

Party on: a new generation of

Celebration



The evolution of
what, why, and how
we celebrate



In this report

The evolution of celebrations

Why do we celebrate? Who's celebrating more, and in new ways? How can price-conscious consumers party on?

Going along with the vibe

What atmosphere do people most want a celebration to have? Has this shifted over time? Does it vary depending on the type of celebration?

Collaborating on the main event

How do hosts and guests join forces to create an event? Which groups are injecting the most creativity and energy into celebrations?

How brands can help

Which consumer pain points are holding celebrations back? And how can businesses help resolve these?

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Methodology



Pinterest methodology

To begin the project and inform GWI survey development, Pinterest led rich qualitative research in partnership with Pepper Strategies, including oral interviews, in-depth secondary source research, and descriptive trendspotting. This resulted in our five-part celebrations framework highlighted throughout the report.

Search growth data in this report is drawn from Pinterest's on-platform user behaviors, comparing the period of July 2022 vs. July 2023 (YoY growth). These queries comprise all English-language searches during the time period, around the globe. Growth percentages are adjusted by the overall growth of total platform searches, removing the influence of platform growth during this time period to isolate changes in consumer behavior. Queries specifically attributed to Gen Z* are search queries that are growing YoY within this particular age segment during the same time frame (July 2022 vs July 2023).

*Pinterest is not currently serving ads to EU users under 18.

GWI methodology

Figures in this report are drawn from GWI's online research among internet users aged 16-64. The data in this report is primarily taken from our GWI Zeitgeist July 2023 study among 10,200 consumers in 8 markets: France, Germany, the UK, Brazil, Canada, the US, Australia, and Japan.

We also reference data from GWI Core, our main flagship survey of internet users aged 16-64; GWI USA, our research into the lives and behaviors of American internet users aged 16+; and other GWI Zeitgeist studies, which draw timely, monthly insight from consumers in 12 markets.

Discover the data on the GWI platform

Each chart from GWI's ongoing global research in this report contains a hyperlink that will bring you straight to the relevant question on our Platform, where you can investigate all data by demographics, over time, and among your own audiences.

The screenshot displays the GWI platform interface. At the top, there are navigation tabs for 'Charts', 'Audiences', and 'Crosstabs'. Below this, a breadcrumb trail shows 'New Audience 7 May 2023 12:33'. The main area is divided into two sections. The left section shows a filter configuration for 'Include people with All of these 2 attributes'. The first filter is 'Gender > Male' OR 'Gender > Female'. The second filter is 'Age (Groups) > 16 to 24' OR 'Age (Groups) > 35 to 44'. The right section shows a summary card: 'Your audience sample size is 9,188 respondents out of 40,453'. Below this, there is another screenshot of the 'New Chart 6 Feb 2023 12:33' interface, which displays a data table with columns for 'Data point %', 'Universe', 'Index', 'Responses', and 'Audience %'. The table contains five rows of data, each with a corresponding horizontal bar chart.

Data point %	Universe	Index	Responses	Audience %
100	15.7K	84.9M	100	47%
100	15.7K	84.9M	100	32%
100	15.7K	84.9M	100	52%
100	15.7K	84.9M	100	38%
100	15.7K	84.9M	100	16%

1 Each of the graphs is numbered

More information can be found in the Appendix section at the end of this report

Just click this icon to explore the data on the platform

- Source** Information about the source and base
- Base**

Screens are for illustrative purposes only. Results may vary.

Foreword



JASON MANDER
GWI

For many of us, the word “celebration” immediately brings to mind images of birthdays and weddings, baby showers and retirement parties, national holidays and religious occasions.

But global events - from pandemics and protests to cost of living crises - have redrawn celebration boundaries. Celebrations don’t have to be big or involve large groups. They don’t have to be perfect or traditional. They might not even need a reason. There’s an evolution taking place in terms of what we celebrate, how we choose to do it, and with whom we want to share the moment.

GWI’s mission is to help humans everywhere understand each other. To take the pulse of today’s party landscape, we couldn’t think of a better partner than Pinterest - the starting place for so many of the world’s celebrations. Together, we took a fresh look at celebrations, through the lens of a multi-market study, to find out how today’s consumers really feel about them.

Let’s get this party started.



JENNA LANDI
PINTEREST



DARON SHARPS
PINTEREST

Celebrations are more than just moments in time. At Pinterest, we believe that celebrations are a fundamental human expression – of love, connection, confidence, merriment, awe – that have an honored place in the ebb and flow of our lives. We use celebrations to connect with our loved ones, mark rites of passage, enjoy the changing of seasons, and bring creativity and magic to the everyday.

Pinterest is the first stop for celebration planners of every stripe to visualize their plans – and make them a reality. In fact, there’s a celebration planned every 3 seconds on Pinterest, with over 14.6 million celebration-related boards created in the

past year alone¹. Research shows that Pinterest is the #1 social media platform used to plan events². And, with over 465 million monthly active users³, the opportunity to get your brand in front of open-minded and high-intent hosts and guests is huge. Pinterest is where the party starts!

When we decided to understand how celebrations are evolving to make space for societal and generational change, we immediately thought of GWI. In working with the GWI team, we found a like-minded counterpart for global research and thought partnership.

Cheers!

A party planning checklist



Dancing on my own:
The rise of solo celebrations

Lockdowns gave us time to explore who we are, which helps explain why celebrating personal achievements alone or “just because,” is a rising trend. Brands can shine a light on these casual, inexpensive events, especially as inflation continues to bite.



Moments that matter:
Intimate gatherings are in

Celebrations are often an emotional outlet, providing a temporary escape from negativity and a chance to relax with a close circle of friends. Laid-back, low-key party vibes could give relevant marketing content a boost.



Group antics:
Hosts with the most collaborate

Celebrations are a group effort, with guests often getting involved. Many hosts and attendees get inspiration from their online communities too, so it’s important to optimize content for key search terms, and get it out early.



Why wait?:
The more milestones, the better

Divorce parties and diamond birthdays are examples of consumers reimagining traditional celebrations and marking new occasions. It’s up to businesses to contribute to the flow of ideas by suggesting new ways to stand out.



Today’s cultural cocktail:
Old traditions, with a modern twist

Brands should account for where their audience is based when making campaign plans. As some markets step away from traditions, others are finding comfort in, and putting a fresh spin on, established ones.



The evolution of celebrations

Meet the new class of celebrations

Celebrations are one of the oldest, most universal ways to connect, collaborate, and embrace life's moments. Now, parties are getting personal, and celebrations are evolving – they've even been shown to **benefit your health**⁴. Spurred on by lockdowns, attitudinal changes, and rising living costs, the ways in which we celebrate have had to adapt. A little over half of consumers say they're celebrating as often as they were pre-pandemic⁵; in this report, we're most interested in those who are celebrating in new and different ways, and what these shifts mean for businesses.

For consumers, celebrating is most typically about marking special occasions and expressing appreciation, but less traditional events are putting new motivations on the map (think social causes, friendships, or watch parties).

Those who celebrate them are most distinct for wanting to impress others, express their identity, and recognize personal achievement; these incentives help explain many of the niche search trends we've been seeing on Pinterest.

