Discover what new and unusual ideas people around the world are dreaming about. From super powders (+144%) to godparent proposals (+152%), these are the trends that food lovers, style seekers and home remakers everywhere are searching for on Pinterest. Come see what floats your boat (boat building +169%).
Pinterest is its own positive corner of the internet. It’s your place to explore what’s out there, dream about what to try next and see what works for you. And when you’re ready to make something happen, Pinterest points you to where to try or buy it.

As our lives evolve, we find new ways to use Pinterest. Renters become homeowners, singles become couples, workers become retirees. As our needs change from year to year, different ideas start to spark our interest. And while we’re busy doing our thing, the world changes, too. New ideas take hold, and new trends come into focus. That’s what this book is all about.

In the pages that follow, you’ll find the top 100 trends that people everywhere are looking to try in 2019. These are the shared dreams of the most style-inspired, most food-smart, most parenting-passionate people across the globe. In a time when so much seems to divide us, these ideas are the things we share in common.

Not so long ago, a small handful of pundits dictated the trends for the year ahead. On Pinterest, trends come from people all around the world. Each month, over 250 million people—professionals, amateurs, enthusiasts—come to Pinterest to discover ideas they love.

The way we know an idea is trending is by looking at what they’re all searching for. If an idea keeps getting more and more searches each month, and that upward trajectory holds steady for 6+ months, then it’s an official Pinterest trend.

This year’s trends range from old staples, like witch hazel and home-baked bread (with 1+ million searches on average), to new trends that are just starting to take off, like oxtail recipes, powder dipped nails and anything else you see marked with a (with 10k to 70k searches each, these trends are only just starting to take off).
For anyone reading this...
We invite you to flip through the trends and see what sparks your interest. Let yourself dream. What’s your take on the new grazing table trend? What would happen if you combined boat building with remote island travel? The P100 is your open invite to try something new. Combine ideas, push them in new directions and make these trends your own.

If you happen to be in business...
This is your chance to get a jump on what’s inspiring people for 2019. These trends are what people around the world are dreaming about. Ask yourself: What products, services and other ideas can your business spotlight—in your stores or online—to help people bring those dreams to life?

Illustrations by Peter Tarka
1—All’s fare in bus travel
Whether it’s a one-day tour or getting from Caracas to Patagonia, thrifty travelers are boarding the bus.
+32%

2—Hot springs have sprung
People are finding restoration and relaxation in hot springs—from high-end resorts to out in nature.
+32%

3—Game of stones
Travelers are skipping the lines at Versailles and seeking out divine, derelict and dilapidated castles.
+142%

4—No man’s island
Maui no more! Instead, people are diverting to less-traveled islands for that rare pura vida experience.
+179%

5—A wheelie good tour
Both enthusiasts and casual peddlers are trying bike tours—plus, all that cardio means more cheese-eating en route.
+64%

6—Destination unknown
Gather a group, clear their calendars, keep the endpoint hush-hush, and practice shouting “Surprise!”
+192%

7—Out-of-the-way towns
People are seeking out small towns for their bucolic views, unique BnBs and low-key R&R.
+276%

8—Waste not, jaunt not
“Zero waste travel” means strategic and sustainable packing, eating and even hotel-ing.
+74%

9—Have a nice fall
Sipping hot cider, peeping and stomping autumnal leaves...it’s no wonder people are falling for fall getaways.
+94%

10—Oh Rio, Rio
The Summer Olympics may be over, but Rio’s still got the sand, the city and carnal.
+142%

Business tip
Help your customers plan their next trip with bus- or bike-tour itineraries, or a zero-waste packing list for their next eco trip.
11—Respect your elders
Elderberries are on the rise thanks to their healthy and anti-inflammatory effects.
+685%

12—Bring on the bakuchiol
Bakuchiol, the natural, gentler alternative to retinol, is the clear-skin choice among skincare buffs.
+275%

13—Cape not included
Add matcha, maca and other superfood powders to juice or a smoothie for a superfood boost.
+144%

14—Getting very sleepy
Turns out the best way to sleep like a log is to keep a sleep log—just one of many sleepy ideas to try.
+116%

15—Healthy habits
Diligent diners are using nutrition plans to be more mindful about what they eat.
+475%

16—DIY goat soap
The “greatest of all time” goat milk soap is easy to make, and gives a gentle, moisturizing clean.
+231%

17—the great indoors
Flexible bands that can strengthen your whole body? Sounds like an irresistible way to exercise indoors.
+1913%

18—Dry idea
People are ditching the alcohol and opting for a sober life, turning to Pinterest for motivational quotes and non-alcoholic drink ideas.
+746%

19—Bee earth friendly
No more plastic wrap! Get stung by the freshest zero-waste trend: reusable beeswax wraps.
+146%

