



# TOP 100 2022

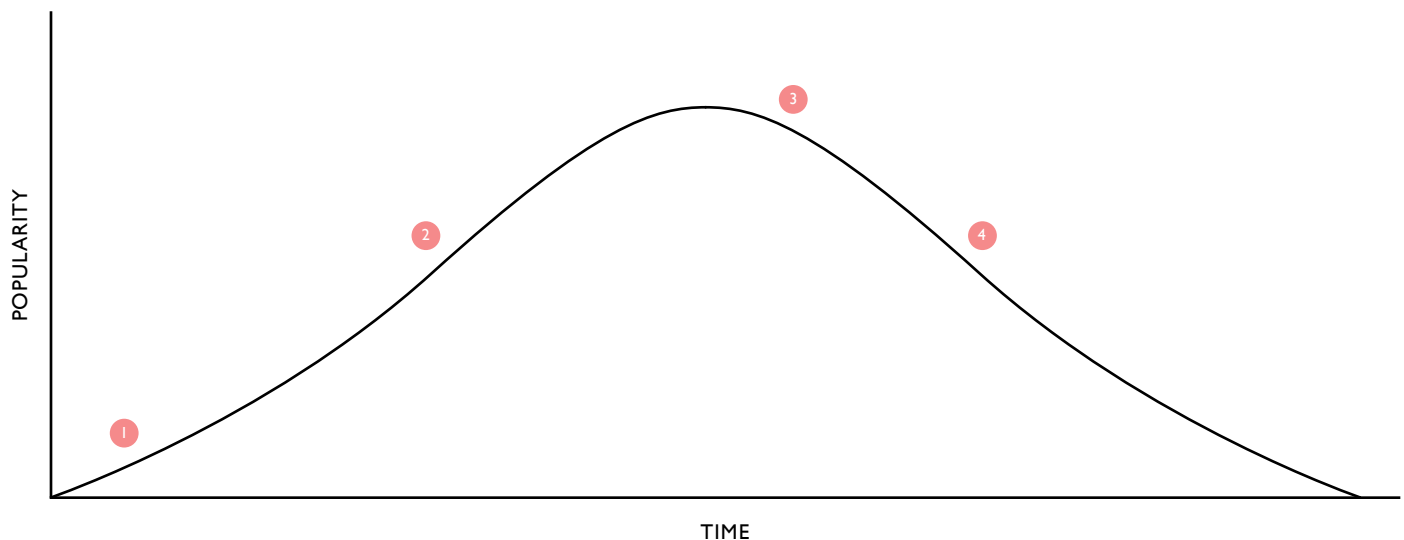


# Methodology

## CHOOSING THE TRENDS

Using November 2021 data, the trends selected exhibit continued or stable growth over the next year with 65-75% confidence.

## TREND BEHAVIORS: EXPLAINED



### 1 EMERGING

These trends are exhibiting emerging behavior and are likely to grow in the next few months.

### 3 PEAKING

These trends have been growing for a year or more and have reached their peak.

### 2 SAFE BETS

These trends have been growing for a year and will continue to grow for another year.

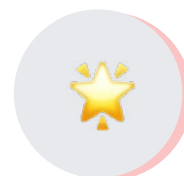
### 4 ON ITS WAY OUT

These trends are a year past their peak and exhibiting declining behavior.

TREND KEY:



EMERGING



SAFE BET

# Trend Check

## CHECK OUR WORK

Don't just take our word for it. Here's a look at how accurate our [Top 100 Trends of 2021](#) report was based on TY/LY search growth.

### TREND

*Featured in Top 100 Trends of 2021*

### SEARCHES

*Total 2021 Searches*

*YoY Growth*

#### COTTAGECORE / WOMEN'S ▲

<i>Nap Dress</i>	<i>562K</i>	<i>242%</i>
<i>Puff Sleeve Midi Dress</i>	<i>110K</i>	<i>103%</i>
<i>Tiered Midi Dress</i>	<i>107K</i>	<i>77%</i>

#### CITY SLICKER / ACCESSORIES ▲

<i>Tortoise Shell Hair Clip</i>	<i>15K</i>	<i>448%</i>
<i>Square Toe Heels</i>	<i>361K</i>	<i>183%</i>
<i>Paperclip Chain</i>	<i>60K</i>	<i>143%</i>

#### SAIL AWAY / MEN'S ▲

<i>Men's Striped T-Shirt</i>	<i>126K</i>	<i>72%</i>
<i>Men's Seersucker Shorts</i>	<i>20K</i>	<i>44%</i>
<i>Men's Crewneck</i>	<i>95K</i>	<i>39%</i>

#### MINI FASHIONISTA / KID'S ▲

<i>Girls' Baggy Jeans</i>	<i>39K</i>	<i>108%</i>
<i>Girls' Wide Leg Jeans</i>	<i>7K</i>	<i>98%</i>
<i>Girls' Combat Boots</i>	<i>46K</i>	<i>35%</i>

#### ACTIVE ACIDS / BEAUTY ▲

<i>Salicylic Acid</i>	<i>6.7M</i>	<i>12%</i>
<i>Mandelic Acid</i>	<i>623K</i>	<i>9%</i>
<i>Polyhydroxy Acid</i>	<i>45K</i>	<i>5%</i>



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| All That Glitters | Statement Jewelry  |
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# Women's Fashion

2022 is all about confidence as skin-baring styles and elements of nostalgia take precedence. Women are looking to discover their unique sense of style and searching for a wardrobe that speaks to it.