Impressing others is an incentive worth calling out. With an ever-expanding array of sharing platforms, everyone's an influencer in a way. For instance, Pinterest searches for "underwater theme party food"⁶ (+360% YoY) and occupation-themed graduation bashes like "physician assistant graduation party"⁷ (+140% YoY among Gen Z) are growing, as hosts love to stand out and show off their creativity. And as our motivations for celebrating shift in line with what we're toasting to, social media users are set to push the boundaries even further, creating extraordinary everyday events.



GWI Report:
Go behind the screens with the social trends you need to supercharge your strategy

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Save

Less traditional events are putting new motivations on the map

Why we celebrate

1

% in each group who say the following are why they celebrate

	All consumers	Those who celebrate...	
		Traditional occasions	Less traditional ones
To mark a special occasion	54	58	47
To express love/appreciation	43	46	41
To connect with others	37	39	42
For my personal wellbeing/happiness	32	33	41
To commemorate my culture/religion/family traditions	16	17	14
To recognize a personal achievement	14	15	18
To express my identity	7	7	16
To impress my friends/followers	6	6	13

Traditional occasions include: birthdays, national holidays, relationship events, religious/cultural occasions, and life stages • Less traditional occasions include: TV shows/movies, social causes, sports games/matches, and friendships

GWJ Zeitgeist July 2023 10,200 consumers across 8 markets aged 16-64; 9,188 who celebrate traditional occasions, and 2,200 who celebrate less traditional ones



A framework for today's weird and wonderful celebrations

Off the back of Pinterest's qualitative research, we've identified a framework for many of the newer celebrations we're seeing. We divided them into 5 categories, each of which reflects a different human need. Using a combination of Pinterest's search growth and GWI data, we're able to see each category come to life.

1

Personal applause: Celebrating "just because"

Personal applause is an emerging type of celebration – driven by reflection and satisfaction, and associated with confidence. "Revelers" are often solo individuals, taking time for gratitude, solitude, and indulgence after personal achievement, or just because!

2

Bond building: Low-key and laid-back

Bond building is a celebration type that's taken on renewed interest and investment post-pandemic, driven by intimacy, and associated with connection. Celebrants are often small groups taking time for appreciation and comfort in their close social circles.

3

Merriment making: Passion-led partying

Merriment making is the most lively, showy celebration type, driven by creativity and amusement, and associated with joy. Those celebrating in this category are often large and boisterous friend groups, taking time to explore passion, surprise, and silliness.

4

Moment marking: A celebration of life

Moment marking is perhaps the celebration type that comes most readily to mind, driven by recognition and esteem, and associated with the people we love. Celebrants can be just about anyone – friends, family, colleagues – taking time to acknowledge and perhaps give gifts in a celebration of life changes (think big birthday parties, weddings, or going away parties).

5

Commemorating culture: Sensational twists on traditions

Commemorating culture is the most seasonal-moment-driven and community-centric celebration type, anchored by nostalgia and pride, and associated with tradition. Celebrants are most often families or spiritual or cultural communities, setting aside time for duty, ritual, memories, or family togetherness.*

*Please note that Pinterest's Advertising Guidelines prohibit targeting of any audience based on race, ethnicity, religious beliefs and sexual orientation, among other things

Modern manifestations of celebrations

Emotions ▶

Motivations ▶

1 Personal applause

Reflection & satisfaction

Confidence

2 Bond building

Intimacy & belonging

Connection

3 Merriment making

Creativity & amusement

Joy

4 Moment marking

Recognition & esteem

People

5 Commemorating culture 2

Nostalgia & pride

Tradition

Year-on-year % growth in relevant Pinterest searches ▶

"Alone but happy"	+1710
"Solo travelling"	+140
"Goal celebration"	+115
"Private party aesthetic"*	+110
"How to pamper yourself"	+80

"Galentines party aesthetic"	+1285
"Friendsgiving food ideas"	+540
"Intimate backyard dinner party"	+295
"PJ theme party outfit"	+290
"Adult tea party ideas"	+125*

"Color theme party ideas for adults"	+9445
"Disco night theme party"	+655
"Mermaid dinner party"	+445
"Moulin rouge theme party decoration"	+245
"Cyberpunk theme party"	+160

"Elopement dinner party"	+320
"Divorce theme party"	+190
"60's theme party ideas 60th birthday"	+185
"Farewell theme party"	+75
"Block party wedding"	+30

"Christmas casino theme party"	+175
"Autumn equinox celebration"*	+170
"4th of July aesthetic party"*	+125
"Iftar party"*	+115
"Halloween dinner party food elegant"	+85

*All search terms are sourced from English language searches among all Global pinners, except those marked with an asterisk which are specific to Gen Z Global pinners aged 18-24.

Please note that Pinterest's Advertising Guidelines prohibit targeting of any audience based on race, ethnicity, religious beliefs and sexual orientation, among other things.

More info on page: 28

More info on page: 31

More info on page: 40

More info on page: 47

More info on page: 54

Key demographics

Throughout our study, certain groups captured our attention for celebrating in unique ways – young men in particular. This group is more likely to say celebrations allow them to embrace their true selves, and describe themselves as confident, hinting at the positive impact celebrations can have on our lives. Across the West, millennial men are also over 30% more likely to report marking occasions they didn't used to compared to women their age, a sign that the gender balance of some functions is leveling out. This shows up in Pinterest's data, with searches for "bachelor party gifts for guys" (+205% YoY among Gen Z) and "party fits for men" (+465% YoY) booming⁸.

Young men are ahead for celebrating TV events, friendships, and religious/cultural occasions

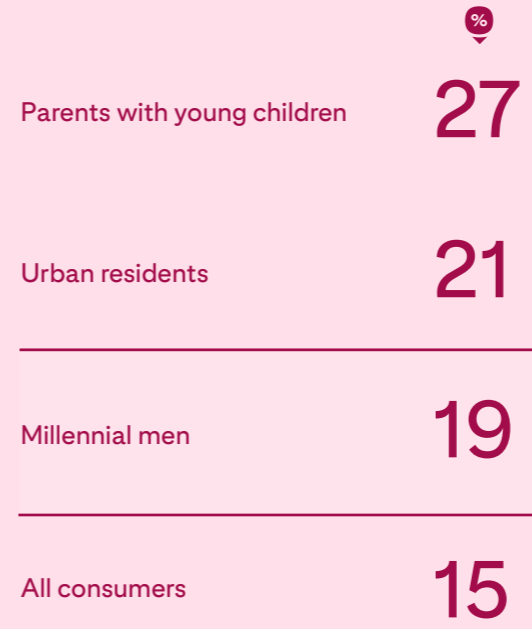
When it comes to what they're celebrating, young men are most ahead for sports matches, social causes, TV shows, friendships, and religious/cultural occasions. Movember's success (which sees people grow mustaches to raise awareness for men's wellbeing) points to their growing comfort around discussing once-taboo topics. Since 2020, there's been an 18% rise in US millennial men

saying they always try to voice what they feel⁹, and the number saying their faith/spirituality is important to them is higher than in previous years¹⁰.

Their participation in events like Malentine's Day (a spin-off of Valentine's Day, where men celebrate their male friendships) suggests many are keen to be more open and connected to others.

