

# The 1000



## Pinterest data shows what people want in 2017

Every month on Pinterest, 150 million people around the world look for ideas, find the ones that matter most to them and save with a tap. They love to plan ahead, looking for seasonal ideas nearly twice as early as expected. These searches and saves provide a snapshot of emerging trends and suggest broader shifts in personal interests and behavior. This gives Pinterest a unique advantage over other platforms.

Every year, the Pinsights team looks at search and save activity from January to November. They identify

the top trends in key categories that show considerable year over year increase in interest (25% and higher), critical mass (more than 500k saves on a topic) and a strong upward trend during the final 3–6 months of the year, not including seasonal spikes.

The latest Pinterest 100 report highlights 100 trends spanning style and home, travel, food and drink, wellness, hobbies, hair and beauty, kids and special events.

Click to see what's trending in each category.

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Ideas 1–10

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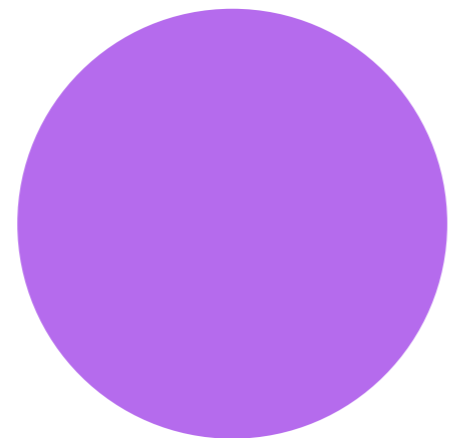
**All ideas** →  
1–100

# Put Pinterest data behind your business

The Pinterest 100 is an in-depth list of the top 100 ideas customers can try in 2017. Businesses can use this data to make more informed creative, marketing and even product decisions, allowing them to reach customers in unique ways.

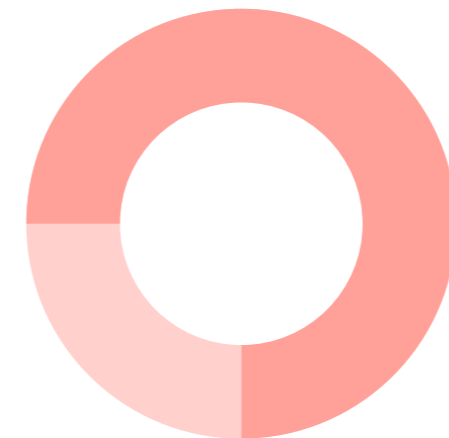
## Pinterest is personal

People save things on Pinterest **for themselves**, not for other people. This is why we see people save ideas like step-by-step tutorials, and not just the final result. A beauty tutorial, for instance, can lead people to purchase a specific mascara. Pinterest serves as a guide to the products they need and how to use them.



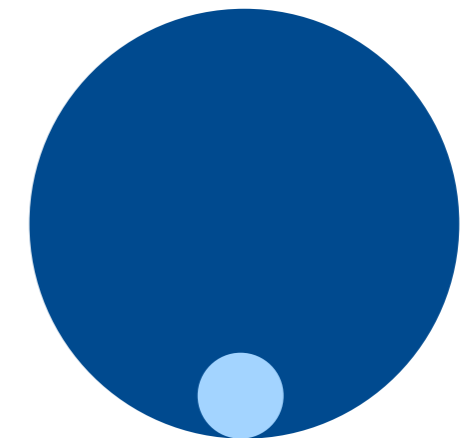
## Businesses play an important role

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.



## Pinner are shoppers

55% of people on Pinterest look and shop for products. When a business uses Promoted Pins, they see **5x more in-store sales** compared to the industry average.



# Wellness

There is no one-size-fits-all approach to wellness. With over 2 billion ideas, everything mind, body and soul is covered on Pinterest. Interest is the highest from January to April.

