



# What Pinner's are searching for this week

Week of September 21, 2020  
US

COVID-19 is having a real impact on all of us—our families, our travel, our day-to-day routines. But people are looking for reliable resources on more than COVID-19 itself. We've heard from brand partners that it would be helpful to understand how people are using Pinterest at a time like this.

People are looking for ideas. They want help. They want it from brands they trust. With that in mind, we're bringing you insights about what's changing and what's staying the same on Pinterest.



# It's 5 o'clock somewhere



Pumpkin spice martini

As sunset edges in closer to cocktail hour this fall, people are searching for seasonal ways to mix up their drink menu:

~12x

increase in “**fall cocktail recipes**”

5x

increase in “**alcoholic fall drinks**”

6x

increase in “**fall drinks alcohol**”

~4x

increase in “**fall drinks**”

~6x

increase in “**fall alcoholic drinks**”

3x

increase in “**fall drinks nonalcoholic**”



# The whole nine yards



Tailgate ideas

Fall football is back and people on Pinterest are searching for the best ways to kick off the season:

3x

increase in “**football season**”

151%

increase in “**football spirit**”

~3x

increase in “**game day**”

151%

increase in “**tailgate party**”

2.5x

increase in “**football party**”

149%

increase in “**football poster**”



# Outfit game



Jerseys for family

People are searching for custom game day looks to show support for their team:

~5x

increase in “**football outfits for women**”

3x

increase in “**football girlfriend outfits**”

~5x

increase in “**football game outfit high school**”

~2x

increase in “**football mom shirts**”

3x

increase in “**football nails**”

171%

increase in “**boyfriend football shirts**”

3x

increase in “**football sister shirts**”



# Nacho average game day spread



Game day finger food

While snacks and appetizers continue to be a hit, desserts are stiff-arming their way onto gameday tables this year:

22x

increase in “**football food**”

5x

increase in “**football desserts**”

21x

increase in “**football appetizers**”

2.5x

increase in “**football treats**”

20x

increase in “**football snacks**”

149%

increase in “**football cookies**”

5x

increase in “**game day appetizers**”



# Much ado about stuffing



Thanksgiving pie ideas

For those getting a head start on Thanksgiving planning, it's no surprise the focus is on food searches:

**2.5x**

increase in  
“**thanksgiving snacks**”

**168%**

increase in “**thanksgiving recipes dessert**”

**2x**

increase in “**thanksgiving table decor**”

**163%**

increase in  
“**thanksgiving nails**”

**~2x**

increase in “**thanksgiving dinner recipes**”

**145%**

increase in “**thanksgiving wreaths for front door**”

**~2x**

increase in “**vegetarian thanksgiving**”



# Squash goals



Friendsgiving place  
settings

Friendsgiving takes on a special meaning for Pinners when spending the holidays with family isn't possible\*:

2.5x

increase in “**friendsgiving  
ideas decorations**”

168%

increase in “**friendsgiving  
decorations**”

2.5x

increase in “**friendsgiving  
ideas games**”

157%

increase in  
“**friendsgiving**”

~2x

increase in “**friendsgiving  
food**”

70%

increase in “**friendsgiving**”  
saved ideas\*\*

183%

increase in “**friendsgiving  
ideas**”

\*Changes are calculated using US searches between '2020-08-17' and '2020-09-13' as compared to searches between '2020-07-20' and '2020-08-16'

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# But wait— there's myrrh



Tree decorations

We're still a couple of months away from the holidays but searches are starting to pick up for general theme inspiration and tree ideas:

~20x

increase in “**simple christmas**”

6x

increase in “**christmas tree box stand**”

5x

increase in “**natural christmas**”

2.5x

increase in “**red and gold christmas tree**”

2.5x

increase in “**minimal christmas**”

2.5x

increase in “**christmas tree decor ideas**”

2.5x

increase in “**winter wonderland christmas**”