Certain demographics stand out for celebrating more

% in each group who say they're celebrating more than they were pre-pandemic



Celebrations have major upsides

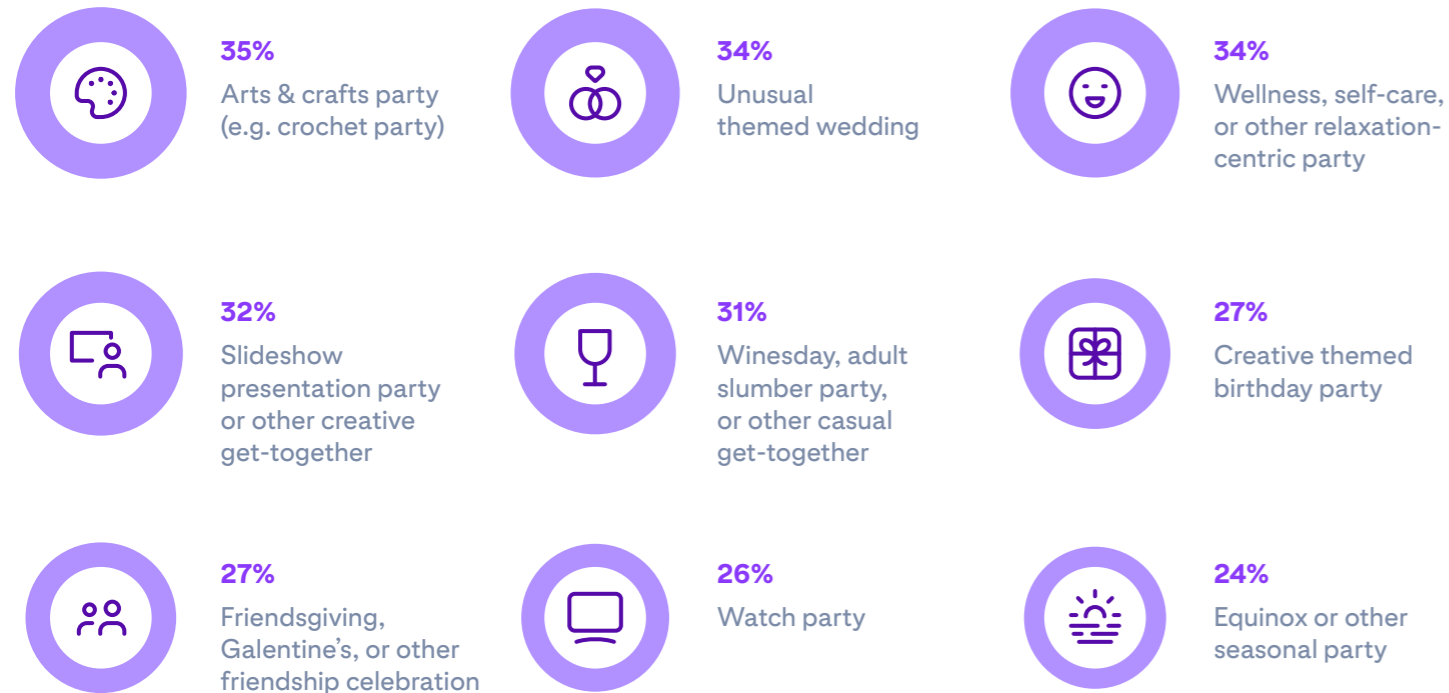
% of millennial men who agree with the following



Budgets may be smaller, but many are getting around this via casual, vibey get-togethers

4

% of those who've celebrated the following in the last year and are celebrating more than they were pre-pandemic

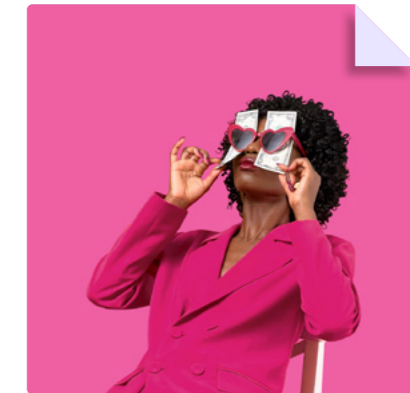


Some of inflation's silver linings

Financial pressure is currently disrupting the world of celebrations. Among consumers who say their savings would only cover their living expenses for less than a month, 35% report celebrating less¹¹. But money concerns can, and are, encouraging others to get creative.

Gen Z Pinners have increased their searches for “budget friendly birthday party ideas” by 200% and “party balloons diy” by 295% since last year¹²; and these are just two of many cost-saving solutions on their radar. On the whole, it's not that people don't want to honor life's special moments, and cost-conscious consumers needn't lose out.

With almost 1 in 4 saying they'd consider homemade decorations, invites, and party favors to cut costs¹³, there are lots of ways for brands to give today's DIY trend a boost. It's up to them to suggest budget-friendly, inclusive ways to join the party.



GWI Report:
Who's spending and what's trending in the “bad vibes” economy

Step inside





1 Personal applause

Celebrating “just because”

Personal applause is an emerging type of celebration – driven by reflection and satisfaction, and associated with confidence. “Revelers” are often solo individuals, taking time for gratitude, solitude, and indulgence after personal achievement, or just because!

	Year-on-year % growth
“Princess treatment”	+595%
“Solo date ideas at home”	+545%
“Alone birthday celebration”	+175%
“Spoiling myself”	+165%
“Treat yourself quotes self care”	+30%

As the world evolved, so did celebrations

Lockdowns gave people more time to explore who they are and get to know themselves better. In fact, more consumers say they feel comfortable spending time alone now compared to 2019¹⁴.

More time alone encouraged people to reflect, build confidence, and say YOLO (you-only-live-once). The share of Americans who describe themselves as open-minded, assertive, and creative is at its peak, and there's been a 19% rise in UK vacationers saying they intend to travel by themselves since 2022¹⁵. This has helped make solo celebrations (think "treat yo self") a growing trend, giving events like a solo birthday and fancy dinner for one more wind.

Covid lockdowns also pushed **self-care higher**¹⁶ up society's agenda. Not only are more employees seeking a good work-life balance, the number of US students saying they often take time to pamper themselves has risen by 32% since this time last year, with younger groups being especially likely to hold this view¹⁷.

Jumps in Pinterest searches for "princess treatment", "spoiling myself", and "treat yourself quotes self care" are a testament to this¹⁸. It's clear many people are keen to indulge their guilty pleasures – whether that's treating themselves to a cosmetics subscription or ticking something off their bucket list.



Save

2/5
consumers
who mark less
traditional
occasions say
they celebrate for
the sake of their
personal wellbeing
or happiness

2 Bond building

Low-key and laid-back

Bond building is a celebration type that's taken on renewed interest and investment post-pandemic, driven by intimacy and associated with connection. Celebrants are often small groups taking time for appreciation and comfort in their close social circles.

	Year-on-year % growth
"Dinner party vibe"	+290%
"Cozy game night"	+245%
"Bouquet making party"	+220%
"Wine theme party ideas"	+210%
"Whimsical dinner party"	+95%



Save

65%
of premium buyers
think celebrations
are becoming more
informal



Smaller, less formal events are becoming more popular

One theme we've spotted across our research is a move toward low-key, laid-back settings when celebrating. People seem to want safe spaces where they can be vulnerable with an intimate circle.

