



Pinterest Predicts Weekly

Week of August 20th, 2021
US



Back to school

Whether starting kindergarten or heading off to college, whether learning happens in-person or virtually, it's back-to-school season. People on Pinterest are gearing up for this year's classes by compiling school supply lists and stocking up on essentials. As we march into autumn, they're also overhauling their looks, outfitting their dorms and putting their personal stamp on classroom decor, all with a renewed sense of school spirit.

Picture this

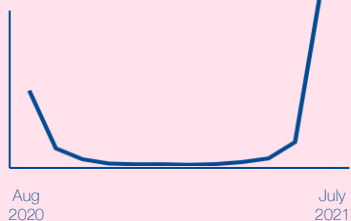
Students are reinventing themselves with new looks and People on Pinterest are ready to capture these picture perfect memories.



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

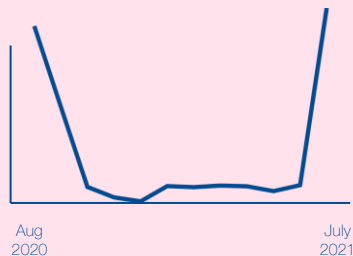
3x

increase in
“back to school
mini session ideas”



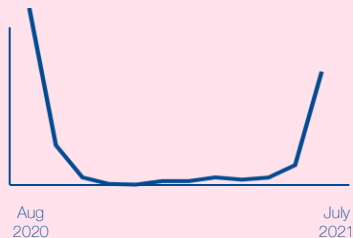
5x

increase in
“back to school hairstyles”



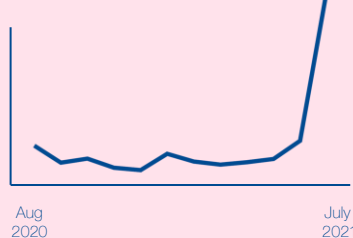
3x

increase in
“back to school glow up”



2x

increase in
“cool backpacks”



25%

increase in checkouts for
digital cameras*

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

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Class acts

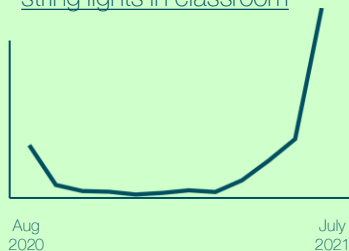
Virtual learning became the norm last year, and now educators are preparing classrooms for students' return.



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

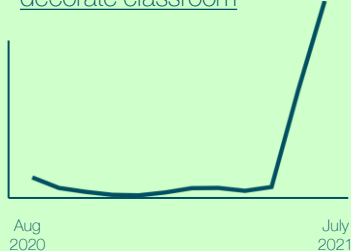
145%

increase in
“string lights in classroom”



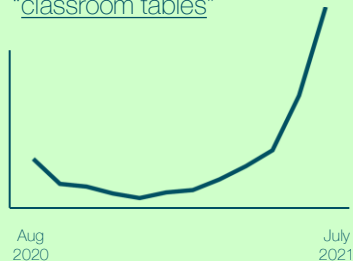
55%

increase in
“decorate classroom”



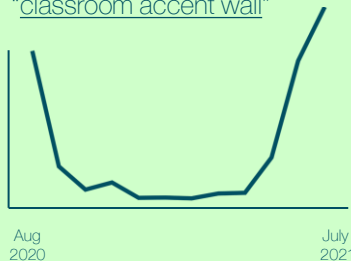
30%

increase in
“classroom tables”



30%

increase in
“classroom accent wall”



20%

increase in checkouts for
desk organizers*

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

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Dorm sweet dorm

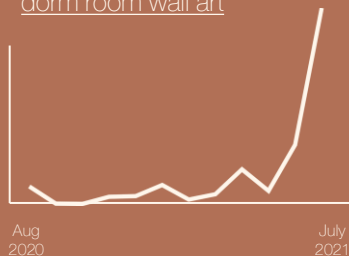
People on Pinterest are making their dorms feel like home with personal touches.