01-10

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Overexposed

Once Upon A Time

Dopamine Dressing

Y2K Continued

Proportion Play

Bridgerton 2.0

Leg Reveal

God Is A Woman

Female Gaze

Back In Time



@annelauremais

## 01 Overexposed



Less is more this year. Shortened hems, cut outs, and sheer fabrics amp up the sex appeal.

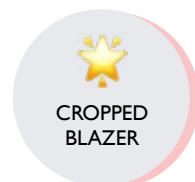
(Searches for [cut out mini dress](#) are +263%, [micro mini skirt](#) are +32%, and [lace turtleneck](#) are +26%)

## 02 Dopamine Dressing



Acne Studios

## 03 Proportion Play



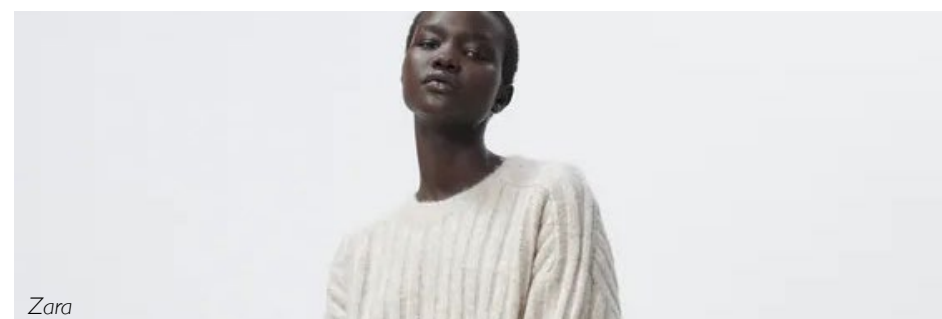
Women are learning the art of proportions—adding cropped outerwear to their wish lists.

(Searches for [cropped shearling jacket](#) are +181% and [cropped blazer](#) are +120%)

## 04 Leg Reveal

Step out of your comfort zone and don't be afraid to show some leg this year. Side slits are the sexy detail we didn't know we needed.

(Searches for [side slit skirt](#) are +116%, [high slit dress](#) are +89%, and [slit pants](#) are +31%)



Zara

## 05 Female Gaze

No longer yearning for the male gaze, women are finding what makes them confident, embracing oversized silhouettes and self-assured staples.

(Searches for [wide leg trousers](#) are +50%, [oversized blouse](#) are +26%, [oversized knit sweater](#) are +22%)



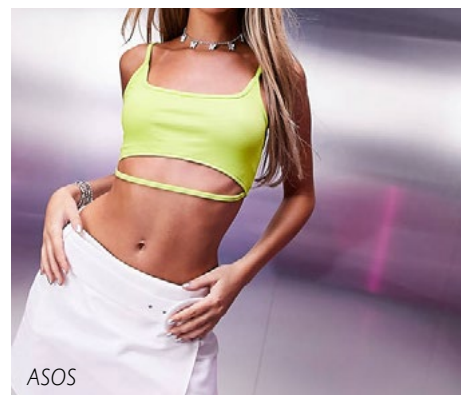


# 06

## Once Upon A Time

Women are bringing their cottagecore fantasies to life with whimsical wardrobes full of voluminous silhouettes and forest motifs.

(Searches for [strawberry vest](#) are +178%, [selkie puff dress](#) are +132%, and [puff shoulder dress](#) are +90%)



# 07

## Y2K Continued



LOW RISE SKIRT

LOW RISE FLARE JEANS

Driven by nostalgia, styles of the early aughts continue their rise in popularity.

(Searches for [2000s fashion](#) are +122%, [low rise skirt](#) are +144%, and [low rise flare jeans](#) are +81%)

# 08

## Bridgerton 2.0



CORSET TOP



BROCADE COAT

With season 2 of Bridgerton on the way, women will be wearing elegant attire from eras past.

(Searches for [jacquard mini dress](#) are +369%, [corset top](#) are +68%, and [brocade coat](#) are +50%)

# 09

## God Is A Woman

Channeling their inner goddess, women are dressing for confidence.

(Searches for [goddess dress](#) are +17%, [grecian dress](#) are +29%, and [draped dress](#) are +79%)

# 10

## Back In Time

Reaching back to the 70s and 80s for style inspiration, women will be infatuated with retro silhouettes and classic styles this year.

(Searches for [80s dress](#) are +77%, [bardot dress](#) are +71%, and [white go go boots](#) are +51%)



# Accessories

When it comes to accessories—it's all about enhancing your look. From winter essentials to sky high shoes, here are the accessories trends you can expect to see in 2022.

11-20

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Après Ski

All That Glitters

Pearlcore

Fit For Royalty

Sky High Shoes

Modern Classics

Statement Jewelry

Forest Nymph

Handmade Treasures

Comfort First

11

Après  
SkiAll That  
Glitters

12



13

Pearlcore

From the slopes to the city, stylish winter accessories—like faux fur headbands and shearlings bags—are ones to watch out for.