Just as office workers clung to the comfy clothing they got used to during lockdowns, consumers have grown to like wholesome celebrations. 1 in 3 have noticed events getting smaller over time, and over half feel they're becoming more informal. This opinion is even

stronger among aspirational groups and trendsetters, making it less likely that preferences will revert back in the future.

Even major events like weddings are wearing a new suit, with two-thirds of US/UK consumers who intend to get married saying they want to set their own wedding traditions¹⁹. Many fiancées have since ditched their hopes of a costly, crowded ceremony, opting for a small, informal one that offers quality time with guests instead.

Laid-back celebrations as a means of escape

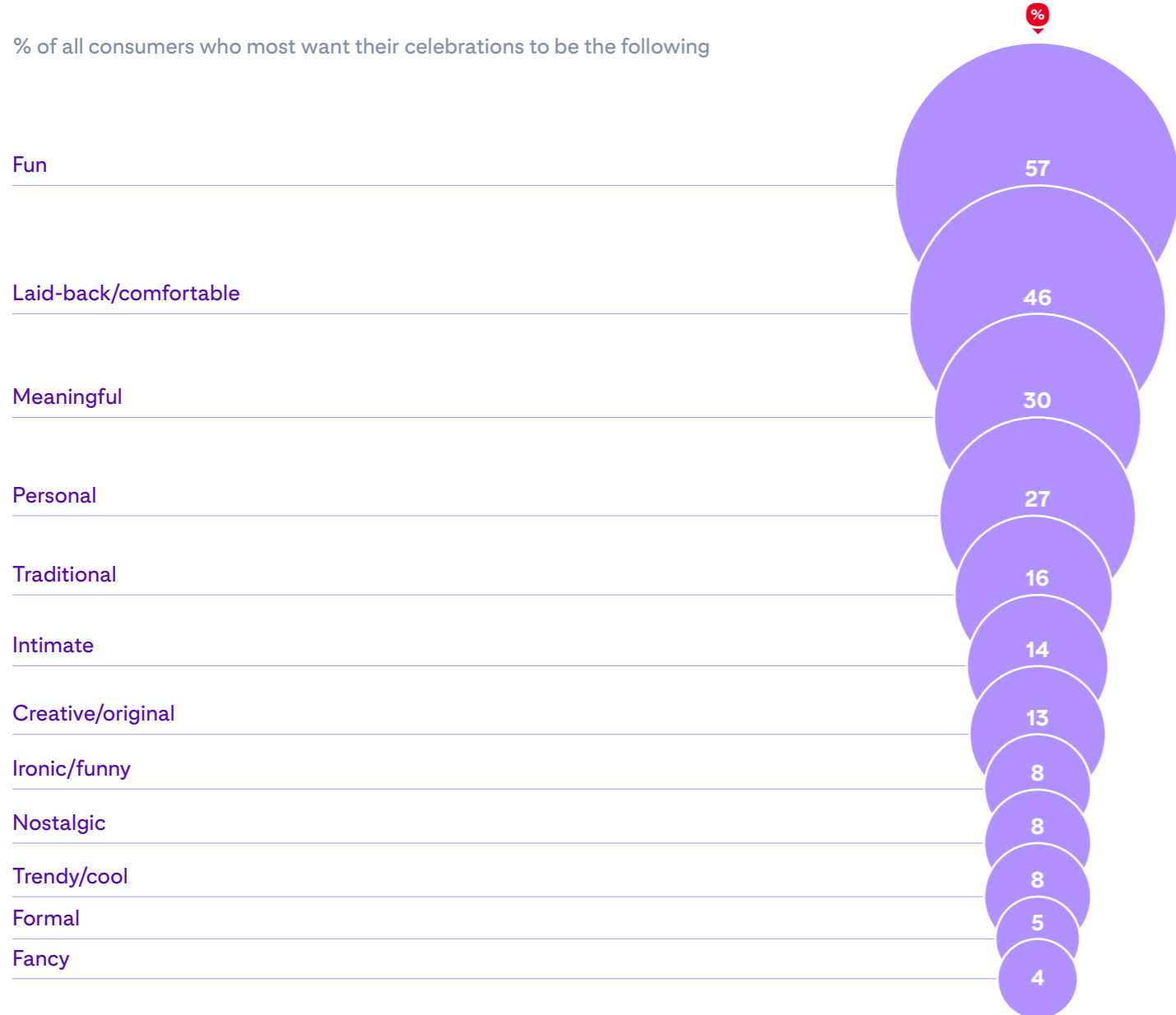
This move toward smaller, less formal celebrations is reflected in the qualities we most want them to have. Before all else, people expect events to be fun and comfortable. To some, celebrations are a **means of escape**²⁰ from the doom-scrolling and negativity they've grown accustomed to. The number of Americans who say they're never satisfied with their life has grown since 2020, and the share of US podcast listeners tuning into self-help content has reached its highest point since we started tracking it²¹. A lot of what we're experiencing is beyond our control, but we can choose how, and how often, we celebrate.

While people generally crave enjoying, relaxing events, some occasions call fancier moods to mind. Those who celebrate life stages like promotions have a stronger appetite for formal events. And those who mark friendships stand out for wanting a fancy atmosphere. Pinterest searches for "galentines party aesthetic" (vibes and decor for an all-female get-together) have grown 1285% YoY²², and many who take part want this day to feel elegant.



Celebrations need to be enjoyable and relaxing above all else

% of all consumers who most want their celebrations to be the following



The mood is partly set by the celebration

Most distinctive quality/vibe among those who say they typically celebrate the following

🎂 Birthdays	>	Fun
📅 National holidays	>	Meaningful
🕊️ Religious & cultural occasions	>	Traditional
👶 Life stages	>	Formal
👯 Relationship events	>	Intimate
🏈 A sports match/game	>	Ironic/funny
👥 Friendships	>	Fancy

📊 GWI Zeitgeist July 2023 🧑‍🌾 10,200 consumers across 8 markets aged 16-64



3 Merriment making

Passion-led partying



Merriment making is the most lively, showy celebration type, driven by creativity and amusement, and associated with joy. Those celebrating in this category are often large and boisterous friend groups, taking time to explore passion, surprise, and silliness.

Year-on-year % growth

“Bollywood character theme party outfit”	+1215%
“Fairy dinner party”	+575%
“Powerpoint party ideas”	+185%
“Formula one theme party”	+105%
“Alien theme party outfit”	+95%

Gen Z are celebrating the everyday

Gen Z are the driving force behind many unique party trends. Societies will probably always celebrate birthdays and national holidays, but younger groups are spreading joy across a diverse range of everyday moments, rather than focusing on traditional ones. Some of the less conventional celebrations they're redirecting their attention to are around friendships, TV events, and social causes.

With many Gen Z still in their formative years, we'd expect making memories to be a priority; and they're much more likely to say they're seeking out new activities and friendships compared to 2019²³. They're essentially showing the world they don't need a reason to celebrate, and daily moments that may look unremarkable to others are in fact meaningful to them. Even standard-seeming celebratory moments are met with special care and intention, with Pinterest searches for "house party fits" (+260% YoY) and "snacks for work party" (+290% YoY) showing attention to detail²⁴.



GWI Report:
From social and shopping, to finances and brand discovery, get to know what's trending in Gen Z's world

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Pinterest is not currently serving ads to EU users under 18.





