



Pinterest Predicts 2022

**Before you see
it everywhere,
see it here.**

People use Pinterest to plan for the future. That means that we know what's next. In fact, 8 out of 10 of our predictions for 2021 came true.

Now, meet the trends that we expect to rise in 2022. This isn't your typical year-end trend report. It's a not-yet-trending report. Welcome to a window into the future, from the platform where people go to plan it.

This is Pinterest Predicts.

Beauty

Be jewelled

Beyond the basic earring

Bring the bling... to everything. Gen Z is driving a trend towards accessories that go way beyond the basic earring, cuff or layered necklace. They're getting creative and accessorising the whole body, from tooth gems to crystal eye embellishments.

Tooth gem +85%

Ear curation +3x

Dermal piercing unique +145%

Pedicure with rhinestones +150%

Crystal eye make-up +110%

Nailsapes

An escape is at your fingertips

Stargazing just got a little easier. This year, people will paint landscape-style designs on their digits. Geode, desert and constellation-inspired nail art are all rising trends, especially among millennial searchers.

Galaxy nail art +115%

Aurora nails +4x

Ocean nails acrylic +5x

Desert nails +105%

Geode nail art +2x

Rebel cuts

The pandemic break-up hair is real, people

Soft layers and timid trims, be gone. In 2022, hard-to-miss hair—from mullets to octopus hair to bob cut wigs—will be the most-requested styles by Gen Z.

Bob cut wigs +3x

Octopus haircut +2x

Shaved head dye designs +12x

Short hair mohawk +2x

Mullet hairstyle +190%

Puff love

Space buns? We're hair for it.

In 2022, people will celebrate their natural texture with big hair-styling techniques. Gen Z-driven space buns and high puff hairstyles will continue to spike as people find new beauty inspo with Pinterest's hair pattern search feature.

High puff hairstyles +165%

Space buns natural hair +100%

Two puffs natural hair hairstyles +65%

Short natural hair styles +185%

Natural hair bun styles +160%

Celebrations

Altbashes

Parties for life's undercelebrated moments

RSVP to a new reason to celebrate. In 2022, millennials, Gen X and boomers will embrace celebrations that mark fresh milestones and open new chapters. Empty nest? Party. Adoption went through? Party. Bad break-up? Here's a cake.

Adoption party theme +30%

Divorce party ideas +55%

Adopt a pet birthday party ideas +85%

Break-up cake +2x

Empty nest photoshoot +40%

Celestial celebrations

These parties are out of this world

Here comes the sun. And the moon. And the stars. From sunshine-themed baby showers to cloud nine birthday parties, millennials will throw some totally cosmic parties this year.

Sunshine baby shower theme +110%

Sun-themed birthday party +3x

Star-themed party +140%

Moon party decorations +140%

Moon wedding dress +180%

Source: Pinterest, search data, global, analysis period Oct 2019–Sept 2021

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Fashion

Pearlcore

The world is your oyster

In 2022, people of all ages will embrace iridescent accents in their homes, in their jewellery boxes and even as nail art. Pearl-themed parties will be on the rise, too, as people opt for pearly gowns and wedding décor.

Pearl gown +3x

Pearl necklace men +7x

Pearl-themed party +2x

Pearl wedding decorations +185%

Pearl ring simple +2x

Dopamine dressing

Dressing loud is the new dressing down

People are heading somewhere over the rainbow this year with vibrant outfits and colourful palettes. From rainbow dresses to electric blue outfits, 2022 fashion will be all about feel-good fits with an electric kick. All genders and age groups are driving this trend.

Rainbow dress women +2x

Fuschia dress outfit +4x

Electric blue outfit +140%

Vibrant outfits +16x

Gradient dress +95%

Oh my goth

It's not a phase. It's a whole deal.

Welcome to the goth-aissance. Goth will make its way into the mainstream this year across all age groups—just not in the ways that you might expect. Goth business casual, goth baby clothes and even goth kitchen décor are all rising trends.

Goth business casual +90%

Goth cowboy +70%

Goth baby clothes +120%

Goth kitchen décor +85%

Goth pyjamas +185%

Chequer yourself!

All chequered everything

Cheque, please. Chequered designs are having their moment in all areas of people's lives—from nails and rugs to funky flooring. As men upgrade their wardrobes, they'll embrace the tiled pattern, too. Millennials and boomers in particular are driving this chequered trend.

Chequerboard pattern +160%

Chequerboard nails +165%

Chequered rug +4x

Chequered tile floor +5x

Chequered suit men +95%

Lounge-erie

**Goodbye joggers,
hello silky nightwear**

There's something special about investing in silk just for sleeping. Nightwear will get its own dress code in 2022—even if it's just for a party of one. Searches for satin nightwear and classic nightdresses will rise across all age groups.

Lounge lingerie +96x

Transparent nightdresses +5x

Men's pyjamas +2x

Silk nightdress aesthetic +8x

Satin nightie +2x

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Home

Emotional escape rooms

Safe spaces for feels

Emotions, so hot right now. If you need a place to go to feel all the feels, there's a room for that. People will plan their great (indoor) escapes and designate rooms in their homes to decompress, vibe and rage.

