

Pinterest 100 2019



The magic of Pinterest

Pinterest is its own positive corner of the internet. It's your place to explore what's out there, dream about what to try next and see what works for you. And when you're ready to make something happen, Pinterest points you to where to try or buy it.

As our lives evolve, we find new ways to use Pinterest. Renters become homeowners, singles become couples, workers become retirees. As our needs change from year to year, different ideas start to spark our interest. And while we're busy doing our thing, the world changes, too. New ideas take hold, and new trends come into focus. That's what this book is all about.

In the pages that follow, you'll find the top 100 trends that people everywhere are looking to try in 2019. These are the shared dreams of the most style-inspired, most food-smart, most parenting-passionate people across the globe. In a time when so much seems to divide us, these ideas are the things we share in common.

Not so long ago, a small handful of pundits dictated the trends for the year ahead. On Pinterest, trends come from people all around the world. Each month, over 250 million people—professionals, amateurs, enthusiasts—come to Pinterest to discover ideas they love.

The way we know an idea is trending is by looking at what they're all searching for. If an idea keeps getting more and more searches each month, and that upward trajectory holds steady for 6+ months, then it's an official Pinterest trend.

This year's trends range from old staples, like witch hazel and home-baked bread (with 1+ million searches on average), to new trends that are just starting take off, like oxtail recipes, powder dipped nails and anything else you see marked with a ↗ (with 10k to 70k searches each, these trends are only just starting to take off).

What's inside

For anyone reading this...

We invite you to flip through the trends and see what sparks your interest. Let yourself dream.

What's your take on the new grazing table trend? What would happen if you combined boat building with remote island travel? The P100 is your open invite to try something new. Combine ideas, push them in new directions and make these trends your own.

If you happen to be in business...

This is your chance to get a jump on what's inspiring people for 2019. These trends are what people around the world are dreaming about. Ask yourself: What products, services and other ideas can your business spotlight—in your stores or online—to help people bring those dreams to life?

1—All's fare in bus travel

Whether it's a one-day tour or getting from Caracas to Patagonia, thrifty travelers are boarding the bus.

+32% ↗

4—No man's island

Maui no more! Instead, people are diverting to less-traveled islands for that rare *pura vida* experience.

+179%

7—Out-of-the-way towns

People are seeking out small towns for their bucolic views, unique BnBs and low-key R&R.

+276% ↗

2—Hot springs have sprung

People are finding restoration and relaxation in hot springs—from high-end resorts to out in nature.

+32%

5—A wheelie good tour

Both enthusiasts and casual peddlers are trying bike tours—plus, all that cardio means more cheese-eating en route.

+64%

8—Waste not, jaunt not

"Zero waste travel" means strategic and sustainable packing, eating and even hotel-ing.

+74% ↗

3—Game of stones

Travelers are skipping the lines at Versailles and seeking out divine, derelict and dilapidated castles.

+142% ↗

6—Destination unknown

Gather a group, clear their calendars, keep the endpoint hush-hush, and practice shouting "Surprise!"

+192%

9—Have a nice fall

Sipping hot cider, peeping and stomping autumnal leaves...it's no wonder people are falling for fall getaways.

