What’s inside

Pinterest has a unique advantage when it comes to trends. We see trends bubble up based on what 200 million Pinners are searching and saving around the world. They aren’t just passing fads to “like” or look at. They’re ideas people are trying in real life and planning to do in the future.

There are over 100 billion ideas on Pinterest. Every December, our insights team looks back at search and save patterns for the past year. They identify the top trends based on what’s gaining interest year over year (50% or higher), critical mass (more than 250,000 saves) and a strong upward trend during the final 3–6 months of the year (not including seasonal spikes).

The final result is the Pinterest 100, an in-depth list of the top 100 ideas to try in 2018. The data represented is global and percentage increases reflect year over year changes in searches or saves. This is not your average data report from a tech company. This is an idea sparker, to-try list, “work” book, personal assistant and 2018 muse. As you browse, think about how you can use the trends in your content, marketing, merchandising and even product development.

Idea 1–10

Idea 11–20

Idea 21–30

Idea 31–40

Idea 41–50

Idea 51–60

Idea 61–70

Idea 71–80

Idea 81–90

Idea 91–100

Trends 1–100
Food

Sweet heat from Morocco
North African spices including cumin, coriander and cardamom, are waking up tastebuds and pushing everyday dishes beyond the basics +2579%

Super coffee saves the day
Protein powder, or superfoods like maca, mixed into morning brew can help shake off a case of the Mondays +218%

Lean, mean plant proteins
Meat isn’t the only protein powerhouse—lentils, hemp and quinoa pack a nutritional punch and taste just as good +417%

Diet-friendly frying
People are obsessed with air fryers—they use hot air instead of oil to crank out crispy faves like drive-thru quality fries +1809%

Mocktail magic
It’s never been easier to not drink booze, thanks to non-alcoholic mixes with delicious, artisanal ingredients +160%

Foodies love Pinterest. With over 19 billion ideas, this is one of our largest categories, and it’s still growing. Since last year, we’ve seen a 46% increase in food and drink Pins. People are pulling out their smartphones to plan meals and make healthier food choices in the moment. Once they decide what to eat, they want to know how to make it, and how to make it fast.

Oh snap!
World-class snack artists are swapping greasy chips for dressed up edamame and snap peas +273%

Souping > juicing
Warm, soul-nourishing and full of flavorful nutrients, pureéd soup can be a delicious way to reset your diet +306%

OMGhee
In our modern “dairy is scary” world, ghee and clarified butter are lactose-free wonder foods with a rich, nutty flavor +155%

The hottest hot sauce
Move over, Sriracha! Korean condiments, especially with Gochujang, are on fire +222%

So good together!
Style a sip and see party with kombucha cocktails (trends 88 and 6)
Travel journal-ism
Bullet journals are making way for new twists on the travel log—jetsetters are adding creative touches like watercolors, washi tape and calligraphy +169%

Desert escapes
It’s not a mirage—things are heating up in desert destinations like Morocco, Dubai, Atacama Desert and Joshua Tree +125%

Travel is taking off on Pinterest, with over 4 billion ideas and a 33% increase in Pins. Pinners use it both as a bucket list and guidebook. 68% of Pinners who use Pinterest for travel say they’re searching for destinations to visit in the future. Once they pick the location, they look for places to play, stay and eat. Then they bring home both souvenirs and inspiration for food, home decor, style and beauty to incorporate into their everyday life.

Mexico’s vámonos moment
Some go for the glamorous cities and street food, others for sparkly beaches and ancient pyramids +96%

The world is a canvas
Cities like Miami, Lisbon and Melbourne (and maybe your own hometown?) are made for street art scavenger hunts +79%

One-day vacays
A proper getaway doesn’t have to take weeks—plan it right and a single day will do wonders +34%

Mediterranean island hopping
The magic is off the mainland—islands in Croatia and Mykonos in Greece are unbelievable +96%

Throwback travel
Think way back—history buffs are heading off the beaten path to old world Europe and ancient sites like Angkor Wat +92%

River cruising
Travelers are swapping the high seas for stellar natural scenery on river wanders through Vietnam, Germany and Egypt +346%

Living la vida local
Travelers want authentic real-deal experiences and neighborhoods, not just tourist traps and guidebook go-tos +146%

So good together!
Include mindfulness exercises in a rock climbing guide (trends 94 and 17)
Decorating a home is personal and interior design styles evolve over time. With over 14 billion ideas, the home category continues to grow with a 75% increase in Pins year over year. Pinners are thinking big and small, from full renos to stylish accents, and spend 27% more on decor than people who don’t use Pinterest.

