



Sentieo Trendbook

72 CONSUMER TRENDS FOR '22



72 Consumer Trends for '22

Following the success of Sentieo's **39 Post-Pandemic Consumer Trends trendbook**, we are pleased to release an expanded consumer trendbook for 2022. Again, we are utilizing "stacked" search data from Sentieo's alternative data module, along with illustrative recent quotes from industry leaders through Sentieo's Document Search.

Similar to the prior release, we look at both "in" and "out" trends, with a handful of the 2021 trends revisited.

We are seeing a resurgence in interest in preventive medicine like mammograms, a continued interest in travel destinations like Tulum, and in aesthetic procedures, like Botox and lip fillers, as well as a few breakout brands like HOKA, ZYN, Pluto TV, and Oura. Of course, crypto, crypto applications, and cannabis-related products continue to be top of mind for consumers in 2021, from NFTs to altcoins (and the less appropriate equivalent term) to gummies. We see a move up in jewelry categories, protein and protein snacks, and more. The denim cycle has also turned, and bell bottoms are in.



We are also seeing increasing consumer interest in macroeconomics topics, such as inflation and shortages as well as curiosity around investing phenomena, like directly typing "what is ESG" in the search box. For more information on ESG trends, download our transcripts-based **33 Accelerating ESG Trends**. Meme stocks interest has stayed elevated, as has interest in previously obscure market structure topics like PFOF. Also, will traders corner the uranium market?

On the way out, we are seeing several trends that were decelerating before covid staying on that trajectory, like LinkedIn, Sears, and vape juice. Also on the way out, we are seeing almost everything that had a covid boost, from sourdough to hair clippers to Glocks.



Table of Contents

What is in

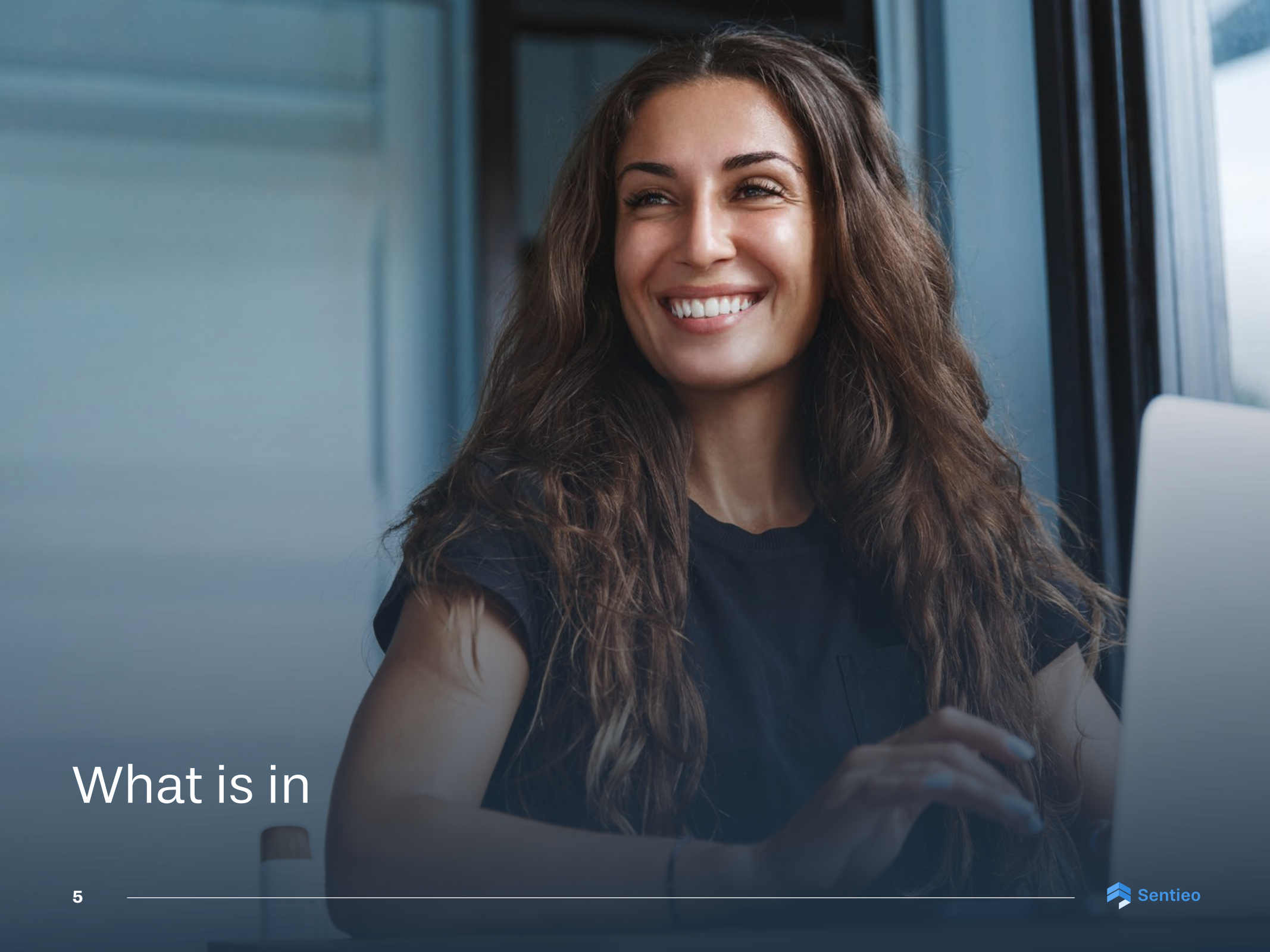
Metaverse.....	6
Crypto wallet	7
Stablecoins	8
NFTs	9
Altcoins	10
Smart contracts	11
Passive income.....	12
Meme stocks	13
PFOF.....	14
Uranium	15
Online betting	16
Inflation	17
Shortages.....	18
Remote work	19
Sign-on bonus.....	20
Protein.....	21
Gummies.....	22
Dispensary	23
Chicharrones	24
Cocktails.....	25
Oatmilk.....	26
Champagne.....	27
Espresso.....	28
Tequila.....	29
Cat litter.....	30

Dog treats	31
CDC travel	32
Tulum.....	33
Scooter.....	34
Oura	35
Rivian.....	36
HOKA.....	37
ZYN	38
Carvana	39
Pluto TV	40
BOTOX	41
Pedicure.....	42
Sunscreen	43
Lipo 360.....	44
Gold chain.....	45
Ear piercing	46
Brow lamination.....	47
Lip filler	48
Fertility	49
Colonoscopy.....	50
Mammogram	51
Myocarditis	52
Ivermectin	53
Plan B.....	54
Make a will.....	55

What is ESG.....	56
1031 exchange.....	57
Eric Adams.....	58
Concerts	59
Bell bottoms	60
Red flags	61

What is out

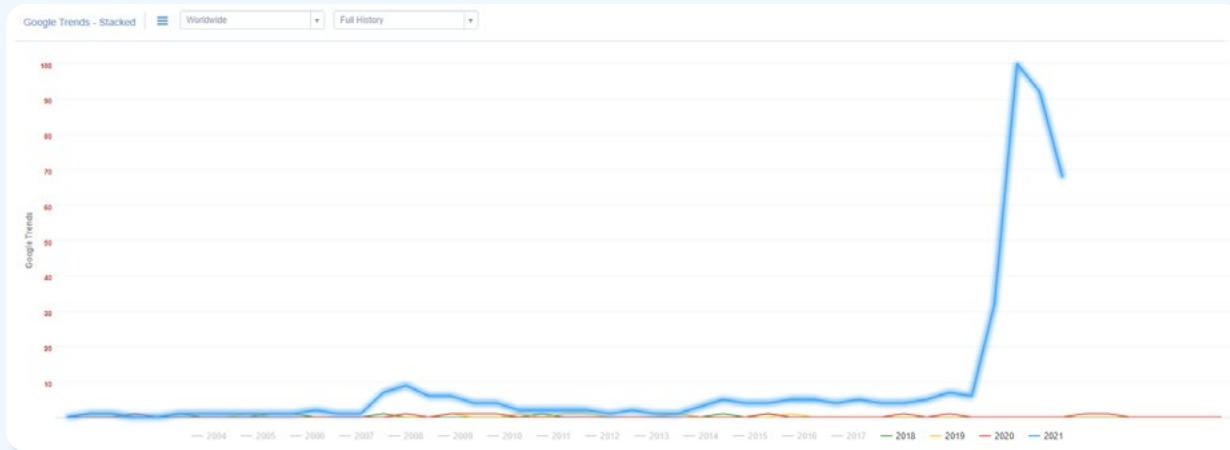
Vape juice.....	63
Options trading.....	64
Stimulus.....	65
Audiobooks.....	66
Avocado recipes	67
RV Rental.....	68
Ammo	69
Glock	70
Hair clippers	71
Climate change	72
Linkedin	73
Fake news.....	74
Drive Uber.....	75
Sears	76
Office jobs	77
Sourdough	78
Baby names.....	79



What is in

Metaverse

Facebook Inc.'s going all-in on the metaverse has been years in the making but covid probably accelerated the percentage of our lives spent in virtual environments. We are also seeing chipmakers, games, and even traditional consumer goods companies investing heavily in the space. See our data on the topic [in Axios](#).

