

Acabo Creatives Co.

Pinterest Predicts 2025

Top Trending Keywords and Searches by Category

March 2025



Pinterest Predicts 2025: Top Trending Keywords and Searches by Category

Executive Summary:

This report analyzes the top trending keywords and searches on Pinterest for 2025, drawing primarily from Pinterest's official "Pinterest Predicts 2025" report. The analysis reveals key trends across various categories, including Fashion & Style, Home Decor & Lifestyle, Beauty & Wellness, Food & Beverage, Celebrations & Events, Travel & Outdoors, Entertainment & Hobbies, and Parenting. Overarching themes indicate a move towards embracing individuality with unique aesthetics, a resurgence of nostalgic styles with modern interpretations, a growing focus on sustainability, and the incorporation of playful and whimsical elements in everyday life. The objective of this report is to provide a categorized list of these trending keywords to offer strategic insights for marketing professionals, business owners, and trend forecasters.

Introduction:

Pinterest, as a visual discovery engine, holds a unique position in identifying emerging trends. Its annual "Pinterest Predicts" report has consistently demonstrated accuracy in forecasting popular themes and interests ¹. This predictive power stems from the platform's methodology, which involves analyzing data-backed trends, leveraging visual search technology, and examining user engagement metrics such as saves and interactions ². This report delves into the specific trends identified for 2025, categorizing them to provide a clear and actionable overview of what is capturing the attention of Pinterest users. The following sections will explore each trending category, providing detailed lists of relevant keywords and offering analysis of the underlying motivations and broader implications of these trends.

One notable aspect of Pinterest trends is their longevity. Unlike trends on other

platforms that might experience fleeting popularity, Pinterest trends tend to have a more enduring presence, often lasting nearly twice as long ⁴. This extended lifespan underscores the platform's role in the planning process for users, who come to Pinterest to gather ideas and inspiration for future projects, purchases, and lifestyle choices. This forward-looking intent gives Pinterest's trend data a significant advantage in predicting sustained consumer interest. Furthermore, a substantial portion of Pinterest's user base comprises Gen Z, who are identified as key drivers behind a significant majority of these emerging trends ⁴. This highlights the importance of understanding Gen Z's preferences for businesses aiming to connect with this influential demographic. Their aesthetic and lifestyle choices are demonstrably shaping the direction of popular content and searches on the platform.

Trending Keywords by Category:

Fashion & Style:

The fashion landscape on Pinterest for 2025 showcases a blend of coordinated aesthetics, maritime influences, historical revivals, and empowered femininity.

- **Seeing Double:** The trend of coordinated outfits and matching looks is gaining traction across various age groups ⁴. This signifies a potential shift in fashion preferences, where group identity and shared aesthetics are becoming increasingly valued. The desire for connection and belonging may be contributing to this resurgence of "matching," moving away from purely individualistic fashion statements. Keywords associated with this trend include: matching outfits with friends, couples matching outfits, coordinated festival outfits, date night matching looks, twinning outfits.
- **Fisherman Aesthetic:** A laid-back maritime style is making waves, characterized by cable-knit sweaters, stripes, and nautical accessories ¹. This trend suggests a broader appreciation for coastal and natural elements, even among those who may not reside near the ocean. It taps into a desire for comfortable, timeless

styles and incorporates playful elements like "sardine tattoos," indicating a lighthearted take on this aesthetic. Key search terms include: fisherman sandals, cable knit sweater, fish bag, raincoat outfit aesthetic, sardine tattoo, striped tops, nautical stripes, boat shoes, maritime accessories.

