



# Pinterest Predicts Weekly

Week of April 29, 2021  
US

# Behind the trends

More than 478 million people<sup>1</sup> use Pinterest to find tomorrow's ideas. It's a place to look forward. By looking at trends on Pinterest in the immediate past, we can glean valuable insights into what may trend elsewhere in the near future.

The search trends in Pinterest Predicts Weekly aren't just from the last four weeks. All search queries that we present have been growing over the last 12 months.

To make the trend lines, we first take the raw search volume from the last 12 months. To remove platform seasonality, we then index the search volume against the volume of all searches on Pinterest. Finally, we normalize the trend line so that we can compare trends and better see what ideas are trending together.



## Reemerging and reinvention

As gyms and salons slowly reopen, Pinnerers are ready to get back in shape and nail down their post-pandemic look. Some are committing to a new workout routine and vowing to eat healthier, while others are trying out a bold new hair color or style. Either way, people on Pinterest are eager to reinvent themselves and show off their new better-than-ever selves.

# Salon makeovers

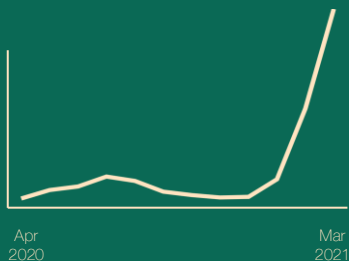
Small business Pinnerers are preparing to reopen and transform their spaces to look like an 'after' pic.



In the last four weeks compared to the previous four weeks:

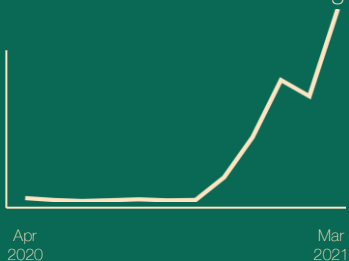
50%

increase in  
"salon flower wall"



35%

increase in  
"small salon ideas hairdressing"



30%

increase in  
"salon waiting area ideas"



2.5x

increase in  
"salon suite decor studios"



10%

increase in checkouts for  
hairdressing and cosmetology\*

(in the past two weeks compared to the previous two weeks)

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# Going pro

Piners are eager to get back to the salon for hair treatments only a trained professional can deliver.



In the last four weeks compared to the previous four weeks:

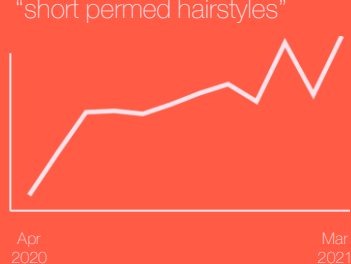
170%

increase in  
"balayage hair color ideas"



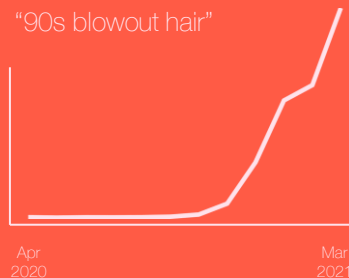
30%

increase in  
"short permed hairstyles"



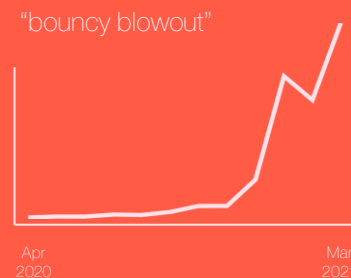
70%

increase in  
"90s blowout hair"



45%

increase in  
"bouncy blowout"



60%

increase in checkouts for  
hair curler clips and pins\*

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# Adding color to their lives

Pinner have become bored with their natural hues and are ready to grab attention with eye-catching hair color.





In the last four weeks compared to the previous four weeks:

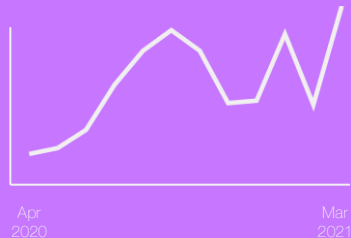
85%

increase in  
"pink hair inspo"



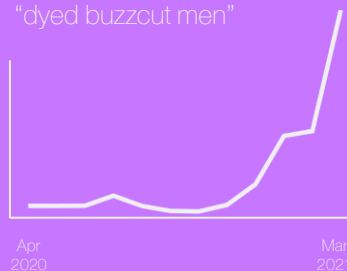
25%

increase in  
"bright orange hair"



50%

increase in  
"dyed buzzcut men"



45%

increase in  
"blue hair inspo"



10%

increase in checkouts for  
hair styling products\*

(in the past two weeks compared to the previous two weeks)

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## Nailing it

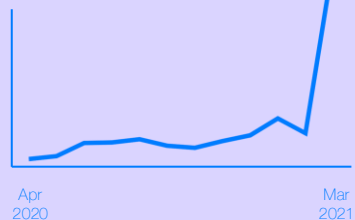
Pinners may have mastered the art of diy nails out of necessity, but now they want to try new mani-pedi looks at salons.



