

# Pinterest Trends Quarterly

Beauty

Fall 2026



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# Letter from the editor



**Tabitha Hogan**  
Editor & Trend Spotter at Pinterest

631 million people use Pinterest to plan what's next in their lives; their next meal, their next trip, their next outfit. The power of our trend prediction resides in this unique position, as Pinterest doesn't just reflect trends—it sets them.

We seek to understand more deeply the forces shaping consumer behavior, helping brands to stay ahead of the curve, identify opportunities, and craft genuinely resonant campaigns.

I invite you to explore this report, absorb the insights, and get ahead of the game as we dive into the not-yet-trends and explore how people will celebrate, connect, and remember this season.

Join us as we redefine the future of trend forecasting and continue to channel the power of trends into transformative business opportunities.

Before you see it everywhere, see it here.

A handwritten signature in black ink, appearing to read 'Tabitha Hogan'.

## Methodology

# Mapping the future with real user signals

The Pinterest consumer signal is our greatest asset. To see what's emerging, we identify growing search topics which shows us how our consumers are bringing these trends to life—sometimes in unexpected ways.

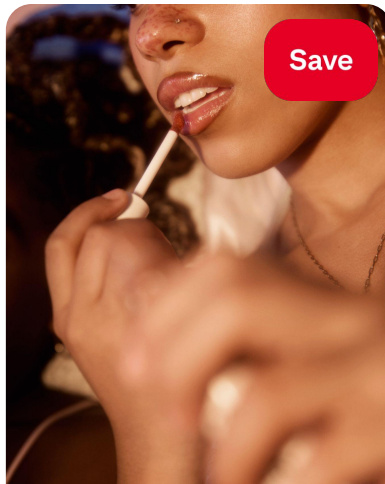
After rigorously validating trends using external and internal signals, this gives us a preview on people are ideating what and how they want to manifest in the future. Then, we bring those insights to you — to help you plan content that aligns with the trends.



Planning fall with Pinterest

# From inspiration to celebration

Pinterest stands out as a future-focused platform, perfect for planning fall's moments before they arrive. While other social apps keep people in the now, Pinterest helps them dream ahead and save inspiration for what's next—whether it's a seasonal style reset, cozy home updates, or menus designed for tailgates and harvest gatherings. With Trending Pins and thoughtfully curated boards, it's easy to turn *maybe someday* into **definitely this fall**.



# Fall macro themes for Beauty



## Back in rhythm

Autumn beauty is a reset. Pinners streamline routines that keep skin, hair, and body looking polished, even when schedules speed up.



## On the agenda

Fall plans ramp up fast. Beauty leans into looks made for real life: concert nights, school events, group pics, and last-minute invites.

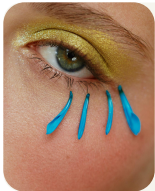


## Eerie and elevated

As the light changes, so does the mood – more graphic details, playful drama, and a little witchy influence that still feels wearable.

📌 [Vertical]

# The latest trends



Multicategory trend

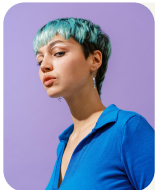
## Eye-level Details

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## Crop Top Energy

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## Steady Glow Strategy

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# Sideline Social Season

The background image is a composite of two photographs. On the left, a young man with curly hair, wearing a black sports jersey with yellow accents and a large white star, is looking down. On the right, a young woman with dark hair pulled back, wearing glasses and large hoop earrings, is laughing and sitting on a train platform next to a train. The train has a blue and white stripe.

Fall plans ramp up fast, and social life starts revolving around game days, watch parties, pep rallies, and weekend hangs. These are long, high-energy gatherings where you want to feel put together from the first hello to the last stop on the way home.

## What this means for Beauty

Beauty becomes part of the pregame: a stay-put base, hair that holds through weather and movement, and nails that feel like a clean finishing touch. And because these gatherings come with their own vibe, Pinners lean into subtle color cues and elevated accents that feel spirited, not costume—setting the stage for the small, high-impact details that pull a whole look together.

Multicategory trend

# Eye-level Details

Driven by **Gen Z**

Fall plans stack up fast, and impact moves to the finishing touches. Expect lashes, liner, soft shimmer, and playful color accents that change the vibe in one step—small details that read expressive and put-together from daytime plans to after-hours.