Gen Z are showing the world they don't need a reason to celebrate. Daily moments which look unremarkable to others are meaningful to them.

Redirecting attention to less conventional celebrations

% in each generation who say they personally celebrate the following occasions the most

	Gen Z (16-26)	Millennials (27-40)	Gen X (41-59)	Baby boomers (60-64)
Birthdays	66	70	72	72
National holidays (e.g. Thanksgiving)	42	46	45	46
Relationship events (e.g. weddings, divorce)	24	32	31	36
Life stages (e.g. going-away party)	16	13	12	14
A sports match/game	15	15	10	5
Friendships (e.g. Galentine's Day)	13	11	8	6
Religious and cultural occasions (e.g. Eid)	12	12	11	10
New family members (e.g. baby showers)	12	14	10	10
A TV show/movie	9	6	4	2
A social cause (e.g. Pride)	7	5	2	2

Pinterest is not currently serving ads to EU users under 18.

GWJ Zeitgeist July 2023 10,200 consumers across 8 markets aged 16-64

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Joining forces to create meaningful celebrations

Today's hosts have a lot to think about and tend to welcome, if not actively seek, their guests' input. With 43% of Americans claiming to have at least one dietary requirement²⁵, and around a fifth of men in their 20s saying they drink non-alcoholic beer monthly²⁶, inclusive planning is important – which is where digital invites, polls, and preference sheets can help.

Visual inspiration isn't just for party planners; the market for this kind of content is much bigger. It's less common for guests to just show up these days, especially younger ones. Celebrations are a collective effort, with attendees also investing time and energy into them.

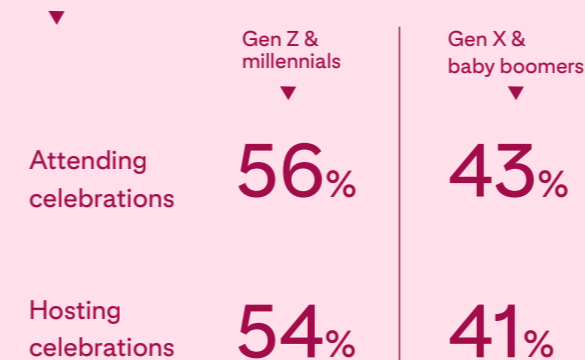
Hosts inject meaning into a celebration by collaborating with friends and online communities, often asking guests to contribute creatively, as well as financially. 41% of hosts have celebrated a themed birthday in the last year, and events like color-coded or goth dinner parties call on guests to dress a certain way, share ideas, or bring something to boost the party aesthetic.

1/3 consumers prefer to have a theme for their events. It's not about any single item, it's a whole look

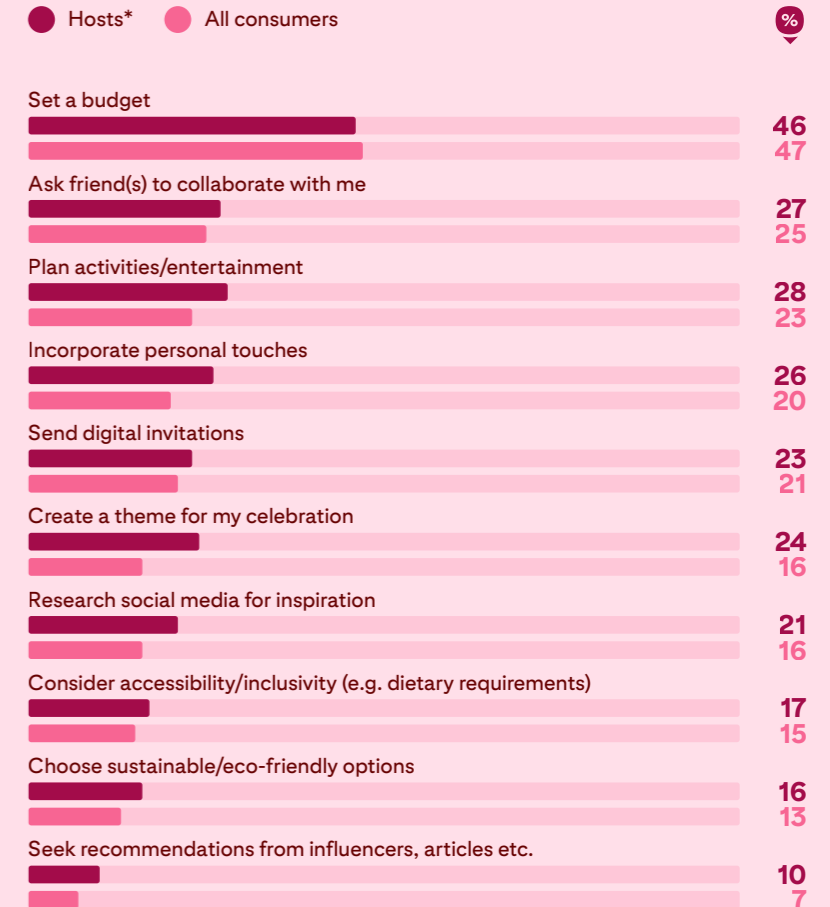


Attendees often get in on the fun and hosts welcome their input

“I love investing time, creativity, and effort into...”



% in each group who say they're likely to do the following if/when they plan a celebration



* hosts are those who love investing time, creativity, and effort into hosting celebrations

4 Moment marking

A celebration of life

Moment marking is perhaps the celebration type that comes most readily to mind, driven by recognition and esteem, and associated with the people we love. Celebrants can be just about anyone – friends, family, colleagues – taking time to acknowledge and perhaps give gifts in a celebration of life changes (think big birthday parties, weddings, or going away parties).

11

Year-on-year
% growth

“Baby 40 days party decor”	+190%
“Retro birthday theme party ideas”	+175%
“Engagement tea party”	+160%
“Anniversary theme party ideas at home”	+95%
“Diamond birthday theme party ideas”	+45%



Celebrate often, and unexpectedly

Celebrations have always been about marking life's important moments, but people are taking a fresh look at how these milestones are celebrated. Plus, there's a long list of things consumers think societies should celebrate more.

Age tops the chart, with novel birthday celebrations making a splash. A "diamond birthday" (+45% YoY²⁷) refers to the year you turn the last two digits of your birth year. For example, someone born in 2013 will have their diamond birthday on their 13th birthday in 2026.