+94%

10—Oh Rio, Rio

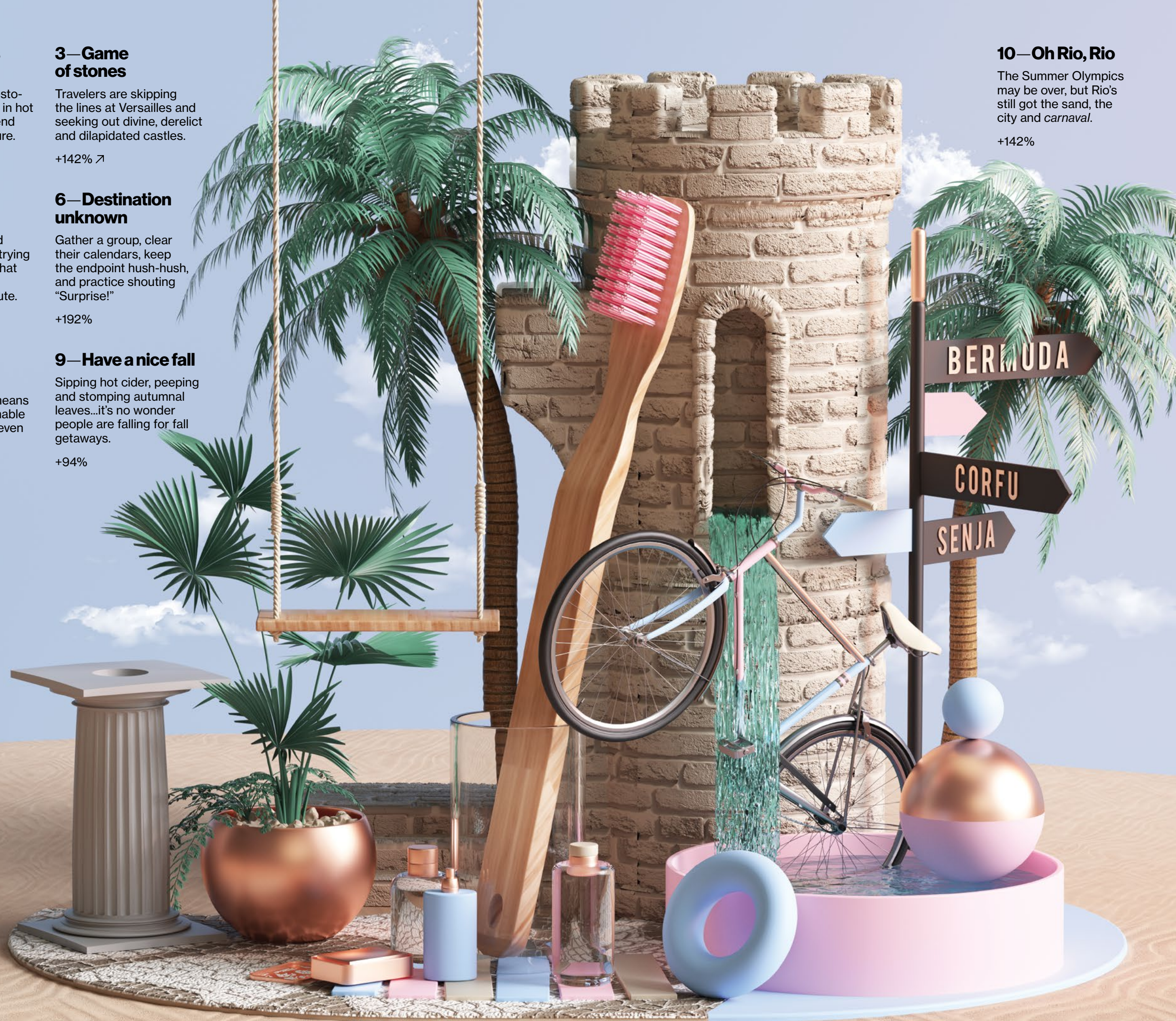
The Summer Olympics may be over, but Rio's still got the sand, the city and *carnaval*.

+142%

Travel

Business tip

Help your customers plan their next trip with bus- or bike-tour itineraries, or a zero-waste packing list for their next eco trip.



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Business tip
If you're in the hospitality business: trick out your amenities with ginger oil and goat milk soap, or give on-the-go tips for working out with resistance bands.

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Hobbies and interests

21—Do the hustle

People are turning their passions into profits—from canning to DJing to online tutoring.

+690%

24—Clay okay

Ceramics have been a thing since ancient Mesopotamia. But in 2019, handmade plates and bowls are really kiln it.

+475%

22—Pour one out

Embrace the inner Jackson Pollock with simple DIY drip-and-pour acrylic painting.

+660%

25—Easy saves

Weekly savings planners are helping people cut corners, pay off debt and even save up for something nice.

+295%

27—Sketchy behavior

Half journal, half canvas and 100% inspiration, a worn sketchbook is any artist's must-have.

+513%

29—The shipwright stuff

Rather than wait for boats to go on sail, crafty captains are building their own. Just watch out for icebergs!

+169%

23—Corpus canvas

Body painting is a low-commitment way to try out a tat—so get some skin in the game!

+444%

26—Chalk couture

Everyone's using our fave sedimentary art rock, for everything from standout signage to coloring concrete.

+664%

28—From tree to taco

Gardeners don't need their own farm to grow guac—all they need is soil, patience and how-to instructions.

+101% ↗

30—Rust never sleeps

Photographers around the world are snapping the overgrown, peeling beautiful mess of decaying buildings.

+44%

Business tip

Use chalk drawings, paint drips or peeling layers of wallpaper to liven up your storefront, product display or catalog shoot.

31—Godparent proposals

People are giving their baby's prospective godparents an offer they're unlikely to refuse.