**Sage advice**
Soften up a space with sage, the new neutral

**Statement doors**
A colorfully painted front door, or friendly message on a mat, is the new way to welcome guests

**The fifth wall**
A statement ceiling can transform a room from the top down with bold paint, striking wallpaper or intricate texture

**Resort style**
Spa-inspired bathrooms and rattan furniture bring the vacay vibes home

**The magic of metallics**
Metals mesh with any color palette, but to really amp up a space, mix different finishes together

**Beautiful to the bone**
Bone inlaid tiles take an ordinary piece from meh to marvelous with maximalist drama and geometric designs

**Hello, terrazzo**
The forgotten flooring of the 70s is brightening up ceilings, entryways and everything in between

**Wall art is big**
Buh-bye, blank space! Large posters, works of art and photography prints are blowing up

**Wood wins**
Wall tiles and flooring in shades of grey, or with a herringbone pattern, are versatile, add dimension and make any space more modern

**Patterned plants**
Houseplants, like the popular prayer plant, go beyond green with vibrant, patterned foliage and flashes of color
Pinterest is big on ideas for little ones, with more than 2 billion Pins to help out moms and dads. One in three parents use Pinterest, and because they’re always on the go, say they couldn’t live without the app.

**Toys from trees**  
Branch out from plastic with more au naturel options for the toy trunk

**Earth babies**  
Eco-friendly diapers, recycled clothes and planet-friendly materials are leaving a smaller footprint

**Mod nurseries**  
It may be baby’s room, but it doesn’t have to be baby-ish

**Blankets but better**  
Weighted blankets are known for their kid-calming, sleep-inducing superpowers

**Stick ’em up!**  
Removable wall art never gets old—reinvent the room as the kids grow up

**Tiny trackers**  
Helpful apps and cheat sheets track everything from baby’s mini moments to big milestones

**Perma-forts**  
No longer just for Friday sleepovers—forts are becoming part of the furniture

**So good together!**  
Stage a modern nursery with sage decor (trends 34 and 21)
Women's style

Fearless fashion

Style on Pinterest is where the fashion world meets the real world. People use Pinterest to bring trends to life and decide what to buy. 70% of female Pinners visit at least once a week—searching, saving and creating their personalized lookbook one Pin at a time. With over 16 billion ideas, this is one of our most popular categories.

Larger than life earrings

From oversized hoops to structured heavy metal, earrings are bigger and better than ever.

Go wide

In the skinny-or-not pants debate, people are siding with wide-legged bottoms and crops.

Beret all day

A major accessory on fall runways, this French fave is très chic for day or night.

Pep up your step

Studs, pearls and bold buckles are the subtle but striking details on statement shoes.

So good together!

Create a head-to-toe look with patent leather booties and a pixie cut (trends 44 and 72).

Logomania is back

The latest street style trend mixes brand iconography with elevated pieces.

Slits are it

The eye-catching detail is popular on tunics and midi dresses, and even gives pants unexpected edge.

The original blue jean

A favorite style returns—100% cotton denim is reimagined and capsule wardrobe worthy.

Plastic makes perfect

Lucite and patent leather are the plastics we predict will be everywhere by spring.

Socks that rock

Sheer socks with sneakers or sandals add instant oomph to any ensemble.

Long live layers

Below-the-knee sweaters and jackets add extra cozy, while kimonos and dusters add extra chic.

Photos: Phil Oh/Art Partner Licensing

41 +947%

42 +213%

43 +269%

44 +222%

45 +203%

46 +72%

47 +147%

48 +102%

49 +115%

50 +110%
**Men’s style**

**Keeping it classy**

Who says Pinterest isn’t for men?! The number of male Pinners has grown 50% in the last year, and so has their interest in style, with an 80% increase in Pins saved. Men often search and browse to find new looks on Pinterest, and are especially inspired by style experts. In fact, 72% of men say they’re influenced by brands.