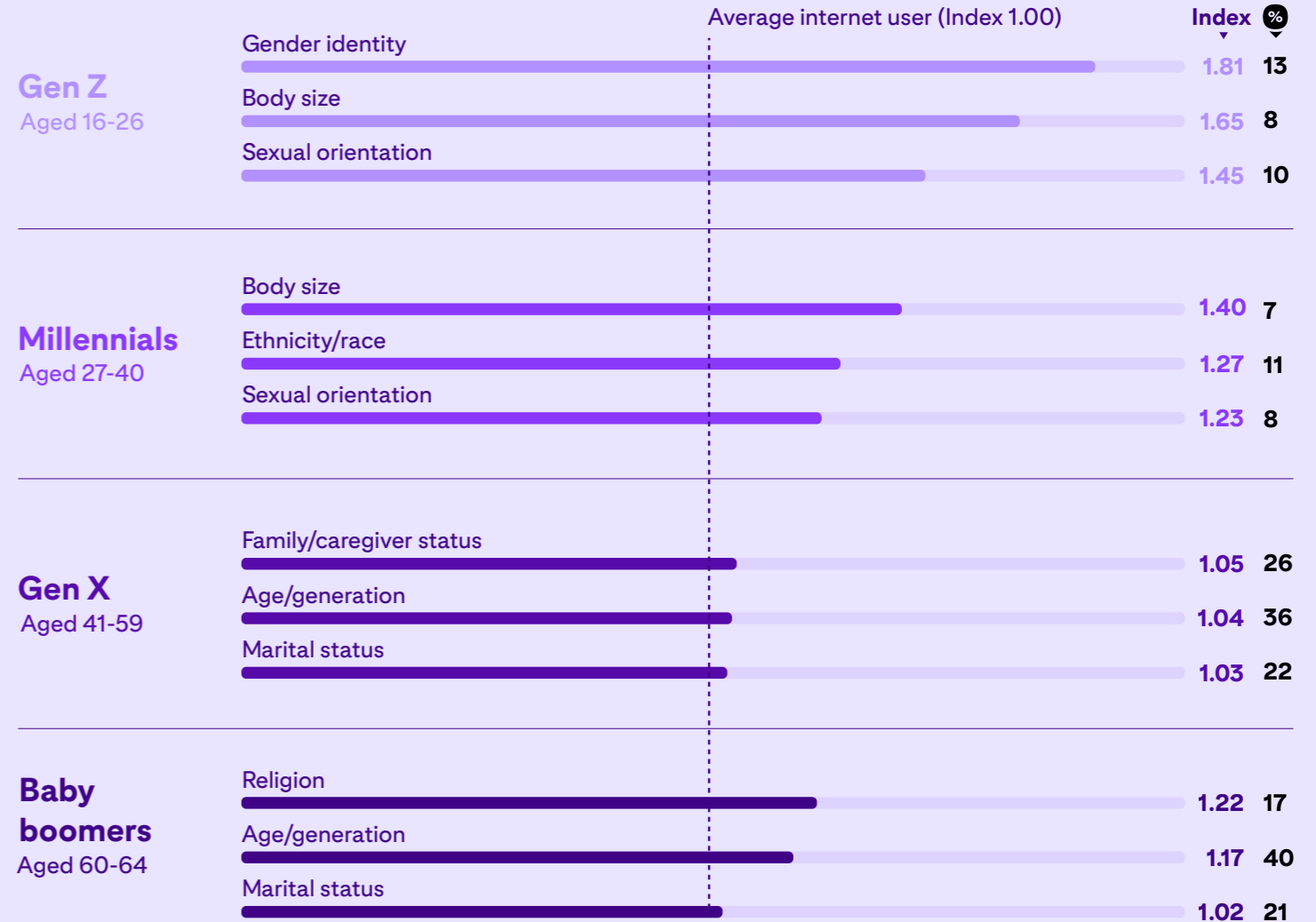
Celebration by generation

% in each generation who think people/society should celebrate the following more, sorted by index

Indexes are used to compare each group against the average (1.00). For example, an index of "1.20" means that a given group is 20% above the global average

1/5

Gen Z think societies should celebrate job/occupation more





Older generations – who are more likely to celebrate traditional moments – are going all out. One of **Pinterest’s 2023 predictions** is that older groups will plan epic bashes for major milestones²⁸, with significant YoY increases in Pinners searching for “golden anniversary party” and “100th birthday party ideas”. Brands can help ensure these events take on new meaning among these audiences by sparking their creativity and depicting relatable role models.

Meanwhile, as younger groups continue to **settle down later**²⁹ in life, they’re especially keen to sharpen focus on things that can be celebrated right now – whether that takes the form of “deployment party ideas going away” (+250% YoY among Gen Z) or a “physician assistant graduation party” (+140%)³⁰. Gen Z are also **more diverse**³¹ than generations before them, which is possibly why they’re pushing new ways to celebrate their identities. Creating safe spaces for people to share these parts of themselves is one way for businesses to become allies.



GWJ Report:
Dive into what matters most to millennials today with insights on their spending habits, social media use, and more

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5 Commemorating culture

Sensational twists on traditions



Commemorating culture is the most seasonal-moment-driven and community-centric celebration type, anchored by nostalgia and pride, and associated with tradition. Celebrants are most often families or spiritual or cultural communities, setting aside time for duty, ritual, memories, or family togetherness.

Year-on-year % growth

“Brazil carnival theme party”	+315%
“Summer solstice party”	+245%
“Halloween block party games”	+85%
“Diwali celebration”	+60%
“Day of the dead party”	+55%

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Where cultural identities take center stage

When responding to changes in what and why people celebrate, it's important for brands to consider where their audience is based, as attitudes and behaviors will be quite different from one market to the next.

Americans continue to find comfort in, and put fresh spins on, long-standing traditions. They're miles ahead of other markets for observing national, religious, and cultural holidays; even Halloween's "spooky season" **gains popularity**³² as early as July here. This is possibly why connecting with loved ones is Americans' most distinctive reason for celebrating, and why they stand out for wanting events (and their portrayals) to be meaningful.

36%
of Americans
say contributing to
their community is
important to them³³

Save

Each country's most distinctive celebrations and reasons for celebrating*

14

	France	1	Life stages	▶	For my personal wellbeing/happiness
		2	New family members	▶	To commemorate my culture/religion/family traditions
	Germany	1	A social cause	▶	To impress my friends/followers
		2	A sports match/game	▶	For my personal wellbeing/happiness
	UK	1	Religious and cultural occasions	▶	To express my identity
		2	A TV show/movie	▶	To mark a special occasion
	Canada	1	Religious and cultural occasions	▶	To recognize a personal achievement
		2	Birthdays	▶	To connect with others
	USA	1	Religious and cultural occasions	▶	To connect with others
		2	National holidays	▶	To express love/appreciation
	Brazil	1	A sports match/game	▶	To recognize a personal achievement
		2	New family members	▶	For my personal wellbeing/happiness
	Australia	1	A TV show/movie	▶	To recognize a personal achievement
		2	A social cause	▶	To connect with others
	Japan	1	Friendships	▶	To impress my friends/followers
		2	Life stages	▶	To mark a special occasion

*Each country's top 2 over-indexes for what/why they celebrate, based on the % who celebrate the following most/do so for these reasons

  GWI Zeitgeist July 2023  10,200 consumers across 8 markets aged 16-64

Many Americans want to show the world who they really are, with over 3 in 10 People of Color in the US saying they feel more connected to their heritage than they did a year ago³⁴, and Pinners increasingly searching for cultural pride events like “Filipino debut theme party ideas” (up 200% YoY) and “Pakistani dinner party menu ideas” (up 165% YoY)³⁵.

UK consumers are big on cultural occasions and more keen to express their identity via celebrations too, and it’s easy for organizations to tap into this. For example, on the first Friday of Ramadan in 2023, London’s Victoria & Albert Museum hosted an “open iftar” event. Organizers aimed to encourage London’s Muslim communities and international students to share iftar, providing a home away from home where strangers could become friends through an appreciation of old traditions and new interests.