In the last four weeks compared to the previous four weeks:

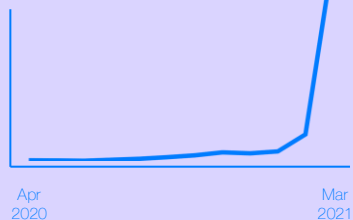
95%

increase in  
"dip powder manicure"



150%

increase in  
"nail ideas for men"



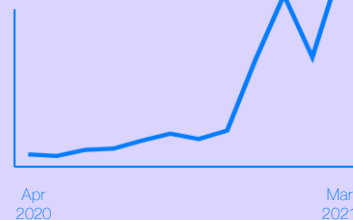
70%

increase in  
"pedicure nail designs"



50%

increase in  
"natural nails manicure"



85%

increase in checkouts for  
false nails\*

(in the past two weeks compared to the previous two weeks)

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# Shedding the past

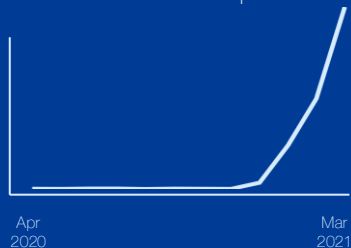
Pinner's are ready to shed the baggy sweats and get in shape for summer.



In the last four weeks compared to the previous four weeks:

75%

increase in  
"workout motivated quotes"



45%

increase in  
"workout routine for the gym"



40%

increase in  
"3 month fitness transformation"



35%

increase in  
"exercise for seniors over 60"



10%

increase in checkouts for  
exercise and fitness\*

(in the past two weeks compared to the previous two weeks)

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# Working (out) from home

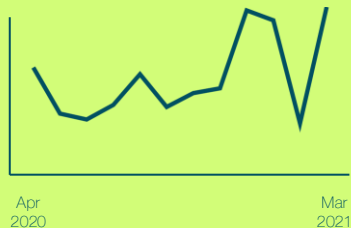
Even as gyms reopen, Pinner are still committed to getting fit on their home turf.



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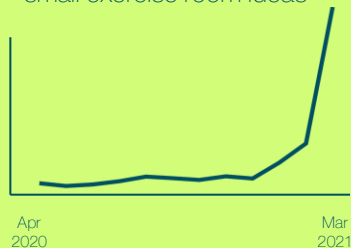
100%

increase in  
“fitness room ideas home”



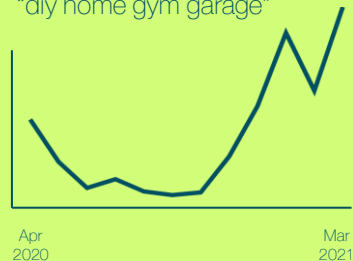
90%

increase in  
“small exercise room ideas”



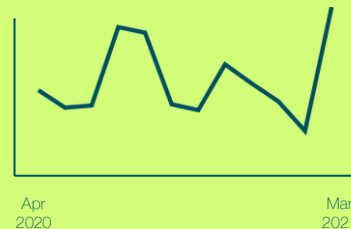
40%

increase in  
“diy home gym garage”



30%

increase in  
“shed gym ideas”



15%

increase in checkouts for  
yoga and pilates mats\*

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# Taking healthy eating to heart

They say abs are made in the kitchen and  
Pinner's want to make their workouts  
count.

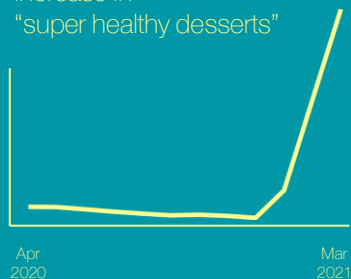




In the last four weeks compared to the previous four weeks:

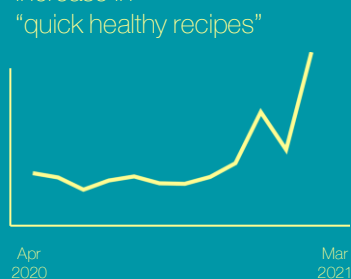
120%

increase in  
"super healthy desserts"



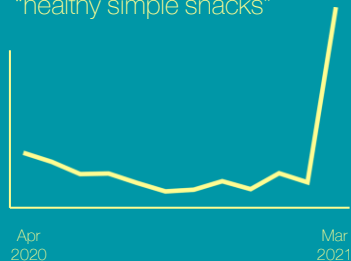
65%

increase in  
"quick healthy recipes"



