Pinterest searches are like a window into the future. With over 320 million people using Pinterest every month to plan, we gain unique insight into what people want to try next.

The Pinterest 100 is our annual list of 100 emerging trends. We consider an idea a “trend” if it shows significant search volume and an upward trajectory for at least six months. For this year’s report, we compared search volumes from August 2017-July 2018 to August 2018-July 2019.

As we identified our list, we partnered with global trend authority WGSN to find examples of these topics coming to life all over the world—showing that fresh ideas can inspire you to try new things, no matter where you live.
90s Rerun

Forget partying like it’s 1999.
These days, we’re living like it’s 1999.
We’re seeing 90s references all over, from high-fashion runways to retro devices.

For many, it’s a nostalgic rewind back to a more lighthearted era. As Millennials get older, they’re reliving fond memories and bonding over shared experiences. Meanwhile, Gen Z is discovering 90s culture for the first time and putting their own twist on the trends. The obsession with all things 90s just keeps growing. So put on your bucket hat, grab a CD player and start living la vida 90s, one more time.

**90s cartoons**
Get ready for reboots: Classic 90s toons are filling up show lineups.

+227%

**Grunge fashion**
This low-key style is riding high. Think combat boots, flannels and oversized outerwear.

+292%

**Hip hop parties**
90s-themed parties are big for 2020, so get your getup ready.

+322%

**90s music**
We saw the sign—and it’s clear that 90s tunes are back in heavy rotation.

+165%

Business Tip
Come up with a 90s “starter pack” in your category. Think party planning tips, outfit picks or a throwback grocery list.

**Trending searches**

**Lip gloss**
Put on your best 90s face with shiny lip gloss, lip liner and maybe even a touch of glitter.
+144%

**Hair clips**
Wing or butterfly, basic or bedazzled, hair clips add easy flair to your hair.
+930%

**Y2K outfits**
Make like it’s the new millennium with army pants, hip chains and logomania.
+669%

**Braided hairstyles**
Styles like box braids are back in a big way.
+329%

**90s streetwear**
Rock sneakers, baby tees and hoodies from city streets to suburban sidewalks.
+277%

**Scrunchies**
Scrunchies are getting a makeover with luxe materials (silk, leather) and fresh designs (think scrunchies as bows).
+6309%

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**Targetable Interests**

- Lip liner and gloss
- Hair clips 90s
- Targetable Interests: DIY Hair Accessories, Hair Extensions, Up Hairstyles
- Hair clips 90s
- Hair scrunchie
- Hair scrunchie
- Y2K outfits
- Y2K outfits
- Y2K outfits
- Y2K outfits
- Targetable Interests: Global Fashion, Future Fashion, Silver Nails
- Targetable Interests: Curly Hairstyles, Braids, Ponytail
- Targetable Interests: Curly Hairstyles, Braids, Ponytail
- Targetable Interests: Ripped Jeans, High Waist Jeans, Denim Jacket
- Targetable Interests: Ponytail, Top Knot
- Targetable Interests: Ponytail, Top Knot
- Targetable Interests: Ponytail, Top Knot
- Targetable Interests: Ponytail, Top Knot
- Targetable Interests: Ponytail, Top Knot
- Targetable Interests: Ponytail, Top Knot
- Targetable Interests: DIY Hair Accessories, Hair Extensions, Up Hairstyles
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Beyond binary

More products and services are moving beyond gendered labels and structured options.
From flexible pronouns to unisex nurseries, a more accepting view of gender identity is on the rise.

People are looking for more gender-neutral options for both everyday needs and milestone events. In response, more companies all over the world are launching inclusive products that steer clear of gendered labels and colors.

These expectations are extending to things like documents and identity cards, too. Of all age groups, Gen Z tends to expect more gender-neutral options. For example, 59% of Gen Zers expect to see gender-neutral options on forms, compared to 40% of Boomers.

**Gender-neutral names**
More and more parents are picking names that work well for boys, girls or non-binary bundles of joy.