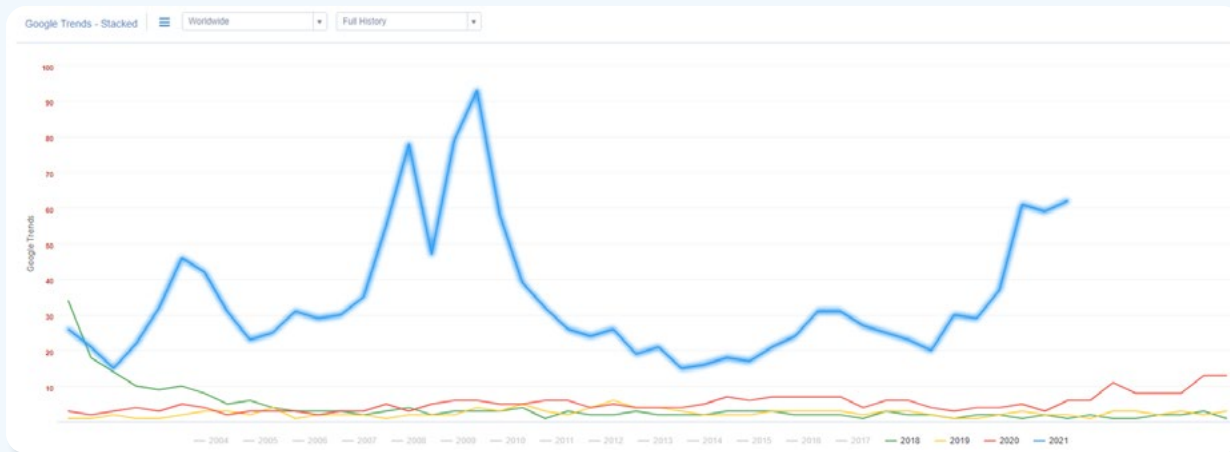


“But we basically believe that the metaverse is going to be the successor of the mobile Internet, that it’s going to enable social experiences that are the ultimate expression of what we try to build, which is allowing people to feel really present with the people they care about no matter where they actually are.”

**MARK ELLIOT ZUCKERBERG,
FACEBOOK, INC., FOUNDER,
CHAIRMAN & CEO, OCTOBER 2021**

Crypto wallet

Wallets are services, and, in some cases, physical devices, containing public and/or private keys that facilitate crypto transactions.

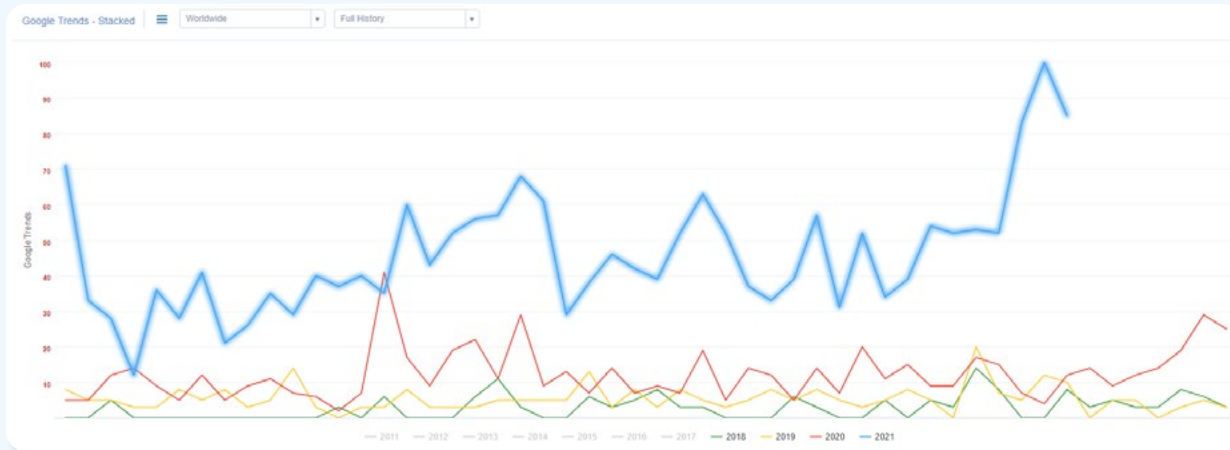


"In late October, we announced a partnership with Mastercard that is designed to make it easier for merchants, banks and fintechs in the U.S. to offer their consumers to buy, sell and hold digital assets in custodial wallets."

**GAVIN CONSTANTINE MICHAEL,
BAKKT HOLDINGS, INC., CEO &
DIRECTOR, NOVEMBER 2021**

Stablecoins

Stablecoins are cryptocurrencies whose value against fiat is supposed to be stable, and serve as a medium between crypto and fiat. Well known examples include the USD Coin (USDC) and the **highly controversial** USD Tether (USDT).

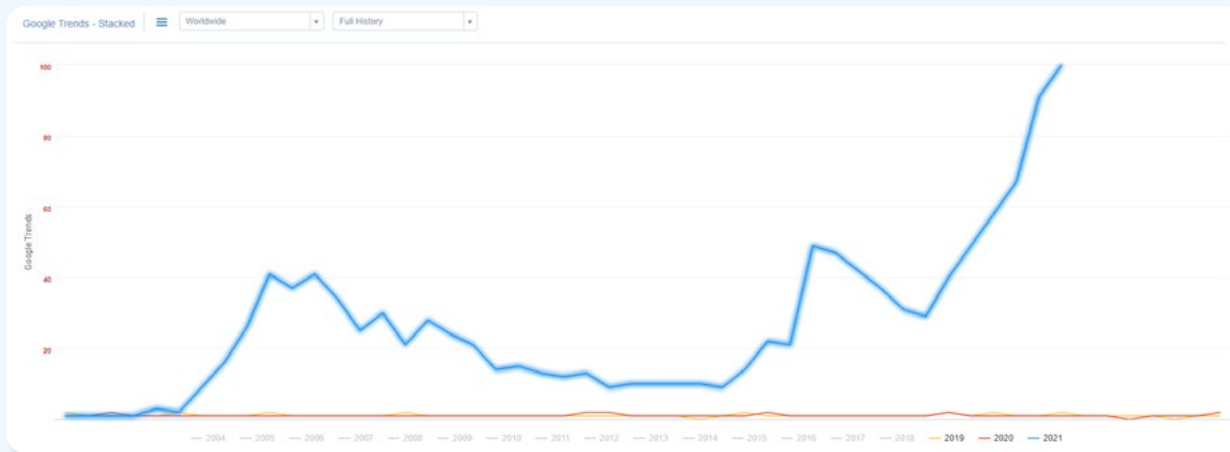


“But let me touch quickly on the President’s Working Group report, and then we’ll kind of work backwards. That report was something that we’ve all been eagerly anticipating, and we feel that it’s a validation of our positioning in the ecosystem and what we have viewed for quite some time now as more regulatory clarity coming into the space. The fact that, that report is pretty clear that the regulatory agencies want to see the **stablecoin ecosystem** thrive, but importantly, thrive inside of regulated financial institutions.”

ALAN J. LANE, SILVERGATE
CAPITAL CORPORATION,
PRESIDENT, CEO & DIRECTOR,
NOVEMBER 2021

NFTs

Non-fungible Tokens are unique units of data stored on a blockchain. 2021 saw a spike in NFT applications for collectibles such as digital art.

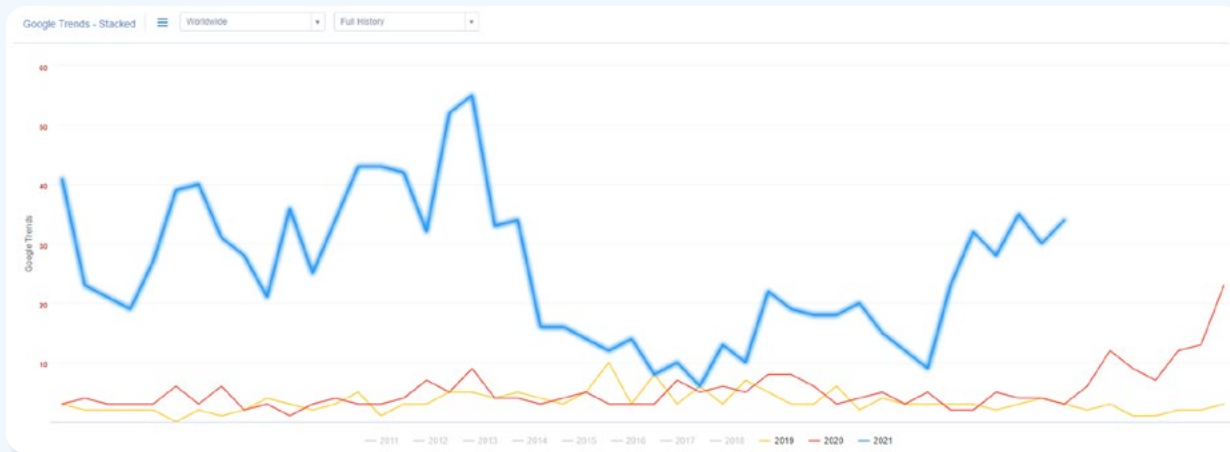


"We are also investing in emerging opportunities, which will provide additional growth optionality. Some of these include direct-to-consumer billing, NFTs and blockchain technology as well as games on popular social platforms like Snap and TikTok."

**FRANK D. GIBEAU, ZYNGA INC.,
CEO & DIRECTOR,
NOVEMBER 2021**

Altcoins

Interest in altcoins, or cryptos other than bitcoin, surged in 2021. We saw speculative trading, and outright fraud, in a number of cryptos. The derogatory term for the lower quality altcoins also saw a similar pattern.