All age groups are driving searches for music-themed rooms, crystal rooms and even rage rooms (!).

Rage room +150%

Music-themed rooms +2x

Crystal room +8x

Tiny library room +12x

Home massage room +190%

Curve appeal

Arcs are in all 'round the home

Design prediction for 2022: curve's the word. People will invest in home décor such as curved sofas, curved bar designs and curved kitchen islands. Boomers, Gen X and millennials are driving searches behind this well-rounded home trend.

Round pool decking ideas +170%

Curved sofa living room +3x

Curved walls interior +4x

Curved bar design +140%

Curved kitchen island ideas +3x

Biophilic design

When nature's built into your home

You've seen house plants. Now meet *living* rooms. Millennials are turning to plant-first design solutions this year to increase their connection to nature and enhance their well-being. Staircase gardens, biophilic interiors and floral ceilings are all on the way up. And don't leave the office out!

Biophilic architecture +150%

Biophilic office design +3x

Biophilic design bedroom +100%

Staircase garden +175%

Floral ceiling +3x

Hellenistic revival

Greece is the word

Nostalgia will go back to its roots in 2022. This year, people will take inspiration from Ancient Greece and invest in everything from Corinthian home décor to Aphrodite-inspired wallpaper. One of the youngest generations—Gen Z—is embracing this ancient trend more than anybody.

Ancient Greek jewellery +120%

Aphrodite aesthetic wallpaper +180%

Ancient Greece aesthetic +65%

Greek statue art +3x

Corinthian column +40%

Limitless luxe

Bring luxury into the least-expected corners of your home

It's nothing new to want a little luxe in your life, but how about the laundry room? And the luxury basement? In 2022, people will give luxurious makeovers to their home's nooks and crannies. For millennials and Gen X, forgotten spaces will become conversation starters when you have guests over.

Luxury laundry room ideas +11x

Luxury basement ideas +2x

Luxury gaming room +2x

Luxury garage interior +5x

Luxury children's bedroom +2x

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Pets

Barkitecture

Unleash your home-design

Pampering your pets isn't enough any more. Try animal first...*architecture*. In 2022, people will redesign their homes with Fido and Felix at the forefront, from luxury dog rooms to 'catified' homes. Millennial, Gen X and boomer pet parents are driving this trend.

Catify your home +4x

Cat house design +4x

Luxury cat room +3x

Luxury dog room +115%

Dog beds made from furniture +2x

Well-being

Higher frequency

Protect your energy on the road to enlightenment

People are being called to a higher consciousness in 2022. Gen Z-ers are looking for ways to raise their vibration, searching for spiritual awakening stages and even aura colours.

How to protect your energy +60%

How to raise your vibration +145%

Spiritual awakening stages +4x

Aura colours +36x

Frequency healing +35%

Relation-tips

A more conscious way to relate to one another

Attachment styles. Couples counselling. Friendship dynamics. In 2022, people across all age groups will transform their relationships—with their partners, with their loved ones and with themselves.

Couples counselling

worksheets +115%

Healthy marriage tips +190%

Uncomfortable questions to ask +4x

Friendship dynamics +4x

Setting healthy boundaries +170%

Flexercise

For the love of movement

Low impact is the new high intensity. This year, people of all ages will fall in love with more mellow ways to move their bodies. From starting a daily stretching routine to nature walks, it's time to choose your own adventure.

Floating aesthetic +170%

Lazy workout in bed +135%

Daily stretching routine +80%

Walking in nature +95%

Simple dance moves +150%

Mindful menstruation

Ready, set, sync

If no body is the same, no cycle is either—period. In 2022, people will educate themselves on their menstrual health, from cycle phases and period care. Millennials are driving the searches behind this movement.

Follicular phase +70%

Luteal phase +40%

Period care +3x

Menstrual cycle chart +95%

Period starter kit +85%

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Auto

Hotter wheels

All souped-up

Your car is more than an escape vehicle—it's a whole mood. In 2022, people across all age groups will give their motors major make-overs, with décor upgrades and spruced-up sound systems. All age groups are driving the searches behind this rising trend.

Modded cars +135%

Car decorating ideas +120%

Car curtains DIY +36x

Car sound system ideas +8x

Boho car interior +70%

Finance

Store décor

A new way to set up shop

As more people start their own bricks-and-mortar and online shops this year, they'll turn to Pinterest to plan their layouts, shopfronts and signage. Millennials, Gen X and boomers are driving this entrepreneurial design trend.

Creative retail display +18x

Farmers market display ideas +5x

Restaurant ceiling ideas +3x

Vintage shop fronts +3x

Grand opening ideas business decorations +3x

Don't quit your yay job

Turn your pastime into a payday

Who says hobbies can't be lucrative? In 2022, people will build a new biz based on their specific interests, such as eyelashes, real estate and party rentals. While people were just looking for small business inspiration in our last report, this year they have more specific visions. 'Labour of love' just took on a whole new meaning for this millennial-driven trend.

