

**Did you
know**



**Pinterest's Autumn
2024 Trends are here,
giving inspiration for
brands' content
strategies. 🔍**

Popular fashion searches are all about bold styles and biophilic patterns 🐆

- Leopard print jeans **+2990% YoY**
- Camouflage outfit **+2295% YoY**
- Printed tights **+205% YoY**
- Printed jumper **+73% YoY**

Beauty searches feature a blend of eye-catching and contemporary styles 🍷

- Japanese-inspired nails **+600% YoY**
- Soft baddie makeup **+700% YoY**
- Cool tone makeup looks **+360% YoY**
- Honey brown curls **+7770% YoY**
- Cherry blonde **+6300% YoY**

Home decor trends are embracing peaceful, dreamy aesthetics

- Green home décor **+2670% YoY**
- Floral room aesthetic **+370% YoY**
- Dreamy artwork **+680% YoY**
- Air purifying plants **+850% YoY**
- Zen bathroom **+200% YoY**

Popular food searches for autumn include earthy ingredients 🍴

- Pistachio butter **+240% YoY**
- Quinoa pudding **+140% YoY**
- Okra water **+470% YoY**
- Morel mushroom **+240% YoY**
- Blueberry jelly recipe **+160% YoY**

Pinterest trends are more than just inspiration—they're a roadmap to what people are searching for. Use them to refine your strategy. 

Generate engaging content ideas that resonate with your target audience and align with the autumn trends. 🍂🍁

**Imagine
Better.**



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