## +51% Why energy work is going mainstream

Mindfulness is a buzzword. Acupuncture is covered by insurance. 14 types of yoga exist. There's even a meditation app. Once-taboo holistic healing methods, like Reiki and crystal therapy, are being embraced to treat anxiety, depression and pain. It's the new New Age.

Idea 1



## +2000% Ab exercises you haven't tried

Avoid the monotony of a million crunches by upgrading your ab routine with a medicine ball or resistance band. And don't just lay there—deadlift, windmill and chop your way to a stronger core.

Idea 2



## +407% All-natural drinks you can make at home

We're only human. Even the vegan yogi health fanatic will indulge in a glass of wine and dessert. Daily detox drinks like tea, lemon water and apple cider vinegar help counteract the less healthy stuff. Do it every day instead of those intense, short-lived cleanses.

Idea 3



## +75% Take a cold shower, but not for what you think

If you feel sluggish, take a shower like you normally would, then use cold water for the last five minutes. The sudden change in temperature shocks your body awake and increases blood flow.

Idea 4



## +60% Stretching

This, then coffee—the new morning routine

Idea 5

## +150% Yin yoga

Centered and calm, the yin to our yang lives

Idea 6

## +360% GMOs

Are they safe or not? People are doing their food homework

Idea 7

## +42% The anti-diet

Calling BS on quick fixes and fads—it's eating well every day

Idea 8

## +61% Heart rate monitors

People love their fitness trackers

Idea 9

## +25% Essential oils

Chamomile + these = dream team

Idea 10

# Beauty

With more than 4 billion ideas, hair and beauty is one of the largest categories on Pinterest. People are looking to experts for everything from the latest products to try, to tips and tutorials for everyday looks and special occasions.

## +125% The top knot gets a braid upgrade

Everywhere you turn there are top knots, but this year will be different. Kind of. The braided top knot is the new no-fuss, never-fail, always chic hairstyle.

Idea 11



## +570% R.I.P. coffin nails, chrome is killing it

Nail junkies are obsessed with mirrored manis, but chrome takes it to the next level. A special powder is used to create an effect so shiny you can actually see your own reflection.

Idea 12

## +255% Microblading

The semi-permanent, natural-looking way to the best brows ever

Idea 13

## +138% Cut crease

All eyes are on this contouring technique

Idea 14

## +30% Jojoba oil

The breakout solution to add to your beauty lineup STAT

Idea 15

## +25% Head scarfs

Little miracle workers for bad hair days

Idea 16

## +240% Ash balayage

A gradual approach to edgy color

Idea 17

## +333% Charcoal masks

A treatment that has the deep-cleaning dirty work covered

Idea 18

## +33% Lip and cheek stain

A two-in-one beauty bestie

Idea 19

## +35% No-heat hairstyles are definitely a YES

Think you could go a day without your blow dryer, straightener or curling iron? Embrace the locks your mama gave you, and give your hair a healthy break.

Idea 20



## Women's style

Style is the second largest category with over 10 billion ideas. People who use Pinterest are twice as likely to follow fashion trends. Once they spot a look they like, they use Pinterest to bring it to life and decide what to buy.



**+800%**  
**We need to talk about your flair**

Pins, patches and stickers are a fun way to put your personal stamp on everything from cellphones and laptops to denim jackets and jeans. And no one (including us) can get enough of them.

Idea 21

Photo: Phil Oh



**+300%**  
**This top is going to be BIG**

Finally! A replacement for the beloved off-the-shoulder top that's just as eye catching, but more weather friendly. Meet the bell sleeve.