20—Natural ginger
Ginger isn’t just for ale and bread anymore. People are using the soothing oil for baths, massages and even condiments.
+650%

Business tip
If you’re in the hospitality business: trick out your amenities with ginger oil and goat milk soap, or give on-the-go tips for working out with resistance bands.
Hobbies and interests

21—Do the hustle
People are turning their passions into profits—from canning to DJing to online tutoring.
+690%

22—Pour one out
Embrace the inner Jackson Pollock with simple DIY drip-and-pour acrylic painting.
+660%

23—Corpus canvas
Body painting is a low-commitment way to try out a tat—so get some skin in the game!
+444%

24—Clay okay
Ceramics have been a thing since ancient Mesopotamia. But in 2019, handmade plates and bowls are really kiln it.
+475%

25—Easy saves
Weekly savings planners are helping people cut corners, pay off debt and even save up for something nice.
+295%

26—Chalk couture
Everyone’s using our fave sedimentary art rock, for everything from standout signage to coloring concrete.
+664%

27—Sketchy behavior
Half journal, half canvas, and 100% inspiration; a worn sketchbook is any artist’s must-have.
+513%

28—From tree to taco
Gardeners don’t need their own farm to grow guac—all they need is soil, patience and how-to instructions.
+101%

29—The shipwright stuff
Rather than wait for boats to go on sail, crafty captains are building their own. Just watch out for icebergs!
+169%

30—Rust never sleeps
Photographers around the world are snapping the overgrown, peeling beautiful mess of decaying buildings.
+44%

Business tip
Use chalk drawings, paint drips or peeling layers of wallpaper to liven up your storefront, product display or catalog shoot.
31—Godparent proposals
People are giving their baby’s prospective godparents an offer they’re unlikely to refuse.
+152%↑

32—Party in the back
Backyard weddings keep things cozy and cost-friendly (and are a great incentive to finish weeding).
+441%

33—Donut decor
People are going nuts for donuts as colorfully edible party displays—raised, old fashioned and sprinkled.
+748%↑

34—The little things
From impromptu picnics to mini getaways, no moment is too small to celebrate.
+113%

35—New gold standard
Brides are going for gold as they glide and shimmer their way down the aisle.
+1552%

36—Bake a wish
Here’s a cake trend you can count on: number-shaped cakes are on the rise in 2019.
+314%

37—Photobomb
Smoke bombs of every color add big drama to wedding, engagement and just-for-fun photos.
+436%

38—Say it in neon
People are celebrating their biggest life moments with personal messages spelled out in lights.
+281%

39—Garland ho!
Draped over the table, swagged around the ceiling or lined up together like a curtain, flower garlands are everywhere.
+1154%

40—Full moon fun
Gather up those night owl friends for an evening of stargazing and moonlight.
+54%

Business tip
Try creating a campaign inspired by mini moments, or transforming your retail space with donut or flower garlands.
Business tip
Create a trend-inspired endcap display using lots of foil, along with some mushroom and chocho packed dinner ideas.
51—Rebel yellow
Embrace bold mustard yellow walls, or try out small accents for a colorful pop. It’s a must!
+45%

52—Fired up
Indoor and outdoor fireplaces are heating up—the more modern and sleek, the better.
+763%

53—Spinning yarns
People are wrapping up their walls—and themselves—in fabric for a textured, artsy aesthetic.
+1718%

54—Switching to metric
If you’re angling for a wall refresh, try painting colorful geometric shapes.
+225%

55—Get tinspired
Give your room some vintage style: From backsplashes to wallpaper, tin is in!
+563%

56—Creative cacti
Grab a cactus (ouch!) and celebrate any occasion with well-composed succulents.
+235%

57—Grow up the wall
Vertical gardens are on the rise for people looking for some floor-to-ceiling green in their lives.
+287%

58—No paint, no gain
Don’t tear up that tile: People are painting their parquet floors with bold colors and mosaic patterns.
+1276%

59—Paper beats paint
Bold wallpaper (tropical leaves! bright prints!) makes a big statement and breathes life into rooms big and small.
+401%

60—Pool your resources
Natural swimming pools offer all the perks of a pool (cannonball!), and none of that chlorine eye-sting.
+262%

Business tip
Bring your store to life with clusters of cacti, or try a mashup of all your mustard yellow products together.
Men’s style

61 — The slick of time
Guys are looking classically cool around the clock with throwback wristwatches.
+98%

62 — Wash me
Welcome back, light-wash denim! (The ’90s called. They said, “you’re welcome.”)
+70%

63 — Clash with class
Plaid and polka dots? Tartan and toile? Mixing prints is the new power move.
+89%

