



Pinterest's 2016 beauty trend report:

Leave your beauty mark with Pinterest

Pinterest: The biggest beauty platform in the world

Pinterest is the world's catalog of ideas that helps people discover and do things they love. Over 100 million people come to Pinterest looking for new ideas every month.

The very best ideas on Pinterest come from businesses and brands like yours. People seek out content from businesses because it's actionable, credible and relevant. This is especially true for beauty, where people are looking to the experts for everything from the latest products to try, to tips and tutorials for everyday looks and special occasions. With over 38.5 million unique viewers of Pinterest's hair and beauty category, it's the largest beauty platform in the world.

For this report, Stephanie Kumar, head of category insights, dug into data from January to December 2015 to understand which skin care, makeup, hair, and nail ideas people are engaging with on Pinterest. We pinpointed the topics Pinners care about the most and predicted this season's upcoming trends.

All these insights can help you make better, more informed creative, marketing and even product decisions.



Beauty good-to-knows

Pinterest is personal

People save things on Pinterest for themselves, not for other people. This is why we see people save ideas for every part of their beauty routine and regimen, not just final looks. To end up with those perfect photos, our beauty-loving audience first starts with skin care, then moves on to tutorials and recommendations to find the perfect makeup, hair style and fragrance. No matter what they're getting ready for, Pinterest serves as a guide to the products they need and how to use them.

Pinners are looking for you

Commercial content on other platforms tends to feel disruptive or fleeting. But on Pinterest, 75% of content comes from businesses—people actively seek out ideas from brands, so it's easy to influence both browsers and shoppers.

In fact, we've found that in beauty, Pinners search for prestige brands by name—especially for mascara, eye shadows, lip products and foundations. But they're not just looking for big brand names. They also search for beauty-on-a-budget options by adding "drugstore" to their search queries ("best drugstore foundation").

