



2024

See tomorrow's trends, today.

482 million people use Pinterest to plan what's next in their lives; their next home, their next meal, their next trip. This gives Pinterest unique insight into the future—what's going to be really big, really soon.

Pinterest Predicts is a not-yet-trending report that shares emerging trends for the coming year. It's your guide to what people will browse, try and buy next. Before you see it everywhere, see it here.

Beauty

Blue Beauty

Aquamarine make-up is back and bolder than ever. In 2024, Gen Z and Millennials will find new ways to incorporate this 60s staple into their modern beauty routines.

- Blue eyeshadow aesthetic +65%**
- Fun blue nails +260%**
- Light blue prom make-up +70%**
- Aqua make-up look +100%**
- Blue quince make-up +85%**

Head to Glow

Bodycare will have a major moment in 2024. Boomers and Gen Z will double down on luxury lotions and in-home spa experiences.

- Sunscreen +75%**
- Body moisturiser aesthetic +245%**
- Spa aesthetic +60%**
- Body skincare routine +1,025%**
- Bodycare +845%**

Make It Big

Beauty and baubles will get bigger, bolder and bouncier in 2024. Millennials and Gen Z will opt for styles that match their 'fluffy hair' aesthetic and sculptural jewellery.

- Chunky hoops +45%**
- Big braids hairstyles +30%**
- Wavy perm men +50%**
- Sculptural jewellery +75%**
- Big bun +230%**

Celebrations

Groovy Nuptials

70s-inspired weddings will make a serious comeback this year. From disco décor to hippy hen-dos, Boomers and Millennials are behind this retro-inspired return to the dance floor.

- Groovy wedding +170%**
- 70s bride +50%**
- Retro wedding theme +80%**
- Groovy hen party outfit +110%**
- Retro hen party décor +35%**

Entertainment

Jazz Revival

This year, Millennials and Gen Z will trade in their electronic beats for something far more retro: vintage jazz. Jazz-inspired outfits, dimly lit venues and lo-fi looks are all on the rise.

- Jazz aesthetic clothing +180%**
- Jazz bar outfit +75%**
- Jazz funk +75%**
- Piano jazz +105%**
- Jazz club outfit +65%**

Source: Pinterest internal data, English language search data, global, analysis period September 2021 to August 2023. 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](#).

Fashion

Bow Stacking

Millennials and Gen Z will adorn their outfits, shoes, hair and jewellery with this oh-so-delicate detail. Bow large or bow small, next year brings bows for all.

- Bow outfit +190%**
- Bow necklace +180%**
- Bow aesthetic +55%**
- Bow crochet +80%**
- Heels with bows +40%**

Eclectic Grandpa

In 2024, Gen Z and Boomers will embrace 'grandpa core' and bring eccentric and expressive elements for the ages to their wardrobes. Think retro streetwear, chic cardigans and customised clothing.

- Customised denim jacket +355%**
- Eclectic clothing style +130%**
- Grandpa core +65%**
- Retro streetwear +55%**
- Grandad style +60%**

Food and drink

Melty Mashups

In 2024, two ooey-gooey, treat-yourself favourites will make mouth-watering mashups such as 'burger quesadillas' and 'pizza pies'. Gen X and Boomers will feast on this all-new food fusion.

- Pizza pie +55%**
- Gummy kebabs +170%**
- Carbonara ramen +165%**
- Cheeseburger tacos +255%**
- Burger quesadilla +80%**

Tropic Like It's Hot

In 2024, your favourite foods, home décor trends and fashion finds will get the tropical treatment. Boomers and Gen Z are driving this escapist aesthetic complete with hibiscus prints and tasty mocktails.

- Pineapple mocktails +70%**
- Crushed pineapple upside-down cake +50%**
- Coconut aesthetic +35%**
- Hawaiian traybake chicken +35%**
- Tropical chic décor +110%**

Financial services

Cute Coins

This year, Gen Z and Millennials will take their money and make it a lil' cuter. Credit cards will get a makeover. Piggy banks will be customised. And oh, yeah. Stickers. On everything.

- Credit card stickers +140%**
- Ceramic piggy bank +95%**
- Teddy bank +75%**
- Piggy bank design +55%**
- Aesthetic piggy bank +35%**

Hobbies and interests

Making a Racket

A little birdie told us that in 2024, Gen Z and Millennials will be smitten with badminton. Searches for everything from 'badminton outfit' to 'playing badminton aesthetic' will be big in the year ahead.

