

# **Pinterest Predicts 2025**

An overview and guide by Katt Wade,  
Paid Social Director at Launch

[www.launchonline.co.uk](http://www.launchonline.co.uk)

# CHERRY CODED



Cherry Coded



Aura Beauty



Rococo Revival



Sea Witchery



Each year Pinterest releases a 'Predicts' report that outlines trends they expect to take hold across Pinterest and the web



These trends encompass billions of keywords and data points to assess sustained growth which Pinterest turns into a full report with imagery and ideas of how to use the trends



**Tasting notes? Dark, sweet and *such a vibe*. Gen Z and Millennials will infuse cherries into their make-up, menus and mood boards this year. One thing's for sure—tart will have your heart in 2025.<sup>1</sup>**

Trending search terms<sup>2</sup>

Cherry vibe +325%

Cherry bedroom +100%

Cherry car +270%

Cherry martini +80%

Dark cherry red +235%

Menu ≡



Cherry Coded



Aura Beauty



Rococo Revival



Sea Witchery



# Mix & Maximalist

The trends range massively in theme and suggested usage



Chaos Cakes



Player One



Mix & Maximalist



Seeing Double



Nesting Parties

But each trend is given an overview, how it's expected to be used and relevant trend search terms



**More is more in 2025 décor. Gen X and Boomers will mix and match brilliantly bold patterns, eclectic prints, gorgeous textures and use every single colour out there in the process. Oh, and layering—lots of it!**<sup>1</sup>

Trending search terms<sup>2</sup>

Fabric wall décor +135%

Eclectic apartment +630%

Eclectic boho bedroom +65%

Eclectic maximalism +215%

Vintage maximalism +260%



Chaos Cakes



Player One



Mix & Maximalist



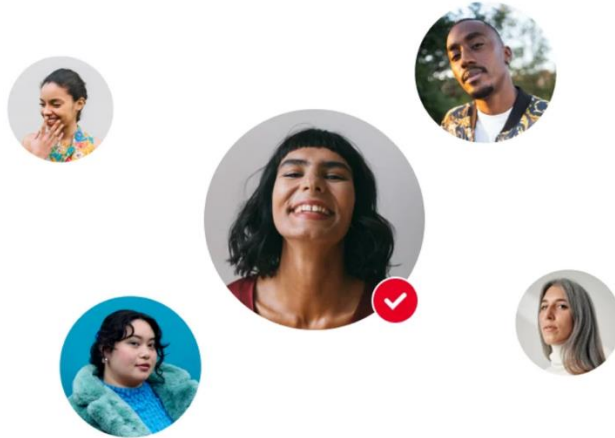
Seeing Double



Nesting Parties

Whilst brands are able to exclusively sponsor a theme, the learnings brands can take into their own activity is not limited to Pinterest, or even the obvious theme of the trend

# True trends. **Big results.**



## Build authentic connections

Our trends come from real people's searches and reflect their genuine interests. That insight can help you to make deeper connections.



## Seize the momentum

Pinterest trends last nearly twice as long as other trends on the internet.<sup>1</sup> So your moment lasts longer, with double the lifespan for ROI.



## Drive full-funnel impact

People on Pinterest aren't just searching—they're taking action. 80% of the 2024 trends kept growing for searches, saves and clicks.<sup>2</sup>

A fashion trend doesn't have to be limited to a fashion brand. Have your models/actors in relevant attire, or use colour schemes and patterns that the trends show

# A spotlight on success



Walmart Malibu Maybelline

## Malibu's bold and be-tasselled strategy

Malibu UK added a playful twist to awareness ads, borrowing the fun, fringey vibes of 2023's 'Fringe with benefits' trend. Ads showcased cocktail recipes with people in fringed attire and beautiful settings. The campaign delivered delicious results, with boosts in engagement and action intent.<sup>4</sup>



Here's just a few examples from Pinterest on how different industries can use the same trend in a variety of ways

**Here's how three different verticals could use 'Rococo Revival'**

**Food and drink brands**

could use Premiere Spotlight to serve ideas for an opulent dinner party.

**Travel brands**

could promote museum exhibits featuring Rococo art or décor.

**Financial services brands**

could share tips for living like a queen... but on a more realistic budget.