+301%

**Unisex kid clothes**
Kid colors aren’t limited to just pink or blue. There’s a whole rainbow of options—let ‘em wear whatever they want.

+119%

**Every-kid playrooms**
Everything you need—books, toys, tents—for building a gender-neutral space for your kid to play and learn in.

+75%

**Gender-neutral party ideas**
Instead of more traditional children’s party themes like princess or ninja parties, try rocketing into space or swinging through the jungle.

+35%

**Gender neutral names list**
**Targetable Interests**
Celebrity Baby, Baby Names

**Unisex gender neutral kids clothes**
**Targetable Interests**
Children’s Fashion, Preteen Clothing, Fabric Crafts

**Kids playroom ideas gender neutral**
**Targetable Interests**
Kids’ Playroom, Basket and Crate, Home Accents
Inclusive educational posters
Celebrate diversity with educational tools that teach fairness and inclusivity.

+91%
Targetable Interests
Teacher Resources, Poster Design, Inspirational Quotes

Gender-neutral haircut
Stylish cuts for curly hair, wavy hair, straight hair, gray hair—and anything in-between.

+625%
Targetable Interests
Bob Hairstyles, Undercut, Haircut Types

Non-binary flags
Whatever you’re about, there’s a flag for that. Fly it high and wave it proud.

+33%
Targetable Interests
Logo and Identity Design

Unisex nurseries
Maybe you’re waiting to find out your baby’s gender. Or maybe you want to avoid gender-conforming stereotypes. Either way!

+527%
Targetable Interests
Nursery Room Furniture, Baby Room

Tuxedo dresses
Tuxedo dresses. White lace suits. Pies instead of cake. Do whatever you want. It’s your big day!

+99%
Targetable Interests
Women’s Fashion, Wedding Outfit, Dresses by Color

Androgynous wedding wear
If puffy dresses aren’t quite your scene, there are plenty of other options.

+51%
Targetable Interests
Wedding Outfit, Suits, Kimono

Business Tip
See if you can make your products feel more inclusive with gender-neutral options and varied color schemes.
Conscious consumption

A push for more eco-friendly habits is changing how we live—from everyday choices to life’s biggest milestones.
There’s a shift toward more conscious consumption as people reevaluate their impact. For many, that means using fewer, more sustainable things and keeping an eye on waste.

People expect businesses to do their part. In a Nielsen study, 81% of people strongly agreed that companies should help improve the environment. Politicians are feeling the heat too, as people around the world demand action on climate change.

Individual actions can add up to a massive impact and help tilt the world toward a more sustainable future.

**Protest posters**
From humorous takes to hard-hitting facts, there’s a climate change poster for everyone.

+5961%

- Climate change protest signs

**Targetable Interests**
Earth Science, Poster Design, Change Quotes

**Low-waste living**
Trash talk is trending—in a good way. People want easy tips to cut back on waste.

+446%

- Low-waste lifestyle

**Targetable Interests**
Recycling, Earth Day, Planting

**Product swaps**
It’s easy to be green. Try buying glass instead of plastic or swapping out paper for fabric napkins.

+172%

- Eco-friendly swaps

**Targetable Interests**
Green Home, Natural Cleaning, Cruelty Free Makeup

**Thrifted home decor**
Keep furniture out of the landfill by filling your home with thrifted decor.

+308%

- Thrifted home decor

**Targetable Interests**
Upcycled Home Decor, DIY Home and Decorations
Low-waste weddings
Say “I do” to sustainability and prioritize eco-friendly choices for your big day.

+235%

Targetable Interests
Repurpose, Wedding Ceremony, Environmental Science

Secondhand fashion
Mix and match secondhand finds for a fresh new look.

+38%

Targetable Interests
Crochet Clothing and Accessories, Recycle Jeans

Thrifted wedding dresses
Score a recycled dress, and save your “something new” for something else.

+41%

Targetable Interests
Wedding Dress On A Budget, Retro Style

Solar light crafts
Light up your garden with these whimsical, energy-efficient designs.

+427%

Targetable Interests
Science Experiments, Summer Crafts, Outdoor Lighting

Ocean trash art
Turn ocean pollution into art that makes a splash.

