts"



Thank you