Idea 22

Photo: Sylvia Haghjoo

**+80%**  
**Khaki**

Put it in neutral, and shift into something cooler than black

Idea 23

**+240%**  
**Backless shoes**

This style is here to stay, but there's more to it than the mule

Idea 24

**+118%**  
**Custom denim**

It's less about the fit, and more about one-of-a-kind details

Idea 25

**+87%**  
**'80s style**

High tops, peg legs and denim skirts are like totally awesome

Idea 26

**+128%**  
**Pajama dressing**

The look that doesn't require getting dressed in the morning

Idea 27

**+360%**  
**Political tees**

Make a statement without saying a word

Idea 28

**+255%**  
**Multiple earrings**

A new way to show off your jewelry layering skills

Idea 29

**+157%**  
**High necklines**

Your shirt game is about to reach an all-time high

Idea 30

# Men's style

The number of men on Pinterest has tripled in the last year, and an interest in style is at an all-time high with more than 350 million ideas. Additionally, 66% of men said Pinterest helps them find products they want to buy.



## +35% The best way to wear your hair is also the easiest

Long hair will always be cool, but man buns are not for everyone. Shorter 'dos like the buzzcut are low maintenance, but still stylish. Slicked back with a little product takes no time at all and keeps it off the face.

Idea 32

Photo: Phil Oh

## +37% Detroit rocks

Rents are low, millennials are moving in and old neighborhoods are looking up. In 2013, Shinola opened in Midtown followed by dozens of new boutiques, coffee shops and restaurants. It could be the next Brooklyn.

Idea 33



## +214% Introducing health goth

Somewhere in between normcore, goth and sportswear chic, is health goth. Essentially, it's wearing a lot of black athleisure-leaning styles that create an exaggerated profile and tribal aesthetic.

Idea 31

Photo: Phil Oh

## +90% Urban style

How to make a leather jacket work for work

Idea 34

## +150% Grooming balm

The product with serious staying power

Idea 35

## +68% Smart clothes

The dress code of the future

Idea 36

## +62% Mountain man

The great outdoors never looked so good

Idea 37

## +170% Weekender bags

A classic carry-all for mini vacations

Idea 38

## +27% Over-ear headphones

An everyday accessory that speaks volumes

Idea 39

## +65% Statement socks

A secret weapon to instant style

Idea 40

# Home

**With over 8 billion ideas, home is the third largest category on Pinterest. Designing a home is a work in progress and very personal. Just like in fashion, there are always new trends to try and people look for everything from a complete room renovation to the latest “it” color.**

## +51% Wood tile

A rustic alternative to subway tile  
Idea 41

## +54% Heated floors

Your feet will thank you  
Idea 42

## +90% Copper

If silver isn't your thing and you're ready to go beyond gold  
Idea 43

## +285% Hygge

Pronounced hooga. It's the Danish concept of living simply  
Idea 44

## +721% Nightstands

The one nightstand you'll be happy to see in the morning  
Idea 45

## +50% Acrylic decor

Master the art of sleek, with chic tables, trays and floating frames  
Idea 46

## +303% Marble wallpaper

This marvelous motif plans on sticking around for awhile  
Idea 47

## +40% Farmhouse style

Get those country vibes no matter where you live  
Idea 48

## +200% The indoor plant that's taking over

Making their way to an interior near you, climbing plants magically transform any room with their lush greenery and flourishing vines. And the best part? Certain types, like the pothos plant, are almost impossible to kill.  
Idea 49



## +80% Blue has never looked so cool

Homes are breaking away from the Swedish-inspired white interiors and crossing over to the dark side with navy and deep blue tones. A velvet sectional or high-gloss statement wall gives a space modern, moody vibes.  
Idea 50



## Personal interests

More than 70% of people agree Pinterest is the best place to discover new interests and pursue them. There are over 35 million ideas related to hobbies alone. Most are just for fun, while others are opportunities for personal growth and expertise.