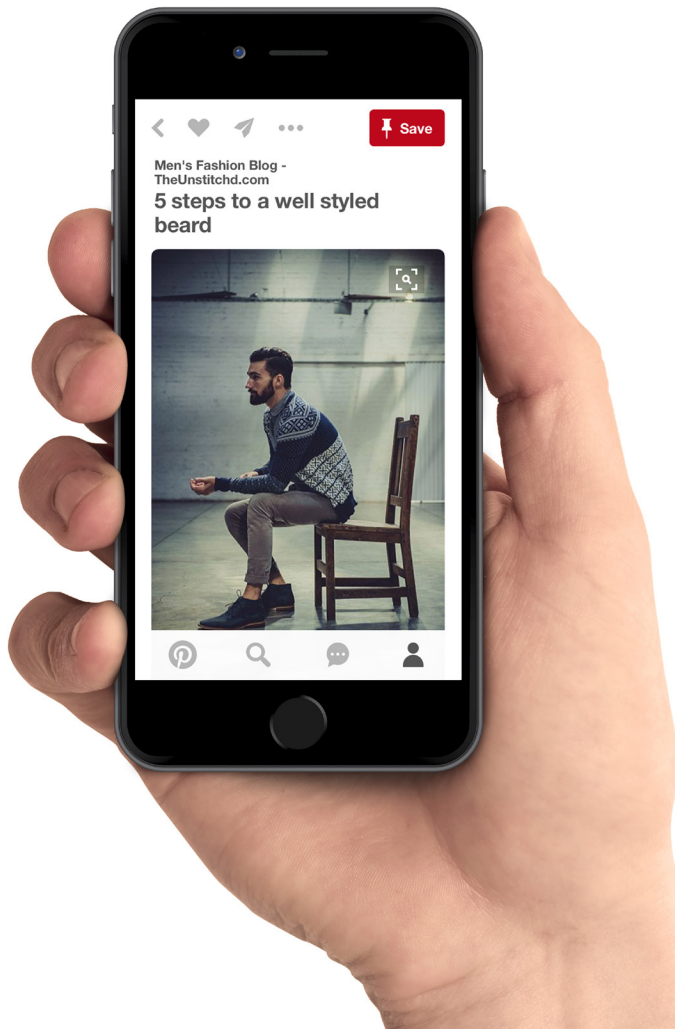


Pinners are shoppers

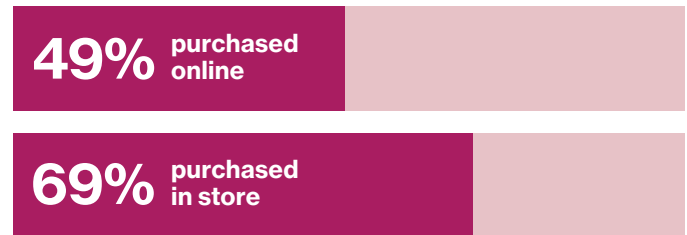
Once Pinners discover your brand, they're more likely to buy from you—even offline. People are 2.1x more likely to buy your products in store if they've seen your products on Pinterest—they'll even use the Pinterest app while they shop. According to Ahalogy's 2015 study, 29% of active Pinners browse Pinterest on their phones while shopping in stores for makeup and skin care.

Men are Pinners, too

According to comScore, 1 in 4 millennial guys are on Pinterest, and Pinterest reaches 1 out of every 5 men on the internet. More and more of these men are looking for hair and beauty ideas on Pinterest—from haircuts to skin care guides.



of those Pinners



Pinners are 2.1x more likely to buy in store

*Beauty defined as skin, cosmetic and fragrance.
Source: Pinterest internal study, Dec 2015, n=2,500 Pinners

Beauty deep dive & 2016 trends

People plan and look for ideas early on Pinterest. They start searching for seasonal ideas nearly twice as early as on other platforms. Because of this, we're able to spot trends early and help inform your strategy on and off Pinterest.

For example, as we've moved into the warmer months, we've seen Pinners swap out their contouring brushes in favor of products that give a natural, laid-back look for summer. Right now, they're especially interested in skin care regimens that keep them looking and feeling fresh in the sun, and low maintenance hair styles and colors.



Hair

Half of everyone on Pinterest saves a hair Pin at least once!

43m

people searched for "hair" in 2015

670m

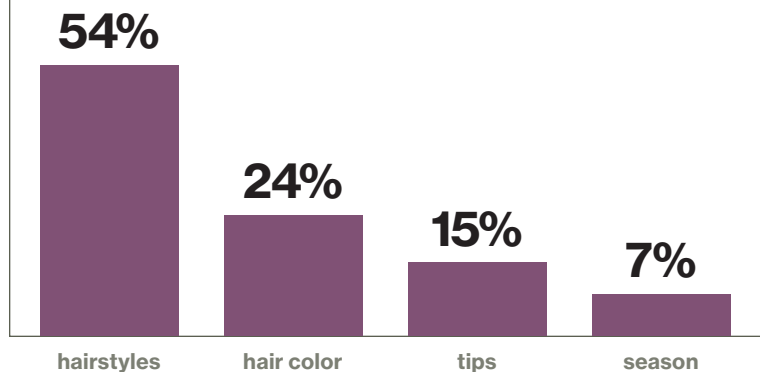
search queries about "hair" in 2015

Now trending

Braids are the most saved hairstyle on Pinterest. And it's no wonder that this laid-back, off-the-neck hairstyle trends up in hotter summer months. [Mohawk braids](#) are having a mo-ment—up 55% YoY.