# Four strategies for success

## Add a fresh spin to creative

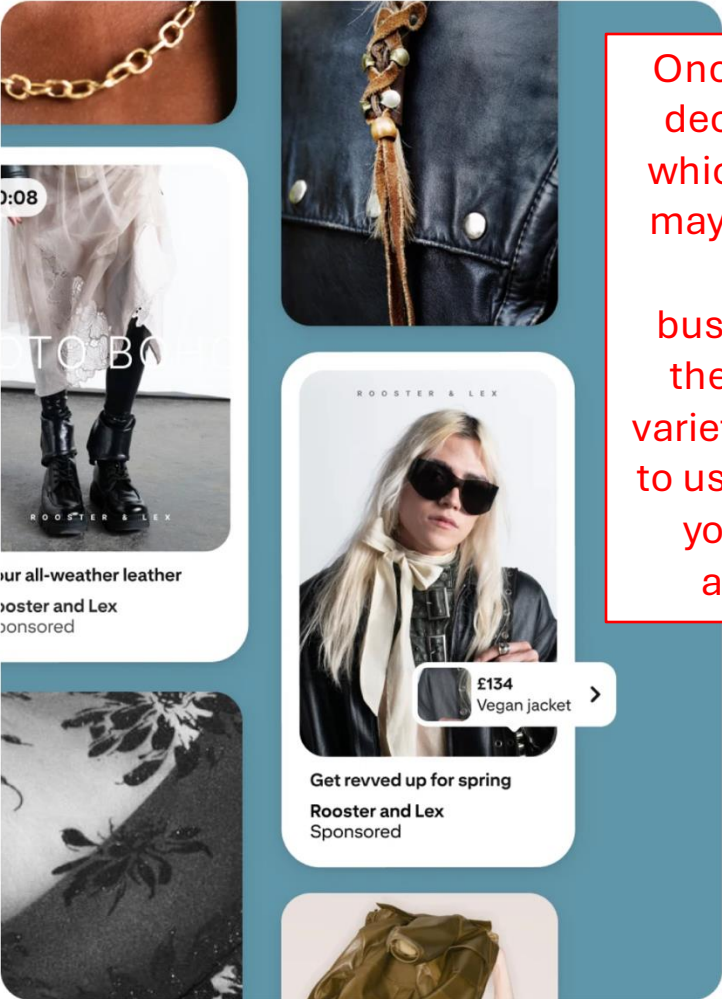
Give the trends a starring role in your ad creative. You can build entire concepts around a trend, using it to inspire storytelling, visual concepts or set design. Or, you can borrow hints from the trend to shape your aesthetic, such as specific colour palettes or iconography.

To get hands-on help with your campaign creative, consider [sponsoring a trend](#). These advertising packages include perks such as creative support, toolkits and co-branded assets.

## Tailor your targeting

## Showcase trending products

## Find seasonal opportunities



Once you've decided on which trends may work for your businesses, there are a variety of ways to use them in your own activity

# Activate beyond Pinterest

## Merchandising

Show your knack for trendspotting with themed displays, signs next to trending products or special promotional offers. Or, you could curate themed experiences, such as workshops about the trends or special pop-up shops.

## Product development

Use trending keywords to get ahead of people's shopping habits. You might develop your own products to help people shop the trend, or create the right building blocks for people who want to DIY new ideas or vibes.

## Content

Let the trends inspire a new perspective on content development. You might find a new editorial angle, update assets across other channels or even create a new vision for how your brand shows up.

Again, these ideas are not specific to the Pinterest platform, but can give brands new ideas based in data to use across their marketing activities



Brand spotlight: Wayfair Professional

## How one brand made the most of the trends

To boost their profile with interior designers, Wayfair Professional went all in on 2024's 'Jazz Revival' trend. Their integrated campaign spanned digital and real-world elements, from Pins to landing pages—and even a pop-up.



The Trend tool is a great way to see what your audience or key themes are doing on the platform

## Pinterest trends

Search for keywords trending on Pinterest

Region

Great Britain and Ireland (GB, IE)

If logged in, you'll see an overview of trends your audience are engaging with and their search rate against the average Pinterest user

### Growing trends your audience loves

The most popular global growing trends for your audience, which includes all users who are following you or have engaged with any of your Pins in the last 90 days. [Learn more](#)

All interests



fisherman core

31.9x   
more searches



fisherman aesthetic

21.6x   
more searches



joan baez

14.9x   
more searches



spring decor

7.2x   
more searches



2025 fashion

7x   
more searches



Here I'm using an example of a homeware brand that specialises in bedding



- All interests
- Animals
- Architecture
- Art
- Beauty
- DIY and Crafts
- Design
- Education
- Entertainment
- Event Planning
- Food and Drinks
- Gardening
- Health
- ✓ Home Decor
- Men's Fashion
- Parenting
- Quotes
- Sport
- Travel
- Wedding
- Women's Fashion

# Pinterest trends

Search for keywords trending on Pinterest

Region: Great Britain and Ireland (GB, IE)

## Your audience loves

Trends for your audience, which includes all users who are following you or have engaged with any of your Pins in the last 90 days. Learn more



gingham bedroom

305.4x more searches



mixed pattern bedding

255.5x more searches



vintage toddler boy room

60.6x more searches



english cottage bedroom

50.8x more searches



stripe wallpaper

48.7x more searches

Here we can see a huge index across gingham bedrooms and mixed pattern bedding that matches well with the products this brand offers