## +44% Mixology

Take your cocktail game to the next level  
Idea 52



## +1600% Celebrity airport style

Attention all passengers, this is the new red carpet  
Idea 51

Photo: Phil Oh

## +96% Arm band tattoos

Don't be shy—wear your art on your sleeve  
Idea 53

## +67% Urban architecture

Breaking down walls and building bridges  
Idea 54

## +118% Balcony gardens

Add style to even the tiniest outdoor space  
Idea 55

## +2000% Crystal healing

Remember to use your powers for good  
Idea 56

## +257% Origami gift boxes

Know when to fold 'em, know when to walk away  
Idea 57

## +50% Personal branding

Stand out from the crowd with custom resumes, business cards and more  
Idea 58

## +311% Anime art

A look at a whole other world of fantasy  
Idea 59

## +60% Ceramics

An elegant addition to any room  
Idea 60

# Travel

Whether it's for adventure or relaxation, Pinterest is a hot spot for travel. With 3 billion ideas, people are planning trips and learning about the latest destinations. Travel planning picks up in January and peaks in the spring.

**+52%**  
Capsule travel wardrobe

The antithesis of overpacking  
Idea 63

**+500%**  
Travel on a budget

Get your travel fix without going broke  
Idea 64

**+70%**  
Seasonal bucket lists

Life is short—have those amazing experiences now  
Idea 65

**+112%**  
Action cameras

Snap the least-boring vacation photos  
Idea 66

**+66%**  
National Parks

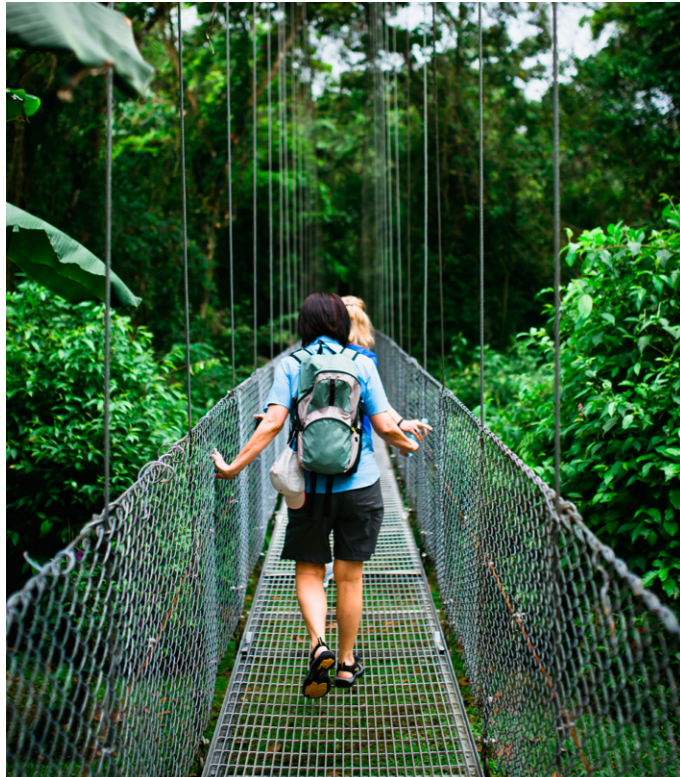
Nature called and she said it's time to pack your hiking boots  
Idea 67

**+1450%**  
Cultural events

If you really want to see a city, look beyond the typical tourist sights  
Idea 68

**+60%**  
Green scenery

See the most spectacular nature in Iceland and Scotland  
Idea 69



**+70%**  
Choose your own adventure

One of the top New Year's resolutions in 2016 was "live life to the fullest," so it's no surprise that travel habits are becoming more adventurous and personalized. This year, push the boundaries of your comfort zone and go on a trip that's authentic, participatory and challenging.

Idea 61



**+300%**  
Chill out in the snow, instead of the beach

If you're craving the cold, you're not alone. People are trading the beach for ski slopes, log cabins and fresh mountain air. And while some posh spots can cost a month's salary, it is possible to plan an amazing trip for less.

Idea 62



**+55%**  
You have to go to Kyoto

The "city of ten thousand shrines" lives up to the hype. There are thousands of Buddhist temples and Shinto shrines in Kyoto, the former imperial capital of Japan, that offer a rare link between modern life in the city and an ancient past.

Idea 70

## Life events

People use Pinterest to make major life moments a bit more special. They're three times more likely to plan an event than non-users. From January to July, birthdays are big, then it's all about the holidays from August on.