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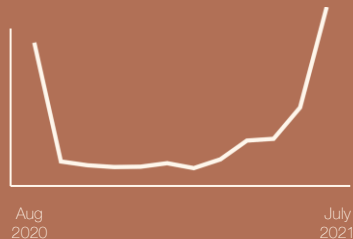
105%

increase in
"dorm room wall art"



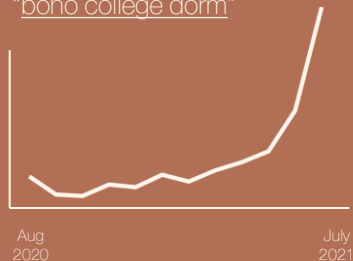
75%

increase in
"dorm room headboards"



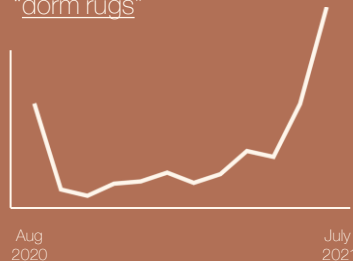
65%

increase in
"boho college dorm"



30%

increase in
"dorm rugs"



10%

increase in checkouts for
posters, prints and visual artwork*

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

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The well- appointed dorm

College students aren't just concerned with style,
they're also making sure their living spaces are
practical too.



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

60%

increase in
"dorm coffee station"



55%

increase in
"dorm room kitchen"



45%

increase in
"dorm seating"



45%

increase in
"dorm shopping list"



2x

increase in checkouts for
espresso machines*

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

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A place for everything

Students are making the most of tight spaces
and looking for storage and organization ideas.



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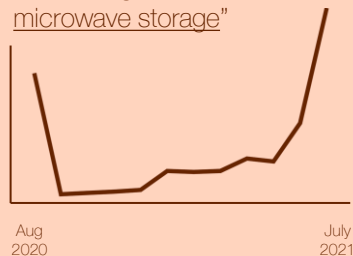
120%

increase in
“dorm room
desk organization”



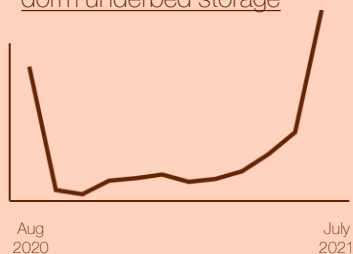
110%

increase in
“dorm fridge and
microwave storage”



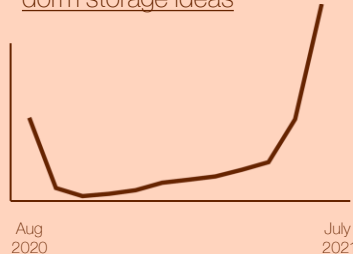
75%

increase in
“dorm underbed
storage”



40%

increase in
“dorm storage ideas”



15%

increase in checkouts for
clothing and closet storage*

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

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Back to basics

People on Pinterest are making lists, packing and shopping for all the dorm room essentials.



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

165%

increase in
"dorm supplies list"



55%

increase in
"dorm essentials list"



45%

increase in
"dorm shopping list"



35%

increase in
"dorm packing list
freshman year"



60%

increase in checkouts for
desks*

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

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Form and function

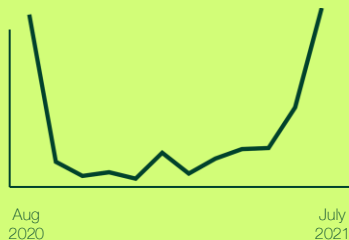
People on Pinterest are looking for dorm room furniture as well as design inspiration.



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

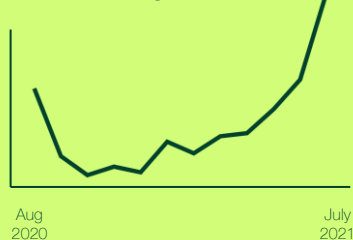
50%

increase in
"dorm loft bed ideas"



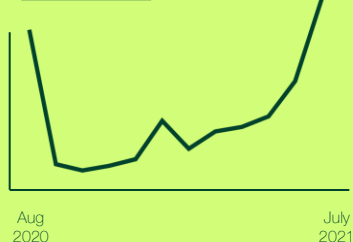
45%

increase in
"dorm seating"



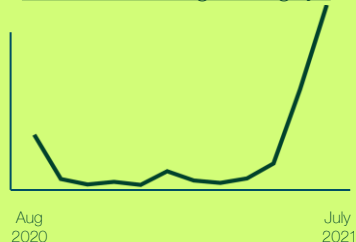
40%

increase in
"dorm hacks"



30%

increase in
"dorm room designs for guys"



25%

increase in checkouts for
bean bag chairs*

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

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Party on!