- **Rococo Revival:** Inspiration from the opulent and ultra-feminine Rococo era is evident in fashion, featuring classic corset gowns and luxurious accessories ¹. This revival points to a cyclical nature of fashion, with a return to maximalist and romantic styles after periods of minimalism. It may be fueled by a desire for escapism and an embrace of historical aesthetics. Relevant keywords are: rococo wedding, rococo party, rococo outfit, classic corset gowns, luxe accessories, ornate tablescapes, frilly dresses, baroque fashion.
- **Gothic Inspired:** Medieval influences are making a comeback in fashion and accessories ¹. This trend leans towards darker, more romantic aesthetics, drawing inspiration from historical periods. Associated keywords include: gothic fashion, lace tops, bell-sleeve tops, lace-trimmed dresses, dark romantic clothing, medieval inspired fashion.
- **Moto Boho:** A unique fusion of bohemian and motorcycle-inspired styles is emerging, featuring chunky leather handbags, flowy skirts, moto boots, and fringe ³. This combination of seemingly contrasting elements highlights a growing trend towards personalized and eclectic fashion choices, allowing individuals to express multifaceted aspects of their style. Keywords include: leather handbags, flowy skirts, moto boots, fringe jacket, bohemian motorcycle style, chunky leather accessories.
- **Goddess Complex:** An emphasis on embracing feminine power is reflected in beauty and style, with searches for gold facial treatments, goddess braids, and elaborate nail designs on the rise ⁴. This trend extends beyond mere aesthetics, reflecting a broader cultural movement of self-empowerment and celebrating femininity. Key search terms include: goddess braids, gold facial, goddess nails, goddess twist braids, divine beauty, statement beauty looks, empowering fashion.

- **Dark Cherry Red:** A bold and statement-making color is predicted to dominate fashion trends ¹. The prominence of a specific color like "Dark Cherry Red" underscores the significant role of color in driving current fashion trends, often reflecting broader cultural moods and aesthetic shifts. Associated keywords include: dark cherry red dress, cherry red fashion, cherry red nails, cherry red accessories, burgundy outfits, deep red clothing.

Home Decor & Lifestyle:

Home decor trends on Pinterest for 2025 showcase a fascination with historical elements, playful expressions, maximalist approaches, and a growing commitment to sustainability.

- **Castlecore:** Home decor inspired by the grandeur of ancient castles, often paired with gothic fashion and accessory influences, is gaining popularity ⁵. This trend suggests a desire to incorporate elements of history and fantasy into living spaces, offering an escape from contemporary aesthetics. Key search terms include: medieval home decor, castle inspired decor, gothic home decor, arched windows decor, stone wall interior, tapestry wall hanging, candelabras, vintage armor.
- **Primary Play:** Incorporating funky murals, primary color schemes, and playful room transformations is a rising trend ⁴. This reflects a desire to inject a sense of fun and childlike energy into living spaces, potentially as a reaction against more serious or minimalist interior designs. Relevant keywords are: primary color decor, funky wall murals, contrast trim, colorful cupboards, playful room ideas, bold color blocking.
- **Mix & Maximalist:** A move away from minimalist aesthetics is evident with the embrace of bold pattern mixing, eclectic prints, texture layering, and rainbow color palettes ⁴. This trend signifies a desire for more personalized and visually rich environments, allowing individuals to showcase their unique tastes and collections. Key search terms include: maximalist decor, pattern mixing, eclectic

prints, texture layering, rainbow home decor, bold interior design.

- **Terra Futura:** Sustainable living and futuristic style are converging, with increased interest in recyclable fashion, self-sufficient gardens, and eco-living aesthetics ². This highlights the growing importance of environmental consciousness in lifestyle choices, with a "solarpunk" aesthetic suggesting an optimistic vision of eco-friendly living. Associated keywords include: solarpunk house, solar punk fashion, chaos gardening, recyclable fashion, self-sufficient garden, community spaces, eco-friendly home decor.
- **Surreal Soirees:** Infusing tablescapes and decor with modern surrealism, featuring elements like curvy candlesticks and fantastical flowers, is a trending theme for gatherings ². This indicates a desire for unique and memorable events, moving beyond traditional party aesthetics and embracing unconventional artistic elements. Key search terms include: cake bouquet flowers, modern surrealism, salvador dali aesthetic, strawberry centerpiece ideas, dinner party tablescapes, curvy candlesticks, gravity-defying centerpieces.

Beauty & Wellness:

Beauty trends for 2025 on Pinterest are characterized by a focus on emotional expression, mystical allure, and empowered self-perception.