(Searches for [faux fur headband](#) are +205%, [shearling bag](#) are +86%, and [fur bucket hat](#) are +42%)

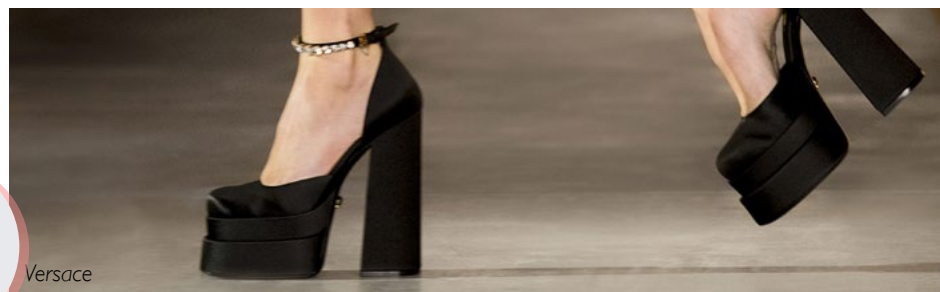
Searching for the next showstopper, crystal jewelry and sparkly accessories are replacing the basics this year.

(Searches for [sparkly heels](#) are +141%, [rhinestone heels](#) are +70%, and [crystal jewelry](#) are +14%)

In 2022, pearls are a must-have—from necklaces to handbags to heels.

(Searches for [pearl heels](#) are +150%, [pearl handbag](#) are +38%, and [pearl chain necklace](#) are +14%)

14

Fit For  
RoyaltyLONG  
GLOVES

Dress to impress this year with elegant accessories that make you feel like royalty.

(Searches for [long gloves](#) are +26%, [french pins](#) are +26%, and [beaded bag](#) are +41%)

15

Sky High Shoes

Versace knows best. Sky high heels and platform shoes are here to command the room, regardless of the occasion.

(Searches for [platform loafers](#) are +154%, [platform converse](#) are +67%, and [platform heels](#) are +57%)

PLATFORM  
LOAFERSPLATFORM  
CONVERSE



Bottega Veneta

# 16

## Modern Classics

A new crop of minimalist accessories have become instant classics, and will be here for years to come.

(Searches for [croissant bag](#) are +158%, [croissant ring](#) are +77%, and [tabi boots](#) are +45%)



CROISSANT  
BAG

CROISSANT  
RING

Larger than life accessories turn an everyday outfit into a memorable moment.

(Searches for [orb ring](#) are +61%, [cabochon ring](#) are +19%, and [big hoops](#) are +5%)



Bagatiba

# 17

## Statement Jewelry

# 18

## Forest Nymph



MUSHROOM  
EARRINGS

RAFFIA  
BAG

At the intersection of foraging and fashion lies natural materials and forest-inspired accessories.

(Searches for [raffia bag](#) are +103%, [clog sandals](#) are +85%, and [mushroom earrings](#) are +76%)

# 19

## Handmade Treasures

The handmade accessories that gained popularity over lockdown, like daisy chains and crochet totes, will stay with us in the new year.

(Searches for [crochet tote](#) are +104%, [daisy chain bracelet](#) are +61%, and [braided bracelets](#) are +55%)

# 20

## Comfort First



KITTEN HEEL  
BOOTS

The comfortable shoes of quarantine aren't going anywhere as lower heels and soft fabrics make wearing stylish shoes an all-day affair.

(Searches for [pillow sandals](#) are +547%, [block heel sandals](#) are +83%, and [kitten heel boots](#) are +38%)

# Plus-Size

The plus size consumer is finding something to celebrate this year. Showing an affinity for luxe fabrics and partywear, they are revealing a renewed sense of confidence in themselves and their style.

21-30

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New Romantics

Show Off

Classic Comforts

Luxe Fabrics

Swim Season

Special Occasion

Wardrobe Staples

Sans Straps

Country Club Cool

70s Flare





# 21

## New Romantics

Romance is top of mind as plus size consumers search for dreamy puff sleeves and whimsical ruffles.

(Searches for [plus size puff sleeve dress](#) are +200%, [plus size empire waist dress](#) are +111%, and [plus size ruffle dress](#) are +60%)

# 22

## Classic Comforts

Comfort is a top priority. Complete your capsule wardrobe by switching those tight tops to adjustable wrap tops and loose sheath dresses.

(Searches for [plus size work top](#) are +216%, [plus size wrap top](#) are +194%, and [plus size sheath dress](#) are +22%)

# 23

## Swim Season

This year, swim season is going to be even more stylish as cover ups and swim dresses gain popularity.

(Searches for [plus size swimdress](#) are +76% and [plus size cover up](#) are +13%)

# 24

## Wardrobe Staples

Building a wardrobe of made-to-last staples has never been cooler.

(Searches for [plus size cropped jeans](#) are +19%, [plus size blouse](#) are +7%, and [plus size cardigan](#) are +2%)



# 25

## Country Club Cool

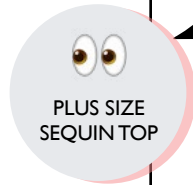
Preppy outfits embody the aspirational country club aesthetic, from blazers to polos and everything in between.