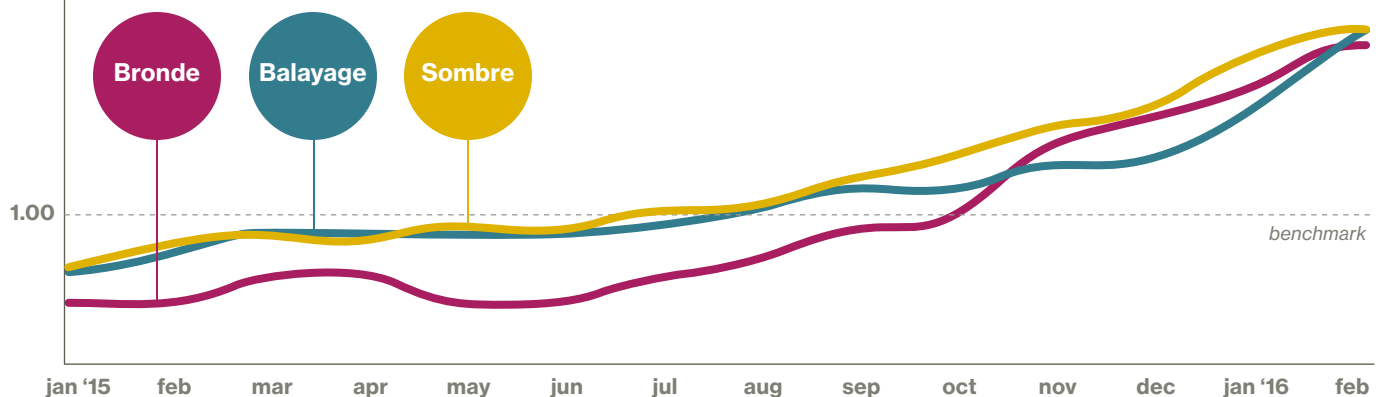
Pinners are also looking for low maintenance color options during the summer. Sombre, bronde and balayage looks are the newest emerging colors on Pinterest because they require fewer touchups. That means less time in the salon and more time in the sun.

Hair: Share of Pins



Pinners save emerging hair color ideas

Indexed Pinning volumes



Skin care

10 million people search for skin care ideas on Pinterest

Pinners engaging with skin care ideas

20%
are under 18

51%
are 18 - 34

People on Pinterest are in problem-solving mode (“what’s the right solution for my dry skin?”). As a brand, you can help people find the right products for them and suggest healthy skin how-tos.

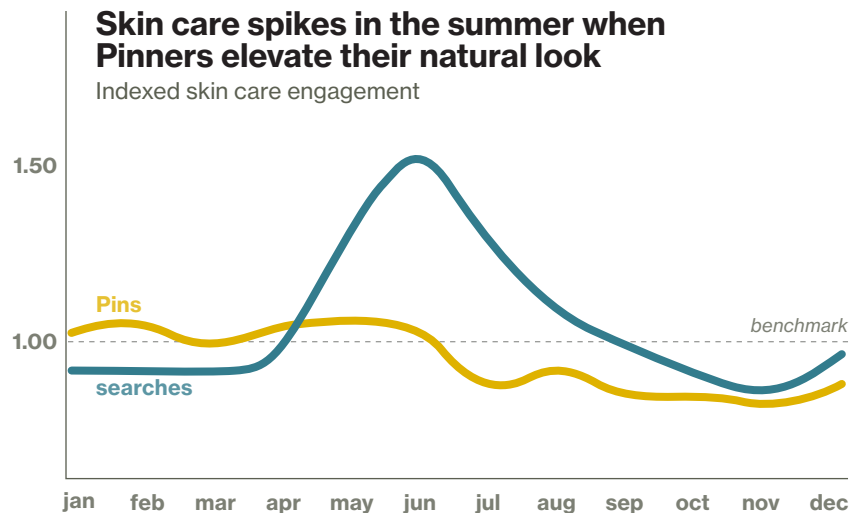
Trending now

Fresh skin care regimens are taking Pinterest by storm, as Pinners trade in heavier makeup for lighter, more natural looks that can withstand the heat.