+152% ↗

34—The little things

From impromptu picnics to mini getaways, no moment is too small to celebrate.

+113%

32—Party in the back

Backyard weddings keep things cozy and cost-friendly (and are a great incentive to finish weeding).

+441%

35—New gold standard

Brides are going for gold as they glide and shimmer their way down the aisle.

+1552%

33—Donut decor

People are going nuts for donuts as colorfully edible party displays—raised, old fashioned and sprinkled.

+748% ↗

36—Bake a wish

Here's a cake trend you can count on: number-shaped cakes are on the rise in 2019.

+314%

37—Photobomb

Smoke bombs of every color add big drama to wedding, engagement and just-for-fun photos.

+436%

38—Say it in neon

People are celebrating their biggest life moments with personal messages spelled out in lights.

+281%

39—Garland ho!

Draped over the table, swagged around the ceiling or lined up together like a curtain, flower garlands are everywhere.

+1154%

40—Full moon fun

Gather up those night owl friends for an evening of stargazing and moonlight.

+54%

Business tip

Try creating a campaign inspired by mini moments, or transforming your retail space with donut or flower garlands.

Celebrations



41—The mighty mushroom

Nutrient-packed mushrooms are springing up everywhere from coffee drinks to chocolate bars.

+64%

45—Going pegan

Part paleo, part vegan, the pegan diet is taking root with people on the hunt for healthy habits.

+337%

42—Inspired infusions

A slice of ginger makes the water go down, and adds digestive and anti-inflammatory benefits, too.

+353%

46—Amazing graze

Family-style grazing tables are a feast for the eyes, and an open invitation for everyone to dig in.

+163%

43—Move over almond milk

Everyone's new favorite dairy-alternative oat milk is delicious and environmentally friendly. Vegan too!

+186% ↗

44—Recipes you knead

Bread baking is on the rise, especially when it comes to fermented loaves like sourdough.

+413%

47—Din tin tin

Foil pack dinner recipes are perfect for busy cooks: Low-prep, low-mess, super flavorful.

+759%

48—Pin the oxtail

People are hungry for oxtail recipes they can try at home—especially if they're slow cooker-friendly.

+209% ↗

49—Jam on it

A toast to homemade jam, from raspberry to blackberry to whatever-you-got-berry.

+829%

50—Pass the chocho

People won't get bored of this versatile gourd. A superfood, chayote ("chocho") complements all kinds of cuisines.

+76%

Food



Business tip

Create a trend-inspired endcap display using lots of foil, along with some mushroom and chocho packed dinner ideas.

51—Rebel yellow

Embrace bold mustard yellow walls, or try out small accents for a colorful pop. It's a must!

+45%

54—Switching to 'metric

If you're angling for a wall refresh, try painting colorful geometric shapes.

+225%

52—Fired up

Indoor and outdoor fireplaces are heating up—the more modern and sleek, the better.

+763%

55—Get tinspired

Give your room some vintage style: From backsplashes to wall-paper, tin is in!

+563%

57—Grow up the wall

Vertical gardens are on the rise for people looking for some floor-to-ceiling green in their lives.

+287% ↗

59—Paper beats paint

Bold wallpaper (tropical leaves! bright prints!) makes a big statement and breathes life into rooms big and small.

+401%

53—Spinning yarns

People are wrapping up their walls—and themselves—in fabric for a textured, artsy aesthetic.

+1718%

56—Creative cacti

Grab a cactus (ouch!) and celebrate any occasion with well-composed succulents.

+235%

58—No paint, no gain

Don't tear up that tile: People are painting their parquet floors with bold colors and mosaic patterns.

+1276%

60—Pool your resources

Natural swimming pools offer all the perks of a pool (cannonball!), and none of that chlorine eye-sting.

+262%

Home



Business tip

Bring your store to life with clusters of cacti, or try a mashup of all your mustard yellow products together.

Men's style

61—The slick of time

Guys are looking classically cool around the clock with throwback wristwatches.

+98%

62—Wash me

Welcome back, light-wash denim! (The '90s called. They said, "you're welcome.")

+70%

63—Clash with class

Plaid and polka dots? Tartan and toile? Mixing prints is the new power move.

+89%

64—It's a sling thing

Carry the weight of just the essentials on one shoulder, sling-bag style.

+1184%

65—Corduroy of course

2019 is the Year of Corduroy, from comfortable weekend pants to professorial blazers.

+507%

67—Vive le fade

People are buzzing about this trim for good reason: It's neat, tidy and timeless.