- **Aura Beauty:** Makeup that reflects one's aura, emphasizing the use of color aesthetics, is gaining popularity ². This trend suggests a deeper connection between makeup and emotional well-being, moving beyond purely aesthetic purposes to reflect inner states and energies. Keywords associated with this trend include: aura effect, purple blush makeup, full color makeup eyes, new wave makeup, golden aura, makeup mood ring.
- **Sea Witchery:** A mysterious and magical trend combining elements of dark academia and mermaidcore, featuring sultry siren makeup, wet wavy hair, and mermaid manicures, is capturing attention ². This aesthetic appeals to those drawn to darker, more enigmatic styles with a touch of fantasy and aquatic

inspiration. Key search terms include: witch outfits aesthetic, dark siren makeup, dark mermaid makeup, wavy wet hair look, sea inspired nails, moody mermaid manicures.

- **Goddess Complex:** (Also relevant in beauty) The focus on feminine power extends to beauty routines with trends like gold facials and goddess braids ⁴. This reflects a broader movement of self-love and embracing one's inner radiance.

Food & Beverage:

Food and beverage trends on Pinterest for 2025 lean towards playful nostalgia and bold flavor experimentation.

- **Rebel Floats:** A nostalgic soda pop makeover with unique and fearless twists is emerging as a popular trend. This indicates a desire for both familiar comfort and exciting new flavor combinations in beverages, appealing to a sense of childhood nostalgia with a modern, customizable approach. Key search terms include: cream soda aesthetic, fruit soda, homemade soda, non-alcoholic floats, creative soda flavors, grown-up floats.
- **Chaos Cakes:** Perfectly imperfect and unpredictable cakes are gaining favor, signaling a move away from overly polished and uniform aesthetics in baking ⁵. This trend reflects a broader cultural acceptance of imperfections and a celebration of creativity over strict adherence to traditional norms. Relevant keywords are: silly cake, funny cakes for friends, rat cake, intentionally messy cake, abstract cake design, anti-perfection cake.
- **Pickle Fix:** The distinct flavor of pickles is being incorporated into unexpected dishes and drinks, indicating a growing appreciation for bold and unconventional flavor profiles ². The widespread use of pickles across sweet and savory applications demonstrates a surprising and strong appeal for this tangy ingredient. Key search terms include: pickle cake, pickle de gallo, pickle fries, pickle margarita, fried pickle dip, dill green recipes.
- **Cherry Coded:** A cherry aesthetic is expanding beyond food into makeup,

interiors, and overall lifestyle. This showcases how a specific ingredient or flavor can evolve into a broader aesthetic trend, influencing multiple aspects of visual culture. Associated keywords include: cherry vibe, dark cherry red, cherry car, cherry red makeup, cherry red interior, cherry aesthetic.

Celebrations & Events:

Celebration and event trends on Pinterest for 2025 emphasize opulence, fantasy, and a focus on community support.

- **Rococo Revival:** (Also relevant in celebrations) The ornate and ultra-feminine style of the Rococo era is inspiring weddings and parties. Keywords include: rococo wedding, rococo party.
- **Surreal Soirees:** (Also relevant in home decor) The trend of infusing modern surrealism into dinner parties and events is gaining traction. Keywords include: dinner party tablescapes.
- **Nesting Parties:** A shift towards more practical and community-oriented celebrations for new parents is emerging, focusing on helping them prepare for the arrival of their baby ⁵. This trend acknowledges the needs of new parents beyond traditional gift-giving, emphasizing support and preparation. Key search terms include: baby prep party, new parent support, postpartum preparation, baby shower alternatives, community baby prep.

Travel & Outdoors:

Travel trends on Pinterest for 2025 indicate a growing desire for experiences in nature and mountain destinations.

- **Peak Travel:** An increased interest in mountain getaways and nature-focused travel is evident. This suggests a desire for relaxation, adventure, and a deeper connection with the natural world, potentially driven by an increased awareness of the benefits of spending time outdoors. Key search terms include: mountain getaways, treetop views, fresh mountain air, hiking trips, nature retreats, elevation

travel, skiing fits, dolomites.

Entertainment & Hobbies:

Entertainment trends on Pinterest for 2025 highlight the continued influence of gaming culture.

