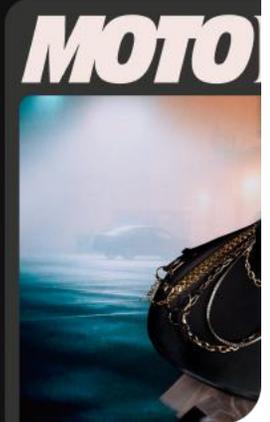
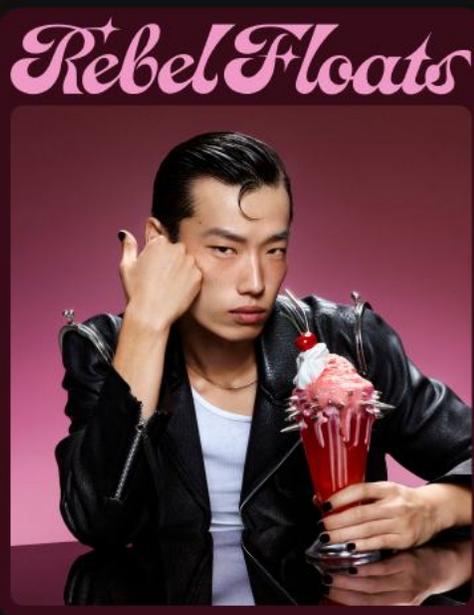
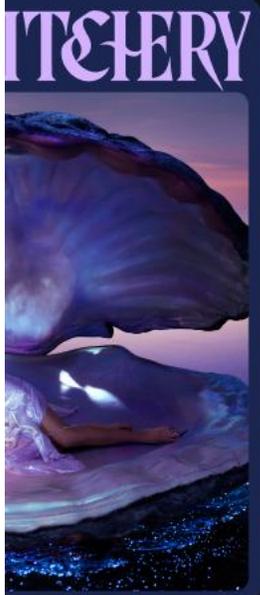


Pinterest Predicts 2025 Annual Trend Report



See tomorrow's trends, today.



Beauty

Aura Beauty

2025 will be the year of the makeup mood ring. Gen Z and Boomers are driving this high hue look that's all about honing in on a color aesthetic and flaunting it from chin to cheek. Find your aura, wear it with confidence and consider yourself dipped in vibes all day long.

Aura effect +35%
Purple blush makeup +30%
Full color makeup eyes +365%
New wave makeup +410%
Golden aura +75%

Sea Witchery

POV: You're in your sea witch era. And it's so much more than seashells and starfish. In 2025, Gen Z and Millennials will dive head first into sultry siren makeup, wet wavy hair and moody mermaid manicures from sun up 'til moonlight.

Witch outfits aesthetic +40%
Dark siren makeup +695%
Dark mermaid makeup +90%
Wavy wet hair look +80%
Sea inspired nails +65%

Celebrations

Rococo Revival

2025 prediction: All frills, no chill. This year, weddings, parties and aesthetics will draw inspiration from the Rococo era—a Late Baroque period that was both opulent and ultra-feminine. Gen Z and Boomers are driving this trend toward classic corset gowns, luxe accessories and ornate tablescapes.

Rococo wedding +95%
Rococo party +140%
Rococo outfit +5465%
Rococo makeup +70%
Rococo cake +95%

Surreal Soirees

Curvy candlesticks, fantastical flowers and gravity-defying centerpieces. In 2025, people will infuse their tablescapes and decor with modern surrealism. Gen X and Boomers are driving this out-of-this-world party trend.

Cake bouquet flowers +30%
Modern surrealism +70%
Salvador dali aesthetic +40%
Strawberry centerpiece ideas +50%
Dinner party tablescapes +55%

Cross Category

Cherry Coded

Tasting notes: Dark, sweet and *such* a vibe. Gen Z and Millennials will infuse cherries into their makeup, menus and mood boards this year. One thing's for sure—tart will have your heart in 2025.

Cherry vibe +325%
Cherry bedroom +100%
Cherry car +270%
Cherry martini +80%
Dark cherry red +235%

Castlecore

Medieval is having a major moment. In 2025, Gen Z and Millennials will take home decor inspiration from ancient castles, while fashion and accessories will be gothic inspired. It's a comeback of the highest order.

Antique ruby ring +50%
Blue medieval dress +85%
Castle house plans +45%
Chainmail necklace +45%
Medieval core +110%

Dolled Up

In 2025, people will turn their entire lives into a tiny, mighty dollhouse. Pinterest users will go all-in on babydoll makeup, cute room ideas and necklace charms in the most whimsical colors.

Doll like makeup +45%
Cutecore room ideas +40%
Doll shoes outfit +130%
Mini things +80%
Necklace charms +120%

Goddess Complex

Mood: You know your worth in gold. In 2025, Boomers and Gen X will go all in on their feminine power and embrace their divine drip like never before. Everything will be a muse moment, from gold facials and goddess braids to sublime nail designs.