Please note that Pinterest’s Advertising Guidelines prohibit targeting of any audience based on race, ethnicity, religious beliefs and sexual orientation, among other things.

Pinterest Trends

Discover new trends based on interests, demographics, season and more using Pinterest Trends

Try the tool



All images on this page are from the Pinterest Predicts 2023 report



Primal movement

Back away from the screen. Workouts will go primal in 2023.



The YOLO years

More years, more reasons to party. The golden years get lit.



Micro makeover

Bobs, braids, nails: the future says cut ‘em shorter.



Sci-fi fits

Replace your OOTD with the OOTF with these futuristic ‘fits.

Come and join the party

Indulging the inspiration-hungry consumer

Celebrations aren't isolated events. In the same way that books are inspired by other stories, we all feed off each other's party ideas. What's more, this process often and increasingly happens online.

Our **ongoing quarterly global research**³⁶ offers some background to this. When it comes to consumers' reasons for using the internet, "finding ideas/inspiration" has risen in relative importance over time, overtaking "researching products/brands". And we've seen similar patterns emerge among US social media users, especially those who enjoy entertaining at

home, who are more likely to say they use platforms for inspiration-hunting³⁷. Celebrations are occasions people look forward to and plan their year around, and brands naturally want to be associated with them. In order to show up on the world's vision board, companies should aim to include relevant keywords in their content, and take advantage of small moments, not just major holidays. With US Pinterest searches for **"Christmas decor ideas"** gaining momentum in August³⁸, it's also important for businesses to get in front of early inspiration-seekers and planners, as well as paint a vivid picture with their products.



Save

Half of consumers say visual inspiration helps them decide how to plan their celebration



Finding ways round celebrations' speed bumps

There are a number of ways brands can join the fun, inspire people to celebrate more, and supply an emotional outlet. When looking to expand on their current offerings, companies should look at people's pain points, especially those who say they're celebrating less. These consumers are more likely to focus on major holidays, so budget concerns and guest expectations weigh heavily on their minds. This means new ways to creatively offset expenses are even more important when speaking to this audience.

Similarly, brands can remind customers that it's okay to ask guests to financially contribute, while promoting relevant events. For example, an alcohol brand could recommend a BYOB themed cocktail evening to its followers. With some consumers thinking about

forgoing certain occasions in order to prioritize others, businesses should emphasize that small moments can be worthy of celebration.

Finances aside, making the arrangements is also a common concern. Brands should communicate how straightforward their products and services make it to host or attend events. Promoting event planning guides, bundled services, and comprehensive celebration kits are just some of the ways they can suggest this.

It's ultimately by helping to refine the meaning of celebrations that brands can drive this timeless tradition forward – by packaging them as worthwhile everyday moments that allow people to reflect, escape, connect, show love, and express who they are.

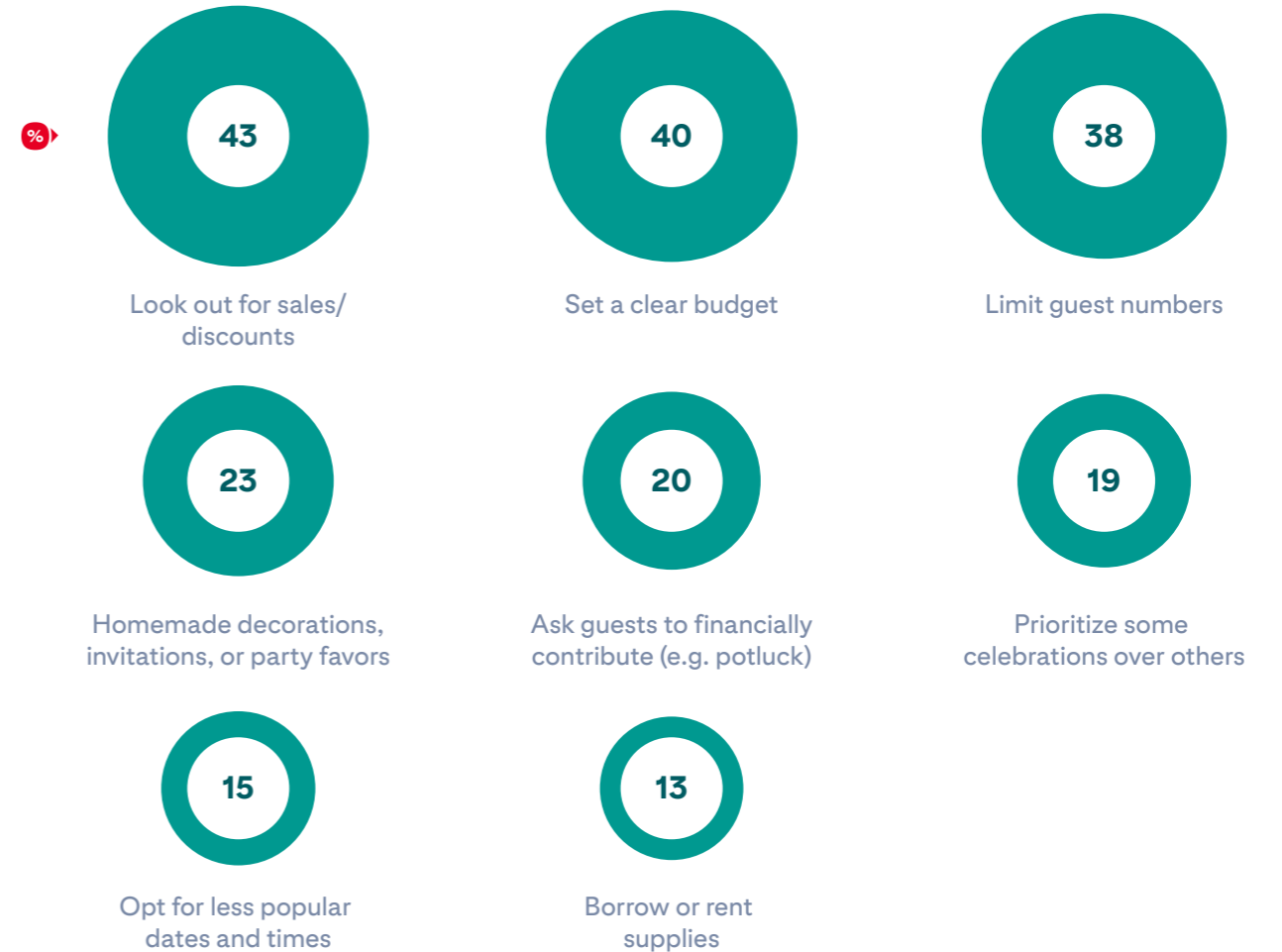
Some feel there's never enough time, or money

% of those who say they're celebrating less and would find the following stressful were they to plan a celebration



Cheap, but make it creative

% of all consumers who say they'd consider doing the following to cut costs if they were to plan a celebration