### +137% Taco Tuesday

Why wait until the end of the year for all the good food holidays?

Idea 79



### +38% Moving plans

Moving sucks, but checklists make it suck a little less

Idea 71

### +1491% Wedding DJs

Yes yes, they'll play Wilson Phillips' "Hold On," but leave the rest to the pros

Idea 72

### +153% Flamingo parties

Officially a thing, so say the party gods

Idea 73

### +45% Cocktail parties

Time to trade your beer pong paddle for a muddler and mixing spoon

Idea 74

### +25% Donation gifts

Give them something we can all feel good about

Idea 75

### +32% Summer camp parties

When the kids are away, the adults will play (and drink some beer)

Idea 76

### +35% Alternative bachelorette parties

Brides-to-be are saying "I don't" to the plastic crown and sash

Idea 77

### +60% Cultural wedding traditions

Pakistani rituals are on the rise, along with other multicultural customs

Idea 78



### +35% TV viewing parties

Tune in together with themed decorations, drinks and apps

Idea 80

# Food

With over 13 billion ideas, this is the largest category on Pinterest. People are pulling out their smartphones to plan meals and make healthier food choices in the moment. Once they decide what to eat, they want to know how to make it, and how to make it fast.

## +200% Buddha bowls

Plain old plates just can't handle the bounty of goodness that a [buddha bowl](#) can

Idea 83

## +30% Octopus

Octopus is easier to cook than you might think— try it in tacos or [grilled with lemon](#)

Idea 84

## +175% Naan pizza

Na-na-na-naan, goodbye delivery! [This](#) is the faster way to homemade pizza

Idea 85

## +40% Empanadas

Hands down the best [snack food](#) ever, says 1.5M people who saved it 2.5M times

Idea 86

## +43% Sauerkraut

Kimchi's fermented friend is [much easier to make](#) and can't wait to roll up in a Reuben

Idea 87

## +25% Olive oil alternatives

[Grapeseed oil](#) is making its way into more kitchens thanks to its high smoke point and lower price tag

Idea 88



## +420% This fruit will be your new favorite meat substitute

Yes, we said fruit. The texture and mild taste of jackfruit make it a healthy stand-in for meat. Top recipes include [pulled "pork" sandwiches](#) and nachos.

Idea 81



## +83% Chips you can go to town on, guilt-free

Move over kale chips, [zucchini chips](#) are the new health snack. Junk food in general is getting a makeover with "healthy snack" searches up 200% this year.

Idea 82



## +191% The weirdest way to cook your food

[Sous vide](#) (pronounced sue-veed) is the fancy name for a set-it-and-forget-it way of cooking. Seal your ingredients in a plastic bag, cook them in water and relax. Your steaks will be the stuff of legend.

Idea 89



## +43% The craft beer that'll crush it this summer

Nothing goes together like a sunny day and cool rosé. But winos are crossing over to the sudsy side for [fruited sour beer](#), the tingly thirst-quencher and best bud to ceviche, salads and shellfish.

Idea 90

# Kids

People use Pinterest to learn about children's health, development and style. It's popular with teachers too, who are looking for hands-on projects, classroom decorations and lesson plans.

## +97% Woodland nursery design

Your little cub will love having forest friends around all the time

Idea 91

## +35% Development through play

Activities that are so fun, they won't even realize they're learning

Idea 92



## +106% Fairy gardens

Add a little magic to playtime

Idea 94

## +121% Story starters

Create countless stories together with writing prompts

Idea 93

## +70% Fingerplays

Toddlers give these two thumbs up

Idea 95

## +33% Road trips

Families are skipping the airport and hitting the road

Idea 96

## +305% Learning Spanish

It's never too early to learn a second language

Idea 97

## +65% Virtual reality gear

Screen time just got REAL

Idea 98

## +78% Classic baby names

Of course your kid's a star, but it's back to basic baby names

Idea 99

## +44% Homemade popsicles

Cool treats kids love to make (and eat!)