Goddess core +40%
Goddess energy aesthetic +170%
Goddess nails +760%
Goddess twist braids +60%
Divine beauty +30%

Mix & Maximalist

2025 decor: More is more. This year, Gen X and Boomers will mix and match brilliantly bold patterns, eclectic prints and delightful textures in all colors of the rainbow. Oh, and layering—lots of it!

Fabric wall decor +135%
Eclectic apartment +630%
Eclectic boho bedroom +65%
Eclectic maximalism +215%
Vintage maximalism +260%

Terra Futura

Meet the rebels with a cause. In 2025, Boomers and Gen X will revolutionize sustainable living with recyclable fashion, self-sufficient gardens and community spaces. The best part? This eco-living aesthetic will bring some seriously cool sci-fi vibes.

Solarpunk house +80%
Self sufficient garden +55%
Solar punk fashion +115%
Community spaces +40%
Chaos gardening +300%

Entertainment

Player One

Trending in 2025: Your avatar aesthetic. This year, Gen Z and Gen X will customize their digital personas, designing their avatar's hair, outfits and even accessories. Head to your keyboards—it's time to level up.

Avatar codes +45%

Skirt codes +100%

Cute outfit codes +30%

Pfp ideas y2k +360%

Game avatar +55%

Fashion

Seeing Double

Besties don't copy—they match. This year, coordinated fits will be the topic du jour in the group chat. From collaborating on festival fits to aligning on date night looks, Gen Z and Boomers will be all about staying in sync (in a chic way).

Matching nails couples +35%

Matching jerseys couples +80%

Coordinating outfits for friends +60%

Bracelets matching +70%

Matching outfits for couples casual +90%

Fisherman Aesthetic

Meet the effortlessly cool town fisherman. In 2025, Gen Z and Gen X will embrace a laid back maritime attitude and bring a sea la vie take to everything—even if the ocean is nowhere in sight. Get ready for cable knit sweaters, sardine tattoos and stripes. on. everything.

Fisherman sandals +30%

Cable knit sweater +110%

Fish bag +50%

Raincoat outfit aesthetic +35%

Sardine tattoo +80%

Moto Boho

So long, hippie aesthetic. Moto Boho has entered the chat. In 2025, Gen Z and Boomers will take to the streets with chunky leather handbags, flowy skirts, moto boots and just enough fringe. It's not just a look—it's a lifestyle.

Edgy boho outfits +40%

Lace skirt outfit +360%

Moto boots outfit +445%

Slouchy bag +345%

Boho fits +755%

Food + Beverage

Chaos Cakes

Pristine icing and perfect piping? So yesterday. In 2025, Boomers and Gen X go all in on silly cakes, funny cakes and rat cakes (yes, that's a thing). These sweet treats are unafraid to be brutally themselves. And the wackier, the better!

Rat cake +170%
Funny cakes for friends +45%
Silly cake +115%
Celeb crush cake +70%
Funny bento cake design +60%

Rebel Floats

Ahhh, the sweet sweet taste of nostalgia—now with a fearless twist. In 2025, Gen Z and Millennials will give old school soda pop a radical makeover. So scoot on up to the soda fountain for a float that's anything but traditional—and top it off with a cherry, if you dare.

Cream soda aesthetic +105%
Fruit soda +185%
Homemade soda +40%
Root beer aesthetic +40%
Soda drinks recipes +90%

Pickle Fix

Tell your foodie friends: This year will be absolutely dill-icious. From sweet treats to tangy cocktails, the oh-so-humble pickle is about to be in absolutely everything. Gen X and Millennials will go all in on pickle cakes, pickle de gallo, pickle fries—and even pickle margaritas.

Pickle margarita +100%
Pickle fries +50%
Pickle de gallo +65%
Pickle cake +45%
Fried pickle dip +80%

Home

Primary Play

Adulting? Overrated. In 2025, everyone will let their inner child shine. Gen Z and Gen X will hand paint funky murals onto furniture, jazz up that trim and turn grown-up spaces into playful little havens. Your space is officially your canvas.

Contrast trim +85%
Cupboard painting +45%
Door murals +70%
Hand painted furniture +135%
Hand painted wall pattern +60%

Parenting

Nesting Parties

Meet the nesting party: the baby shower as it should have always been. It's not about the gifts (although those are welcome!). It's about helping new parents prep for the postpartum period and set up their home for baby's arrival. Gen Z and Millennials are driving this supportive parenting trend.

Nesting party +205%

Nesting party ideas +105%

Diaper bouquet +220%

Freezer friendly meal prep +85%

Baby cabinet organization +90%

Travel

Peak Travel

Cities have totally peaked. In 2025, mountain ranges will become the go-to travel destination as Gen Z and Gen X seek out treetop views and that fresh mountain air. Gear up for your next *elevation*.

Atlas mountains morocco +30%

Dolomites +45%

Portillo chile +195%

Skiing fits +255%

Mountain trip outfit +35%