

# Celebrate **Diwali**, the festival of lights, with **Pinterest**



Worldwide festival



Festival of Lights



Mo Oct. 20, 2025



Trending keywords



This is me

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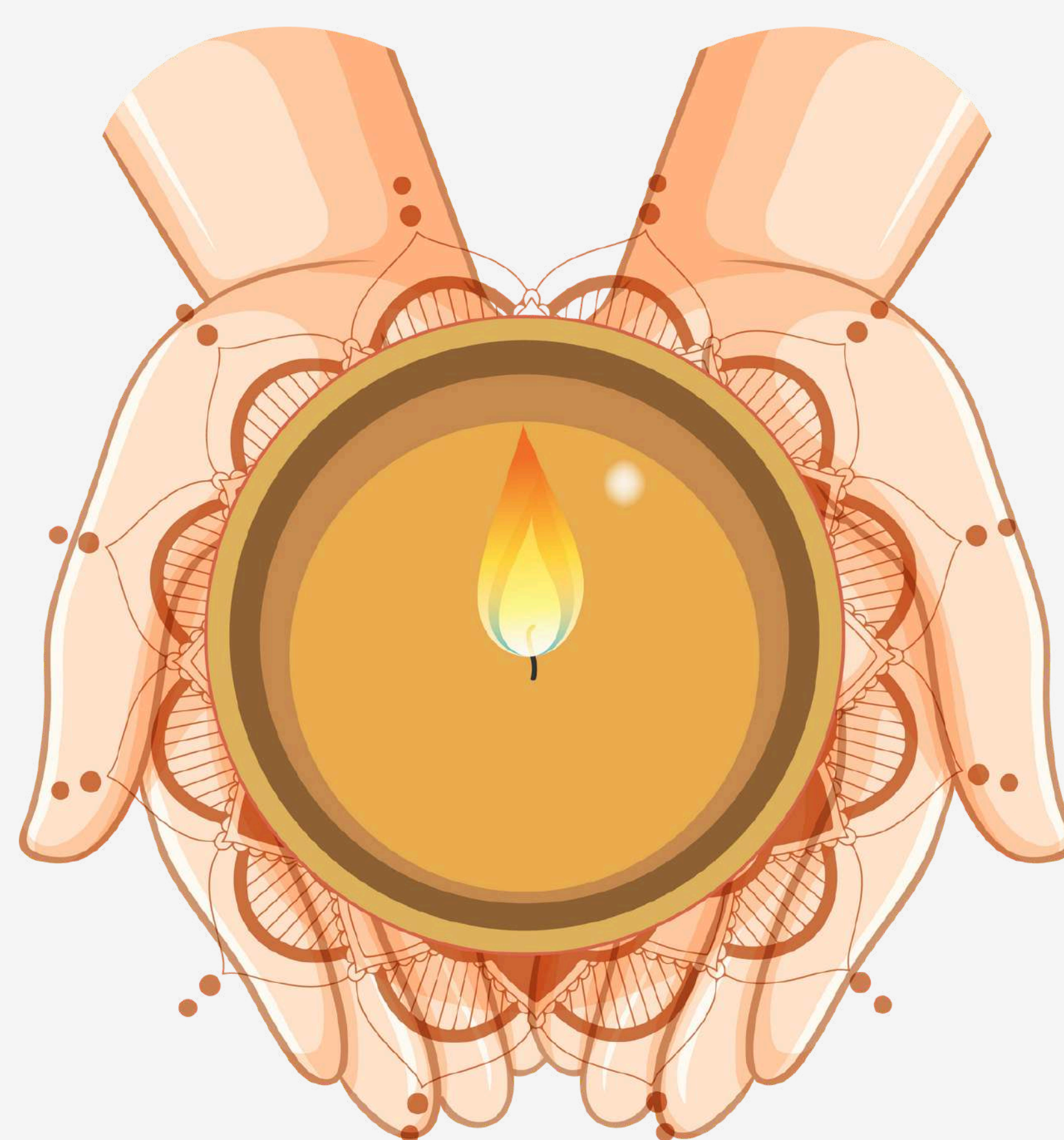