Appendix

Notes

- | | | | | | |
|---|--|--|---|--|--|
| <p>1 Pinterest internal data; Global searches in English, Spanish, French, German, and Portuguese; August 1st, 2022 through July 31st, 2023</p> <p>2 Pinterest Consumer Brand Equity; Global; Q4 2022</p> <p>3 Pinterest public data; Global; Q2 2023</p> <p>4 Journal of Public Policy & Marketing, Celebrate Good Times: How Celebrations Increase Perceived Social Support, Brick, Wight, & Fitzsimons, 2022</p> <p>5 GWI Zeitgeist; 12 Markets; July 2023</p> <p>6 Pinterest internal search data; Global; July 2022 vs July 2023</p> <p>7 Pinterest internal search data; Global Pinners ages 18-24; July 2022 vs July 2023</p> <p>8 Pinterest internal search data; Global Pinners ages 18-24; July 2022 vs July 2023</p> <p>9 GWI USA; Q2 2020-Q2 2023</p> | <p>10 GWI Core; 52 Markets; Q2 2020-Q2 2023</p> <p>11 GWI Zeitgeist; 12 Markets; July 2023</p> <p>12 Pinterest internal search data; Global; July 2022 vs July 2023</p> <p>13 GWI Zeitgeist; 12 markets; July 2023</p> <p>14 GWI Zeitgeist; 12 markets February 2023</p> <p>15 GWI USA; Q2 2020-Q2 2023 GWI Travel; 10 markets; Q3 2022-Q3 2023</p> <p>16 GWI report, Connecting the dots, 2022</p> <p>17 GWI USA; Q2 2022 & Q2 2023</p> <p>18 Pinterest internal search data; Global; July 2022 vs July 2023</p> <p>19 GWI Custom; US & UK; May 2023</p> <p>20 GWI report, Connecting the dots, 2023</p> <p>21 GWI USA; Q2 2020-Q2 2023</p> | <p>22 Pinterest internal search data; Global Pinners ages 18-24; July 2022 vs July 2023</p> <p>23 GWI Zeitgeist; 12 markets; February 2023</p> <p>24 Pinterest internal search data; Global Pinners ages 18-24; July 2022 vs July 2023</p> <p>25 GWI USA; Q2 2023</p> <p>26 GWI Core; 52 Markets; Q2 2023</p> <p>27 Pinterest, global search data, analysis period Sep 2020 to Sep 2022.</p> <p>28 Pinterest internal search data; Global Pinners ages 18-24; July 2022 vs July 2023</p> <p>29 Pew Research Center, Decennial Census and American Community Survey (IPUMS), 1900-2021</p> <p>30 Pinterest internal search data; Global; July 2022 vs July 2023</p> <p>31 Pew Research Center, Current Population Survey Annual Social and Economic Supplement (IPUMS), 1968-2018</p> | <p>32 Granularity, Trend Forecasting Data, 2019-2023</p> <p>33 GWI Core; 52 markets; Q2 2023</p> <p>34 GWI USA; Q2 2023</p> <p>35 Pinterest internal search data; Global; July 2022 vs July 2023</p> <p>36 GWI report, Connecting the dots, 2023</p> <p>37 GWI USA; Q2 2020-Q2 2023</p> <p>38 Pinterest trends tool; US; trend visualization October 11th 2022 - October 10th 2023</p> | <p>3 Compared to before the pandemic, I find I am celebrating...
• To what extent do you agree or disagree with the following statements? • Which of the following do you feel describes you?</p> <p>4 Have you celebrated any of the following in the last year? Have you celebrated any of the following in the last year?</p> <p>5 Pinterest internal search data; Global; July 2022 vs July 2023</p> <p>6 Pinterest internal search data; Global; July 2022 vs July 2023</p> <p>7 What do you most want a celebration to be? Please select no more than three</p> <p>8 Pinterest internal search data; Global; July 2022 vs July 2023</p> <p>9 Which of the following do you personally celebrate the most? Please select no more than three</p> <p>10 To what extent do you agree or disagree with the following statements? • If you were to plan a celebration, are you likely to do any of the following? Please select no more than three</p> | <p>11 Pinterest internal search data; Global; July 2022 vs July 2023
• Pinterest internal search data; Global Pinners ages 18-24; July 2022 vs July 2023</p> <p>12 Which of these things do you think people/society should be celebrating more? Please select no more than three</p> <p>13 Pinterest internal search data; Global; July 2022 vs July 2023
• Pinterest internal search data; Global Pinners ages 18-24; July 2022 vs July 2023</p> <p>14 Which of the following do you personally celebrate the most? • Which of these reasons do you celebrate these moments?</p> <p>15 If you were to plan a celebration, which of the following, if any, would you find stressful? Please select no more than three • If you were to plan a celebration, which of the following, if any, would you consider to cut costs? Please select no more than three</p> |
|---|--|--|---|--|--|

Charts









- 1** Which of these reasons do you celebrate these moments? Please select no more than three
- 2** Pinterest internal search data; Global; July 2022 vs July 2023 and Pinterest internal search data; Global Pinners ages 18-24; July 2022 vs July 2023 (as indicated)

Notes on methodology

The data in this report is taken from a mix of GWI sources, which are clearly stated at the bottom of each chart.

Much of this report draws on data from a 2023 study conducted in partnership between GWI and Pinterest. This study surveyed 10,200 internet users in 8 countries between the ages of 16-64. Fieldwork was conducted online between June 28th-July 3rd.

Sample size by market

	Australia	1,017
	Brazil	1,064
	Canada	1,009
	France	1,046
	Germany	1,048
	Japan	759
	UK	2,154
	USA	2,103

Our research

As part of our ongoing global research, each year GWI interviews over 970,000 internet users aged 16-64 across 52 markets.

Respondents complete an online questionnaire that asks them a wide range of questions about their lives, lifestyles and digital behaviors. We source these respondents in partnership with a number of industry-leading panel providers.

Each respondent who takes a GWI survey is assigned a unique and persistent identifier regardless of the site/panel to which they belong and no respondent

can participate in our survey more than once a year (with the exception of internet users in Egypt, Saudi Arabia and the UAE, where respondents are allowed to complete the survey at 6-month intervals).

Our quotas

To ensure that our research is reflective of the online population in each market, we set appropriate quotas on age, gender and education – meaning that we interview representative numbers of men vs women, of 16-24s, 25-34s, 35-44s, 45-54s and 55-64s, and of people with secondary vs tertiary education.

To do this, we conduct research across a range of international and national sources, including the World Bank, the ITU, the International Labour Organization, the CIA Factbook, Eurostat, the US Bureau of Labor Statistics as well as a range of national statistics sources, government departments and other credible and robust third-party sources.

This research is also used to calculate the ‘weight’ of each respondent; that is, approximately how many people (of the same gender, age and educational attainment) are represented by their responses.

Want more consumer insights worth celebrating?

See what GWI can do for you.



[Book a free demo](#)

The image shows a young woman with blonde hair in buns, wearing 3D glasses and eating popcorn from a red and white striped bucket. She is smiling and looking towards the camera. The background is a screenshot of the GWI website interface. The website has a white header with the GWI logo, a 'Charts' menu, and navigation icons. Below the header, there is a section titled 'Personal interests' with the question 'Which of these are you interested in?'. Below this question, there are four categories with corresponding horizontal bars: 'Films/cinema', 'Eating out', 'Music', and 'Television'. The bars are pink and represent the level of interest for each category. The woman's face and popcorn bucket are overlaid on the right side of the website screenshot.

GWI. Charts

Personal interests

Which of these are you interested in?

Films/cinema

Eating out

Music

Television

POP CORN

Get in touch



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