We can also see interest in 'English cottage bedroom', which could inform creative direction for assets or products themselves

## Pinterest trends

Search for keywords trending on Pinterest

Region

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The most popular global growing trends for your audience, which includes all users who are following you or have engaged with any of your Pins in the last 90 days. [Learn more](#)

Home Decor



cozy house

17.2x

more searches



vintage apartment

17x

more searches



coastal grandmother aesthetic

13.5x

more searches



house inspiration

13.4x

more searches



vintage room inspo

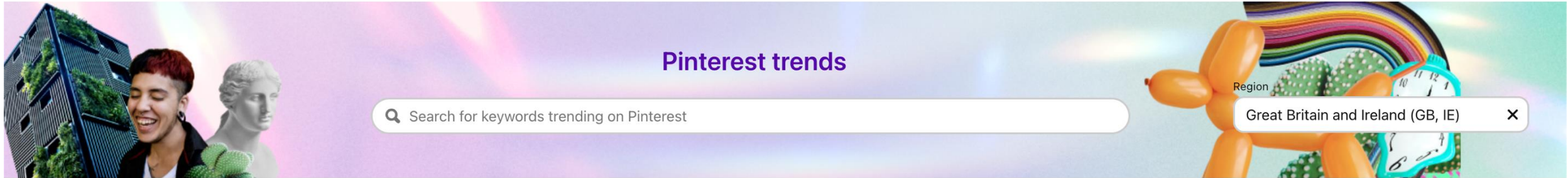
12.7x

more searches



Looking further through the growing trends, 'cozy house' and vintage homes also index highly – more themes we could take forward into our creative direction










## Growing trends your audience loves

The most popular global growing trends for your audience, which includes all users who are following you or have engaged with any of your Pins in the last 90 days. [Learn more](#)

Home Decor

				
<b>tv stand decor</b>	<b>corner shelves</b>	<b>mantle decor</b>	<b>pallet</b>	<b>palette</b>
<b>5.5x</b>	<b>4.8x</b>	<b>4.7x</b>	<b>1.8x</b>	<b>1.7x</b>
more searches	more searches	more searches	more searches	more searches

On the lower end but still indexing high against the average user, we see more practical searches around home décor and furniture. If we sell these products we could also focus some creative assets or product promotions around these themes



Onto the main trend tool, we're able to filter by different types of trends that take into account different variables, such as YoY growth or recent search volume



## World Kingdom

Discover what and when people start searching for different trends. [Learn more](#)

The tool shows keywords/trends and their change over week, month and year

**Filters**

- Top monthly trends
- Top yearly trends
- ✓ Growing trends
- Seasonal trends

volume within the last 90 days of your selected end date

**End date** ⓘ

22/01/2025 📅

25/10/2024 – 22/01/2025

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**Interests** ⓘ ▾

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**Keywords** ⓘ ▾

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**Age** ⓘ ▾

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**Gender** ⓘ ▾

Keywords		Weekly change	Monthly change	Yearly change
date night beauty		5%	30%	10,000%+
city era vision board		70%	10,000%+	10,000%+
valentines nails		50%	2,000%	0%
winter hair braid		20%	10,000%+	10,000%+
winter travel inspo		4%	10,000%+	10,000%+
date planning inspo		10%	10,000%+	10,000%+
cherry nails inspo		7%	10,000%+	10,000%+
nails		-1%	-10%	9%
future wedding plans		1%	10,000%+	5,000%
winter fashion inspo		20%	10,000%+	6,500%
your it bag		-9%	10,000%+	10,000%+





## Discover trends in the United Kingdom

Find out more about what content is popular on Pinterest and when people start searching for different trends. [Learn more](#)

Export CSV

Create campaign

We can also again filter by 'Interest' users to see what they are engaging with most in these different trend report types

### Filters

#### Trend type ⓘ

Growing trends ▾

Trends with high growth in search volume within the last 90 days of your selected end date

#### End date ⓘ

22/01/2025

25/10/2024 – 22/01/2025

#### Interests (1) ⓘ ▴

Home Decor

- Event Planning
- Finance
- Food and Drinks
- Gardening
- Health
- Home Decor
- Men's Fashion
- Parenting
- Quotes
- Sport

Keywords	Weekly change	Monthly change	Yearly change
home aesthetic diy	-20%	10,000%+	10,000%+
nursery room decor	7%	300%	400%
my photo gallery	20%	200%	8,000%
corner dining nook	10%	200%	400%
player 196	-20%	10,000%+	10,000%+
tv wall panel	10%	300%	200%
living room decor colors	1%	300%	10%
unique bedroom design	-7%	300%	0%
cozy attic bedroom	10%	100%	100%
kids room inspiration	3%	800%	600%
backyard kitchen	10%	100%	-30%



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[Export CSV](#)