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**Monochrome is king**

Tonal dressing reigns supreme, keeping colors close but not exact (think denim on denim, mixing neutrals or all black)

**Dashing commuter bags**

Backpacks and messenger bags are designed to be durable and dapper with thoughtful details for the guy on the go

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**Logos are cool again**

Good brands stand the test of time—classic logos are giving everyday styles old-school vibes

**Departure from denim**

Flex pants are a triple threat of comfort, function and style—basically a no-brainer for a lot of men

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**The micro wave**

Mini prints and patterns are in the business casual cannon of better-than-basic pieces

**Clean-cut beards**

A beard is a labor of love, so regular trims and daily care are required to keep strays in check

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**Back to workwear**

Traditional workwear is inspiring modern staples no guy should be without—the chore coat proves to be the strongest

**Off the cuff style**

Pinrolled pants and sleeves are one of those tweaks that can make an outfit—and skip a trip to the tailor

**Wardrobe enhancers**

Cufflinks, glasses and rings are easy ways to complete a look or switch things up

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**So good together!**

Merchandise commuter bags with street art in the background (trends 52 and 14)

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**The best jackets are the biggest**

Bombers, topcoats and other outerwear styles are evolving into oversized versions in 2018

Photos: Phil Oh/Art Partner Licensing
Wellness goes beyond diet on Pinterest. Everything mind, body and soul is covered, and we’ve got 2 billion Pins to prove it. 61% of Pinners say Pinterest is where they find ideas to be their best selves. They’re using the Pinterest app to pull up everything from workouts at the gym to quick meditations on their commute.

So good together!
Whip up puréed soup recipes that improve gut health (trends 7 and 66)

Strength over size
Strength training isn’t about hitting a goal weight, but discovering the amazing things the body can do

The post-workout
Stretching and healthy snacks after exercise have unexpected benefits worth the extra few minutes

A treat for tresses
Homemade customized formulas and co-washing help hair get its moisture and shine back

New prop on the block
Yoga wheels stretch the front side of the body, massage the spine and help advanced postures

Let’s clear the air
The clean movement goes beyond fresher food into fresher air, with home purifiers and plants gaining popularity

A gut feeling
To deal with digestive issues, people are balancing their bacteria with more gut-friendly grub

The vitamin for brighter skin
Squeezing its way into everyone’s morning routine, vitamin C serum is believed to improve skin texture and quality

Self-care staycations
Everyone knows the importance of taking a break, and people are looking closer to home for more “me time”

The most underrated exercise
Wellness warriors are trying Tai Chi for its potential to reduce stress, relieve pain and create whole body harmony

Wait, you can eat those?
There are many ways to reap the benefits of essential oils, even flavoring a dish—but make sure it’s labeled food grade

New prop on the block
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The vitamin for brighter skin
Squeezing its way into everyone’s morning routine, vitamin C serum is believed to improve skin texture and quality

The yin to your yang
Mirror mirror on the wall, who’s the beauty-savviest of them all? Our 48 million beauty Pinners, that’s who. Beauty is booming on Pinterest with a 75% increase in Pins year over year. Pinners are looking to the experts for the latest products to try and buy, and tips and tutorials for everyday looks and special occasions.

So good together!
Display derma rollers with vitamin C serums (trends 77 and 70)

Bright eyes
Neon underliner or inner shadow creates edgy, look-at-me eyes
71 +63%

What about the bob?
Everyone with a lob or bob is taking it to extremes with long locks and playful pixies
72 +130%

Lips love tints
A sheer or matte tint is the perfect starter lipstick—it’s affordable, easy to use and punches up color
73 +414%

All-in-one kits
Makeup aisles can be intimidating, so people are picking up curated kits and looking for tutorials to build their own
78 +147%

Oil, beauty’s biggest overachiever
Cleansing oil is the unexpected beauty product for softer skin, smoother hair and shinier lips
79 +555%