64 — It’s a sling thing
Carry the weight of just the essentials on one shoulder, sling-bag style.
+1184%

65 — Corduroy of course
2019 is the Year of Corduroy, from comfortable weekend pants to professorial blazers.
+507%

66 — Look rad in plaid
It’s hip to wear squares. Prep-school plaid pants can be dressed up or down, mixed or matched.
+267%

67 — Vive le fade
People are buzzing about this trim for good reason: It’s neat, tidy and timeless.
+84%

68 — Scarf it up
Plain or patterned, scarves are keeping necks warm and men looking stylish.
+29%

69 — Bottoms up
Men in flood-ready cropped trousers are showing off ankle and flashes of fashionable sock.
+671%

70 — No more no-shows
Sock it to ’em with quarter socks. Try a pop of color or a fun print for fancier ankles.
+266%

Business tip
Style brands: Mismatched prints are slam dunks. They also work at home—couches! curtains! cushions!
Women’s style

71—That bamboo you do
Stay connected to nature by carrying all the essentials in a striking, structured handbag. +2215%

74—Ruche hour
Flatteringly gathered gowns, pants and coats are sending ripples through the style world in 2019. +108%

76—Second skin
Step aside, leopard print! Snake skin prints just slithered into the lead (and tights and skirts and...). +642%

78—Up your shell game
Hares beware: slow and steady wins the race with these versatile, sophisticated tortoise earrings. +679%

72—Say it with sneakers
Finally feet get the starring role they deserve, supported by kickei colors and lil laces. +221%

75—Wrap stars
Cozy, chic robe silhouettes mean never having to choose between comfort and style again. +689%

77—Mod squad
People are going from zero to incognito in an instant with beautifully blocky oval sunglasses. +591%

79—Stay in your lane
People are riding high on bike shorts, for everything from workout wear to statement wear. +1323%

80—Ethical threads
Rentable looks and recycled materials make for world-stopping looks that don’t punish the planet. +34%

Business tip
Add some animal attraction by using a snake or tortoise print as the background for your next product shoot.
81——Big bang theory
The next big thing in fringes? Baby bangs. In 2019, the just-above-brow crop is making the cut. +51%

82——The next exfoliant
People are lathering up with gentle liquid exfoliants for brighter, smoother skin. +58%

83——Hooray for gray
People are growing out their natural grey hair and letting that silver shine through. +879%

84——The standout pout
Smart mouths everywhere are pairing barely there makeup with a bold red kisser for added attention. +467%

85——Just like magic
It may sound like sorcery, but old-school witch hazel is gaining popularity as a skincare solution. +305%

86——Lilac locks
Prepare to see lots of lilac in 2019—this pretty pastel hair color trend is growing fast. +1077%

87——Go glossy
Gloss is helping make people’s best features shine—from lips to lids. +89%

88——Dip in
Wave goodbye to chipped nails! Powder dipping lasts longer than traditional gels, and is way easier to remove. +442%

89——Ooh-la-lashes
People are giving their lashes a lift with natural solutions—think castor oil, grapeseed oil and aloe vera. +52%

90——Almond joy
Here’s a nutty new manicure trend: almond nails, named for the rounded shape of the nut. +97%

Beauty

Business tip
People’s love for lilac likely isn’t limited to hair. Try experimenting with the color in your own product line or advertising.
91—For the record
Get every inch and pound of those vital birth stats printed up to hang in the nursery.
+315%

92—Share the love
Toy-sharing subscriptions mean less waste, and offer kids a steady supply of new distractions.
+313%

93—Hunt and gather
Scavenger hunts bring the party to life, and help burn off all that sugar.
+302%

94—Messy no more
Stylish geometric patterns and shapes are making their way into the kid's room.
+1178%

95—Rustic touches
Parents are adding just a touch of rough and worn to that warm and soft nursery.
+136%

96—Listen up
Parents are opting for audiobooks vs. screens to get kids into storytime (and off to sleep).
+126%

97—Lost in the woods
Enchanted forest parties with toadstool chairs, indoor trees, fairy garlands? And they all lived happily ever after.
+238%

98—Smart sleepers
Auto-rocking, white-noise-playing bassinets soothe babies off to sleep and save parents some winks, too.
+851%

99—Tiny house beds
Frame up more fun with a transitional toddler bed your kiddo can call home.
+90%

100—Breast pump ever
No cords, no bottles. Just hands-free breast pumping on the go...finally!
+114%

Business tip
Help parents throw a kid-wowing forest theme party with enchanting product bundles and shopping lists.
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Come see the Pins that inspired the Pinterest 100 trends! Open the camera in your Pinterest app and scan this Pincode.

Trend calculation: YoY% increases are calculated using normalized searches on each trend from January–September 2017 to January–September 2018.