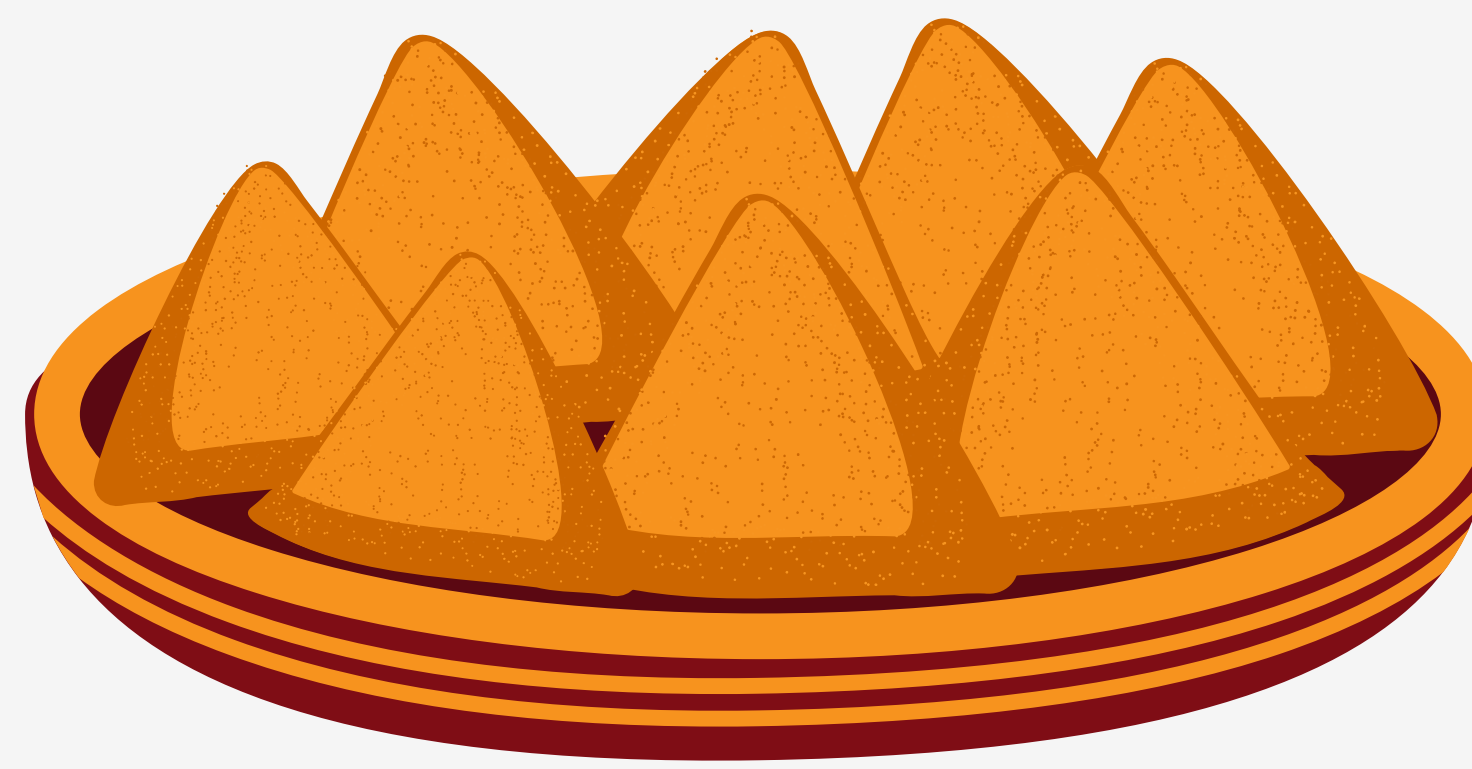
Archana Haarnack



# DIWALI, FESTIVAL OF LIGHTS

Diwali or Deepawali is a festival of Hindus associated with lights (also called as festival of light) that symbolizes the victory of good over evil.