+84% ↗

66—Look rad in plaid

It's hip to wear squares. Prep-school plaid pants can be dressed up or down, mixed or matched.

+267%

68—Scarf it up

Plain or patterned, scarves are keeping necks warm and men looking stylish.

+29%

69—Bottoms up

Men in flood-ready cropped trousers are showing off ankle and flashes of fashionable sock.

+671%

70—No more no-shows

Sock it to 'em with quarter socks. Try a pop of color or a fun print for fancier ankles.

+266% ↗

Business tip

Style brands: Mismatched prints are slam dunks. They also work at home—couches! curtains! cushions!

Women's style

71—That bamboo you do

Stay connected to nature by carrying all the essentials in a striking, structured handbag.

+2215% ↗

74—Ruche hour

Flatteringly gathered gowns, pants and coats are sending ripples through the style world in 2019.

+108%

76—Second skin

Step aside, leopard print! Snake skin prints just slithered into the lead (and tights and skirts and...).

+642%

78—Up your shell game

Hares beware: slow and steady wins the race with these versatile, sophisticated tortoise earrings.

+679% ↗

72—Say it with sneakers

Finally feet get the starring role they deserve, supported by kickin' colors and lit laces.

+2211%

75—Wrap stars

Cozy, chic robe silhouettes mean never having to choose between comfort and style again.

+689%

77—Mod squad

People are going from zero to incognito in an instant with beautifully blocky oval sunglasses.

+591% ↗

79—Slay in your lane

People are riding high on bike shorts, for everything from workout wear to statement wear.

+1323%

80—Ethical threads

Rentable looks and recycled materials make for world-stopping looks that don't punish the planet.

+34%

73—Wax on, wax off

From dashikis to cocktail dresses, African wax prints and kitenges look stunning on every continent.

+229%



Business tip

Add some animal attraction by using a snake or tortoise print as the background for your next product shoot.

81—Big bang theory

The next big thing in fringes? Baby bangs. In 2019, the just-above-brow crop is making the cut.
+51%

82—The next exfoliant

People are lathering up with gentle liquid exfoliators for brighter, smoother skin.
+58%

83—Hooray for gray

People are growing out their natural grey hair and letting that silver shine through.
+879%

84—The standout pout

Smart mouths everywhere are pairing barely there makeup with a bold red kisser for added attention.
+467%

85—Just like magic

It may sound like sorcery, but old-school witch hazel is gaining popularity as a skincare solution.
+305%

86—Lilac locks

Prepare to see lots of lilac in 2019—this pretty pastel hair color trend is growing fast.
+1077%

87—Go glossy

Gloss is helping make people's best features shine—from lips to lids.
+89%

88—Dip in

Wave goodbye to chipped nails! Powder dipping lasts longer than traditional gels, and is way easier to remove.
+442%

89—Ooh-la-lashes

People are giving their lashes a lift with natural solutions—think castor oil, grapeseed oil and aloe vera.
+52%

90—Almond joy

Here's a nutty new manicure trend: almond nails, named for the rounded shape of the nut.
+97%

Beauty

Business tip

People's love for lilac likely isn't limited to hair. Try experimenting with the color in your own product line or advertising.



91—For the record

Get every inch and pound of those vital birth stats printed up to hang in the nursery.

+315% ↗

93—Hunt and gather

Scavenger hunts bring the party to life, and help burn off all that sugar.

+302%

96—Listen up

Parents are opting for audiobooks vs. screens to get kids into storytime (and off to sleep).

+126% ↗

97—Lost in the woods

Enchanted forest parties with toadstool chairs, indoor trees, fairy garlands? And they all lived happily ever after.

+238%

92—Share the love

Toy-sharing subscriptions mean less waste, and offer kids a steady supply of new distractions.

+313%

94—Messy no more

Stylish geometric patterns and shapes are making their way into the kid's room.

+1178%

95—Rustic touches

Parents are adding just a touch of rough and worn to that warm and soft nursery.

+136%

98—Smart sleepers

Auto-rocking, white-noise-playing bassinets soothe babies off to sleep and save parents some winks, too.

+851% ↗

99—Tiny house beds

Frame up more fun with a transitional toddler bed your kiddo can call home.

+90%

100—Breast pump ever

No cords, no bottles. Just hands-free breast pumping on the go...finally!

+114% ↗



Kids and parenting

Business tip

Help parents throw a kid-wowing forest theme party with enchanting product bundles and shopping lists.