+39%

Targetable Interests
Sealife, Plastic Crafts, Earth Day

Thrift store crafts
Get crafty with thrift shop finds to create one-of-a-kind art or homemade gifts.

+2276%

Targetable Interests
DIY Jewelry, Upcycled Crafts, Mason Jar Crafts

Business Tip
People often want to compost or recycle… but don’t know where to start. Use product packaging or email marketing to give actionable recycling tips.
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.
Thanks to new technology and flexible office policies, it’s never been easier to never leave home.

More things people used to do outside the home are now happening within their own four walls. This means big growth for industries like home decor, athleisure and delivery services.

Take a conference call from the couch, join a workout from your living room, then enjoy some backyard-brewed beer. Because these days, there’s truly no place like home.

**Garden room**
Nurture yourself with nature in your very own secret garden.

+104%

**Indoor microgreens**
Grow your own herbs and salad fixings, all year round, all right in your kitchen.

+223%

**WFH wear**
Give the pajamas a rest. Even if you dial into every meeting, you’ll feel like a boss if you dress like one.

+82%

**Granny pods**
Keep your extended family members close...like right-in-the-backyard close.

+159%

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+104%

**Targetable Interests**
Green Home, Gardening Supplies, Planting Ideas

**Indoor microgreens**
Grow your own herbs and salad fixings, all year round, all right in your kitchen.

+223%

**Targetable Interests**
Herbs Garden, Greenhouse, Sprouts

**WFH wear**
Give the pajamas a rest. Even if you dial into every meeting, you’ll feel like a boss if you dress like one.

+82%

**Targetable Interests**
Casual Outfit, Baddie Outfit, Jogger Pants

**Granny pods**
Keep your extended family members close...like right-in-the-backyard close.

+159%

**Targetable Interests**
Shed, Tiny House Decor, Recreational Room
Trending searches

**Audio rooms**
Listen up: The ultimate surround-sound listening experience is calling your name.

+803%

Targetable Interests
Home Theatre, Headphones, Music Room

**Home theaters**

+368%

Targetable Interests
Movie Room, Audio, Living Room Seating

**Coffee stations**
Clear out some space on your counter for your very own high-end altar to caffeine.

+751%

Targetable Interests
Coffee Bar, Bar Cart

**Indoor water fountains**
Soothe yourself with the gentle burblings of your own indoor pond, fountain or waterfall.

+917%

Targetable Interests
Zen Garden, Home Accents, Feng Shui

**Homebrewing**
All you need is the right beer gear and you’re ready to start crafting your own cold ones.

+411%

Targetable Interests
Grain, Craft Brew, Beer

**Homemade baby food**
Blend up something toothsome and nutritious for that bouncing baby—no teeth required.

+379%

Targetable Interests
Homemade Soup, Meal Planning, Kids Friendly Recipes

**Business Tip**
Help people bring more activities into their home with things like hobby starter kits and home office decor bundles. If you’re a B2B brand, help your clients think about ways to equip remote employees.
The world feels smaller than ever as people trade influences and traditions every which way.
These days, you don’t need a passport to get hands-on with other cultures. Artisans, chefs and everyday people alike are using digital media to share their stories. Their tales of heritage and tradition crisscross the globe, inspiring others to go try something new.

And if you do have a passport, there are more opportunities than ever to learn straight from the source. Today’s travelers are prioritizing meaningful activities like cooking classes and artisan visits. Once they return home, they’re trying to recreate those experiences on their plates and on their walls.
Filipino desserts
People are flipping for sweet Filipino fare, with tastes of coconut, banana and purple ube. (Extra big in: UAE, Saudi Arabia)

+76%

Filipino desserts
Targetable Interests
Philippines Recipes, Coconut, Pudding

West African recipes
Dish up some satisfyingly spicy West African stews, soups and porridges. (Extra big in: France, Germany)

+311%

Targetable Interests
Couscous, Grilling, African Recipes

Kerala breakfast ideas
Get going with an Indian breakfast of coconut appam pancakes and a side of chutney or curry. (Extra big in: Malaysia, Sri Lanka)

