



Pinterest Predicts Weekly

Week of April 2, 2021
US

Behind the trends

More than 450 million people¹ use Pinterest to find tomorrow's ideas. It's a place to look forward. By looking at trends on Pinterest in the immediate past, we can glean valuable insights into what may trend elsewhere in the near future.

The search trends in Pinterest Predicts Weekly aren't just from the last four weeks. All search queries that we present have been growing over the last 12 months.

To make the trend lines, we first take the raw search volume from the last 12 months. To remove platform seasonality, we then index the search volume against the volume of all searches on Pinterest. Finally, we normalize the trend line so that we can compare trends and better see what ideas are trending together.



Preparing to open up

They say good things come to those who wait. And after a long year of safely waiting for the world to open up, Pinners are basking in the light at the end of the tunnel. Whether it's ditching the sweatpants for the perfect vacation sundress or planning an epic reunion for the friend group, Pinners are excited to seize the future. As the world opens up, people on Pinterest are getting creative as they plan and re-plan their next chapter.

Knock, knock, open up!

As the world gradually opens its doors, Pinners
leave no detail behind as they
plan their next adventure.



In the last four weeks compared to the previous four weeks:

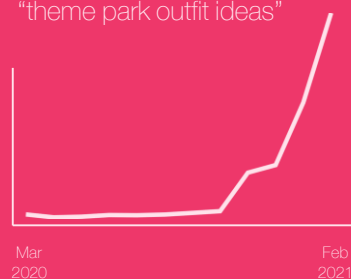
3x

increase in
"zoo day outfit"



145%

increase in
"theme park outfit ideas"



100%

increase in
"aquarium outfit"



40%

increase in
"art museum outfit"



40%

increase in checkouts for
sunscreen*

(in the past two weeks compared to the previous two weeks)

Unless otherwise noted, changes are calculated using US searches between '2021-02-22' and '2021-03-21' as compared to searches between '2021-01-25' and '2021-02-21'

Trend lines are calculated using US normalized searches between '2020-03-01' and '2021-02-28'

*Changes are calculated using US checkout conversion events between '2021-03-08' and '2021-03-21' as compared to checkout conversion events between '2021-02-22' and '2021-03-07'

Will you go out with me?

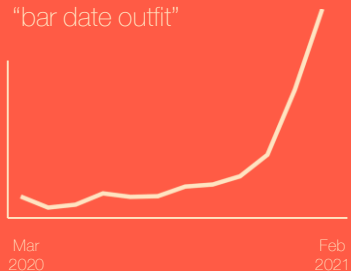
Piners are taking date night to the next level with creative activities and the perfect outfit to match.



In the last four weeks compared to the previous four weeks:

2.5x

increase in
"bar date outfit"



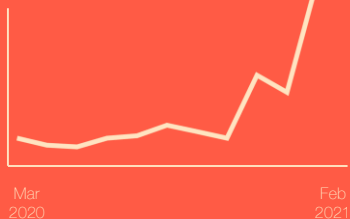
60%

increase in
"hockey game outfit date"



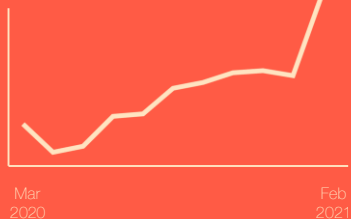
40%

increase in
"cute first date outfit"



35%

increase in
"fancy restaurant outfit"



35%

increase in checkouts for
lipstick*

(in the past two weeks compared to the previous two weeks)

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Hello reunited, goodbye divided

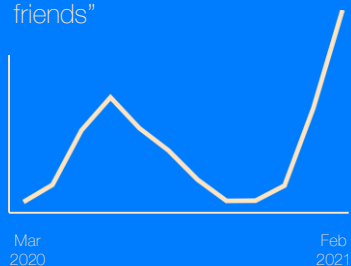
After being away from their besties, Pinner's are finding creative ways to reunite with their pals and snap the perfect photo:



In the last four weeks compared to the previous four weeks:

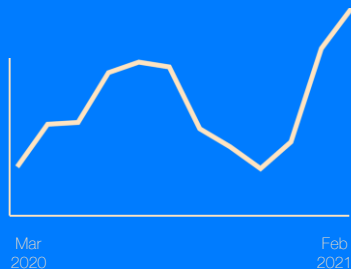
2.5x

increase in
"aesthetic beach pictures with
friends"



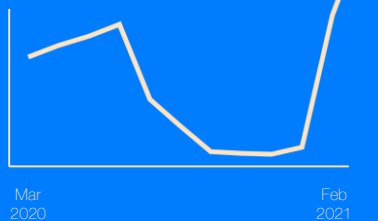
60%

increase in
"softball pictures with friends"



55%

increase in
"summer adventures with friends"



40%

increase in
"birthday photoshoot ideas with
friends"



35%

increase in checkouts for
swimwear*

(in the past two weeks compared to the previous two weeks)

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Travel checklist

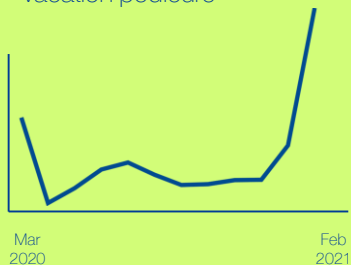
With travel opportunities on the horizon, Pinnerers are making travel lists and checking them twice.



In the last four weeks compared to the previous four weeks:

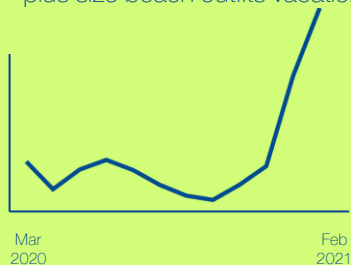
2.5x

increase in
"vacation pedicure"



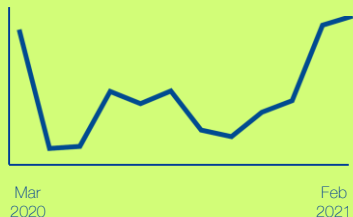
2x

increase in
"plus size beach outfits vacations"



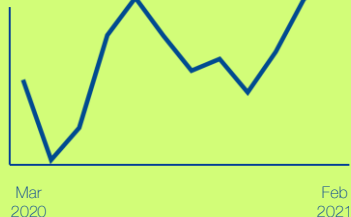
80%

increase in
"travel purse"



35%

increase in
"hotel snacks"



15%

increase in checkouts for
luggage & bags*

(in the past two weeks compared to the previous two weeks)

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A pulse on
upcoming holiday
moments

Graduation



Pinners are preparing to celebrate grads in fun and creative ways:

12x

increase in “outside graduation party ideas”

5x

increase in “college graduation photoshoot”

4x

increase in “backyard graduation party”

2.5x

increase in “white graduation dresses”

2.5x

increase in “graduation balloon decorations”

2x

increase in “graduation table display”

Easter



Pinners are making their last minutes searches for creative ways to make Easter weekend extra festive this year:

78x

increase in “easter photoshoot ideas”

12x

increase in “easter charcuterie board ideas”

8x

increase in “easter party games”

5x

increase in “easter buffet ideas food”

2x

increase in “easter coffee bar decor”

2x

increase in “easter mini session ideas outdoor”