All trends 1–100

Come see the Pins that inspired the Pinterest 100 trends! Open the camera in your Pinterest app and scan this Pincode.



| 1–10 Travel | 11–20 Health and wellness | 21–30 Hobbies and interests | 31–40 Celebrations | 41–50 Food | 51–60 Home | 61–70 Men's style | 71–80 Women's style | 81–90 Beauty | 91–100 Kids and parenting |
|---------------------------------------|-----------------------------------|--|---|----------------------------------|--|--------------------------------------|--------------------------------------|-----------------------------------|---|
| 1 Bus travel +32% ↗ | 11 Elderberry recipes +685% | 21 Side hustles at home +690% | 31 Godparent proposals +152% ↗ | 41 Mushroom recipes +64% | 51 Mustard yellow +45% | 61 Vintage watches +98% | 71 Bamboo bags +2215% ↗ | 81 Cropped bangs +51% | 91 Birth stats sign +315% ↗ |
| 2 Hot springs +32% | 12 Bakuchiol +275% | 22 Acrylic pour painting +660% | 32 Backyard weddings +441% | 42 Ginger water +353% | 52 Contemporary fireplaces +763% | 62 Light-wash denim +70% | 72 Statement sneakers +2211% | 82 Liquid exfoliator +58% | 92 Toy share subscriptions +313% |
| 3 Abandoned castles +142% ↗ | 13 Super powders +144% ↗ | 23 Body painting +444% | 33 Donut decor +748% ↗ | 43 Oatmilk +186% ↗ | 53 Textile art +1718% | 63 Mismatched prints +89% | 73 African print fashion +229% | 83 Going gray +879% | 93 Birthday scavenger hunt +302% |
| 4 Less-traveled islands +179% | 14 Sleep optimization +116% | 24 Ceramic pottery +475% | 34 Mini moment celebrations +113% | 44 Baking bread +413% | 54 Geometric paint +225% | 64 Sling bags +1184% | 74 Ruche +108% | 84 Standout lip color +467% | 94 Geometric decor +1178% |
| 5 Bike tours +64% | 15 Nutrition plans +475% | 25 52-week savings plan +295% | 35 Gold wedding gowns +1552% | 45 Eating pegan +337% | 55 Tin interiors +563% | 65 Corduroy +507% | 75 Robe silhouettes +689% | 85 Witch hazel +305% | 95 Audio storytellers +126% ↗ |
| 6 Surprise destination +192% | 16 Goat milk soap +231% | 26 Chalk art +664% | 36 Number cakes +314% | 46 Grazing tables +163% | 56 Cactus arrangements +235% | 66 Plaid pants +267% | 76 Snake print +642% | 86 Lilac hair +1077% | 96 Rustic nursery ideas +136% |
| 7 Small town travel +276% ↗ | 17 Band workouts +1913% | 27 Sketchbooks +513% | 37 Smoke bomb photography +436% | 47 Foil pack dinners +759% | 57 Vertical gardens +287% ↗ | 67 French crop haircuts +84% ↗ | 77 Oval sunglasses +591% ↗ | 87 Glossy makeup +89% | 97 Enchanted forest party theme +238% |
| 8 Zero waste travel +74% ↗ | 18 Sober living +746% ↗ | 28 How to grow an avocado tree +101% ↗ | 38 Neon wedding signs +281% | 48 Oxtail recipes +209% ↗ | 58 Painted floor tiles +1276% | 68 Neck scarves +29% | 78 Tortoise earrings +679% ↗ | 88 Powder dip nails +442% | 98 Smart bassinets +851% ↗ |
| 9 Autumn scenery +94% | 19 Beeswax wraps +146% | 29 Boat building +169% | 39 Flower garland +1154% | 49 Homemade jam +829% | 59 Bold print wallpaper +401% | 69 Cropped trousers +671% | 79 Biker shorts +1323% | 89 Natural lash lifts +52% | 99 House frame floor beds +90% |
| 10 Rio de Janeiro, Brazil +142% | 20 Ginger oil +659% | 30 Urban decay photography +44% | 40 Moon gatherings +54% | 50 Chayote recipes +76% | 60 Natural swimming pools +262% | 70 Quarter socks +266% ↗ | 80 Sustainable fashion +34% | 90 Almond nails +97% | 100 Wireless breast pumps +114% ↗ |

% = Searches YoY ↗ = Just taking off

Trend calculation: YoY% increases are calculated using normalized searches on each trend from January–September 2017 to January–September 2018