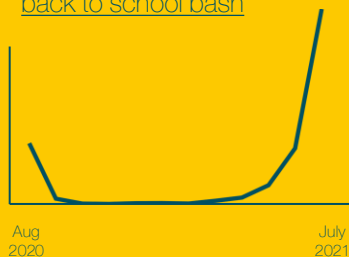
People on Pinterest are celebrating milestones with big bashes and tailgate parties.



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

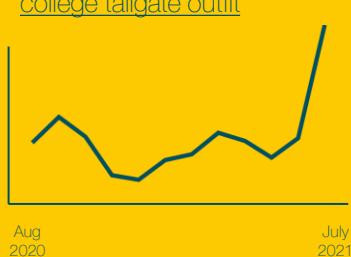
115%

increase in
"back to school bash"



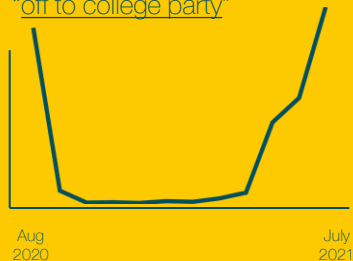
110%

increase in
"college tailgate outfit"



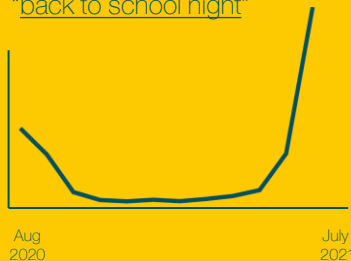
55%

increase in
"off to college party"



2.5x

increase in
"back to school night"



20%

increase in checkouts for
party and celebration*

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

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That computes

Laptops are a staple for students, so people on Pinterest are looking for bags and accessories to complement their computers.



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

45%

increase in
"laptop backpack"



Aug
2020

July
2021

35%

increase in
"laptop bag"



Aug
2020

July
2021

25%

increase in
"laptop bag for women"



Aug
2020

July
2021

25%

increase in
"laptop decoration stickers"



Aug
2020

July
2021

25%

increase in checkouts for
laptops*

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

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Supplies and demand

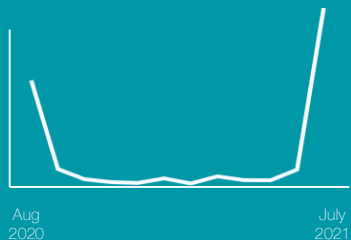
People on Pinterest are ready to stock up on school supplies and educational essentials.



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

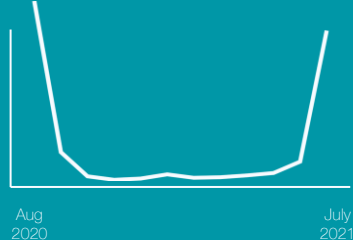
4x

increase in
"back to school essentials"



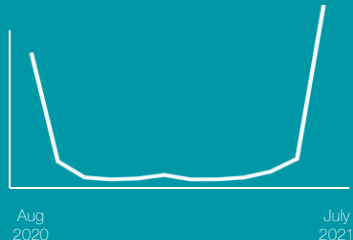
3x

increase in
"back to school basket"



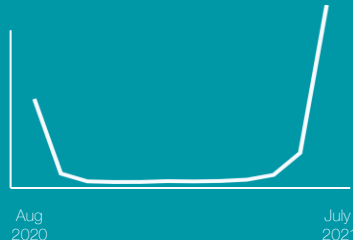
2.5x

increase in
"personalized school supplies"



2.5x

increase in
"back to school shopping list"



30%

increase in checkouts for
notebooks and notepads*

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

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They got game

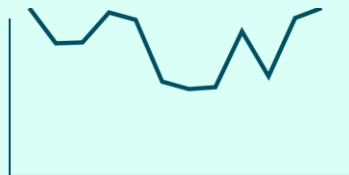
People are searching for tech setups that are ideal for small spaces like dorms.