(Searches for [plus size polo shirt](#) are +239%, [plus size blazer dress](#) are +105%, and [plus size shirt dress](#) are +46%)

26

Show Off

27

Luxe  
Fabrics

28

Special  
Occasion

There will be no shrinking this year. Sexy, stand-out tops are a must-have in everyone's wardrobe.

(Searches for [plus size lace up top](#) are +334% and [plus size sequin top](#) are +89%)

Make dressing a tactile experience with luxurious fabrics like cashmere, lace, and velvet.

(Searches for [plus size lace top](#) are +114%, [plus size velvet dress](#) are +83%, and [plus size cashmere sweater](#) are +12%)

With the return of in-person celebrations comes the excitement of dressing up. Glam cocktail and party dresses give us something to look forward to.

(Searches for [plus size special occasion dress](#) are +81%, [plus size cocktail dress](#) are +81%, and [plus size party dresses](#) are +57%)

29

Sans  
Straps

30

70s Flare

If you've got it, flaunt it. Strapless silhouettes offer unlimited styling options.

(Searches for [plus size strapless top](#) are +181% and [plus size strapless bra](#) are +52%)

Reminiscent of the carefree lifestyle we're all reaching for, flared pants are bringing 70s style back.

(Searches for [plus size flare jeans](#) are +43%)

# Men's Fashion

2022 is all about experimentation for men as they say goodbye to the status quo. From next gen prep to normcore, here are the menswear trends you can expect to see this year.

## 31-40

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Varsity Blues

Cabincore

Next Gen Prep

70s Styles

Gorpcore

Pattern Play

Business Casual

Functional Fit

Grandpacore

Mr. Mood Board



# 31

## Varsity Blues

No longer just for jocks, varsity team essentials are making their way out of the locker room and into men's closets.

(Searches for [varsity cardigan](#) are +306%, [men's varsity jacket](#) are +95%, and [letterman jacket](#) are +71%)

# 32

## Next Gen Prep

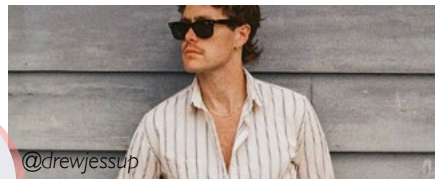


An ode to academia, preppy essentials have reached cool kid status.

(Searches for [men's knitted polo shirt](#) are +91%, [men's corduroy shirt](#) are +68%, and [men's penny loafers](#) are +47%)

# 33

## Gorpcore



Gorpcore stresses fashionable yet functional staples like protective outerwear, hiking boots, and technical accessories.

(Searches for [gorpcore](#) are +455%, [sun protective clothing](#) are +30%, and [athletic vest](#) are +29%)

# 34

## Business Casual

Men are keeping it casual, but work-appropriate, to accommodate every work style, from WFH to in-office.

(Searches for [comfortable work pants](#) are +62%, [comfort footwear](#) are +59%, and [casual button up shirt](#) are +57%)

# 35

## Grandpacore



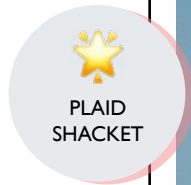
Men are embracing the effortless nature of normcore, sporting thrifted finds and other unpretentious looks.

(Searches for [men's oversized cardigan](#) are +173%, [grandpa sweater](#) are +157%, and [men's relaxed jeans](#) are +5%)



36

Cabincore



Ready to escape the city and reconnect with nature, men are embracing the cabincore aesthetics with fireside styles this year.

(Searches for [plaid shacket](#) are +145%, [flannel overshirt](#) are +46%, and [men's field jacket](#) are +36%)

38

Pattern Play

37 70s Styles

Groovy prints, flare jeans, and heeled boots are quickly permeating the menswear market—with Harry Styles leading the way.

(Searches for [men's flared pants](#) are +147%, [men's paisley shirt](#) are +85%, and [men's heeled boots](#) are +67%)

Playing with patterned pants and printed suits, men are building wardrobes that are made to turn heads.

(Searches for [men's floral suit](#) are +62%, [patterned shirts](#) are +19%, and [patterned pants](#) are +15%)

39

Functional Fit



Fashion meets function as men show an affinity for utilitarian fashion, from carpenter jeans to cargo jackets.

(Searches for [men's carpenter jeans](#) are +38%, [men's utility pants](#) are +35%, and [men's cargo jacket](#) are +20%)

40

Mr. Mood Board



Men are embracing the art of dressing, bringing mood boards to life with trendy styles that blur antiquated gender norms.

(Searches for [men's huggie earrings](#) are +99%, [men's co-ord](#) are +35%, and [men's crossbody bag](#) are +31%)

# Kid's Fashion

Kids' wardrobes reflect those of their parents' as cottagecore styles and crafty staples get a kid-friendly revamp. Dressing to impress this year, kids will be stepping out in everything from sparkly dresses to preppy polos.