- **Player One:** An increased interest in immersive gaming experiences and related aesthetics is noted ⁵. This reflects the mainstreaming of gaming as a significant form of entertainment and its growing impact on lifestyle and visual culture. Key search terms include: immersive gaming setup, gaming room ideas, streaming setup, esports fashion, avatar design.

Parenting:

- **Nesting Parties:** (Covered in Celebrations & Events).

Cross-Category:

- **Cherry Coded:** (Covered in Food & Beverage and applicable across categories like fashion and beauty).
- **Dolled Up:** A playful and whimsical aesthetic that transcends specific categories, influencing fashion with "babydoll makeup," home decor with "cute room ideas," and accessories with "necklace charms in whimsical colors" ⁵. This trend taps into a sense of nostalgia and fantasy, embracing a cute and often childlike aesthetic across various aspects of life. Key search terms include: babydoll makeup, cute room ideas, necklace charms, whimsical colors, dollcore fashion, miniature collectibles.

Trending Colors on Pinterest:

The Pinterest Palette for 2025 provides a unifying element across various trends, highlighting the significance of color in the overall aesthetic landscape ². These colors are directly inspired by the prevailing trends:

- **Cherry Red:** Directly linked to the Cherry Coded trend, representing a bold and statement-making hue ².
- **Butter Yellow:** Inspired by trends like Dolled Up, Fisherman Aesthetic, and Surreal Soirees, offering a soft and whimsical pastel ².
- **Aura Indigo:** Connected to Sea Witchery and Aura Beauty, representing a moody and cosmic-inspired tone ².
- **Dill Green:** Stemming from Pickle Fix and Terra Futura, this tangy green is shaking up various categories ².
- **Alpine Oat:** Channeling Peak Travel and Moto Boho, this cozy and chic neutral evokes natural textures and a relaxed vibe ².

The identification of these key colors provides a valuable tool for businesses and creators to align their visual content with the dominant aesthetic preferences on Pinterest for 2025, potentially leading to increased engagement and relevance.

Pinterest Predicts 2025 Trends and Keywords

Category	Trend Name	Keywords
Fashion & Style	Seeing Double	matching outfits with friends, couples matching outfits, coordinated festival outfits, date night matching looks, twinning outfits
Fashion & Style	Fisherman Aesthetic	fisherman sandals, cable knit sweater, fish bag, raincoat outfit aesthetic, sardine tattoo, striped tops, nautical stripes, boat shoes, maritime accessories
Fashion & Style	Rococo Revival	rococo wedding, rococo party, rococo outfit, classic corset gowns, luxe accessories, ornate tablescapes, frilly dresses, baroque fashion

Fashion & Style	Gothic Inspired	gothic fashion, lace tops, bell-sleeve tops, lace-trimmed dresses, dark romantic clothing, medieval inspired fashion
Fashion & Style	Moto Boho	leather handbags, flowy skirts, moto boots, fringe jacket, bohemian motorcycle style, chunky leather accessories
Fashion & Style	Goddess Complex	goddess braids, gold facial, goddess nails, goddess twist braids, divine beauty, statement beauty looks, empowering fashion
Fashion & Style	Dark Cherry Red	dark cherry red dress, cherry red fashion, cherry red nails, cherry red accessories, burgundy outfits, deep red clothing
Home Decor & Lifestyle	Castlecore	medieval home decor, castle inspired decor, gothic home decor, arched windows decor, stone wall interior, tapestry wall hanging, candelabras, vintage armor
Home Decor & Lifestyle	Primary Play	primary color decor, funky wall murals, contrast trim, colorful cupboards, playful room ideas, bold color blocking
Home Decor & Lifestyle	Mix & Maximalist	maximalist decor, pattern mixing, eclectic prints, texture layering, rainbow home decor, bold interior design
Home Decor & Lifestyle	Terra Futura	solarpunk house, solar punk fashion, chaos gardening, recyclable fashion, self-sufficient garden, community spaces, eco-friendly home decor
Home Decor & Lifestyle	Surreal Soirees	cake bouquet flowers, modern surrealism, salvador dali aesthetic, strawberry centerpiece ideas, dinner party

