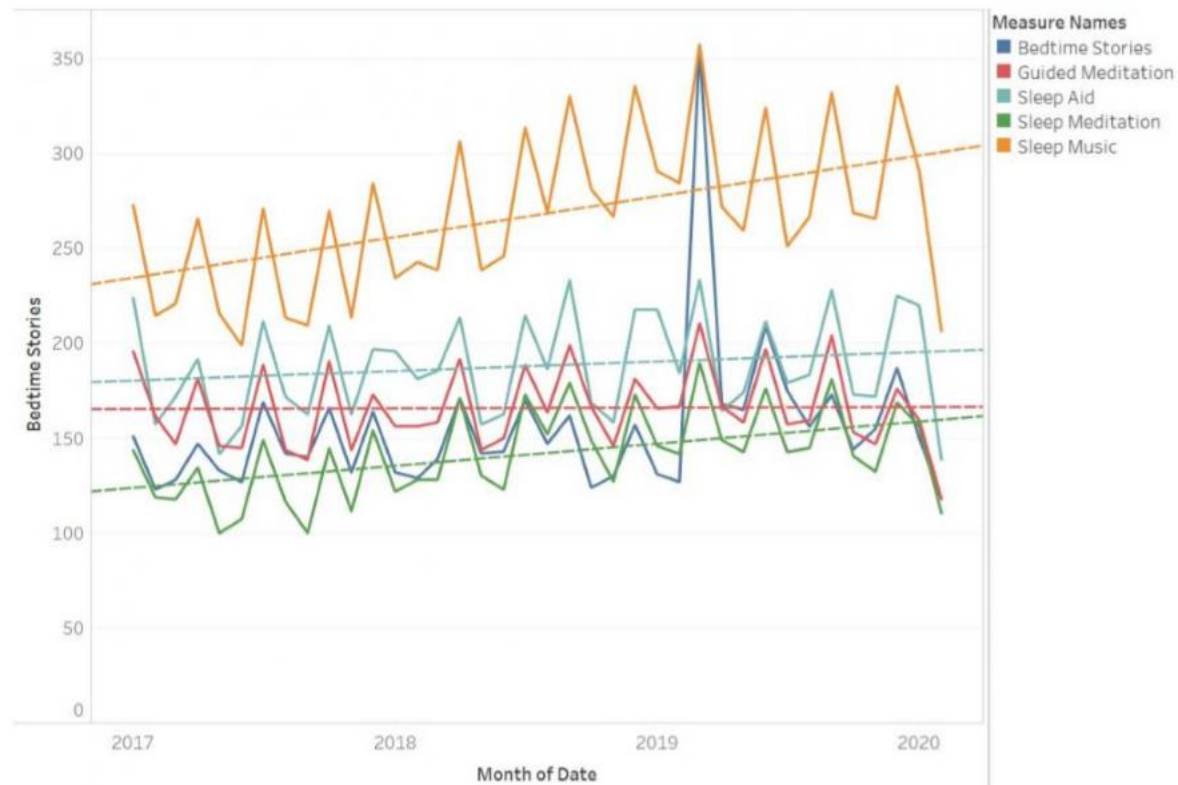


02/25/2020: Trends Newsletter | Signals: 3 Emerging Trends and How to Exploit Them

This mini newsletter presents two business signals identified using Pinterest's new trends feature and Google Trends and recommends potential business opportunities.

Sleep Audio



**Visualization created in Tableau.*

Signal: Over the last 5 years, searches for keywords related to audio that helps you sleep has been steadily increasing. Specifically, searches for sleep meditation and sleep music have gone up with p-values less than 0.05. Put another way, there is strong evidence that interest in these things has meaningfully gone up overtime and the trend we're looking at here is significant. To strengthen the case, according to a study conducted in 2018 which you can view [here](#), insomnia diagnoses increased from 2006 to 2013.

The Opportunity: Whatever the reason (common sense suggests blue lights from our phones might be one cause) people are seeking help with getting a good night's rest.

Trends in home hub equipment and "self-care" practices

At the end of 2019, Pinterest launched a new tool that allows you to view trending keywords on the website. They also released a report called Pinterest 100 that divulged 100 rising trends on the website in 2020.

Finding balance

Improve your outlook with habits that put yourself before your selfie.

Self discovery
journal prompts
+147%

Social media
detox
+314%

Embrace
being single
+49%

Chicory root
benefits
+91%

Art therapy
activities
+444%

Sea moss
benefits
+380%

Mood booster
playlist
+85%

Ylang ylang
essential oil
benefits
+91%

Feng shui
decor
+137%

Cucumber juice
benefits
+99%

Signal: Pinterest clustered the top trends into 10 larger themes, and one of the most interesting is the "finding balance" theme.

The Opportunity: I guess you could start a sea moss and chicory root supplement company, but a 314% increase in searches for "social media detox" and 85% increase in searches for mood boosting playlists suggest that no matter the specific remedy, people are seeking solutions to soothe their cluttered minds at more times of the day than just bedtime.

Home hub

Sure, home is where the heart is. But now it's also where your office is...and your gym...and maybe even your waterfall.

Garden room
+104%

Microgreens
growing indoor
+223%

Work from home
outfit
+82%

Granny pods
backyard cottage
+159%

Audio room
+803%

Brewing
equipment
+411%

Indoor water
fountains
+917%

Home theater
design
+368%

Home coffee
stations
+751%

Homemade
baby foods
+379%

Signal: Now that millennials represent the largest cohort of home buyers, there seems to be an increase in investing in at-home hobbies.

The opportunity: Huge increases in audio rooms and home theaters, home coffee stations, and brewing equipment suggest opportunities to help people enrich their home lives. You can see the rest of the Pinterest 100 trends here.