

2021

Pinterest Predicts

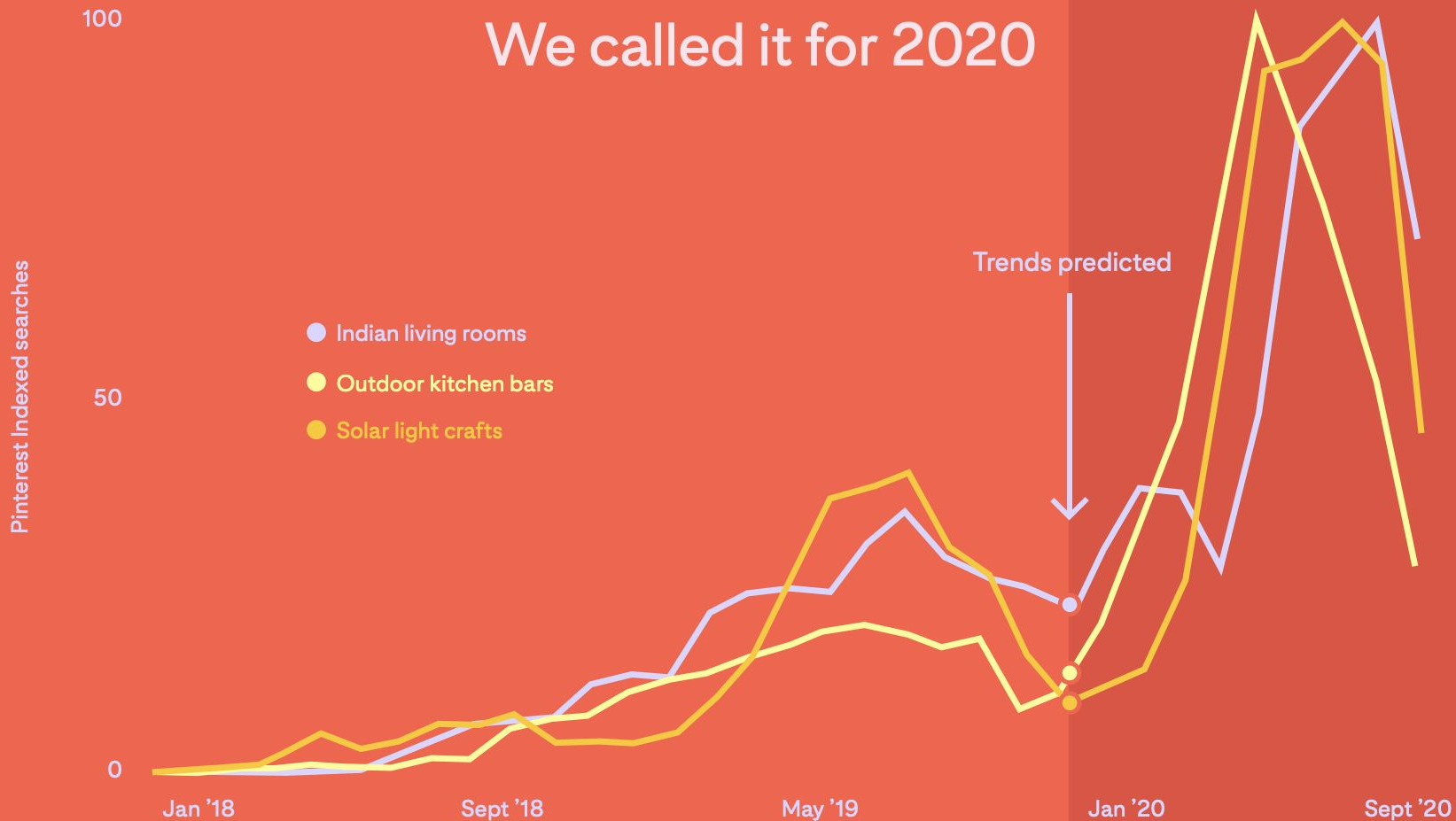
Before you see it
everywhere, see it here.