[Create campaign](#)

**Filters**

**Trend type** ⓘ

Seasonal trends ▾

Trends with high growth within the last 30 days of your selected end date that reoccur during the same period year-on-year

**End date** ⓘ

26/01/2025

28/12/2024 – 26/01/2025

---

**Interests (1)** ⓘ ▾

Home Decor

---

**Keywords** ⓘ ▾

---

**Age** ⓘ ▾

---

**Gender** ⓘ ▾

Keywords		Weekly change	Monthly change	Yearly change
bug hotel		6%	80%	-7%
construction area early years		2%	100%	-20%
bud vases		10%	100%	9%
mud kitchen		20%	60%	-20%
decking ideas		6%	100%	-40%
fencing ideas		90%	60%	-10%
garden wall ideas		6%	90%	-20%
plant pot painting ideas		20%	1%	-20%
decking		40%	60%	-30%
porcelain patio		6%	40%	-40%
patio design		20%	100%	-50%



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[Export CSV](#)

[Create campaign](#)

### Filters

Trend type

Top yearly trends

Trends with high search volume within the last 365 days of your selected end date

End date

26/01/2025

28/01/2024 – 26/01/2025

Interests (1)

Home Decor

Keywords

Age

Gender

[Reset](#)

Keywords		Search volume	Weekly change	Monthly change	Yearly change
bedroom ideas			0%	40%	-8%
home			-10%	40%	600%
bathroom ideas			1%	60%	-10%
home decor			-3%	-80%	100%
bedroom			0%	20%	10%
kitchen ideas			0%	50%	-20%
bedroom inspirations			1%	50%	-20%
small bathroom ideas			5%	70%	-20%
living room			0%	30%	-4%
hallway ideas			2%	70%	-10%
kitchen			4%	30%	10%



## Discover trends in the United Kingdom

Find out more about what content is popular on Pinterest and when people start searching for different trends. [Learn more](#)

Export CSV

Create campaign

### Filters

**Trend type** ⓘ

Top monthly trends ▼

Trends with high search volume within the last 30 days of your selected end date

**End date** ⓘ

26/01/2025

28/12/2024 – 26/01/2025

---

**Interests (1)** ⓘ ▼

Home Decor

---

**Keywords** ⓘ ▼

---

**Age** ⓘ ▼

---

**Gender** ⓘ ▼

---

[Reset](#)

Keywords	Search volume	Weekly change	Monthly change	Yearly change
palette		-30%	10,000%+	10,000%+
bedroom ideas		0%	40%	-5%
shop party pieces		20%	-20%	10,000%+
pallet		-20%	10,000%+	10,000%+
bathroom ideas		1%	60%	0%
kitchen ideas		0%	50%	-5%
palette		-40%	10,000%+	10,000%+
bedroom		0%	20%	0%
kitschy kitchen inspo		10%	-40%	10,000%+
bedroom inspirations		1%	50%	-20%
small bathroom ideas		5%	70%	-20%



## Discover trends in the United Kingdom

Find out more about what content is popular on Pinterest and when people start searching for different trends. [Learn more](#)

[Export CSV](#)

[Create campaign](#)

**Filters**

**Trend type** ⓘ

Top yearly trends

Trends with high search volume within the last 365 days of your selected end date

**End date** ⓘ

26/01/2025

28/01/2024 – 26/01/2025

---

**Interests (1)** ⓘ

Home Decor

---

**Keywords (1)** ⓘ

+ bedding

bedding


---

**Age** ⓘ

Keywords	Search volume	Weekly change	Monthly change	Yearly change
bedding		7%	0%	20%
bedding ideas		-2%	20%	1%
white bedding		5%	40%	-20%
green bedding		-20%	30%	-20%
pink bedding		-20%	40%	30%
cute bedding		-20%	10%	30%
floral bedding		-10%	20%	-10%
christmas bedding		60%	-90%	-10%
gingham bedding		-20%	50%	30%
linen bedding		40%	20%	-20%
black bedding		-20%	4%	-10%

Additions of keywords can help us narrow down even further into what users are engaging with, and what would be most insightful for us to take forward




gingham bedding 

### Interest over time

How often people are searching for a keyword compared with all keyword searches that week, indexed from 0 to 100

Date range

The last year 



By clicking into any of these trends, here I've selected 'gingham bedding', we can see the interest over time. This view shows the last year of data.

gingham bedding 

### Interest over time

How often people are searching for a keyword compared with all keyword searches that week, indexed from 0 to 100