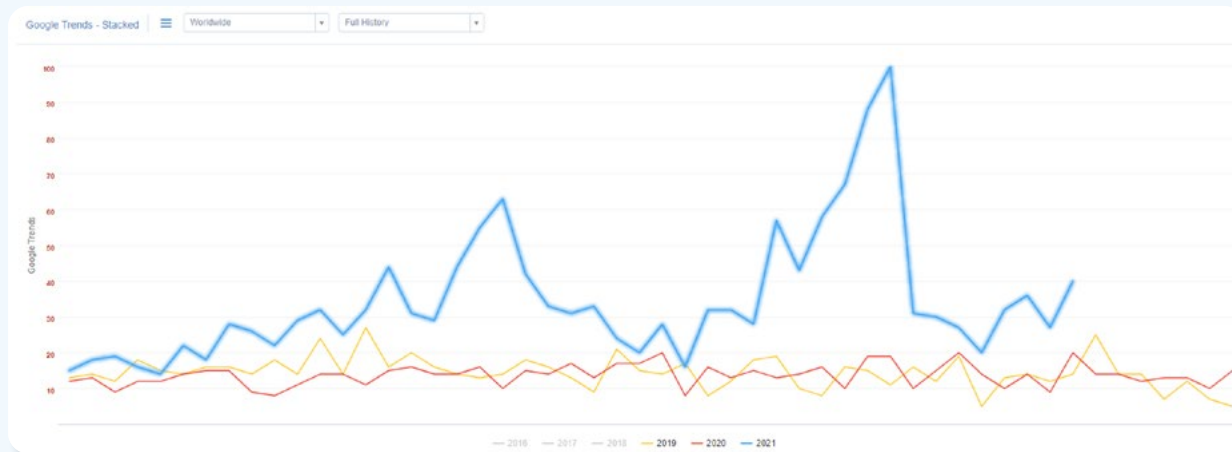


"Yes, there were millions of new funded accounts that came for cryptocurrencies, particularly dogecoin in Q2."

VLADIMIR TENEV, ROBINHOOD MARKETS, INC., CO-FOUNDER, PRESIDENT, CEO & CHAIRMAN OF THE BOARD, OCTOBER 2021

Smart contracts

Smart contracts are algorithms that control information and actions subject to certain terms.

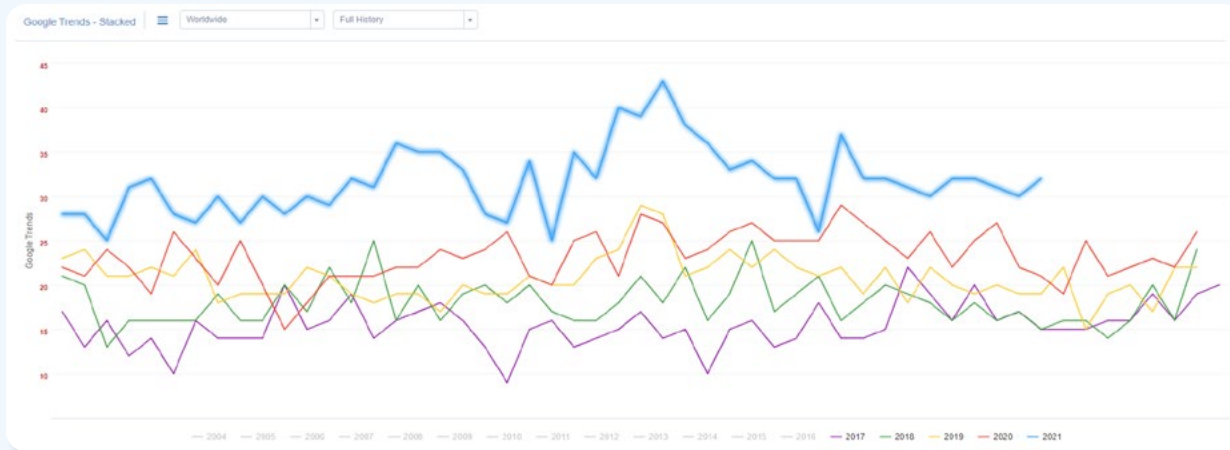


“DeFi is an interesting space. I mean most of what's going on there is not directly competitive to what we are doing. But—and elaborating on it a little bit, we think smart contracts is going to be—is going to really gain some momentum. We think there's a terrific opportunity for us to gain efficiencies through it in our Corporate Trust space, one area where we're particularly focused.”

**THOMAS P. GIBBONS, THE
BANK OF NEW YORK MELLON
CORPORATION, CEO & DIRECTOR,
SEPTEMBER 2021**

Passive income

While passive income has a specific definition for tax purposes, the increase in 2021 seems linked to the increased search interest **crypto staking**, rather than traditional sources of passive income. There was no real change in 2021 in searches for dividend yield, rental income, bond rates, royalties, annuity, and similar terms.

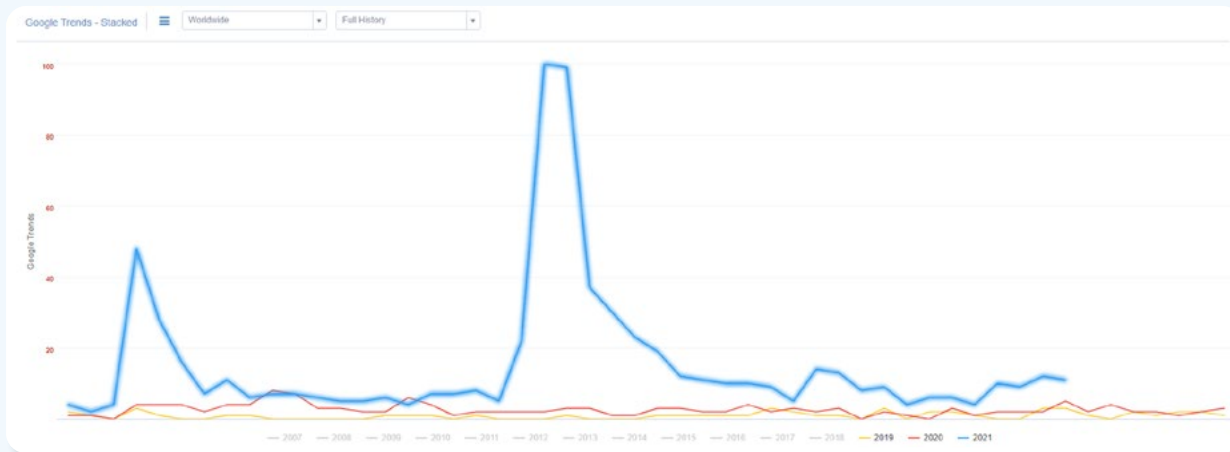


"We're really excited about the growth of blockchain rewards, which is predominantly Ethereum staking revenue today. And the growth here is really around the growth of overall proof of stake networks and the growth of crypto overall."

ALESIA JEANNE HAAS, COINBASE GLOBAL, INC., CFO, NOVEMBER 2021

Meme stocks

Meme stocks were one of the defining topics for 2021, and we were surprised to see a continued interest after the initial surge in January. The **hefty SEC report** on the market conditions at the time listed Gamestop; AMC; Bed, Bath and Beyond; National Beverage, and a few others as meme stocks.

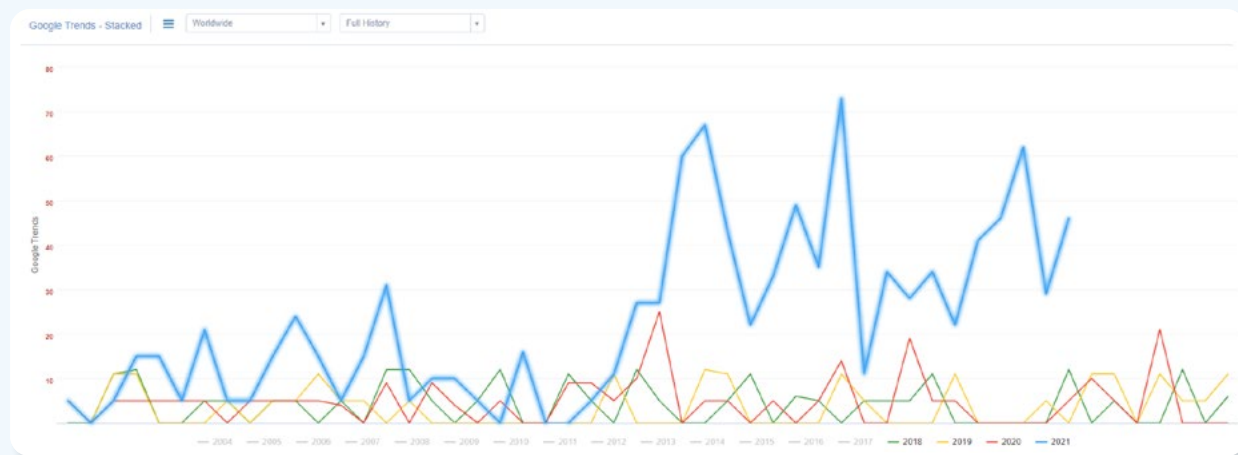


“As you know, individual retail investors descended upon AMC, bought control of AMC. And the last time we announced it, we announced that we had some 4.1 million retail shareholders who are very much invested in our company, not just invested financially in our company, but invested mostly with our company. And that’s another group of people who are very interested in our company and very committed to AMC.”

**ADAM M. ARON, AMC
ENTERTAINMENT HOLDINGS, INC.,
CHAIRMAN, PRESIDENT & CEO,
NOVEMBER 2021**

PFOF

"Payment for order flow", or PFOF, is a well-established stock order routing practice that surged into the spotlight during the meme stock mania. We saw increased interest in other obscure market topics such as DTCC and NCC (trade backoffice organizations), short interest (measurements of short seller positions in a stock), market makers, FINRA (the industry self-regulatory body), and similar.



"Robinhood led the way in commission-free trading, and that's led across the industry to save billions of dollars for investors. And millions of people are participating who previously weren't including just a much more inclusive and diverse population of investors. And so we really think that as this question of PFOF has looked at, we hope that as the SEC looks at the data, that they'll see kind of the benefits that PFOF has brought to the industry and to the millions of people who are now participating."

**JASON WARNICK, ROBINHOOD
MARKETS, INC., CFO,
OCTOBER 2021**

Uranium

2021 interest in the radioactive metal used for fuel in nuclear power plants has been driven by both the energy crisis in the EU, as well as the new investment product launched by Sprott, a physical commodity trust which quickly reached \$2 bn in value.