Art business ideas +75%

Party rental business ideas +95%

Mobile business ideas +100%

Eyelash business ideas +60%

Becoming an estate agent +135%

Finpowerment

Manage your money like a boss

Let financial freedom ring. In 2022, people will take money matters into their own hands as they set out on new journeys towards financial literacy. Millennials are driving the searches behind investment tips, financial education and investment property for beginners.

Investment tips +195%

Passive income ideas +35%

Financial education +155%

Financial planning bullet journal +90%

Investment property for beginners +45%

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Parenting

Calming classrooms

School's in, breathe out

As children head back into classrooms and reconnect with their community, teachers are bringing the chill with nature-themed classrooms and eucalyptus décor. This trend is rising across millennials, Gen X-ers and boomers.

Eucalyptus classroom décor +2x

Forest classroom +190%

Sunshine classroom theme +80%

Calming classroom décor +150%

Nature-themed classroom +185%

Hobbies and interests

Bestie aesthetic

Tattoos and tarot are the new friendship bracelets

Ride-or-die, bestie, BFF—whatever you call them, 2022 will be a year for honouring your chosen family. And this isn't just a Gen Z thing— all age groups are looking for friendship rings, matching tattoos for guy friends and tarot spreads.

Friendship tarot spread +40%

Friendship video +10x

Goodbye gifts for friends moving +7x

Friendship ring +50%

Friendship tattoos for guys +4x

Hot horology

The original tick tock

Maybe it's a sign of the times, but people are more into clocks and watches than ever. Oversized clocks as décor, old-school watch bracelets and luxury men's watches will define 2022 style, particularly for Gen X and boomers.

Clockwork aesthetic +55%

Watch collection display +65%

Men's luxury watches +6x

Trendy watches +6x

Oversized clocks wall décor +7x

Kidding around

Bring your inner child out to play

Who says children have all the fun? This year, Gen X-ers and boomers will be into playful pastimes such as indoor swings, useful crafts and fairy bedroom ideas. Because crafts and toys keep the big kids young at heart.

Useful crafts for adults +2x

Indoor swings for adults +3x

Fairy bedroom ideas for adults +9x

Adult pigtails +5x

Lollipop stick crafts for adults DIY +7x

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Food and drink

Cuppa time

Afternoon tea is the new happy hour

In 2022, people will choose darjeeling with a friend over drinks after work. Afternoon tea is more than a meal—it's a *moment*, an *aesthetic*, a *pose*. Searches for 'tea party aesthetic' and 'drinking tea pose' are climbing across all age groups. Pinkies up—you're royal-tea now.

High tea food ideas +4x

Vintage tea party +70%

Tea party aesthetic +2x

Butterfly pea tea +70%

Drinking tea pose +2x

Batter up

Ditch the cupcakes, please

No more pie bars. Cake pops have had their moment. In 2022, bakers will give us the badly **kneaded** cake break that we've all been waiting for. People will craft elaborate cakes to express whatever mood they're in, from gravity-defying tiers to bubble and 3D cakes. This trend is especially popular among millennials, Gen X and boomers.

Gravity-defying cake ideas +70%

Unusual cakes +2x

Art cake ideas +3x

Bubble cake ideas +55%

3D cakes ideas +60%

Ancestral eats

Somebody's grandparent's recipe

Simmer down, experimental chefs—we're going back to the basics. This year, Gen X and boomers will say goodbye to over-the-top eating experiences and embrace their roots (or learn about somebody else's!). Gather 'round the table for traditional dishes from all over the globe. It's the oral history that we need in 2022.

Norwegian recipes traditional +120%

Filipino recipes authentic +35%

Traditional Russian food +3x

South African recipes traditional +150%

Arabic food traditional +2x

Travel

Night moves

Head out for a midnight escapade

The most memorable adventures will happen after sundown in 2022. People will turn to the quiet of the after-hours to invest in their travel bucket lists and nature excursions. Gen Z is driving this trend—good thing our phones take better night photos than ever. Into the dark you go.

Road trip aesthetic +2x

Bioluminescence aesthetic +95%

Han River night +65%

Sea night beach +150%

London city night +2x

The last resort

All in for all-inclusive travel

Sitting back is the new adventure map. In 2022, people want to get away—to beautiful escapes where they won't have to lift a finger. Millennials, Gen X-ers and boomers are turning to resorts and all-inclusive packages for easy getaways. Another daiquiri, please.

Best all-inclusive resorts +2x

Resort holiday outfits +60%

All-inclusive wedding packages +80%

Resort aesthetic +2x

US Virgin Islands all-inclusive +70%

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Lake it 'til you make it

**Lakes will have their moment
in the sun**

In 2022, people will trade in their beachfront getaways for inland swims. Gen X and boomers are driving this freshwater trend that will only grow in the year ahead. Lakeside resorts, pontoon boats and lake home plans will all be making a splash.

Lake resort +2x

Small pontoon boats +90%

Lake trip outfits +3x

Lake home plans +40%

Summer lake aesthetic +180%

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