41-50

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Animal Kingdom

Cottagecore Kids

Prim and Proper

Prep School

Picnic Ready

Craftcore

Style Hero

Shine Bright

Easy Styling

Mini Me

41

Animal  
Kingdom

You can't go wrong with an animal motif. Kid-friendly favorites include nontraditional furry friends like rabbits and owls.

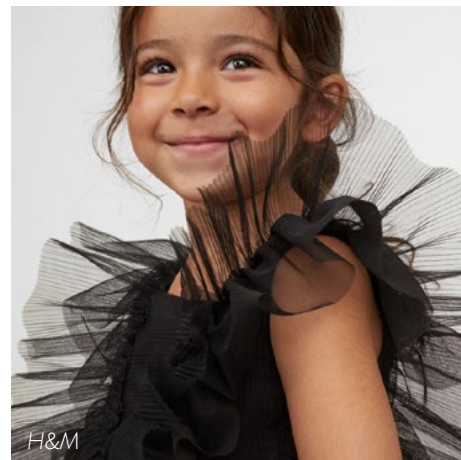
(Searches for [owl t-shirt](#) are +322%, [penguin graphic](#) are +247%, and [rabbit graphic](#) are +67%)

42

Cottagecore  
Kids

Kids are hopping on the cottagecore wagon with prairie dresses and smocked shirts.

(Searches for [smocking top](#) are +43%, [bib collar](#) are +42%, and [prairie dress](#) are +21%)



43

Prim and  
Proper

Kids are putting their best foot forward in 2022 with frilly attire perfect for dance recitals, school shows, and concerts.

(Searches for [ballerina flats](#) are +39%, [girls' tulle dress](#) are +11%, and [frill dress](#) are +5%)

44

Prep  
School

Kids don't need to attend private school to dress like a student. Preppy polos, dresses, and loafers are perfect for any occasion.

(Searches for [preppy dress](#) are +167%, [boys' long sleeve polo](#) are +38%, and [boys' loafers](#) are +35%)



45

Picnic Ready

Outdoor events are more common than ever, and kids' wardrobes—full of gingham and floral print—are a reflection of their environment.

(Searches for [gingham romper](#) are +412%, [gingham top](#) are +27%, and [girls' floral top](#) are +17%)

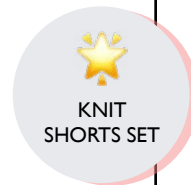


47

Style  
Hero

46

Craftcore



Arts and crafts meets apparel with handmade (or store bought) crochet and knit items.

(Searches for [knit shorts set](#) are +69%, [craftcore](#) are +39%, and [crochet dress](#) are +4%)

The superhero obsession is jumping off screen and into our daily lives with Marvel-inspired clothing and accessories.

(Searches for [spiderman watch](#) are +73% and [marvel shirt](#) are +14%)

48

Shine Bright



Kids shine bright with sparkles and star prints.

(Searches for [sparkly dress](#) are +130%, [glitter dress](#) are +68%, and [star print dress](#) are +63%)

49

Easy  
Styling

Parents are seeking comfort and convenience, dressing their little ones in playsuits and matching sets.

(Searches for [fleece matching set](#) are +92% and [playsuit](#) are +46%)

50

Mini Me

All of today's top trends are getting a mini-me makeover as fashionable parents pass their sense of style down to the next generation.

(Searches for [girls' puffer coat](#) are +35%, [girls' wide leg pants](#) are +34%, and [baby bucket hat](#) are +22%)



# Beauty

The beauty industry will show range this year as people experiment with new TikTok trends and update classic looks. Searches for everything from nostalgic 90s styles to statement nail art to no-makeup makeup are on the rise.

## 51-60

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90s or Nothing

Cat Eye 2.0

At-Home Blowout

Plump Pout

Fresh Face

Glow Up

DIY Treatments

Cosmeceuticals

White Space Opportunity

Nouveau Nail Art



51

90s or Nothing

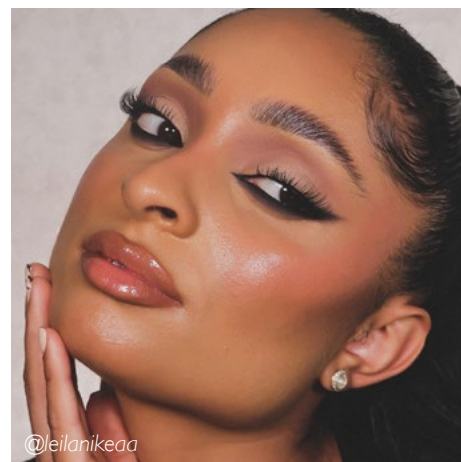
While low-rise jeans and platform shoes re-enter our wardrobes, 90s-inspired makeup products are also re-gaining mass popularity, from frosted lipstick to bubble braids.

(Searches for [frosted lipstick](#) are +1,186%, [bubble braids](#) are +571%, [slick bun](#) are +66%, and [90s makeup](#) are +11%)



FROSTED LIPSTICK

BUBBLE BRAIDS



52

Cat Eye 2.0



INNER CORNER EYELINER

Cat eyeliner is getting a modern refresh as makeup professionals and amateurs alike experiment with the classic look.