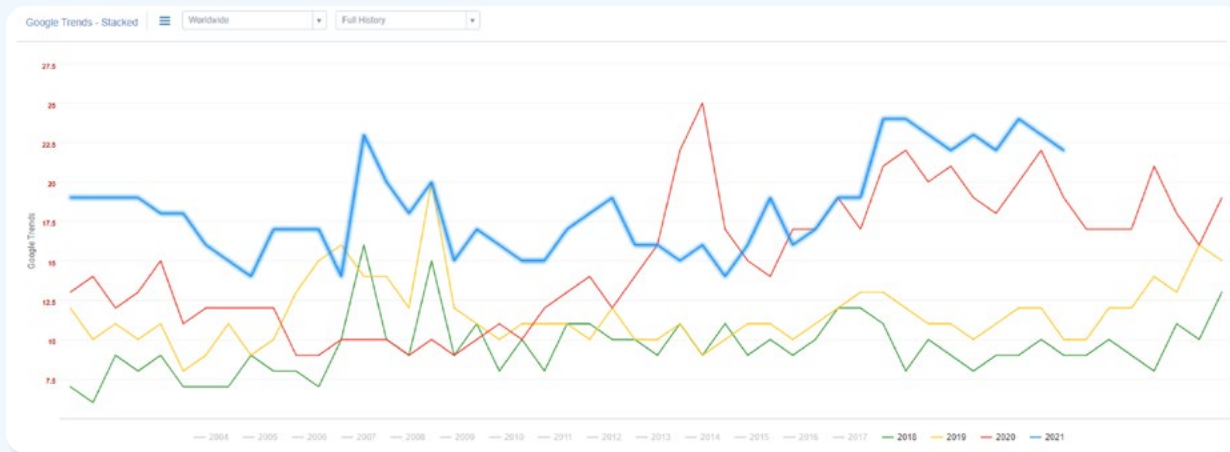


"...we will gladly take credit for being the largest supplier of the fuel needed to make a transition to clean energy with an increasing focus on carbon-free nuclear power being an important contributor, which is the global energy challenges that are emerging today."

**MAZHIT SHARIPOV, JSC
NATIONAL ATOMIC COMPANY
KAZATOMPROM, CHAIRMAN OF
THE MANAGEMENT BOARD & CEO,
NOVEMBER 2021**

Online betting

Gradual sports betting legalization in the US continues to drive interest and results for the players in the space.

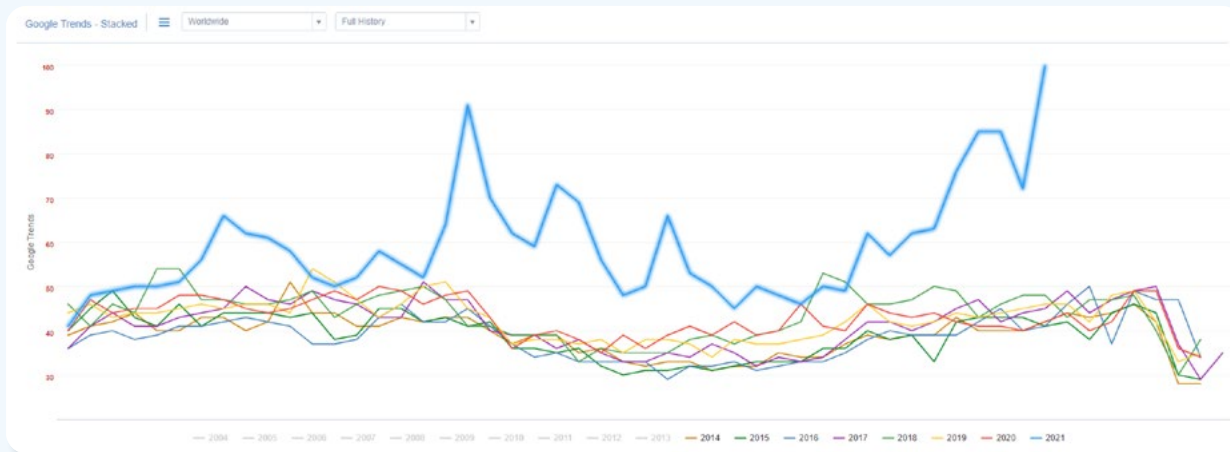


“Revenue in the third quarter grew 60% year-over-year and met our guidance due to continued excellent customer acquisition and engagement.”

JASON D. ROBINS, DRAFTKINGS INC., CO-FOUNDER, CHAIRMAN & CEO, NOVEMBER 2021

Inflation

Like other complex phenomena, the current surge in inflation has many causes depending on whom one asks. That said, the persistent high rate experienced in 2021 across the world has fueled an increase in searches for the topic. See our data on **this topic in QZ**.

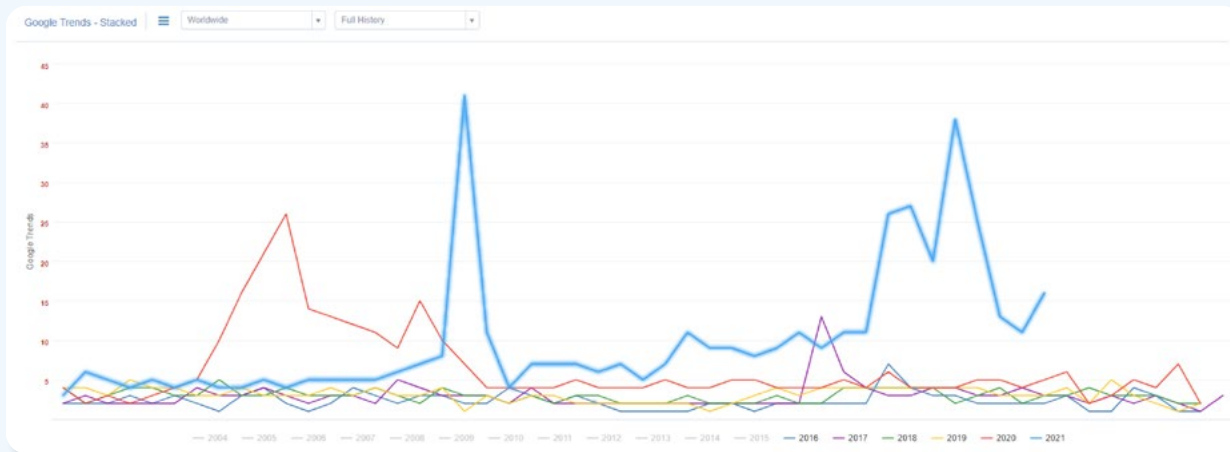


“Like other companies, we are experiencing cost inflation globally, particularly on transportation costs and packaging, which are most pronounced in the U.S. Costs have moved higher in the second half of the year relative to the first half, and we expect inflation to persist in 2022.”

DIRK VAN DE PUT, MONDELEZ INTERNATIONAL, INC., CHAIRMAN & CEO, NOVEMBER 2021

Shortages

Widespread supply chain problems in H2 2021 drove search interest in shortages. Corporate calls also discuss labor, chip, and other less-visible shortages. See us **quoted in the Financial Times** on the topic.

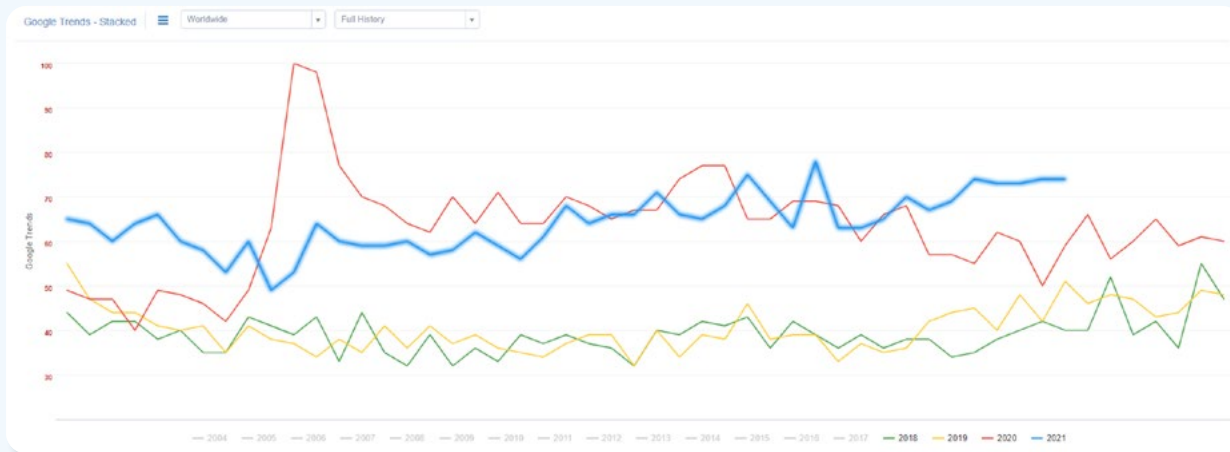


“We are seeing the impact of global supply chain shortages in our merchant base. Consumer confidence has weakened with the absence of stimulus payments.”

DANIEL H. SCHULMAN, PAYPAL HOLDINGS, INC., PRESIDENT, CEO & DIRECTOR, NOVEMBER 2021

Remote work

Searches for remote work (and remote jobs) remain elevated after covid, indicating, perhaps, a fundamental shift, with recent data above 2020. We were **early to spot the trend** in February 2020.