+78%

Targetable Interests
Banana, Indian Recipes, Flour Recipes

Macedonian meals
Send your stomach to the Balkans with kebapi (sausages) and tavche gravche (baked beans). (Extra big in: Australia, Germany)

+509%

Targetable Interests
Casserole, Stew, Cabbage

Arabic treats
Everybody’s all in for Arabic desserts, from date balls to rose water milk puddings. (Extra big in: Algeria, Canada)

+407%

Targetable Interests
Ramadan Recipes, Middle East Recipes, Baklava

Japanese tubs
Soak in the still, deep waters of your very own Japanese soaking tub. (Extra big in: Australia, New Zealand)

+563%

Targetable Interests
Bathroom Fixtures, Bath Soak, Japanese Interior

Business Tip
Share the backstories behind trending ingredients and imported products so people gain a deeper appreciation for new-to-them ideas.
Pampered pets

People treat their pets just like their human family. Or in some cases...even better. Pet pampering is reaching all-time highs. We’re talking farm-to-table dog food, pet playgrounds and even feline fashion.
Pet resorts
Send your furry offspring off to sit and stay in the lap of luxury.
+260%
Targetable Interests
Pool and Spa

Outdoor cat playgrounds
Create custom structures for your cat to claw, climb and silently judge you from.
+512%
Targetable Interests
Cat Supplies, Tree

Dog patios
Transform even the smallest patio or balcony into a luxurious dog-friendly oasis.
+131%
Targetable Interests
Dog Kennel, Deck, Pet Door

Dog toilets
Pee pits, patio potties and other ways for your pup to get some much-needed relief.
+214%
Targetable Interests
Garden Design, Patio, Dog Supplies

Millennials delaying traditional milestones like marriage are turning to fur babies for companionship. It’s not just puppy love: In the UK, more than 50% of pet parents ages 19-38 said they’d rather cut expenses for themselves than cut back for their pets.

Expect to see more human-like habits come over to the pet world. After all, only the best for our pets!
<table>
<thead>
<tr>
<th>Trending searches</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Goat playhouses</strong></td>
</tr>
<tr>
<td>+150%</td>
</tr>
<tr>
<td><strong>Cat birthdays</strong></td>
</tr>
<tr>
<td>+156%</td>
</tr>
<tr>
<td><strong>Cakes for dogs</strong></td>
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<tr>
<td>+167%</td>
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<tr>
<td><strong>Pet fashion</strong></td>
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<tr>
<td>+199%</td>
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<tr>
<td><strong>Pet memorials</strong></td>
</tr>
<tr>
<td>+261%</td>
</tr>
<tr>
<td><strong>Protective halos for blind dog</strong></td>
</tr>
<tr>
<td>+97%</td>
</tr>
<tr>
<td><strong>Business Tip</strong></td>
</tr>
</tbody>
</table>

**Targetable Interests**
- Pet Photography, Animal Memes, Animal Crafts
- Vegan Baking, Peanut Butter, Thematic Cake
- Frame Crafts, Felt Ornament
- DIY Techniques and Supplies, Pet Health
- Woodworking, Garden Types, Fence
- Pet Health
- Animal Crafts
- Pet Photography
- Thematic Cake
Finding balance

Improve your outlook with habits that put yourself before your selfie.
When you hear the word “wellness,” you might think of luxurious spas or relaxing getaways. But this year, we’re seeing people think about wellness in a more everyday way.

People are looking for easy habits that help counter anxiety, stress and burnout. They’re developing personal wellness routines that fit into everyday life—especially when it’s totally hectic.

Everyone’s routine looks different. Maybe you’re a journal-er, or maybe you’re more of a dance-around-the-room person. Whatever your style, there are lots of easy ways to get a daily dose of positive vibes.