(Searches for [reverse cat eye](#) are +1,417%, [eyeliner stickers](#) are +346%, and [inner corner eyeliner](#) are +66%)

53

At-Home Blowout

TikTok's love of the Dyson AirWrap is just the start as more and more people attempt an at-home blowout.

(Searches for [heatless curling](#) are +1,200%, [butterfly haircut](#) are +204%, [cool air styler](#) are +197%, and [airwrap styler](#) are +5%)

54

Plump Pout



LIP FLIP

PLUMPING LIP GLOSS

LIP PLUMPER

Wanting fuller lips, consumers are on the hunt for products and procedures that will help them achieve the look.

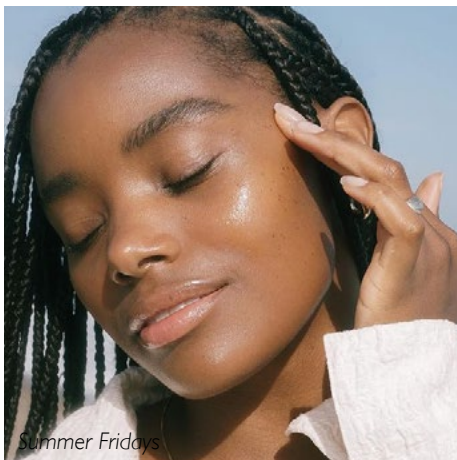
(Searches for [plumping lip gloss](#) are +501%, [lip plumper](#) are +251%, and [lip flip](#) are +51%)

55

Fresh Face

Characterized by hydrated skin, flushed cheeks, and full brows, this year is all about enhancing your natural beauty.

(Searches for [sheer foundation](#) are +4,768%, [soft sculpting](#) are +230%, [blush draping](#) are +130%, and [brow wax](#) are +5%)

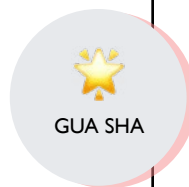


## 56 Glow Up

Glassy looking skin is both aspirational and attainable with illuminating foundation and dewy blush.

(Searches for [illuminating foundation](#) are +122%, [dewy blush](#) are +61%, and [dolphin skin](#) are +17%)

## 57 DIY Treatments



Accelerated by COVID-19, at-home beauty solutions are an effective and economical option for those looking to enhance their inner and outer beauty.

(Searches for [gua sha](#) are +145%, [nail strengthener](#) are +14%, and [lash serum](#) are +10%)

## 58 Cosmeceuticals

Science-backed ingredients are the present and the future. For everything from wrinkle prevention to gut health, cosmeceuticals are a favorite among well-informed consumers.

(Searches for [microbiome skin care](#) are +95%, [wrinkle prevention](#) are +50%, [microdosing](#) are +33%, and [cosmeceuticals](#) are +12%)

## 59 White Space Opportunity

The beauty industry continues to evolve to cater to underserved communities. Gender neutral, menopause, and intuitive beauty are among the white space opportunities.

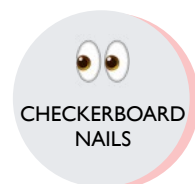
(Searches for [intuitive beauty](#) are +231%, [gender neutral beauty](#) are +65%, [menopause beauty](#) are +51%, and [andropause](#) are +22%)



## 60 Nouveau Nail Art

Nail art is the newest must-have accessory as we rediscover the importance of self-expression in subtle ways.

(Searches for [swirl nails](#) are +5,663%, [abstract nails](#) are +180%, and [checkerboard nails](#) are +98%)





# Wellness

From sleep supplements to psychobiotics, health and wellness trends for 2022 support the collective desire for rest and relaxation. Preventive wellness is a focus as we boost our immune systems and practice healthy habits.

61-70

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Anti-Anxiety

Altered State

Time Management

Intimate Health

Pain Relief

Ingestible Wellness

Skin Solutions

Naturopathy

Hydration Station

Anti-Inflammation



61

Anti-Anxiety

From sleep supplements to breathing techniques, we're all finding new ways to reduce anxiety.

(Searches for [ear seeding](#) are +129%, [breathwork](#) are +28%, [stress relief activities](#) are +16%, and [sleep supplement](#) +12%)



62

Altered State

Derived from mushrooms or made from CBD, this year's top products are geared toward altering your mental state.

(Searches for [psychobiotics](#) are +162%, [mushroom supplement](#) are +105%, and [cannabinol](#) are +38%)

63

Time Management

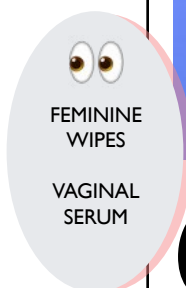


Coping with work from home, burn out, and daily distractions, we're looking for ways to more efficiently manage our time.

(Searches for [productive morning routine](#) are +72% and [pomodoro technique](#) are +32%)

64

Intimate Health



A formerly taboo topic, intimate health is a category that holds opportunity for innovation, and brands are beginning to capitalize.

(Searches for [vaginal serum](#) are +34% and [feminine wipes](#) are +28%)



65

Pain Relief

A range of products and treatments are available for those looking to relieve pain in the new year.

(Searches for [pain relief roll on](#) are +56% and [cryotherapy](#) are +18%)



66

Ingestible Wellness

Immune-boosting supplements and beauty ingestibles continue to be a category of interest for brands and consumers alike.