		tablescapes, curvy candlesticks, gravity-defying centerpieces
Beauty & Wellness	Aura Beauty	aura effect, purple blush makeup, full color makeup eyes, new wave makeup, golden aura, makeup mood ring
Beauty & Wellness	Sea Witchery	witch outfits aesthetic, dark siren makeup, dark mermaid makeup, wavy wet hair look, sea inspired nails, moody mermaid manicures
Food & Beverage	Rebel Floats	cream soda aesthetic, fruit soda, homemade soda, non-alcoholic floats, creative soda flavors, grown-up floats
Food & Beverage	Chaos Cakes	silly cake, funny cakes for friends, rat cake, intentionally messy cake, abstract cake design, anti-perfection cake
Food & Beverage	Pickle Fix	pickle cake, pickle de gallo, pickle fries, pickle margarita, fried pickle dip, dill green recipes
Food & Beverage	Cherry Coded	cherry vibe, dark cherry red, cherry car, cherry red makeup, cherry red interior, cherry aesthetic
Celebrations & Events	Nesting Parties	baby prep party, new parent support, postpartum preparation, baby shower alternatives, community baby prep
Travel & Outdoors	Peak Travel	mountain getaways, treetop views, fresh mountain air, hiking trips, nature retreats, elevation travel, skiing fits, dolomites
Entertainment &	Player One	immersive gaming setup, gaming room ideas,

Hobbies		streaming setup, esports fashion, avatar design
Cross-Category	Dolled Up	babydoll makeup, cute room ideas, necklace charms, whimsical colors, dollcore fashion, miniature collectibles

Conclusion:

The Pinterest Predicts 2025 report offers a comprehensive glimpse into the key trends shaping user interests across a wide range of categories. The analysis reveals a dynamic landscape where nostalgia intertwines with innovation, and individual expression finds common ground in shared aesthetics. From the coordinated looks of "Seeing Double" to the whimsical charm of "Dolled Up," and the sustainable focus of "Terra Futura," these trends provide valuable insights for anyone looking to understand and engage with the Pinterest community in the coming year. The identified keywords offer a direct pathway to understanding user searches and can inform marketing strategies, content creation, and product development initiatives. By recognizing the underlying themes of connection, authenticity, and a touch of fantasy, businesses and creators can effectively tap into the prevailing currents of Pinterest and connect with their target audiences in meaningful ways.

References:

1. 4 Trends That Will Reign Supreme in 2025, According to Pinterest | Who What Wear, accessed March 27, 2025, <https://www.whowhatwear.com/fashion/trends/pinterest-fashion-trends-2025>
2. From butter yellow to cherry red: Meet the 2025 Pinterest Palette, accessed March 27, 2025, <https://newsroom.pinterest.com/news/from-butter-yellow-to-cherry-red-meet-the-2025-pinterest-palette/>
3. The 2025 Pinterest Palette: This year's trending colors, accessed March 27, 2025, <https://business.pinterest.com/blog/2025-pinterest-palette-this-years-trending-colors/>
4. Pinterest Predicts: 8 Trends You'll Be Seeing in 2025 - Later, accessed March 27, 2025, <https://later.com/blog/pinterest-predicts/>
5. Pinterest Predicts: 20 bold trends for 2025 | Pinterest Newsroom, accessed March 27, 2025, <https://newsroom.pinterest.com/news/pinterest-predicts-20-bold-trends-for-2025/>
6. Pinterest Predicts: The Top Pinterest Trends For 2025, accessed March 27, 2025, <https://business.pinterest.com/id/pinterest-predicts/>
7. Keep an eye on these big Pinterest predicted trends in 2025, accessed March 27, 2025, <https://www.auburnlane.com/keep-an-eye-on-these-big-pinterest-predicted-trends-in-2025/>
8. Pinterest Predicts: The top Pinterest trends For 2025, accessed March 27, 2025, <https://business.pinterest.com/en-gb/pinterest-predicts/>
9. Pinterest Predicts: The Top Pinterest Trends For 2025, accessed March 27, 2025, <https://business.pinterest.com/pinterest-predicts/>