Idea 100



# All ideas

# 1-100

				<b>+51%</b> <b>Reiki</b> Idea 1	<b>+2000%</b> <b>Ab exercises</b> Idea 2	<b>+407%</b> <b>Detox drinks</b> Idea 3	<b>+75%</b> <b>Cold showers</b> Idea 4	<b>+60%</b> <b>Stretching</b> Idea 5	<b>+150%</b> <b>Yin yoga</b> Idea 6	<b>+360%</b> <b>GMOs</b> Idea 7	<b>+42%</b> <b>The anti-diet</b> Idea 8
<b>+61%</b> <b>Heart rate monitors</b> Idea 9	<b>+25%</b> <b>Essential oils</b> Idea 10	<b>+125%</b> <b>Braided top knot</b> Idea 11	<b>+570%</b> <b>Chrome nails</b> Idea 12	<b>+255%</b> <b>Microblading</b> Idea 13	<b>+138%</b> <b>Cut crease</b> Idea 14	<b>+30%</b> <b>Joboba oil</b> Idea 15	<b>+25%</b> <b>Head scarfs</b> Idea 16	<b>+240%</b> <b>Ash balayage</b> Idea 17	<b>+333%</b> <b>Charcoal masks</b> Idea 18	<b>+33%</b> <b>Lip and cheek stains</b> Idea 19	<b>+35%</b> <b>No-heat hairstyles</b> Idea 20
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<b>+37%</b> <b>Made in Detroit</b> Idea 33	<b>+90%</b> <b>Urban style</b> Idea 34	<b>+150%</b> <b>Grooming balm</b> Idea 35	<b>+68%</b> <b>Smart clothes</b> Idea 36	<b>+62%</b> <b>Mountain man</b> Idea 37	<b>+170%</b> <b>Weekender bags</b> Idea 38	<b>+27%</b> <b>Over-ear headphones</b> Idea 39	<b>+65%</b> <b>Statement socks</b> Idea 40	<b>+51%</b> <b>Wood tile</b> Idea 41	<b>+54%</b> <b>Heated floors</b> Idea 42	<b>+90%</b> <b>Copper</b> Idea 43	<b>+285%</b> <b>Hygge</b> Idea 44
<b>+721%</b> <b>Nightstands</b> Idea 45	<b>+50%</b> <b>Acrylic decor</b> Idea 46	<b>+303%</b> <b>Marble wallpaper</b> Idea 47	<b>+40%</b> <b>Farmhouse style</b> Idea 48	<b>+200%</b> <b>Indoor vines</b> Idea 49	<b>+80%</b> <b>Navy home decor</b> Idea 50	<b>+1600%</b> <b>Celebrity airport style</b> Idea 51	<b>+44%</b> <b>Mixology</b> Idea 52	<b>+96%</b> <b>Arm band tattoos</b> Idea 53	<b>+67%</b> <b>Urban architecture</b> Idea 54	<b>+118%</b> <b>Balcony gardens</b> Idea 55	<b>+2000%</b> <b>Crystal healing</b> Idea 56
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<b>+60%</b> <b>Green scenery</b> Idea 69	<b>+55%</b> <b>Kyoto, Japan</b> Idea 70	<b>+38%</b> <b>Moving plans</b> Idea 71	<b>+1491%</b> <b>Wedding DJs</b> Idea 72	<b>+153%</b> <b>Flamingo parties</b> Idea 73	<b>+45%</b> <b>Cocktail parties</b> Idea 74	<b>+25%</b> <b>Donation gifts</b> Idea 75	<b>+32%</b> <b>Summer camp parties</b> Idea 76	<b>+35%</b> <b>Alternative bachelorette parties</b> Idea 77	<b>+60%</b> <b>Cultural wedding traditions</b> Idea 78	<b>+137%</b> <b>Taco Tuesday</b> Idea 79	<b>+35%</b> <b>TV viewing parties</b> Idea 80
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