(Searches for [bloat supplement](#) are +193%, [ingestibles](#) are +58%, and [omega-3 supplement](#) are +18%)

67

Skin Solutions



Searching for ways to treat skin conditions, consumers will be looking for targeted skincare products and ingredients throughout the year.

(Searches for [how to treat skin conditions](#) are +126% and [mullein oil](#) are +33%)

68

Naturopathy

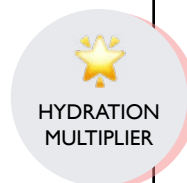


Alternative medicine and natural practices prioritize prevention. This year, more people will discover the various health benefits of ancient herbs.

(Searches for [ashwagandha](#) are +59% and [adaptogen](#) are +24%)

69

Hydration Station



Staying hydrated is an important, if often forgotten, practice. Hydration multipliers and IV drips are here to help.

(Searches for [hydration reminder](#) are +183%, [hydration multiplier](#) are +106%, and [IV drips](#) are +67%)

70

Anti-Inflammation

Anti-inflammatory nutrients and ingredients like CoQ10 and quercetin offer a long list of important health benefits.

(Searches for [quercetin](#) are +132%, [omega-3 vitamins](#) are +21%, and [CoQ10](#) are +43%)

# Food

Consumers are making food fun this year, following viral social media trends and exploring healthy alternatives to common menu items. The kitchen is a place for creativity, and we're finally ready to explore it.

71-80

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Gut Fuel

Balanced Meal

Anti-Allergy

Added Effect

Social Feed Food

The Art of Charcuterie

Healthy Alternatives

Taste of TikTok

Electrolyte Boost

Alt Alcohol



# 71

## Gut Fuel

Gut health affects your whole body and is, therefore, a top priority. Gut-friendly foods and prebiotic supplements will make a major impact this year.

(Searches for [prebiotic soda](#) are +1,449%, [fonio](#) are +30%, and [bone broth](#) are +8%)



# 72

## Balanced Meal

Balanced meals like poke bowls fuel the body with the right amount of nutrients for a healthy day ahead.

(Searches for [poke bowl](#) are +27%)

# 73

## Anti-Allergy

As more people become aware of food sensitivities, searches for sensitivity tests and common allergy alternatives rise.

(Searches for [dairy free ice cream](#) are +51% and [food sensitivity test](#) are +9%)

# 74

## Added Effect

New year's resolution or not, healthy habits are always on trend. Immune boosters can be added to smoothies and other meals for additional benefits.

(Searches for [smoothie booster](#) are +25%)

# 75

## Social Feed Food

Probably seen on your social feed, dairy alternatives like oat milk and alternative cooking methods like air fryers will continue to gain popularity this year.

(Searches for [oat milk](#) are +35% and [air fryer](#) are +7%)



76

The Art of  
Charcuterie

Building a charcuterie board is an art form that requires just the right amount of each ingredient—the centerpiece, of course, being cheese.

(Searches for [brie cheese](#) are +34%)

77

Healthy  
Alternatives

With dairy and meat alternatives having already hit mass popularity, healthy alternatives to everyday essentials like cooking oil, sugar, and salt are bound to be big.

(Searches for [monkfruit sweetener](#) are +35%)



78

Taste of  
TikTok

TikTok's #cookfluencers are encouraging consumers around the world to try new things, from experimental desserts to addictive dinner recipes.

(Searches for [jelly cakes](#) are +6%)

79

Electrolyte  
BoostELECTROLYTE  
SUPPLEMENT

This year is all about doubling down on electrolytes as we crave recovery and hydration.

(Searches for [electrolyte supplement](#) are +84% and [electrolyte water](#) are +4%)



Wall Street Journal

80

Alt Alcohol

The revamped alcoholic beverage industry is all about variety. Canned cocktails are an instant favorite, while mocktails offer an alcohol-free alternative.

(Searches for [makgeolli](#) are +84%, [canned cocktails](#) are +83%, and [mocktail](#) are +11%)



MAKGEOLLI

# Hobbies & Interests

Hobbies and interests this year focus on mental, physical, and environmental health. When not at work, we're giving our minds and bodies a much-needed break and exploring passions like tech and astrology.

81-90

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- 
- |                     |                       |
|---------------------|-----------------------|
| Rest and Relaxation | Four Legged Family    |
| Wellness Guru       | Active Lifestyle      |
| Namaste             | Astrology Expert      |
| Eco Warrior         | Mother To Be          |
| Tech Enthusiast     | Festival Anticipation |

81

Rest and  
Relaxation

Looking for new ways to get some much-needed R&R, searches for ASMR and sauna blankets are up.

(Searches for [ASMR](#) are +22% and [sauna blanket](#) are +1%)

82

Wellness  
Guru

Consumers' deeply rooted interest in wellness is infiltrating all industries, from travel to tech.

(Searches for [wellness retreat](#) are +68%, [wellness tech](#) are +21%, and [wellness](#) are +11%)



Amangiri Yoga

83

Namaste

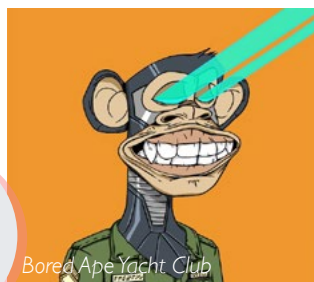


BROGA

From flying eagle to warrior pose, yoga is becoming a go-to activity for mental and physical strength.