Many people are looking for Pinterest to light the way when it comes to festive recipes and ideas for meals.

Show Pinner some of your most mouth-watering Diwali recipes, from sweets and snacks to street food bonanzas.





Diwali candles – also known as diyas – are one of the most iconic elements of this widely celebrated Hindu, Jain, Sikh, and Buddhist festival.

→ *Make a splash with your target audience by showcasing a couple of awesome homemade Diwali candles on your board.*





It's fun for the whole family, and a great way for kids to learn a little more about this major cultural event.

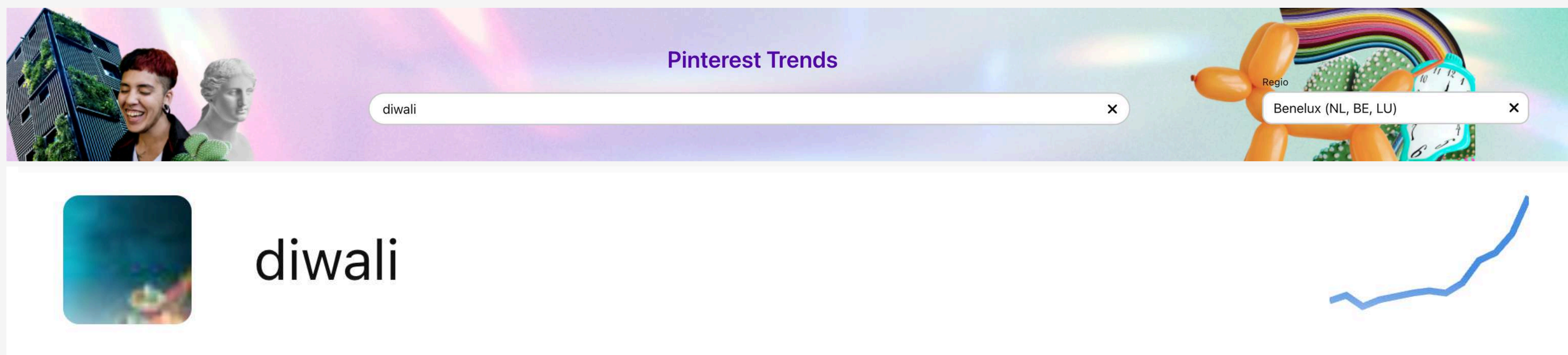




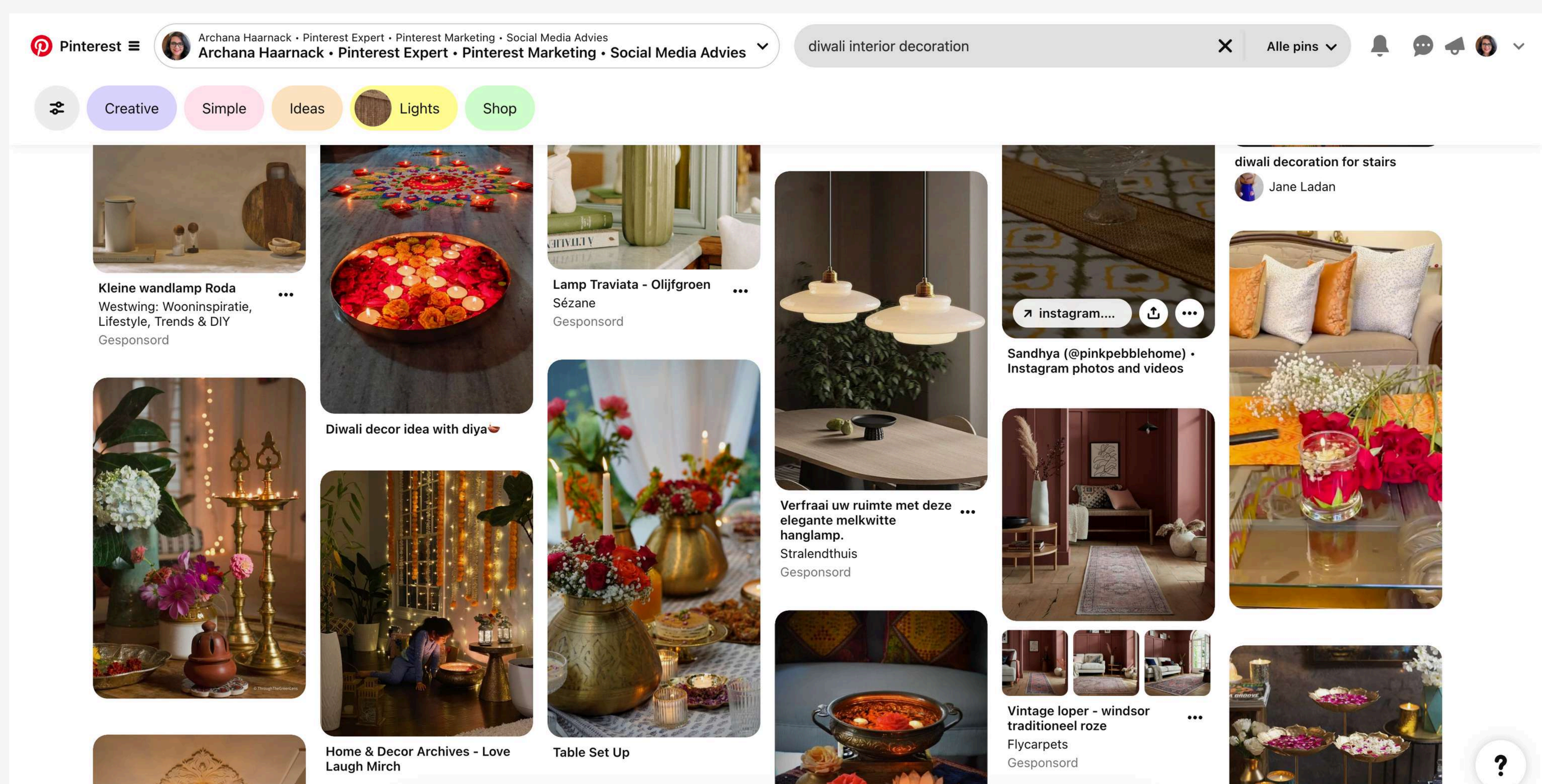
Help Pinterest users find your products and services as they plan their next purchase.

- *Inspire with eye-catching images*
- *Add popular keywords to your Pins*
- *Stand out with scroll-stopping videos*





Discover growing search terms related to  
**Diwali** with Pinterest Trends.



→ Visit [trends.pinterest.com](https://trends.pinterest.com)





Save this guide and check out popular Diwali-related keywords and growing trends your audience loves on Pinterest →



# DIWALI 🔍

## PINTEREST KEYWORDS

- Diwali food
- Diwali craft
- Diwali outfits
- Diwali candles
- Diwali decorations
- Diwali gift hampers
- Diwali photography
- Diwali decoration items
- Diwali activities for kids
- Diwali decorations at home
- Diwali outfit ideas for women





# HI, I AM ARCHANA HAARNACK



I'm a seasoned Pinterest marketing expert and a verified Pinterest Educator.

I've been active on Pinterest since May 2010. Over the years, I've grown an audience of more than 124,000 followers, and my content reaches millions of people.

## NEED HELP WITH PINTEREST?

I work with interior & furniture brands, (online) shops, marketing agencies, and creators - building custom strategies that drive long-term organic results.

*Get in touch to learn more about my services or book a free strategy session at [ARCHANA.NL](https://archana.nl)*