- Badminton racquet +80%**
- Badminton bag +105%**
- Badminton shoes +50%**
- Badminton outfit +80%**
- Playing badminton aesthetic +45%**

Be Jelly

From home décor to couture to beauty ideas, a whole mood will bubble up in 2024, inspired by your favourite invertebrate: jellyfish. Gen Z and Millennials are driving this squishy aesthetic.

- Jellyfish haircut +615%**
- Jellyfish hat +220%**
- Jellyfish umbrella +195%**
- Blue jellyfish +155%**
- Jellyfish lamp +95%**

Give a Scrap

Upcycling will be in for 2024. Boomers and Gen X will transform basic tees to unique-to-me fits with whatever snips and shreds they can find.

- Small scrap wood projects DIY +1,220%**
- Starter leftover recipes +165%**
- Craft work with waste material +140%**
- Zero-waste sewing patterns +80%**
- Scrap quilts patterns leftover fabric +80%**

Knockout Workouts

The ultimate 2024 stress reliever: punching the air. This year, Millennials and Gen Z will go all-in on combat sports such as karate, kickboxing and jiu-jitsu as their daily dose of 'me' time.

- Karate kumite +190%**
- Kickboxing aesthetic +265%**
- Mixed martial arts training +200%**
- Shadow boxing workout +60%**
- Jiu-jitsu +30%**

Aquatecture

This year, Gen X and Millennials will commit to 'small aquarium designs' and over-the-top 'turtle terrariums'. Aquatic architecture will be the hot new way to style a home.

- Small aquarium design +245%**
- Fish tank themes ideas +410%**
- Turtle terrarium ideas +135%**
- Planted fish bowl +95%**
- Bioactive vivarium +85%**

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Home

Kitchens

This year, Gen X and Boomers will spruce up their cooking areas with thrifted finds, vintage appliances and jarring pops of paint. No minimalist aesthetic is safe.

Eclectic kitchen décor +50%

Kitschy kitchen +75%

Green kitchen paint +55%

Eccentric kitchen +160%

Retro pink kitchens +40%

Western Gothic

Meet Western goth: your soon-to-be décor obsession that will mix vintage Americana chic with deep, moody hues. Expect to see Gen Z and Boomers DIY in style with dark fringes and even darker paints.

Western bedding ideas +310%

Vintage americana +145%

Country room ideas +125%

Western mirror +125%

Western gothic +145%

Cafécore

This year, at-home coffee stations will become the new way to espresso yourself. Boomers and Gen X will drive searches for everything from 'café chalkboard' aesthetic to 'coffee station décor'.

Coffee bar styling +1,125%

Chalk sign ideas +100%

Café chalkboard +50%

Coffee station décor +145%

Kafe aesthetic +820%

Hot Metals

Silver tones and bold chrome are resonating right now. Metallics will make their way into the mainstream in 2024 as Gen Z and Millennials trade in their trusty neutrals for something a bit more hardcore.

Nail art metallic +295%

Aluminium furniture +45%

Silver necklaces layered +50%

Aluminium door design +70%

Metal corset +35%

Parenting

Inchstones

In 2024, teeny triumphs will make the heart grow fonder, as parents sprinkle party vibes on their kids' not-so-grand moments. Baby's first tooth? Here's a cupcake.

End of year school party ideas +90%

Monthly milestone ideas +90%

Baby naming ceremony +35%

Potty training rewards ideas +100%

My first tooth party +40%

Travel

Rest Stops

This year, people will plan trips that take it extra slow—and help them to catch up on some solid shuteye. Gen Z and Millennials will retreat to laid-back locales that offer the opposite of a jam-packed itinerary.

Staycation hotel +70%

Solo travelling +145%

Slow life +60%

Digital detox challenge +80%

ASMR sleep +165%

Dirt Flirts

Boomers and Gen X will load up their 4x4s and head for the mountains—or at least look like they are. In 2024, off-roading can be an aesthetic or a lifestyle.

Overland gear +110%

Off-road camping +90%

Off-road wheels +70%

Off-road car +40%

Adventure car +80%

Well-being

Big Talk

2024 will be all about forging deeper connections. Gen Z and Millennials will drive this trend, searching for new conversation starters and intimate questions to help couples reconnect.

Questions for couples to reconnect +480%

Hot seat questions +825%

Deep conversation starters +185%

Emotional intimacy +40%

Deep questions to ask friends +85%