(Searches for [broga](#) are +73% and [yoga retreat](#) are +28%)

84

Eco  
WarriorGREEN-  
WASHING

Bored Ape Yacht Club



Bettering ourselves and the world around us starts with being an eco-friendly mindset.

(Searches for [greenwashing](#) are +84% and [compost machine](#) are +6%)

85

Tech Enthusiast



NFTs

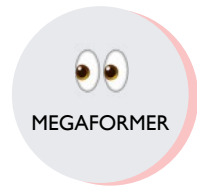
Welcome to the metaverse. This year promises a new wave of tech innovations as CGI influencers and NFTs continue to gain popularity.

(Searches for [NFTs](#) are +4,900% and [CGI influencers](#) are +76%)



87

Active Lifestyle



86

Four Legged Family



Our pets are members of the family, and no one can tell us otherwise. Pet tech, prescription food, and DNA kits reveal the lengths pet owners are willing to go for their best friend.

(Searches for [CBD for dogs](#) are +138%, [pet tech](#) are +76%, [prescription dog food](#) are +10%, and [dog DNA kit](#) are +6%)

At-home workouts are getting a facelift. Looking for new ways to stay active, people are exploring kickboxing and megaformer workouts.

(Searches for [megaformer](#) are +45% and [kickboxing](#) are +4%)

88

Astrology Expert

What's your sign? Astrology is like a religion for many and will continue to make a cultural impact in the coming year.

(Searches for [astrology jewelry](#) are +153% and [witchcore](#) are +57%)

89

Mother To Be

Mothers prepare to welcome their new family member, searching for bump style and other maternity essentials.

(Searches for [bump style](#) are +22%)

90

Festival Anticipation

Hoping to return to music festivals this year, people are already searching for information and inspiration.

(Searches for [Governor's Ball](#) are +1,567%, [Lollapalooza](#) are +400%, and [Coachella](#) are +20%)



# Home

Our home should be a sanctuary that helps us recharge from the stresses of daily life. This year, interior trends are all about bringing balance to our living spaces with warm colors, natural textures, and intentional decor.

91-100

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Japandi

Dinner Party Prep

Sculptural Spaces

Natural Finish

Grandmillennial

Textured Surfaces

From The Earth

Cottage Decor

Perfect Imperfections

Viral Sensations



# 92

## Dinner Party Prep

# 91

## Japandi



JAPANDI  
BOUCLE  
CHAIR

At the intersection of Scandinavian functionality and Japanese minimalism, Japandi brings balance to the home.

(Searches for [japandi](#) are +256%, [boucle chair](#) are +154%, and [minimalist vase](#) are +104%)

The dinner party is thriving as at-home gatherings replace going out. For those wanting to be the host with the most, tablescapes are the way to go.

(Searches for [tablescape decor](#) are +319%, [centerpiece bowl](#) are +41%, and [candelabras](#) are +14%)

# 93

## Sculptural Spaces

Homes become modern art galleries with sculptural objects and arched surfaces elevating the space.

(Searches for [sculptural objects](#) are +92% and [arched mirror](#) are +25%)

# 94

## Natural Finish



RATTAN  
PENDANT  
LIGHT

WOVEN  
VASE

Woven textures and natural materials bring the outdoors in.

(Searches for [rattan pendant light](#) are +95%, [woven vase](#) are +63%, and [macrame lamp](#) are +23%)

# 95

## Grand-millennial



GRAND-  
MILLENNIAL



UPHOLSTERED  
WALLS

Tradition with a twist. An appreciation for the past lends itself to interiors that mix vintage prints and fabrics.

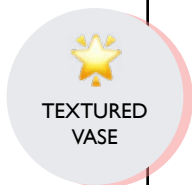
(Searches for [grandmillennial](#) are +115%, [upholstered walls](#) are +73%, and [tufted velvet chair](#) are +39%)



RicassaBlanca via Etsy

# 96

## Textured Surfaces



Textured wall art and vases add subtle interest to any space.

(Searches for [textured wall art](#) are +154% and [textured vase](#) are +58%)

# 97

## From The Earth



Ban.do

# 98

## Cottage Decor

Turning your space into a whimsical escape has never been easier. Cottagecore-inspired objects like mushroom stools and strawberry vases bring daydreams to life.

(Searches for [cottagecore print](#) are +127%, [mushroom stool](#) are +68%, and [strawberry vase](#) are +18%)

# 99

## Perfect Imperfections



@candycolorhome

Handmade home goods and do-it-yourself decor add a one-of-a-kind personality to any style interior.

(Searches for [handmade pillow](#) are +68% and [hand painted pottery](#) are +26%)

# 100

## Viral Sensations



Viral trends are bringing new life to the home goods market as curved mirrors, sunset lamps, and checkerboard rugs go from your social feed straight to your living room.

(Searches for [curved mirror](#) are +126% and [checkerboard rug](#) are +105%)

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