## Leading-edge searches

"whimsy eye makeup" +2.6x

"doe eyes makeup" +2x

"aegyosal makeup" +86%

"rainbow eyeshadow" +84%

"whimsy eyeliner" +77%

"natural lashes extensions" +68%

"wispy volume lashes" +63%

"star eye makeup" +45%



## How this trend comes to life in other categories

### Food & Bev

#### Game-On Grazing

Crowd-friendly spreads, dips, and sips built for sharing

### Lifestyle

#### Road Trip Ready

Quick drives, packed weekends, & the planning that comes with

### Fashion

#### Sport Social Club

Sporty staples, styled for all-day hangs



Source: Pinterest internal data, US, changes are calculated using searches between '03/19/2026' and '06/16/2026' as compared to searches between '12/19/2025' and '03/18/2026'; Gen Z is defined as users aged 18-29, Driven by highlights that the top generations are contributing to trend search growth, compared to the average generational activity

# Shifting Silver

Driven by **Baby Boomer** **Gen X**

Grow-out becomes a style direction, not a waiting game. People are leaning into blending, soft contrast, and cool-toned dimension that makes silver feel modern and deliberate—turning the “in between” phase into the point.

## Leading-edge searches

“transition to gray hair from dark brown”

**+3.1x**

“short hair over 60” **+2.3x**

“gray roots blending dark hair”

**+2.2x**

“gray hair pixie cuts” **+80%**

“ash blonde hair color” **+59%**

“gray hair blending” **+42%**

“gray blonde hair ashy highlights”

**+25%**

“silver white hair” **+25%**

Source: Pinterest internal data, US, changes are calculated using searches between '03/19/2026' and '06/16/2026' as compared to searches between '12/19/2025' and '03/18/2026', Gen X are defined as users aged 46-61, Baby Boomers are defined as users aged 62+, Driven by highlights that the top generations are contributing to trend search growth, compared to the average generational activity



# Funhouse Face

Driven by **Gen Z**

Fall invites a little theatricality. Beauty gets artful and slightly offbeat with surreal accents, graphic shapes, and unexpected color placement. It's more editorial play than costume, with just enough drama for the season's darker mood.

## Leading-edge searches

|                                 |       |                                |       |
|---------------------------------|-------|--------------------------------|-------|
| " <u>uncanny makeup</u> "       | +3.3x | " <u>pierrot makeup</u> "      | +2.5x |
| " <u>clown nail art</u> "       | +90%  | " <u>jester makeup</u> "       | +86%  |
| " <u>rainbow clown makeup</u> " | +60%  | " <u>casual clown makeup</u> " | +45%  |
| " <u>circus makeup</u> "        | +29%  | " <u>clown nails designs</u> " | +20%  |

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# Steady Glow

## Strategy

for the Millennial

Fall is the moment to reset and rebuild. People are taking the time to create new routines that actually stick, layering a few dependable steps across skin, hair, and grooming so “put together” becomes the default, not the exception.

### Leading-edge searches

“female hygiene routine” +3.9x

“quick hair growth” +3.9x

“at home pedicure” +2.1x

“hair transitions” +99%

“facial balancing filler” +54%

“eyebrow razor” +49%

“clear glowing skin” +48%

“how to dye hair” +36%

Source: Pinterest internal data, US, changes are calculated using searches between '03/19/2026' and '06/16/2026' as compared to searches between '12/19/2025' and '03/18/2026', Millennials are defined as users aged 30-45, Driven by highlights that the top generations are contributing to trend search growth, compared to the average generational activity



# Crop Top Energy

Driven by **Baby Boomer** **Gen X**

As layers come out, hair gets bolder and closer cropped. Short cuts become the easiest instant reset, with clean lines, sharp texture, and statement color doing the work. The result feels intentional even when everything else is cozy and low-key.

## Leading-edge searches

"painted buzzcut" **+6.7x**

"short spiky haircuts" **+2.8x**

"short punk hair pixie" **+69%**

"bleached buzz cut men" **+48%**

"shaved head designs" **+40%**

"razor cut bob" **+40%**

"short alt hair" **+33%**

"textured pixie" **+25%**

Source: Pinterest internal data, US, changes are calculated using searches between '03/19/2026' and '06/16/2026' as compared to searches between '12/19/2025' and '03/18/2026', Gen X are defined as users aged 46-61, Baby Boomers are defined as users aged 62+, Driven by highlights that the top generations are contributing to trend search growth, compared to the average generational activity



