



Pinterest Predicts 2023

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

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

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.

¹ Source: Pinterest, global search data, analysis period Jul 2018 to Jun 2022.

Beauty

Crown care

Time to go back to your roots. Gen X and Boomers will prioritize “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 color +135%**

Micro makeover

Beauty is going small this year. Millennials and Gen Z will favor 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 bangs +110%**
- Short stiletto nails +80%**
- Short braid hairstyles +45%**

Celebrations

Pool pawties

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

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

Rust married

So long, something blue. Say yes to orange. 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 centerpieces +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 jubilee cake 25th anniversary +245%**

Source: Pinterest, global search data, analysis period Sep 2020 to Sep 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](#).

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%

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 pants 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 romanticize their closets with slip dresses, tube tops and cargo pants. It's a new kind of meet cute, inspired by your favorite 2000s romcom.

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, like 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

Cha-ching challenge

Gen X and Millennials will seek 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%

Food and beverage

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 be 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 like 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 like bookstore dates, museum meet cutes and aquarium adventures.

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

Good on paper

Analog 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%**

Home

Chance of showers

No bathtub? 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 honor old stuff 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 decor vintage +350%**
- Antique room aesthetic +325%**

Home front

Time to serve the greeter good—the front porch will get the spotlight treatment. Boomers and Gen X will adorn their entrances with elaborate decor and embellishments.

- Foyer entryway decor ideas +190%**
- Front door portico +40%**
- Front door transformation +85%**
- Garden front of house entrance +35%**
- Porch for camper +115%**

Mush-rooms

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

- Fantasy mushroom art +170%**
- Vintage mushroom decor +35%**
- Funky house decor +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, like harvesting rainwater and placing drought-tolerant landscapes.

Rain water harvesting

architecture +155%

Drought tolerant landscape

design +385%

Rain barrels ideas beautiful +100%

Rain chain drainage +35%

Rock drainage landscaping +70%

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 postpartum needs. Millennials are seeking ways to support birthing parents during that famous fourth trimester.

Postpartum must haves +40%

Postpartum basket +135%

Postpartum essentials +85%

Postpartum meals +70%

Postpartum gift +140%

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%

Wellbeing

Now processing

Gen Z and Millennials are seeking alternatives to talk therapy—like 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 prioritize their posture.

Primal movement +120%

Mobility stretches +140%

Neck hump exercises +210%

Knee mobility exercises +135%

Hip mobility exercises +100%

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