**Self-discovery journal prompts**
Get-to-know-yourself prompts to help kick start a regular journaling routine.

+147%

**Embrace being single**
Empowering tips and quotes to make your solo journey a true party of one.

+49%

**Social media detox**
Take a break from the Like-ing, and spend some time doing things you love instead.

+314%

**Chicory root**
Move the coffee to the backburner and try a steaming anti-inflammatory mug of chicory root instead.

+91%
Mood booster playlists
Press play on everybody’s favorite songs for getting you moving and improving your mood.
+85%
Targetable Interests
Music Playlist, Music Genre, Happiness Quotes

Feng shui decor
Tap into age-old design principles designed to de-stress and re-energize your living space.
+131%
Targetable Interests
Feng Shui, Zen Garden

Ylang ylang oil
People are saying “Yes, yes!” to ylang ylang aromatherapy for a calming, restorative effect.
+91%
Targetable Interests
Fragrance, Stress Relief, Romance

Sea moss
Sunburn salve? Hangover helper? Joint rejuvenator? Really, what can’t sea moss do?
+380%
Targetable Interests
Natural Remedies, Thyroid, Digestive Health

Cucumber juice
Grab a cuke and smile, with all kinds of tasty and healthful recipes to choose from.
+99%
Targetable Interests
Juice Cleanse, Weight Loss, Water

Art therapy activities
Discover colorfully creative ways to feel more grounded and less stressed.
+444%
Targetable Interests
Watercolor Painting, Line Drawing

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+85%
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Music Playlist, Music Genre, Happiness Quotes

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Juice Cleanse, Weight Loss, Water

Business Tip
Healthier habits come from routine. Use your marketing channels to suggest easy rituals like morning baths or a soothing stretch.
Responsible travel

It’s time for a travel tune-up. People are looking to lessen their impact, but keep the fun.
Like many industries, tourism is reaching an eco-conscious crossroad. For some travelers, that means monitoring their environmental impact. They’re embracing cleaner transit methods, or even taking staycations instead of long-distance getaways.

For others, it’s more about their cultural impact. They’re avoiding overcrowded hot spots and picking destinations with a smaller tourist scene, but more meaningful cultural opportunities.

People still seek adventure—they just want more responsible ways to make it happen.

**Train travel**
Get your travel plans on track with your choice of eco-conscious, scenic train trips.

+107%

**Zero-waste travel essentials**
Eco-minded travel products and packing tips for the earth-friendly world traveler.

+48%

**Eco-friendly cities**
Visit cities that are doing green-living right, and bring some ideas back home.

+47%

**Staycations**
One of the best ways for travelers to help save the planet? Stick close to home.

+38%

**Eco city concept**
Living Wall, Solar Panels on Roof, Recycling
Trending searches

Eco-friendly travel
Discover smart new ways to reduce your carbon footprint as you globetrot.

- +73%
  - Eco friendly travel

Targetable Interests
- Cruelty Free Makeup, Natural Skin Care Products, Bamboo

Eco-structures
Treehouse retreats, biodomes, ecolodges and other unusual green-minded getaways.

- +31%
  - Ecotourism architecture

Targetable Interests
- Landscape and Urbanism Architecture, Planting

Agritourism
Entrepreneurial farmers are inviting folks to lend a helping hand, pick their own produce and maybe even stay the night.

- +57%
  - Agritourism ideas

Targetable Interests
- Garden Care, Planting, Travel Ideas

Travel stories
Some of the best parts of travel are the stories you get to share after you unpack.

- +125%
  - Travel stories

Targetable Interests
- Travel Guide, Short Stories, Inspirational Quotes

Learning vacations
Everything you need to know as you gear up for a semester (or long vacation) studying abroad.

- +32%
  - Abroad education

Targetable Interests
- Travel Packing, Study Tips, Global Fashion

Reduced carbon footprint
Wherever you go, there are plenty of planet-loving things you can do to reduce and reuse.

- +86%
  - Reduce carbon footprint tips

Targetable Interests
- Vegetarian Recipes, Gardening, Upcycled Crafts

Business Tip
Re-wilding

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

Nature is the perfect antidote to digital fatigue, artificial lighting and sitting culture. Getting outside can lower stress and increase energy.