This is how we roll
From ice and derma, to jade and quartz, facial rollers are a beloved beauty tool
77 +345%

Next-level lashes
Brows are still big, but all eyes are on long, lush lashes and how to get them
78 +152%

Wet and wild hair
Prepare to see a lot of super slicked-back styles and all kinds of curls (yep, even perms)
74 +166%

50 shades of you
A wider range of skin tones are showing up in new shade-inclusive foundations
75 +378%

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72 +130%

Graphic (nail) design
Geometric and negative space manis are a fun way to flash some personality
80 +83%

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Celebrations

A twist on tradition

D-I-Y for guests to T-R-Y
Party throwers are looking for ways to get even more hands-on at parties, like make-your-own taco bars or hot cocoa stations

Guest books but better
Mementos do double duty as decor, with guests jotting notes on Jenga blocks and even signing surfboards

Balloons get boutique-y
It’s not all hot air—balloons are filling up with foliage, glitter and other fanciness, and even brides are taking notice

Sprinkle showers
Next year’s forecast calls for two types of baby shower sprinkles: light-weight and low key, or rainbow sprinkle themed

Season mixing mashups
Bright pink pumpkins, Christmas in July parties, summer wreaths—say hello to a whole new breed of creative holiday hybrids

Trivia—the new party trick
The latest and greatest game night is just like Jeopardy, but with all the comforts of home

Big yays for milestone b-days
Birthdays ending in zero are made for blowouts—and the big 3-0 is a prime reason to party

Sip and sees
New parents are opting for designated drop-in parties to introduce the little peanut (or puppy) to friends and family

Boho baby showers
Hosts are moving beyond the basic pinks and blues to boho-chic florals, faded antique rugs and vintage kilim pillows

Personalized party tees
The whole squad can suit up and celebrate with special occasion shirts

So good together!
Curate a collection of sprinkle-appropriate gifts featuring wooden toys (trends 84 and 31)

Pinners are big-time planners. They’re three times more likely to plan an event, and start twice as early as expected (up to 6 months), especially for winter holidays. They use Pinterest to find easy ideas and new twists on the traditional, for both everyday celebrations and major milestones.
Hobbies and interest

Play by your own rules

Pinterest is the place to explore new interests and geek out over passion projects. In fact, 73% of Pinners say they need tips and tricks for projects and life hacks. With more than 100 billion ideas and tutorials across Pinterest, it’s easy to take a skill to the next level, or go deep on your latest obsession.

A workshop that actually works
The garage is getting a second life as a home workshop for do-it-yourself projects, big and small

Game on
Video game consoles and extra monitors are home entertainment must-haves for hardcore gamers and families

It’s (k)not macrame
Home decor designed with simple knot tying, like a paracord plant hanger or coaster, is a chic and durable DIY

The here and now
A lot of time can be spent living in the past and future, but people are looking for ways to be more present every day

Oh knit, this is big
Giant knitting is taking the fiber world by storm with super-sized cozy blankets and scarves

Fashionable fences
Horizontal slat fences create an outdoor optical illusion that make gardens look larger and airier

Accessories to DIY for
DIYers are making their own on-trend, one-of-a-kind jewelry and displays for a fraction of the price

The adult kiddie pool
Stock tank pools will pop up in more backyards this summer, thanks to their low cost and easy installation

So good together!
Use the camper remodel trend to promote modern workwear for men (trends 99 and 53)
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When you try a trend, share it with the Pinterest community! Tag your wins, fails, whatever with #MyPinterest

To see all the Pinterest 100 trends and related stats, open the camera in your Pinterest app and scan this Pincode

- 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 | 51 | 52 | 53 | 54 | 55 | 56 | 57 | 58 | 59 | 60 | 61 | 62 | 63 | 64 | 65 | 66 | 67 | 68 | 69 | 70 | 71 | 72 | 73 | 74 | 75 | 76 | 77 | 78 | 79 | 80 | 81 | 82 | 83 | 84 | 85 | 86 | 87 | 88 | 89 | 90 | 91 | 92 | 93 | 94 | 95 | 96 | 97 | 98 | 99 | 100