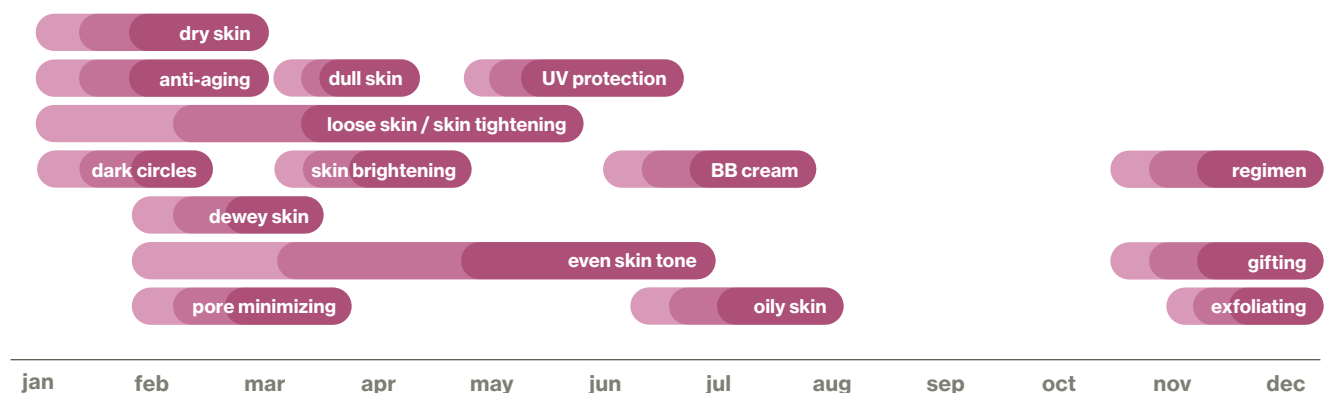
Korean skin care ideas are especially popular right now. The top Pins trending now are: [Asian beauty cheat sheet](#) and [Korean beauty secrets](#).

Skin care spikes in the summer when Pinners elevate their natural look

Indexed skin care engagement



Pinners search for skin care solutions throughout the year with certain needs spiking during key periods



Makeup

Pinners search for makeup hacks, tutorials, looks and product comparisons

Now trending

Even though makeup takes a backseat to skin care during the summer months, we still see a number of makeup trends—especially ones that help Pinners get a natural, no-fuss look.

Natural bold brows

45%

Year-over-year growth

Champagne eye shadow

125%

Year-over-year growth

Activity by makeup type

Foundation: Pinners search for brand names and types of foundation, but they save more Pins with application tips and tutorials.

Mascara: Pinners save looks, tips and product comparisons.

Lips: Pinner search mostly for drugstore brands.

Eye shadow: Pinners search for eye shadow based on color of their eyes (4 of the top 8 searches are eye color). They're also looking for tutorials for specific looks ("smokey eye tutorial") and application tips based on eye shape and color.

Top 10 eye shadow searches



1 eye shadow



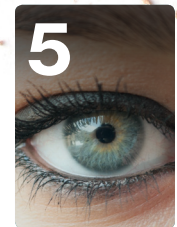
2 eye shadow for brown eyes



3 eye shadow tutorial



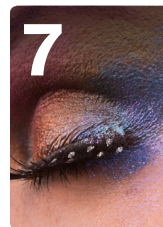
4 eye shadow for blue eyes



5 eye shadow for green eyes



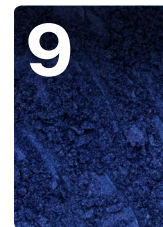
6 eye shadow step by step



7 eye shadow ideas



8 eye shadow for hazel eyes



9 blue eye shadow



10 naked eye shadow

Final touches

Pinterest is the biggest digital platform for beauty, a place where millions of people go to save ideas and looks they want to try and buy for everyday moments and special occasions. In a highly fragmented industry with so many products to choose from, Pinterest offers brands a chance to stand out where an interested audience can find them.



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