



# *Pinterest Predicts 2023*

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

People use Pinterest to plan for the future. This means that we know what's next. In fact, for the last three years, 80% of our report predictions came true.<sup>1</sup>

This isn't another year-end trend report. This is a not-yet-trending report—a window into the future, from the place where people go to plan it. This is Pinterest Predicts.

<sup>1</sup> Source: Pinterest, global search data, analysis period Sep 2020 to Sep 2022.

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## Beauty

### Crown care

Time to go back to your roots. Gen X and Boomers will prioritise 'Skinification', a focus on the scalp and crown of your hair, this year.

- Scalp massage techniques +55%**
- Clean scalp +55%**
- Scalp treatment for dry scalp +70%**
- Natural hair mask for growth +80%**
- Clean scalp build up +45%**

### Gemini hair

Geminis don't have to choose—your hair shouldn't have to either. Gen Z and Millennials will mix natural hues with bright purples, blues and pinks.

- Blue and black braids +215%**
- Lavender and blonde hair +150%**
- Pink and lavender hair +345%**
- Brown to pink balayage +280%**
- Multi-tone hair colour +135%**

### Micro makeover

Beauty is going small this year. Millennials and Gen Z will favour bob haircuts and short French manis over long locks and acrylic nails. Big beauty comes in small packages.

- Micro french nails +235%**
- Chopped bob haircut +550%**
- Micro fringes +110%**
- Short stiletto nails +80%**
- Short braid hairstyles +45%**

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## Celebrations

### Pool pawties

Pool parties are going to the dogs. Gen X and Boomers will host pet pool parties, complete with invitations, party favours and party décor.

- DIY dog areas in back garden +490%**
- DIY dog pool +85%**
- Dog birthday party ideas decoration +65%**
- Dog party favours +135%**
- Mini pool ideas +830%**

### Rust married

Bye bye, something blue. Orange is the new colour at your do. Millennial and Gen Z couples will splash their weddings with orange hues, from the bridesmaid dresses to the floral arrangements.

- Burnt orange wedding theme +695%**
- Terracotta wedding bridesmaid dresses +230%**
- Orange wedding centrepieces +150%**
- Copper saree +285%**
- Orange dress outfit wedding +285%**

### The YOLO years

More years, more reasons to party. Boomers and Gen X will plan epic bashes for major milestones, from 100th birthday parties to 50th anniversaries.

- 100th birthday party ideas +50%**
- Golden anniversary party +370%**
- 50th anniversary cookies decorated +135%**
- 80th birthday party decorations +85%**
- Silver 25th anniversary cake +245%**

Source: All trends come from Pinterest global search data. Analysis period Sept 2020 to Sept 2022. Please note that Pinterest's Advertising Guidelines prohibit targeting of any audience based on race, ethnicity, religious beliefs or sexual orientation, among other things. For more information, please see our [Advertising Guidelines](#).

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## Entertainment

### ***All the raves***

Rave culture will reign in the year ahead. Gen Z and Millennials are bouncing back from over two years in lockdown, bringing techno style, rave fashion and house music with them.

**House music outfits +185%**  
**Berlin rave fashion +250%**  
**Rave party aesthetic +35%**  
**Techno style +60%**  
**Music mixer +115%**

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## Fashion

### ***Airy styles***

2023 fashion will be filled with lace, tulle, ruffles and shimmer. It's ethereal details for all, no matter how you identify.

**Shimmery dress +365%**  
**Lace top long sleeve +225%**  
**Tulle sleeves +65%**  
**Ruffle shirt men +95%**  
**Sheer trousers outfit +70%**

### ***Fringe with benefits***

It'll be all about fringe on this year's runway. Gen X and Millennials will trade in their typical tassels for free-swinging fringed outfits, dresses and jackets.

**Fringe dress outfit +255%**  
**Tassel jacket +60%**  
**Beaded fringe dress +75%**  
**Fringe wedding dress +45%**  
**Black fringe skirt outfit +155%**

### ***Romcom core***

Gen Z and Millennials will romanticise their wardrobes with slip dresses, tube tops and cargos. It's a new kind of meet cute, inspired by your favourite romcom from the 2000s.

**2000s girl +235%**  
**Cool girl aesthetic outfits +140%**  
**Pink mini skirt outfit +145%**  
**Rhinestone dress +90%**  
**Summer outfits vintage 90s +150%**

### ***Sci-fi fits***

Fashion is moving light years ahead. Gen Z and Millennials will opt for futuristic fits, such as cyber streetwear, galactic glasses and gamer girl styles.

**Dystopian outfits +215%**  
**Avant-garde outfit +225%**  
**Cyber streetwear +70%**  
**Gamer girl look +3370%**  
**Futuristic glasses +70%**

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## Financial services

### Money moves

Gen X and Millennials will seek out new ways to gamify their finances, searching for budget challenges and saving games. Who said finances can't be fun?

- 1000 savings challenge +185%**
- Bi-weekly savings challenge +355%**
- Budget challenge +135%**
- Envelope challenge savings +155%**
- 100 envelope challenge +145%**

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## Food and drink

### Free spirits

Gen X will demand mocktails, cocktails and low ABV options for all. Happy hour just got free-spirited.