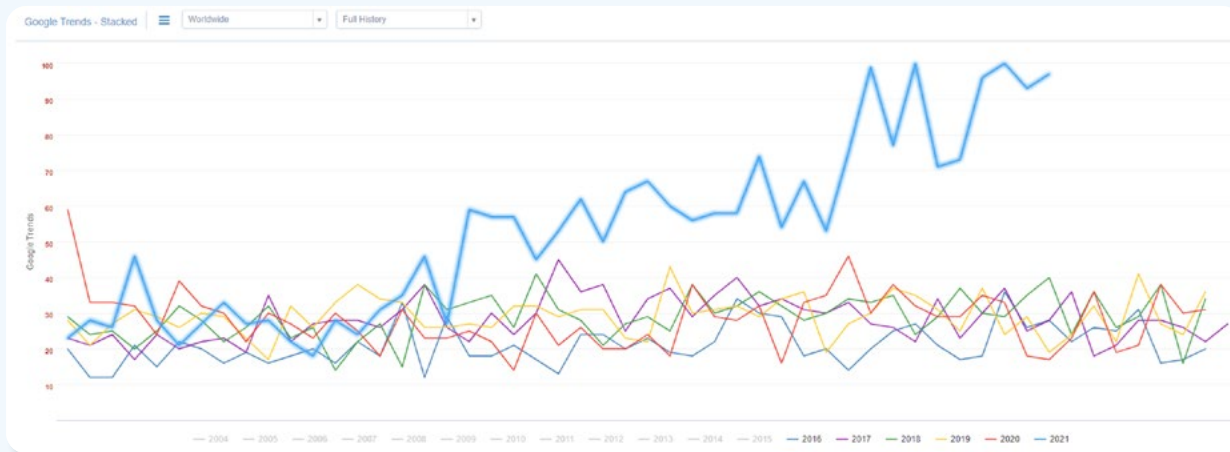


“Employment is changing. These categories we’ve been talking about: remote, full time, contingent, part-time, and even former are becoming indistinguishable.”

SAYAN CHAKRABORTY, WORKDAY, INC., EVP OF TECHNOLOGY, SEPTEMBER 2021

Sign-on bonus

The labor market recovery in 2021 has meant increased competition for employees, resulting in increasing wages as well as the more widespread use of sign-on bonuses.

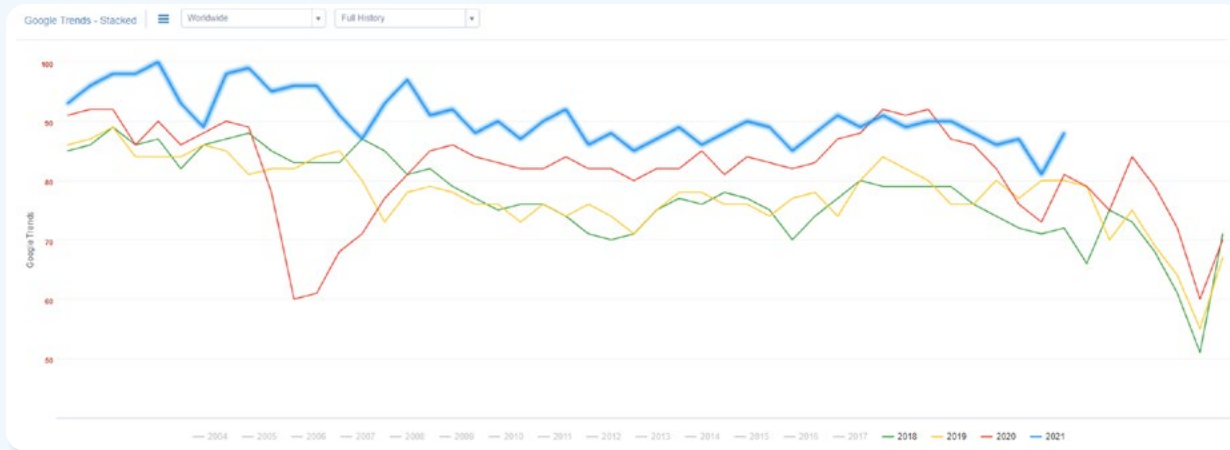


"Our average starting wage is now over \$18 per hour with an additional \$3 per hour depending on shifts in many locations and sign-on bonuses that can be up to \$3,000."

BRIAN T. OLSAVSKY, AMAZON.COM, INC., SENIOR VP & CFO, OCTOBER 2021

Protein

While various diets come and go (we noted the decline in keto in our **prior trendbook**), interest in protein seems to have legs.

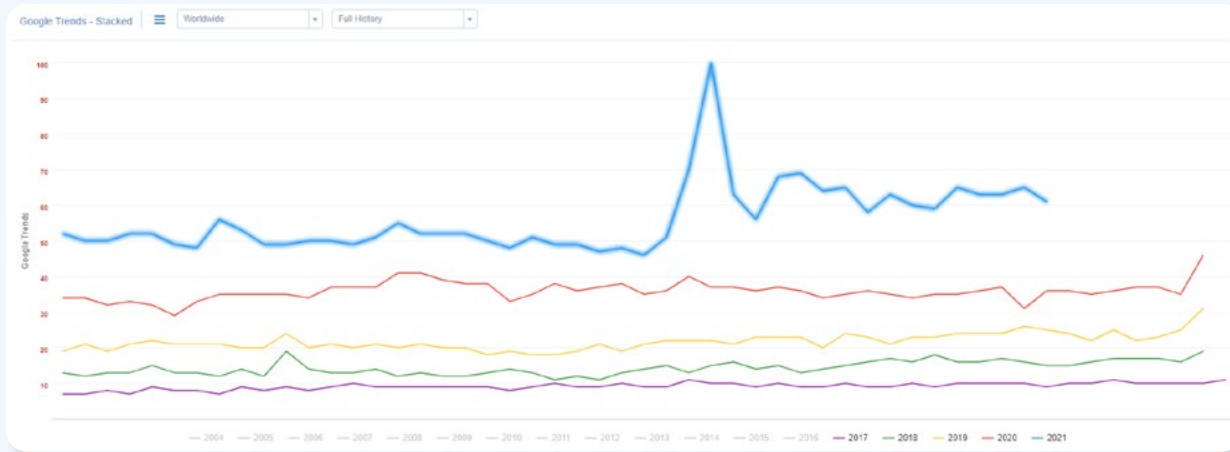


“Earlier today, we reported strong fourth quarter and fiscal year 2021 results. We delivered double-digit sales and earnings growth in a challenging year. Our performance was supported by continued strength in consumer demand for protein.”

DONNIE D. KING, TYSON FOODS, INC., PRESIDENT, COO & CEO, NOVEMBER 2021

Gummies

Gummies have gone from a sweet treat for kids to adult vitamins, and now to a cannabis product.

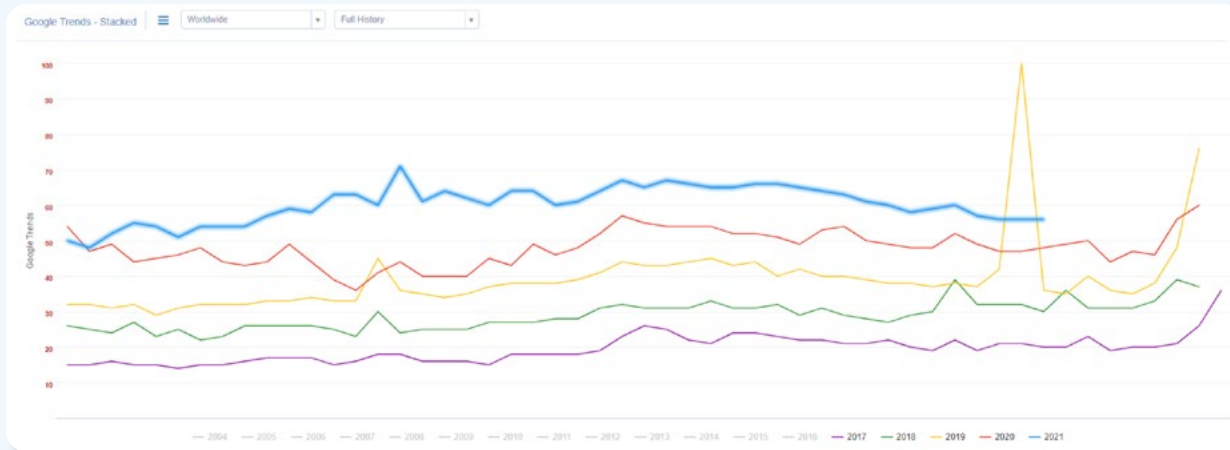


"In edibles, we're gaining market share with the help of some Q2 product launches, including Ace Valley Dream CBN and Super CBD gummies."

DAVID ERIC KLEIN, CANOPY GROWTH CORPORATION, CEO & DIRECTOR, NOVEMBER 2021

Dispensary

Dispensary searches continue to do well: 2021 is tracking well above prior years. We even observed the return of the "regular" seasonal spike in searches around the symbolic date 4/20.



"For reference, the U.S. legal cannabis market is expected to grow to \$48 billion in 2026, up from \$26 billion in 2021. The markets in which we operate today represent over 50% of forecasted sales and are expected to grow over 65% in the next 5 years."

**KIMBERLY RIVERS, TRULIEVE
CANNABIS CORP., CHAIR,
PRESIDENT & CEO,
NOVEMBER 2021**

Chicharrones

Chicharron is the Mexican word for pork rind, a crispy snack made from pig skin, a part of the growing salty snack category. While we had to go to 2020 to get the best quote, we do agree: chicharrones are hot.