Date range  
Past 2 years 

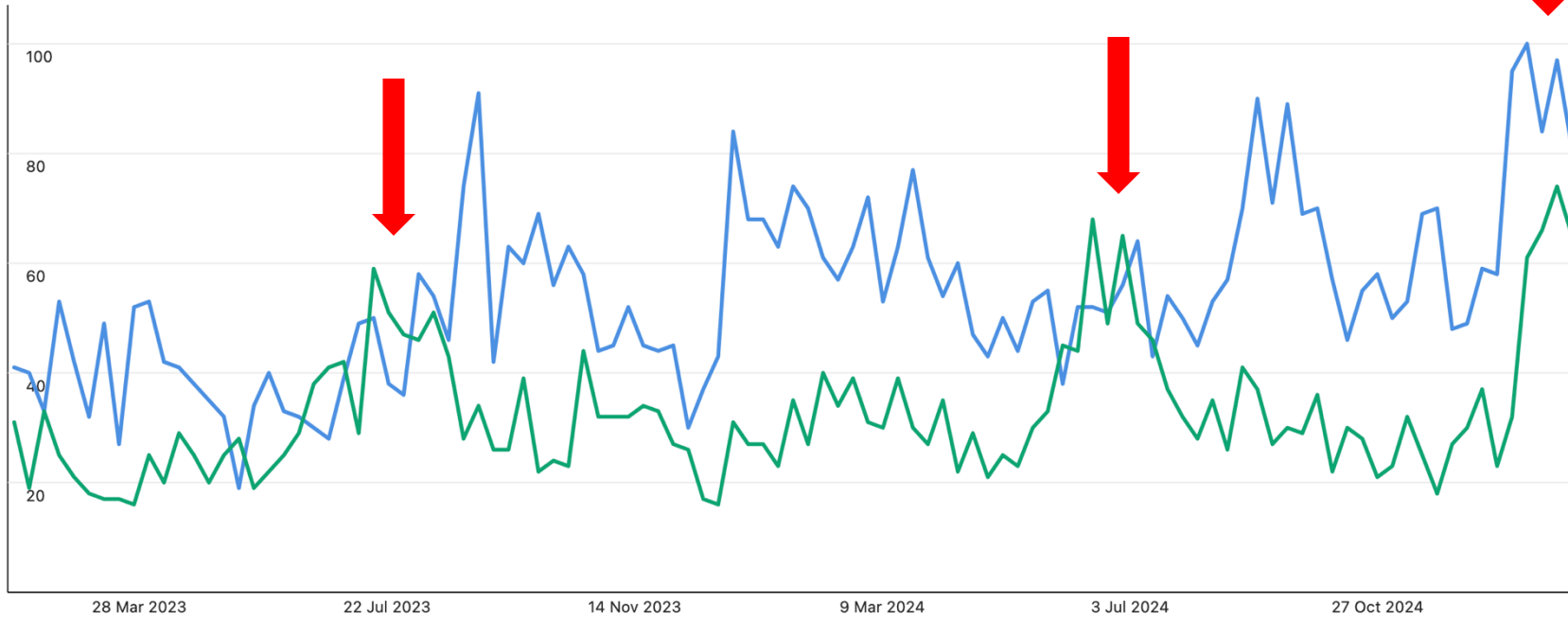


We can also look at the past 2 years of data, giving us an insightful view into the peaks for searches which we can use to inform the timing of our campaign pushes

Here I've highlighted where we see consistent peaks towards summer and new year. As such, we could plan a campaign push in July/August to make the most of this interest

gingham bedding english cottage bedroom

This view also shows related trends which we can compare against our initial search. Where we see crossover, this could further inform ideas for our creative direction and campaign keywords



### Related trends

Add related keywords to the graph to compare trends

comfy bed bed sheets aesthetic cozy bed cottagecore bedroom french cottage farmhouse aesthetic