- Fancy non-alcoholic drinks +220%**
- Mocktail bar +75%**
- Cocktail garnish ideas creative +225%**
- Fancy ice cubes +75%**
- Creative cocktails presentation +555%**

### Vitamin seaweed

The coolest superfoods will emerge from the sea. A long-standing staple in Asian cultures, ocean-based foods and minerals are a fave among Millennials and Gen X.

- Benefits of chlorophyll water +35%**
- Green algae +60%**
- Seaweed snacks recipes +245%**
- Nori recipes +60%**
- Salmon bowl +245%**

### Wildflours

The apothecary aesthetic comes to the kitchen. Gen X and Millennials are tackling ambitious sweet treats such as wildflower cupcakes and daisy desserts.

- Daisy cupcakes +85%**
- Wildflower cupcakes +110%**
- Herbal apothecary aesthetic +1025%**
- Purple floral cake +85%**
- Sage green cupcakes +210%**

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## Hobbies and interests

### ***Date different***

Gen Z will embark on a different kind of dating experience, opting for experiential outings such as bookshop nights, museum meet cutes and aquarium adventures.

- Bookshop date +195%**
- Date picnic ideas +385%**
- Creative date night ideas +120%**
- Aquarium date +235%**
- Museum dates +70%**

### ***Good on paper***

Analogue hobbies are back! Boomers and Gen Z will turn to quilling, origami and paper art to satisfy their crafty cravings.

- How to make paper rings +1725%**
- Origami instructions +175%**
- Paper mache furniture +60%**
- Quilling art +60%**
- Paper animal +385%**

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## Home

### ***Chance of showers***

No bath? No problem! Gen X and Boomers are searching for shower bombs and home spa bathrooms. Showertime just got so luxurious.

- Shower routine aesthetic +460%**
- Amazing showers walk-in +395%**
- Shower bomb +90%**
- Home spa bathroom +190%**
- Doorless shower ideas +110%**

### ***Hipstoric home***

Boomers and Gen Z will find new ways to honour old things in their homes, combining vintage and inherited pieces with modern styles.

- Eclectic interior design vintage +850%**
- Mixing modern and antique furniture +530%**
- Antique windows repurposed +50%**
- Maximalist décor vintage +350%**
- Antique room aesthetic +325%**

### ***Home front***

The back garden is your trusty fallback. In 2023, all eyes will be on the front-of-house! Boomers and Gen X will be pampering their porches and dolling up their doorways.

- Front hallway décor ideas +190%**
- Front door portico +40%**
- Front door transformation +85%**
- Front garden +35%**
- Camper van awning +115%**

### ***Mush-rooms***

Gen Z and Boomers will make room in their sacred spaces for weirdcore design, mushroom décor and fantasy art. Anything but ordinary, please!

- Fantasy mushroom art +170%**
- Vintage mushroom décor +35%**
- Funky house décor +695%**
- Weirdcore bedroom +540%**
- DIY mushroom decor +77%**

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## Home (cont.)

### **Rainscapes**

Boomers and Gen X will care more about water conservation. They'll look for natural sustainable solutions, such as harvesting rainwater and investing in drought-tolerant landscapes.

**Rainwater harvesting architecture +155%**

**Drought tolerant landscape design +385%**

**Rain barrels ideas beautiful +100%**

**Rain chain drainage +35%**

**Rock drainage landscaping +70%**

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## Parenting

### **Beyond blue and pink**

Gender norms in parenting approaches are shifting. Gen Z and Millennials are proudly practicing gender-neutral parenting as they raise the next generation.

**Personal pronouns flashcards +80%**

**My self activities for kids +35%**

**Self-identity art +75%**

**Gender flags +285%**

**Unisex name +90%**

### **The fourth trimester**

People are coming to Pinterest for their postnatal needs. Millennials are seeking ways to support parents during that infamous fourth trimester.

**Postnatal must-haves +40%**

**Postnatal hamper +135%**

**Postnatal essentials +85%**

**New parent meals +70%**

**New parent presents +140%**

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## Travel

### **All aboard**

Gen Z and Millennials will find a renewed love for train travel. Quicker boarding, extra legroom and a lower carbon footprint are all making trains more appealing.

**Interrailing europe aesthetic +105%**

**Train trip aesthetic +205%**

**Train travel aesthetic +40%**

**Train quotes travel +285%**

**Indian railway station photography +175%**

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# Wellbeing

## ***Now processing***

Gen Z and Millennials are seeking alternatives to talk therapy—such as expressive art, music therapy and art journaling—as new, creative ways to work on themselves.

**Writing therapy +1840%**

**Expressive art therapy activities +120%**

**Music therapy +30%**

**Journal writing prompts therapy +220%**

**Art journal therapy +3755%**

## ***Primal movement***

Time to trade in screens for stretches and desks for tricep dips. These primitive, anti-tech workouts will help Gen X and Millennials to prioritise their posture.

**Primal movement +120%**

**Mobility stretches +140%**

**Neck hump exercises +210%**

**Knee mobility exercises +135%**

**Hip mobility exercises +100%**

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