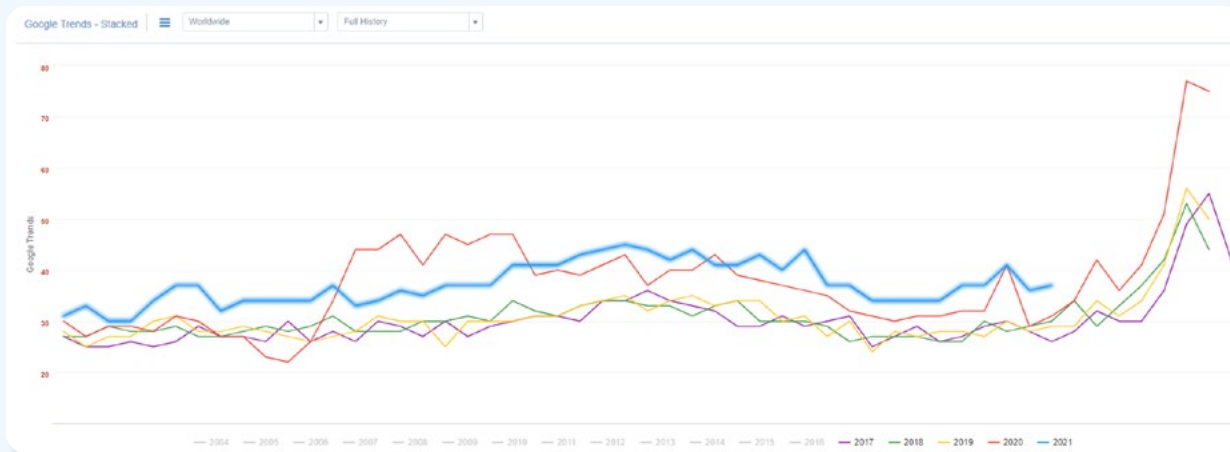


"Pork rinds are hot."

**SEAN M. CONNOLLY, CONAGRA
BRANDS, INC., PRESIDENT, CEO &
DIRECTOR, FEBRUARY 2020**

Cocktails

Ready-to-drink cocktails have been a growth area for a number of alcohol companies, with an ever-increasing variety now available.

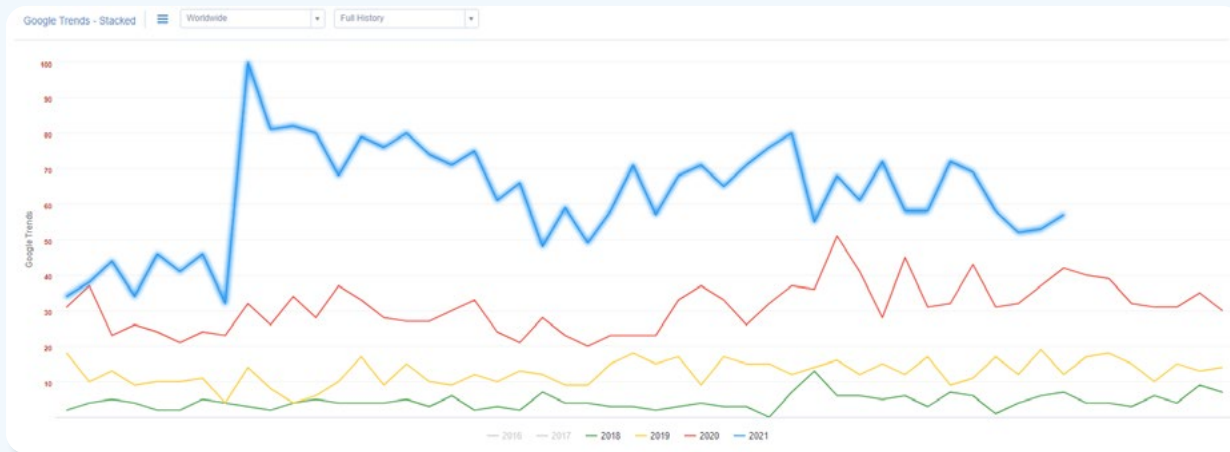


"We continue to invest. We continue to innovate. And we are very excited with ready-to-drink cocktails. So Cutwater is expanding fast year-to-date triple-digit, Quarter 3 triple-digit and we are investing to continue to expand distribution, but also brand preference and growth with Cutwater."

**MICHEL DIMITRIOS DOUKERIS,
ANHEUSER-BUSCH INBEV SA/NV,
CEO, OCTOBER 2021**

Oatmilk

Oat milk/oatmilk is the current king of plant-based milks. While we have seen the cycle come and go with soy milk and almond milk, Oatly's IPO did raise an **eye-popping \$1.4 billion** at a \$10 billion valuation in May 2021.

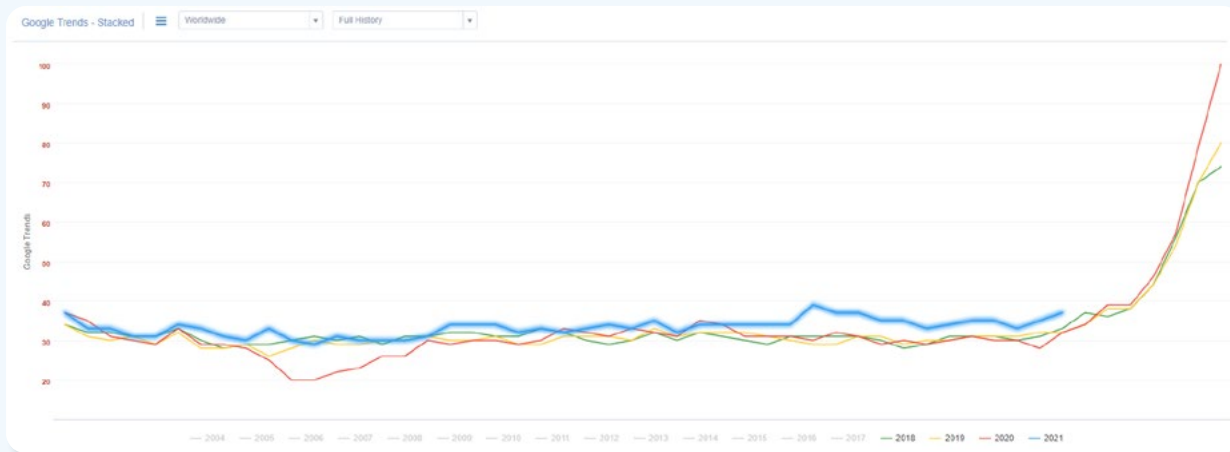


"The U.S. commercial teams are in the midst of growing distribution acceptance with over 8,000 points of distribution confirmed so far. In foodservice, Oatly's the brand partner of Starbucks in the U.S. and growth of Oatly and oatmilk has exceeded both of our expectations to date. Current projections from Starbucks continue to escalate based on the success of Oatly's oatmilk."

**TONI PETERSSON, OATLY GROUP
AB, CEO & DIRECTOR,
NOVEMBER 2021**

Champagne

Yes, we know it has to be from the Champagne wine region of France. The seasonal acceleration towards the holidays season in 2021 is running above prior years. Escargots are not up, we checked.

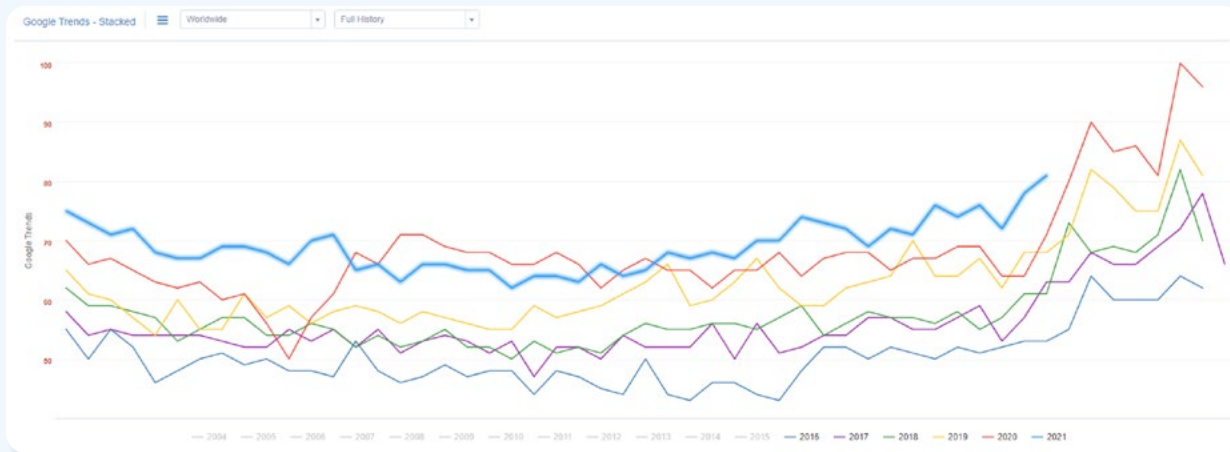


“Now very important, Champagne is performing a lot better. And it's back up. Remember, Champagne was up even before pre-pandemic time and now is strong.”

**ANDRES ALBERTO LOPEZ, O-I
GLASS, INC., CEO, PRESIDENT &
DIRECTOR, AUGUST 2021**

Espresso

Speciality coffee drinks such as espresso and nitro cold brew, continue to excite customers around the world. Even pumpkin spice is not over yet: [see our blog from September 2021](#).

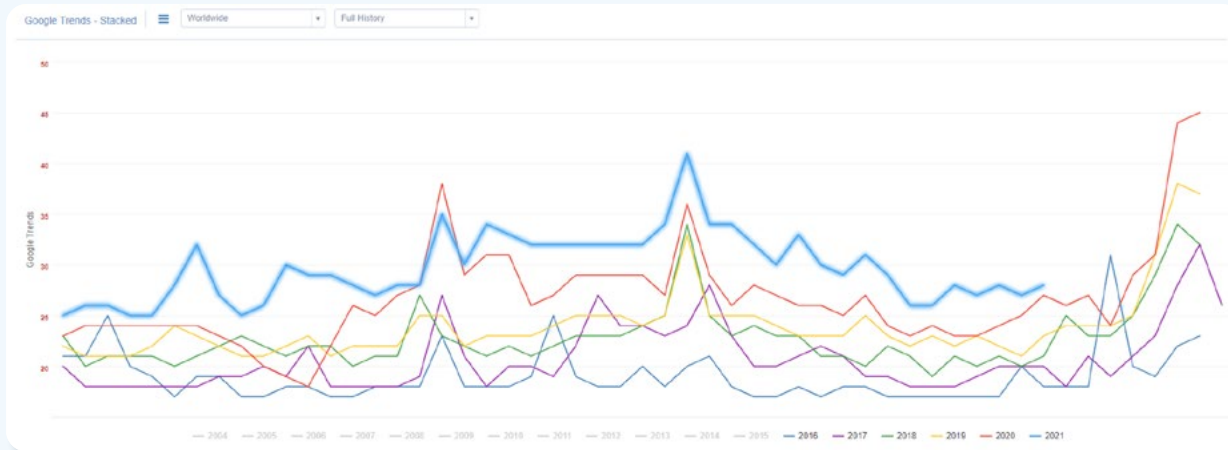


“Cold beverages actually accounted for 75% of our beverage sales in the quarter. But food equally was strong. We were up 35%, espresso was up 34%, and we are seeing larger tickets come through as well.”