For some, scenery isn’t enough. They’re training for endurance challenges, mastering survival skills and learning new outdoor hobbies. For others, even indoor plants feel like a breath of fresh air.

Whether you’re a thrillseeker or more of an “eating outside counts” type, maybe it’s time to put down your screens and reconnect with the great outdoors.

Lake fishing
Pinterest is full of alluring ideas for how to catch a big one on your next lake vacation.
+274%
Lake fishing tips
Targetable Interests
Fishing Equipment, Baseball Cap, Food & Drinks

Rockhounding
Rock your next road trip with a detour to go digging for geodes and gems.
+185%
Rockhounding
Targetable Interests
Rock Art, Stone, Geology

Rabbit hutches
Everything you need to know to keep your bunnies calm and cool.
+191%
Rabbit hutches
Targetable Interests
Garden Design, Fence, Woodworking

Nature travel
Go climb a rock, or soak in a hot spring, or hike through the woods—whatever comes naturally.
+253%
Nature travel
Targetable Interests
Outdoor Travel, Alaska, Ecuador
Outdoor bars
Belly up to the bar, right in your own backyard. Sink, stove and meat spit included.

Outdoor indoors
Floor-to-ceiling glass doors, sun rooms and more ways to let the sunshine in.

Northern lights
Get your once-in-a-lifetime glimpse of nature’s most surreal light show.

Hiking fashion
Comfortable layers paired with boots that are made for walking—from forest floors to city streets.

Bushcraft camping
Fire starting, tin-can bread making and other wilderness survival skills to toughen up the whole family.

Outdoor play areas
Tell the kids to go play (and dig, splash, slide) outside.

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Business Tip
Show people how to bring the outdoors in with decorating tips, nature playlists and reinvigorating scents.
Get ready for liftoff! For 2020, there’s a new kind of space race.
Trending searches

Half a century after the first moon walk, space tourism is finally feeling real. As companies prep for potential 2020 launch dates, people are getting lost in their outer space daydreams.

An extra boost comes from the current focus on STEM educational topics (science, technology, engineering and math). Part science, part imagination, it’s the perfect topic for curious kids.

Whether you’re more into the scientific or the sci-fi-riffic, you’re sure to find something to love about this year’s take on space.

 Astrology-themed parties
The stars are aligned to help you throw the perfect astrology-inspired celebration.

+247%
Targetable Interests
Party Table, Space and Astronomy

 Galaxy birthdays
Swirls of metallic purple, blue and black make for an out-of-this-world birthday theme.

+341%
Targetable Interests
Cake Pops, Slime, Thematic Cake

 Two the moon parties
Use moon puns and space jokes to celebrate your kid’s second year on earth.

+589%
Targetable Interests
Kids’ Party Food, Letter Crafts, Crafts for Toddlers

 Constellation crafts
Educational and entertaining, these clever crafts help kids learn about the constellations.

+102%
Targetable Interests
Science Crafts, DIY and Crafts, Simple Crafts
Trending searches

STEM activities
Use space’s coolness factor to get kids excited about STEM skills.

+135%
Targetable Interests
STEM space activities for kids

Constellation piercings
Dazzling doodads can turn your ears into glittering constellations.

+112%
Targetable Interests
Cartilage Piercing, Stud Earrings

Galaxy painting
Stock up on acrylic paints to try your hand at this stellar DIY.

+157%
Targetable Interests
Acrylic Painting, Watercolor Painting, Painting Techniques

Space tattoos
Combine geometric shapes with planets for ink that’s out of this world.

+267%
Targetable Interests
Body Art, Tattoo Style, Origami

NASA logos
Pretend you’re part of the flight crew with a branded hoodie, hat or jumpsuit.

+106%
Targetable Interests
Sweatshirt, Baddie Outfit, Space and Astronomy

Planet makeup
Go intergalactic with purple lip gloss, black lipstick or icy blue eyeshadow.

+217%
Targetable Interests
Eyeshadow Looks, Glitter, Contouring and Highlighting

Business Tip
Play into astrology’s meteoric rise in popularity with what’s-your-sign product lines or menus.