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

86x

increase in
"couple gaming setup"

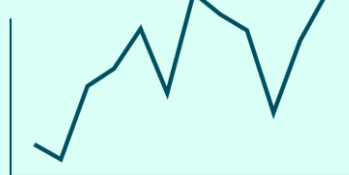


Aug
2020

July
2021

59x

increase in
"how to hide modem and router"

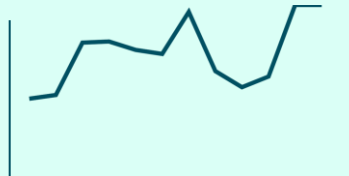


Aug
2020

July
2021

53x

increase in
"small gaming setup"

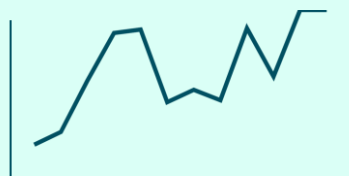


Aug
2020

July
2021

36x

increase in
"gaming set up"



Aug
2020

July
2021

20%

increase in checkouts for
video game console accessories*

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

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Indie spirit

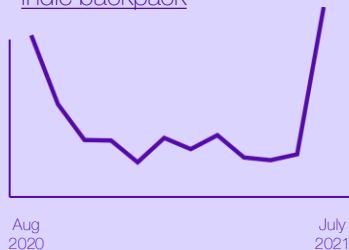
People on Pinterest are parting ways with tradition by looking for outfits, accessories and decor with an indie feel.



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

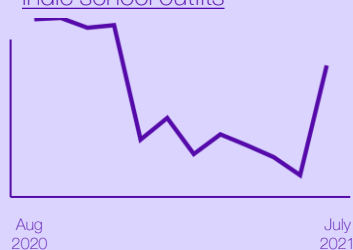
185%

increase in
"indie backpack"



2x

increase in
"indie school outfits"



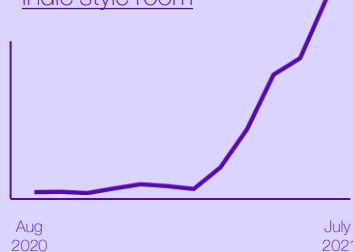
2x

increase in
"indie background laptop"



40%

increase in
"indie style room"



10%

increase in checkouts for
shoe racks and organizers*

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

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Sporting new looks

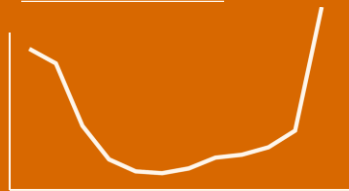
Fall sports are back and people on Pinterest are searching for outfits and swag.



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

190%

increase in
"team mom football"



Aug
2020

July
2021

170%

increase in
"soccer girls outfits"



Aug
2020

July
2021

65%

increase in
"cheer gifts for team goody bags"



Aug
2020

July
2021

50%

increase in
"volleyball team shirts"



Aug
2020

July
2021

30%

increase in checkouts for
dance dresses, skirts and costumes*

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

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A pulse on
upcoming holiday
moments

Festive Halloween Decor



People on Pinterest have visions of sugar plums and candy corn dancing in their heads:

5x

increase in "halloween gift baskets"

4x

increase in "halloween tree decorations"

3.5x

increase in "halloween wreath"

3x

increase in "halloween garland"

4x

increase in "halloween mantle decor"

170%

increase in "halloween ornaments"

Dreaming Up Christmas



People on Pinterest have visions of sugar plums and candy corn dancing in their heads:

110%

increase in “whimsical
christmas”

4x

increase in “christmas time
aesthetic”

170%

increase in “luxury
christmas decor”

150%

increase in “beautiful
christmas”

160%

increase in “christmas
gifts for coworkers”

140%

increase in “rustic
christmas”

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Please note that Pinterest's Advertising Guidelines prohibit targeting of any audience based on race, ethnicity, religious beliefs and sexual orientation, among other things.



Thank you