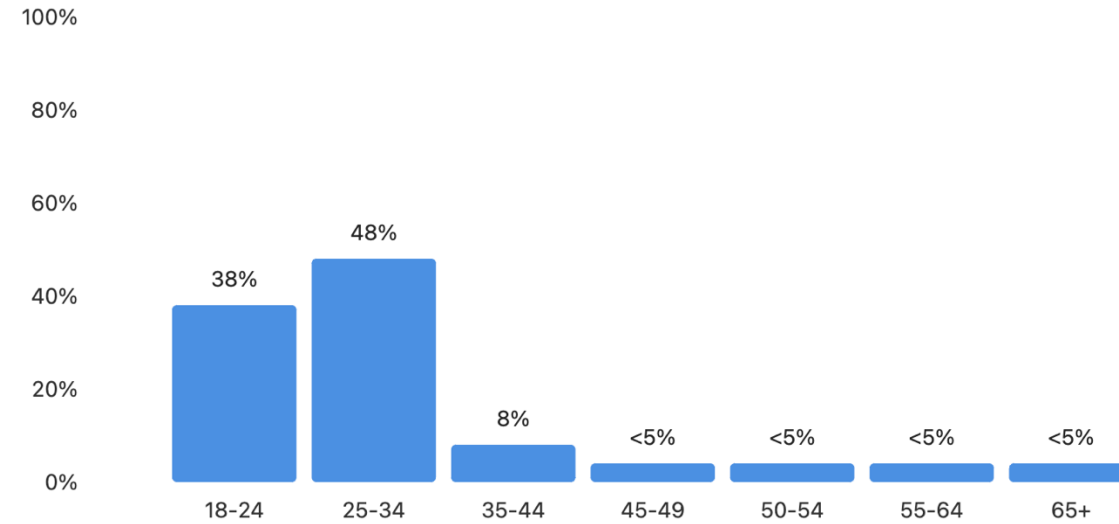


When in this view we're also able to see demographic information on who is searching and engaging with these trends, again informing our targeting or even creative approach when picking actors or models

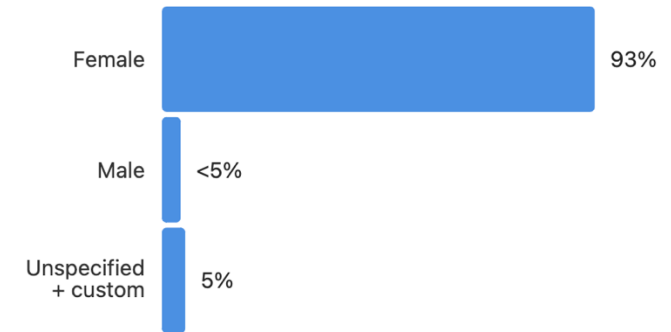
## Demographics

The age and gender distribution for each keyword

Age



Gender



### Popular Pins

Browse popular Pins based on your keywords



gingham bedding

At the bottom of the page we're able to see popular pins in this trend, further giving inspiration and also showing where we could stand out among the crowd

Pinterest search results for "gingham bedding". The interface includes a search bar with the user's name "katt katt" and the search term "gingham bedding". Below the search bar are filter buttons for color (Green, Blue, Brown, Pink, Ideas, Sheets, Beige, Yellow, Styling, Grey, Navy, Tan, Light) and a "Filters" button. The main content area displays a grid of product pins:

- Loaf Homeware on Sale:** Shop Bestselling Lighting, Cushions & Other Loafing... Loafhome Sponsored. Image shows a bed with various pillows.
- Piglet in Bed Gingham Linen...:** Ferwick Official. Image shows a bed with a gingham duvet and pillows.
- Piglet Warm Blue Gingham Line...:** Piglet in Bed. Image shows a bed with a blue and white gingham duvet.
- Pure Cotton Gingham Bedding...:** M&S. Image shows a green and white gingham duvet.
- Temu | 2/3pcs Duvet Cover Set (1\*duvet Cover + 1/2\*pillowcase, Without Cor...:** Temu Sponsored. Image shows a bed with a white duvet and pillows.
- Lilou Gingham 100% Cotton...:** La Redoute UK. Image shows a bed with a white gingham duvet and pillows.
- Barton Check Reversible Duvet...:** The Range UK. Image shows a bed with a checkered duvet.
- Piglet In Bed Mushroom...:** Anthropologie Europe. Image shows a bed with a mushroom-colored duvet.
- Mocha Gingham linen bedding, Bohemian duvet cover fall:** Image shows a bed with a brown and white gingham duvet.
- WINTER SALE Extra savings:** Absolute Home Textiles Sponsored. Image shows a bed with a white duvet.
- Buy Pink Gingham 100% Cotto...:** Next. Image shows a bed with a pink and white gingham duvet.



**Audience insights**

# Audience insights

Brand All Pinterest users Compare

Pinterest also has an audience tool that can give brands further insight into who their audience is and what they are interested in


Audience 1 Date range Audience size

● Your total audience  Last 30 days 880k people Export CSV Create campaign


Your total audience includes all users who have seen or engaged with any of your Pins in the last 30 days.

## Categories and interests

The most popular categories and related interests for this audience

Category	Affinity ↓ 	% of audience	
design	1.22x	91.9%	<div style="width: 91.9%;"></div>
sport	1.21x	57.2%	<div style="width: 57.2%;"></div>
home decor	1.20x	98.0%	<div style="width: 98.0%;"></div> >
parenting	1.18x	38.1%	<div style="width: 38.1%;"></div>
art	1.08x	97.9%	<div style="width: 97.9%;"></div>
entertainment	1.04x	86.4%	<div style="width: 86.4%;"></div>
quotes	0.98x	56.7%	<div style="width: 56.7%;"></div>
education	0.96x	64.1%	<div style="width: 64.1%;"></div>