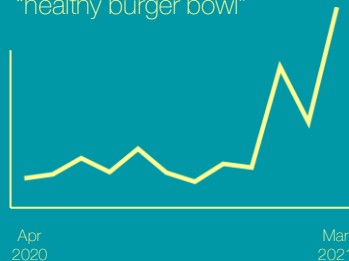
35%

increase in  
"healthy simple snacks"



10x

increase in  
"healthy burger bowl"



20%

increase in checkouts for  
health and beauty\*

(in the past two weeks compared to the previous two weeks)

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Which hairstyle does each generation want?

Highest indexing hairstyle searches by Pinner in each generation.

# Gen Z

1. "white hair aesthetic"
2. "short wolf cut hair"
3. "mullet dyed hair"
4. "egirl hair"
5. "underside hair dye"
6. "alt girl hair"
7. "emo boy hair"
8. "skunk hair aesthetic"

Highest indexing hair style searches among Gen Z (18-24) Pinners compared to the rest of the US from '2021-03-22' and '2021-04-18'





## Millennials

1. "mom haircut low maintenance"
2. "wedding hair down to the side"
3. "half up bridesmaid hair"
4. "middle part wedding hair"
5. "new mom haircut"
6. "loose waves wedding hair"
7. "old hollywood wedding hair"
8. "long a line haircut"

Highest indexing hair style searches among Millennial (25-44) Pinners compared to the rest of the US from '2021-03-22' and '2021-04-18'



# Millennials' kids

1. "boys faux hawk haircut"
2. "toddler boy long haircut"
3. "girls bob haircut kids"
4. "boys haircut short fade"
5. "girls haircut with bangs kids"
6. "girls medium haircut kids"
7. "boys buzz haircut kids"
8. "boys mullet haircut kids"

Highest indexing children's hair style searches among Millennial (25-44) Pinners compared to the rest of the US from '2021-03-22' and '2021-04-18'





## Gen X

1. "best crochet hair"
2. "black pixie haircut"
3. "blending gray hair"
4. "inverted bob haircuts"
5. "short sassy hair"
6. "chin length hair with layers over 40"
7. "choppy hair"
8. "hair color to blend with gray hair"

Highest indexing hair style searches among Gen X (45-54) Pinners compared to the rest of the US from '2021-03-22' and '2021-04-18'

# Boomers

1. "short hair for older women with glasses"
2. "pixie haircuts for older women"
3. "how to spike short hair"
4. "short human hair wigs"
5. "shag hairstyles medium over 50 thin hair"
6. "short wedge haircut"

Highest indexing hair style searches among Boomer (55+) Pinners compared to the rest of the US from '2021-03-22' and '2021-04-18'





A pulse on  
upcoming holiday  
moments



## Alt prom



Just because prom is an annual tradition doesn't mean Pinner want traditional looks:

125%

increase in "prom dress with sneakers"

100%

increase in "cottagecore prom dress"

95%

increase in "cowboy prom outfits for guys"

60%

increase in "alt prom dress"

10x

increase in "female suits prom"

3x

increase in "prom nails black"

# Promposals



Pinnerers are looking for unique and sporty ways to ask 'will you go to prom with me?'

110%

increase in "volleyball promposal"

110%

increase in "track promposal"

95%

increase in "golf promposal"

95%

increase in "soccer promposal"

75%

increase in "baseball promposal for him"

65%

increase in "fishing promposal"

# Graduation celebration



After four years with their noses buried in books, Pinners just want to party:

175%

increase in "graduation money cake"

4x

increase in "graduation party ideas outdoor"

3x

increase in "red and black graduation party ideas"

3x

increase in "graduation gift basket ideas"

2x

increase in "graduation balloon arch"

2x

increase in "graduation candy bar ideas"

# Making grad looks last



Pinners want to make finally getting that diploma more memorable:

4x

increase in "graduation dress midi"

175%

increase in "college graduation photoshoot ideas"

2.5x

increase in "rhinestone graduation cap"

2.5x

increase in "custom graduation caps"

2.5x

increase in "flower graduation cap"

2x

increase in "mens graduation pictures"

# Conversions in grad gifts categories



Graduation is approaching, and Pinners are buying up products that appear on many grads' gift lists:

65%

increase in checkouts for multimedia projectors

60%

increase in checkouts for tablet computers

45%

increase in checkouts for food storage containers

40%

increase in checkouts for kitchen appliances

30%

increase in checkouts for computers

25%

increase in checkouts for televisions



Thank you