JOHN W. CULVER, STARBUCKS CORPORATION, GROUP PRESIDENT OF NORTH AMERICA & COO, OCTOBER 2021

Tequila

Tequila, a Mexican spirit made from the agave plant, took a hit during the "on premise" (bars and restaurants) closures in 2020. The beverage has seen a good rebound since, with positive comments from a number of brand owners, like Becele, Pernod Ricard, and Brown-Forman.

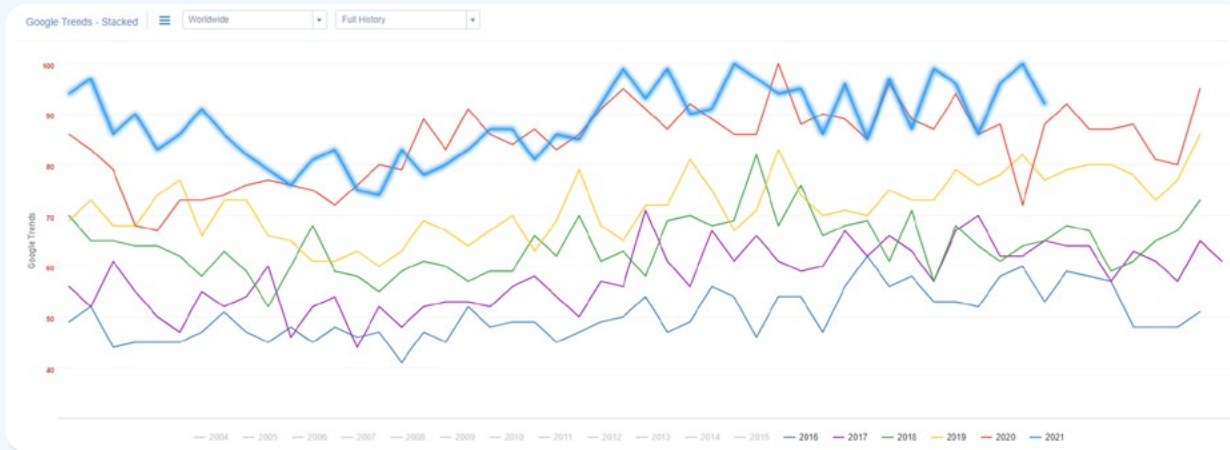


"Encouragingly, consumers have been choosing spirits over wine and beer with vodka and tequila gaining share ahead of other categories."

**CHARLES GIBB, FEVERTREE
DRINKS PLC, GLOBAL STRATEGY
DIRECTOR & CEO OF NORTH
AMERICA, SEPTEMBER 2021**

Cat litter

We covered the surge in covid pet adoption, and subsequent decline on our blog, **The Covid Pet Trade is Over** in September 2021.

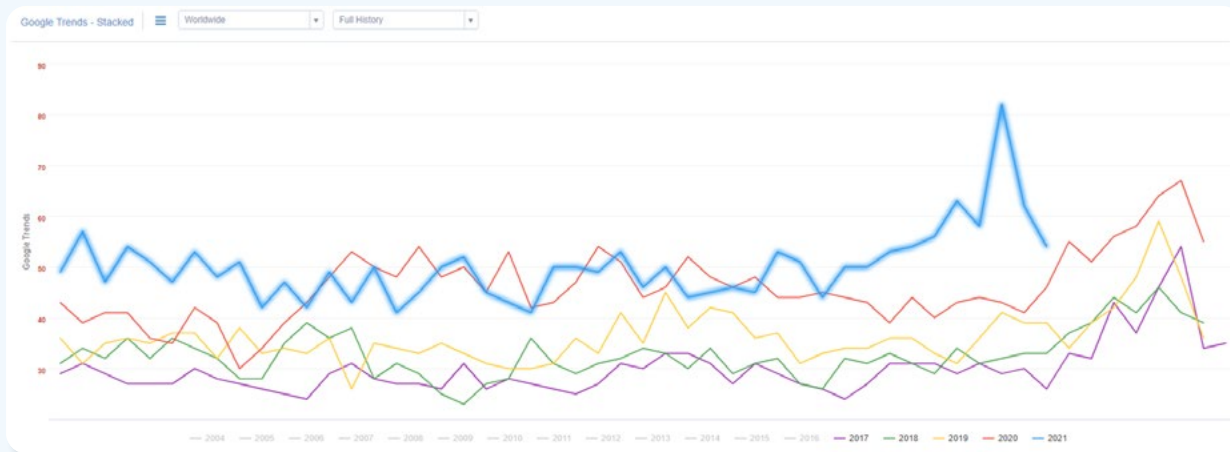


"We have terrific innovation in our Litter business. And given more consumers own cats now after the pandemic than ever before, we've seen a really nice bump in that business due to innovation."

LINDA RENDLE, THE CLOROX COMPANY, CEO & DIRECTOR, NOVEMBER 2021

Dog treats

Pet adoption was one of the declining trends covered in our [previous trendbook](#). That said, all the new owners are now consumers.

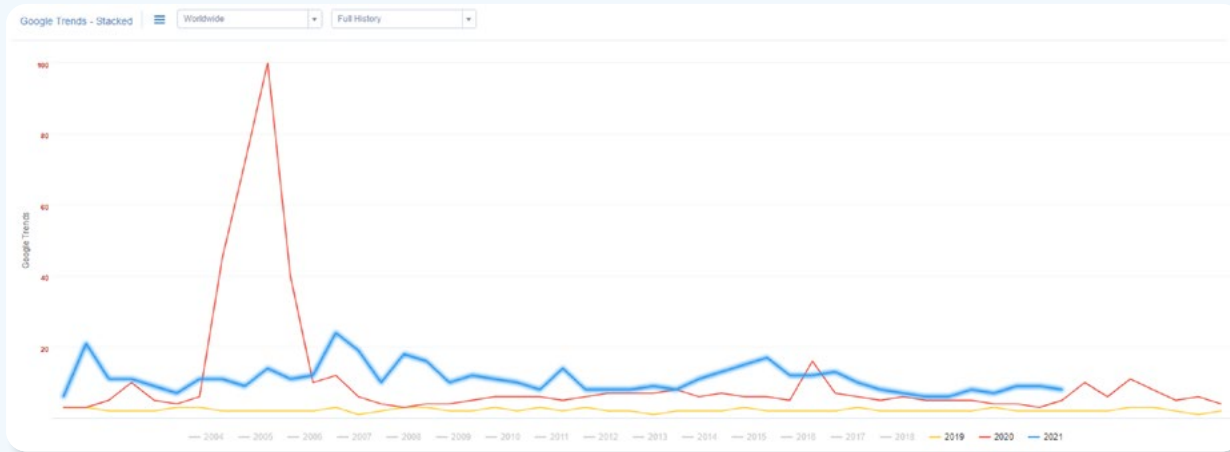


“And I should mention that our newly acquired dog treat brands are doing really well also with first quarter retail sales nearly up 20%.”

BETHANY C. QUAM, GENERAL MILLS, INC., GROUP PRESIDENT OF PET SEGMENT, SEPTEMBER 2021

CDC travel

The Center for Disease Control is the US authority controlling traveller admissions during the pandemic. The CDC reopened the US to vaccinated international travellers in November 2020 but searches have been tracking above 2020 for most of 2021. See our NLP sentiment [applied to airline transcripts](#) during the pandemic.

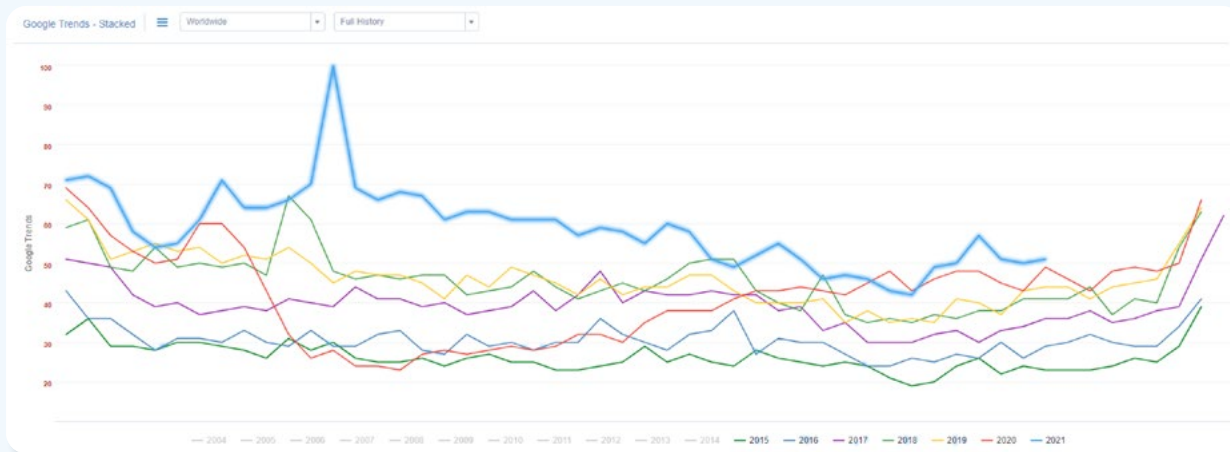


“Following the White House announcement, we saw an immediate increase in bookings in several of our key international markets. Overnight, we saw a 66% increase in bookings to the U.K., a 40% increase to core Europe and a 74% increase to Brazil. Clearly, there’s significant pent-up demand for travel to and from the U.S. and many customers are eager to return to travel when it’s permitted.”