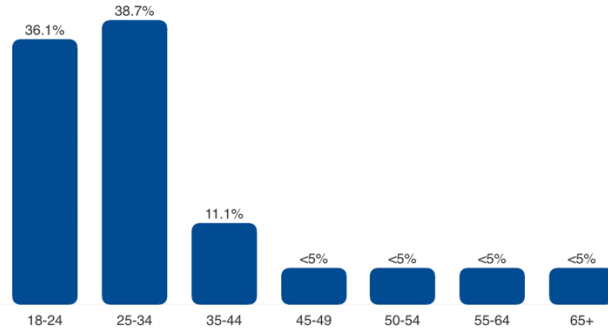
Home decor interests			
Interest	Affinity		% of category audien... ↓
room decor	1.52x		92.6% <div style="width: 92.6%;"></div>
storage and organization	1.88x		69.3% <div style="width: 69.3%;"></div>
home decor style	2.60x		54.6% <div style="width: 54.6%;"></div>
remodel	3.00x		52.1% <div style="width: 52.1%;"></div>
wall	0.68x		34.7% <div style="width: 34.7%;"></div>
home accessories	1.91x		34.2% <div style="width: 34.2%;"></div>
exterior	1.31x		17.7% <div style="width: 17.7%;"></div>
lighting	2.56x		15.3% <div style="width: 15.3%;"></div>
home painting	1.33x		13.4% <div style="width: 13.4%;"></div>
home maintenance	1.11x		12.5% <div style="width: 12.5%;"></div>
home decor tips	2.96x		10.4% <div style="width: 10.4%;"></div>

This again could inform creative direction or campaign targeting, on or off Pinterest

Send feedback

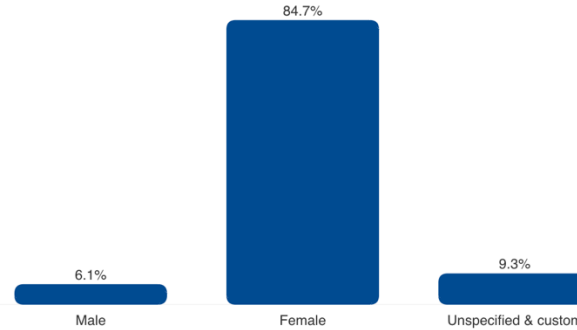
### Age

The age distribution of this audience ⓘ



### Gender

The gender distribution of this audience ⓘ



### Location

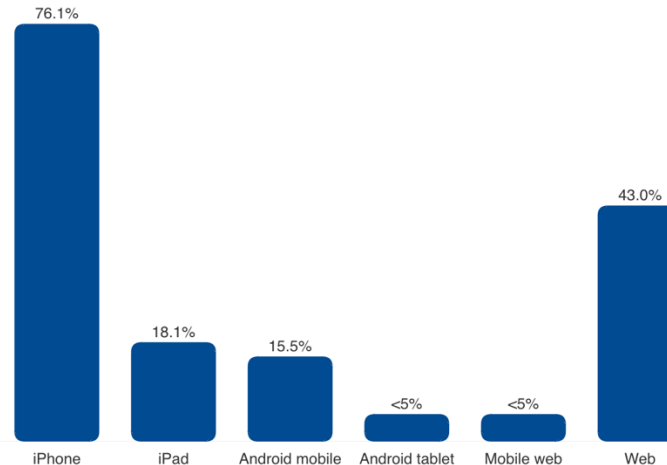
The top locations for this audience

#### Top countries

Country	% of audience ↓
United States	50.6%
United Kingdom	19.9%
Other	19.9%
Canada	3.0%
Australia	2.5%
India	1.8%
Germany	1.3%
France	<1.0%

### Device

The devices used by this audience ⓘ



We're also able to see key demographic information as well as device usage. An example of a way we could use this could be app download campaigns focused on iPhone users, or assets that uses iOS elements such as AirDrop within the creative

Audience 1

Audience 2

● Your total audience ▼ ⓘ

● Pinterest total audie ▼

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Your total audience includes all users who have seen or engaged with any of your Pins in the last 30 days.

The total Pinterest audience is global and includes everyone who has seen or engaged with any Pins.

We can also compare our audience against the average Pinterest audience, allowing us to see where we over index or fall behind the norm

### Categories and interests

The most popular categories and related interests for this audience

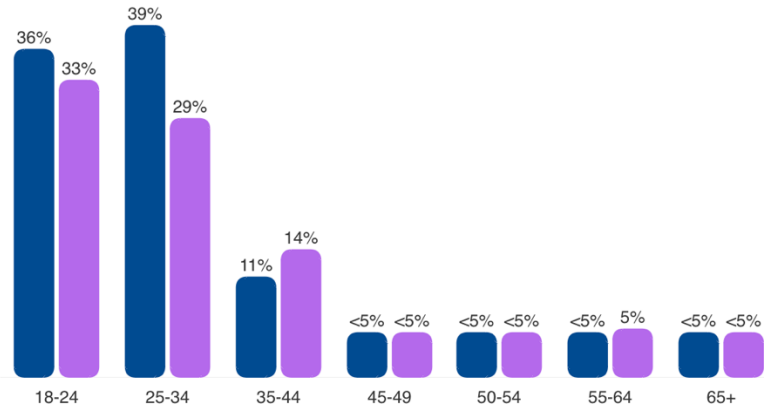
Category	Affinity ↓ ⓘ	% of audience	
sport	1.21x	57% 47%	
home decor	1.20x	98% 82%	>
parenting	1.18x	38% 32%	
art	1.08x	98% 91%	
entertainment	1.04x	86% 83%	
quotes	0.98x	57% 58%	
		64%	