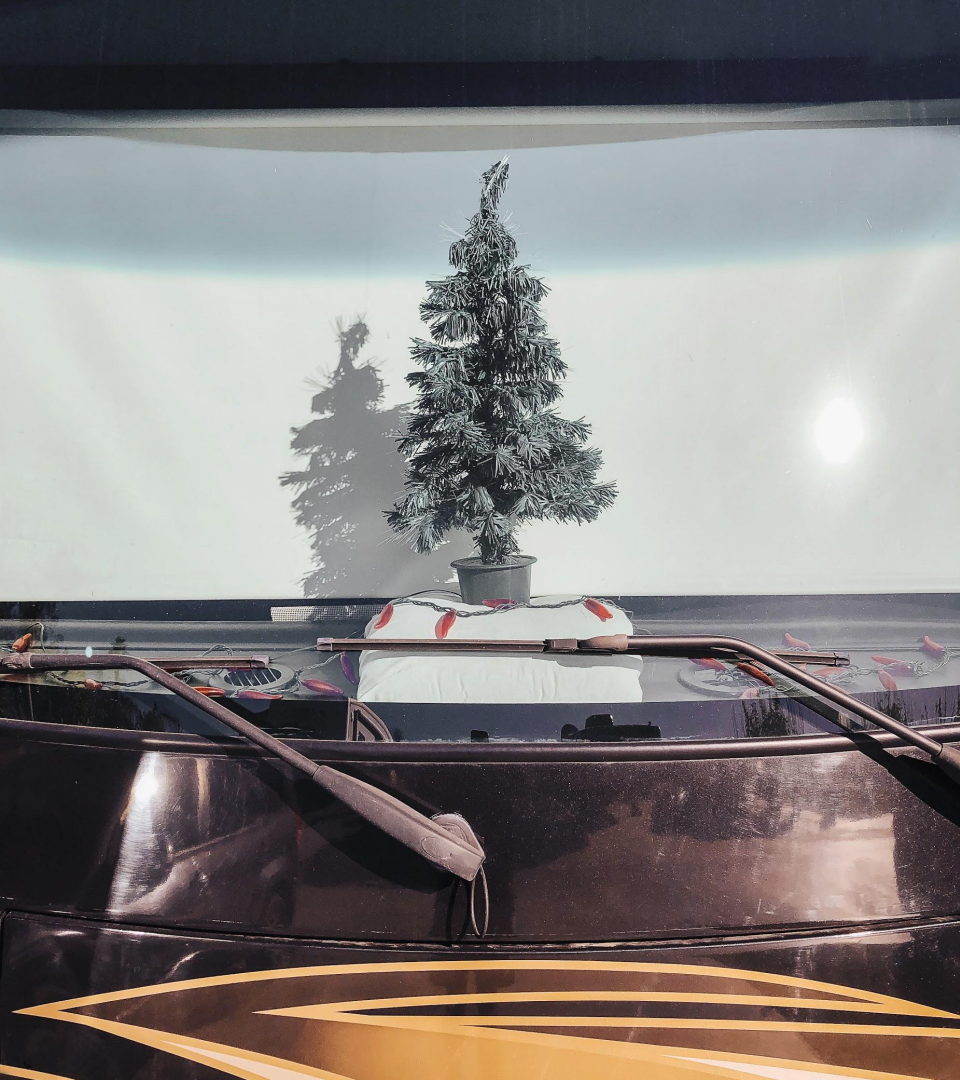




Pinterest Predicts isn't your typical trend report. It's a window into the future from the platform where people go to plan it.

We called it for 2020





To determine the trends for 2021, we sifted through global search data for signals of what's to come.

Take the regular
and reinvent it.

An internal
renaissance.

Bet on yourself.

Aesthetic
expression.

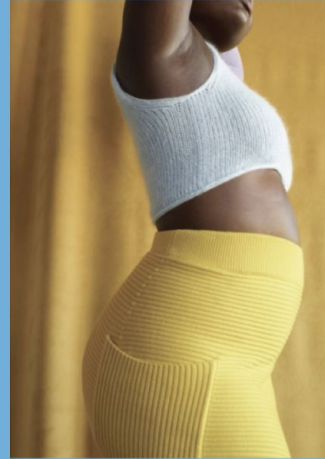
Pinner's are going deeper.
They're exploring
beyond their comfort zone.



Protective styles



Athflow is the new athleisure



Pinterest Predicts 2021 trends

Wellbeing

Invest in rest
Modern mystic
Ritual baths

Travel

Hypothetical sabbatical
Getaway car
Nomad normal

Food and beverage

Bland is banned
Epic charcuterie
You're the top chef

Home

More door
Japandi aesthetic
Vibey lights
Dish it out

Fashion

Cocoon swoon
Up clothes and personal
Athflow

Beauty

Skinimalism
Rainbows
Indie beauty
Poppin' protective styles

Parenting

Lessons in mindfulness
Save a parent, save the planet
Not-so-furry friends

Finance

Bet on yourself

Celebrations

Little moments of big love
Weddings, unplugged

Hobbies and interests

Embracing the tactile
Progress, not perfect
World play
Digital decor

A young woman with vibrant, wavy red hair is lying on her side on a quilted blanket. The blanket features a grid of squares in shades of light green, orange, and beige. She is holding a dark, textured book or folder in front of her, and her eyes are closed, suggesting a state of relaxation or sleep. The word "Wellbeing" is overlaid in a large, white, sans-serif font across the center of the image.

Wellbeing

Ritual baths

Bathing rituals are the new day spas.

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.



Ritual baths: increase in searches year over year

+180%

Spiritual cleansing baths

+50%

Bath in bedroom free
standing

+90%

Full moon bath ritual

+145%

Deep soaking tub

+60%

Bath tea recipe

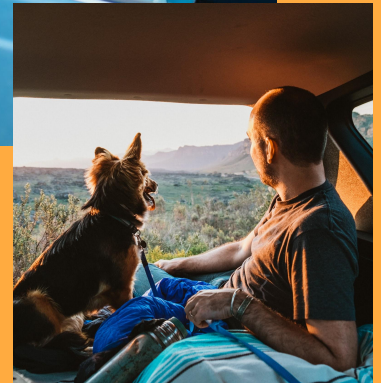


Travel

Getaway car

Away dreams are the new day dreams.

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.



Getaway car: increase in searches year over year

+2x

Car date night

+100%

Dog car seats

+115%

Car man cave

+60%

Car survival kits

+190%

Drive-in cinema

A top-down view of a pink plate with seven pieces of sushi. The sushi pieces are arranged in a loose circle. Some have orange salmon, some have green cucumber, and some have white crab. In the bottom left corner, there is a white bowl filled with dark soy sauce. The background is composed of three vertical panels: green on the left, yellow in the middle, and pink on the right. The text "Food and Beverage" is overlaid in the center in a large, bold, yellow font.

Food and Beverage

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.



You're the top chef: increase in searches year over year

+55%

Food garnishes

+60%

Tea recipes homemade

+105%

Gourmet food plating

+130%

Bread art

+10x

Basque burnt cheesecake

A close-up photograph of a glass filled with a blue liquid, casting a dark shadow on a light-colored surface. The word "Home" is overlaid in white text.

Home

More door

“Cloffice” is the new home office.

Say goodbye to open floor plans. Pinnerers 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.



More door: increase in searches year over year

+2x

Cloffice ideas

+2x

Modern mud room

+7x

Home library design

+6x

Computer gaming room

+150%

Bookshelf room divider