Home decor interests			
Interest	Affinity ⓘ	% of category audien... ↓	
room decor	1.52x	93% 61%	
storage and organization	1.88x	69% 37%	
home decor style	2.60x	55% 21%	
remodel	3.00x	52% 17%	
wall	0.68x	35% 51%	
home accessories	1.91x	34% 18%	

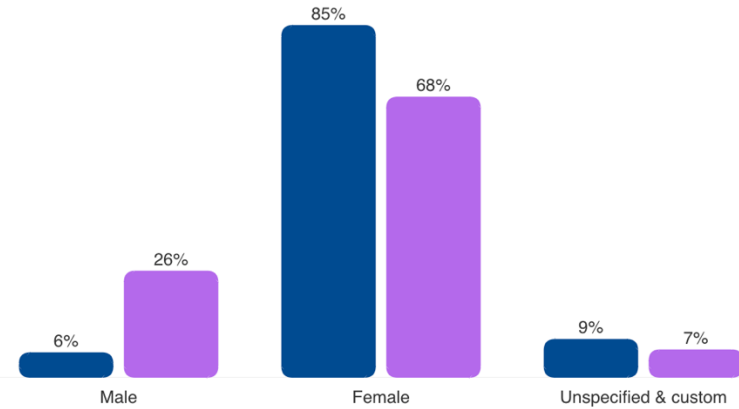
## Age

The age distribution of this audience ⓘ



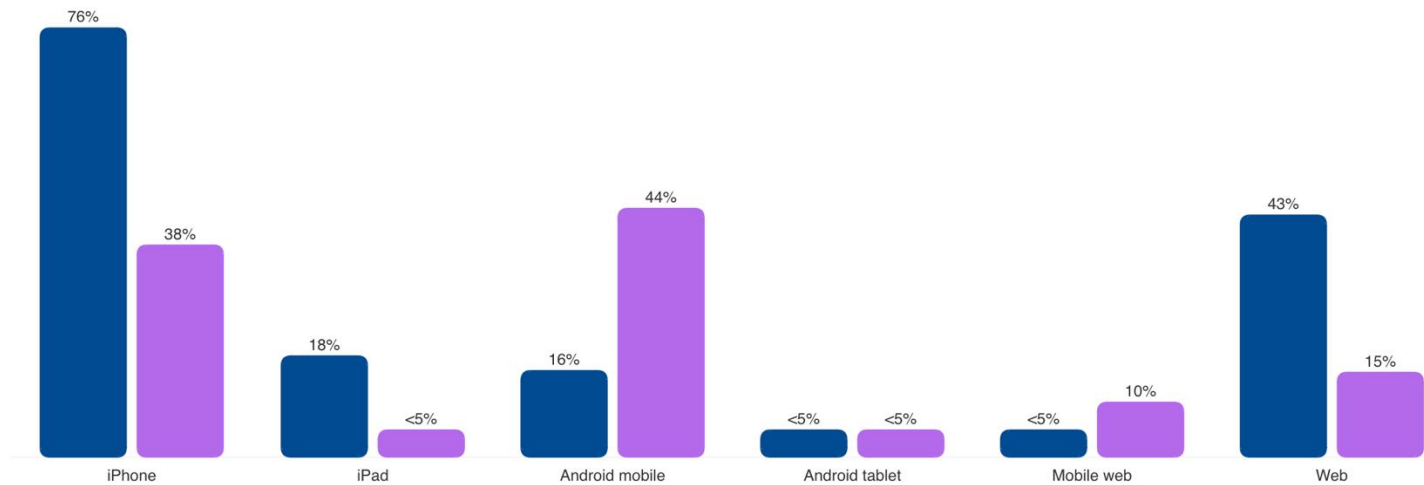
## Gender

The gender distribution of this audience ⓘ



## Device

The devices used by this audience ⓘ



And the demographic data can again inform how we target or the look and feel of our assets, especially if we are looking to reach net new users or a desired audience that isn't indexing highly in our current statistics

These free tools and reports provide a wealth of data for businesses to use in their activities across the web, informing creative direction, targeting and timing

Feeling inspired but not sure where to start?

Why not reach out to us and see how we could help you?  
We've got the expertise and experience to help drive sustainable growth for your business

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