ROBERT D. ISOM, AMERICAN AIRLINES GROUP INC., PRESIDENT, OCTOBER 2021

Tulum

A number of resort destinations in Mexico are doing well, with airport operators reporting international traveller numbers above 2019. We highlighted **the recovery in Cancun** in the prior edition.

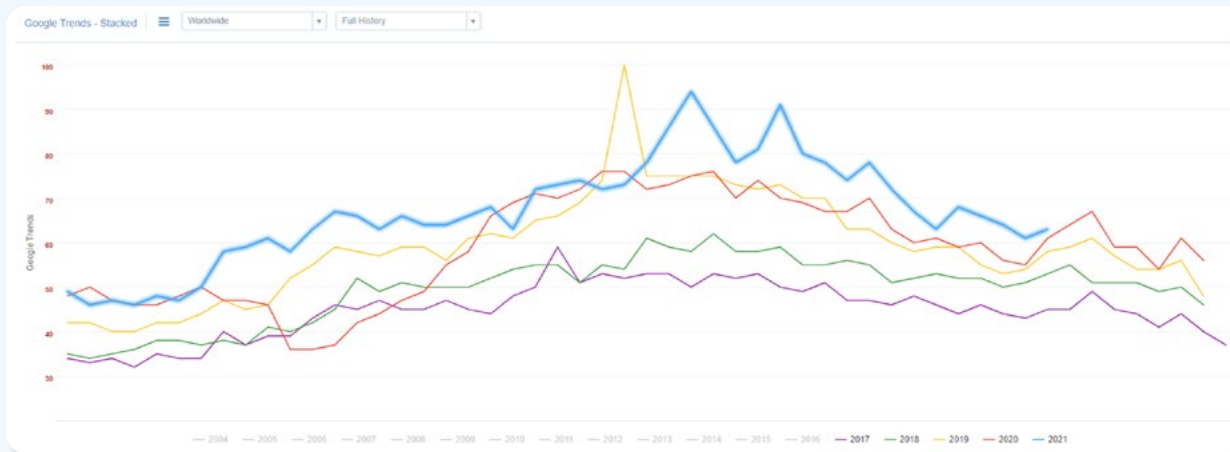


"As we have seen consistently during the pandemic, there is pent-up demand for travel as bookings accelerate when a border is opened. Latin America remains by far the strongest destination, well over 2019 levels. U.S. to Mexico travel remained robust, with spend more than 60% above 2019 levels in Q4."

**VASANT M. PRABHU, VISA INC.,
VICE CHAIRMAN & CFO,
OCTOBER 2021**

Scooter

Interest in scooters is going strong in 2021, including both local ride-sharing systems, and scooters for private use.

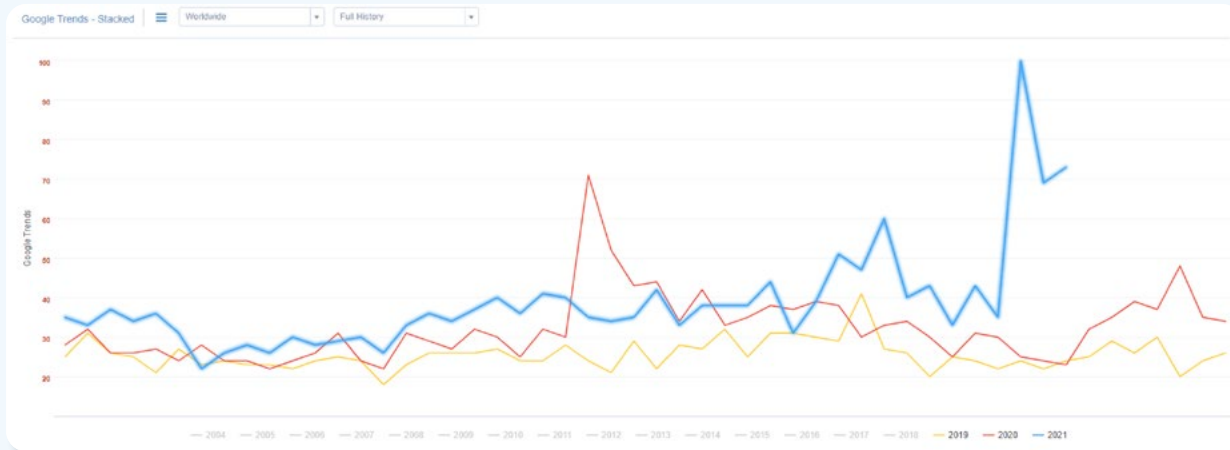


"In addition, we saw strong demand for bikes and scooters, with bike rides hitting an all-time high in the quarter."

**LOGAN D. GREEN, LYFT, INC.,
CO-FOUNDER, CEO & DIRECTOR,
NOVEMBER 2021**

Oura

Oura is a private health technology company known for its sleep monitoring Oura Ring, now expanding into 24/7 health monitoring.

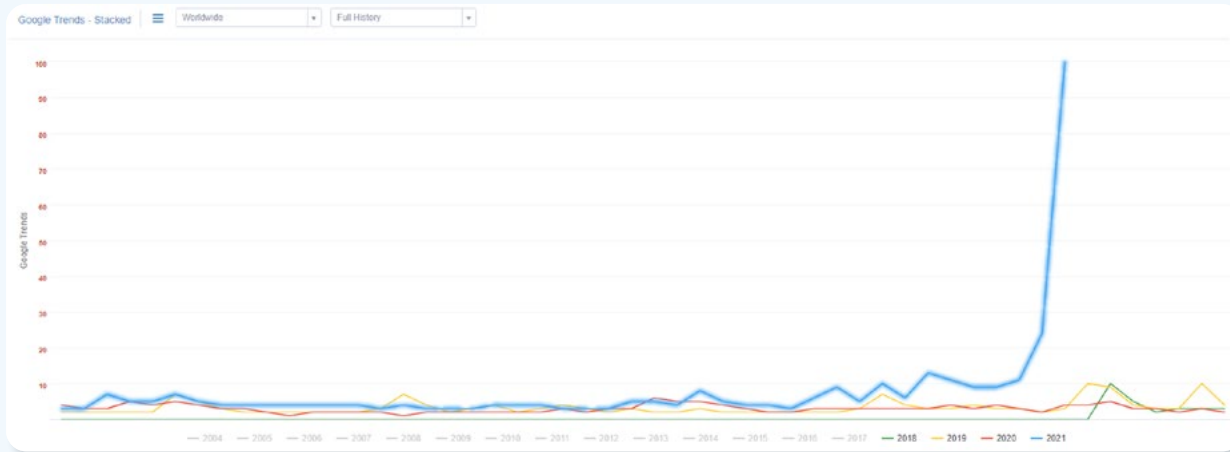


“Consumers have a growing appreciation for the importance of sleep to overall health and wellness and, as a result, are increasingly searching for new solutions and technology to help improve their sleep.”

SCOTT L. THOMPSON, TEMPUR SEALY INTERNATIONAL, INC., CHAIRMAN OF THE BOARD, CEO & PRESIDENT, OCTOBER 2021

Rivian

Rivian's high-profile IPO in November 2021 caps a huge year for electric vehicle companies, from IPOs to Tesla's market cap surging above \$1 trillion.

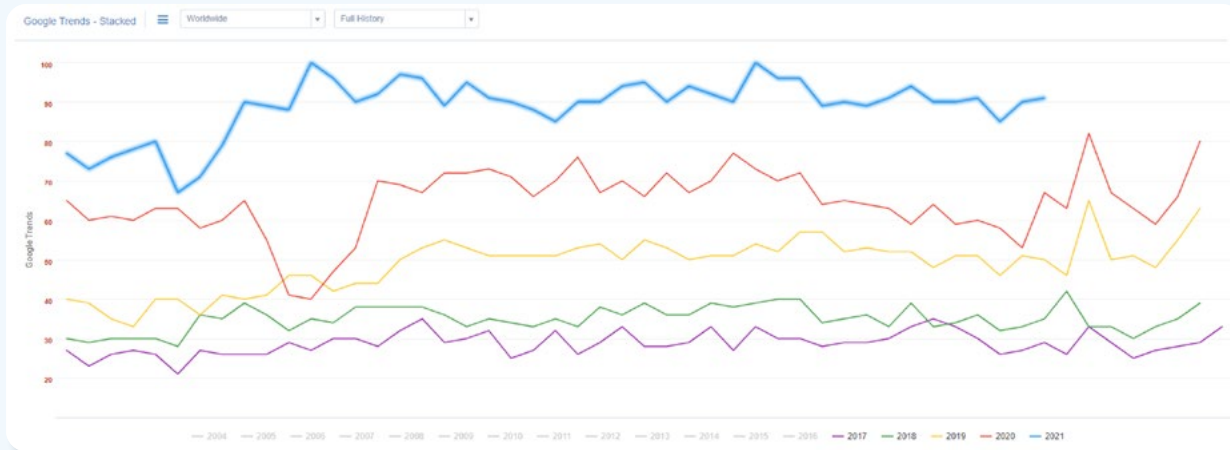


"Our deliveries of electric vehicles and plug-in hybrids doubled between January and September compared to the previous year. Our BEV sales were even 120% higher year-on-year. E-mobility has fully arrived in our everyday lives."

**OLIVER ZIPSE, BAYERISCHE
MOTOREN WERKE
AKTIENGESELLSCHAFT,
CHAIRMAN OF THE BOARD OF
MANAGEMENT & CEO,
NOVEMBER 2021**

HOKA

HOKA is a running/trail sneaker brand owned by Deckers Outdoor, the parent company of UGG, Teva, and other footwear brands.

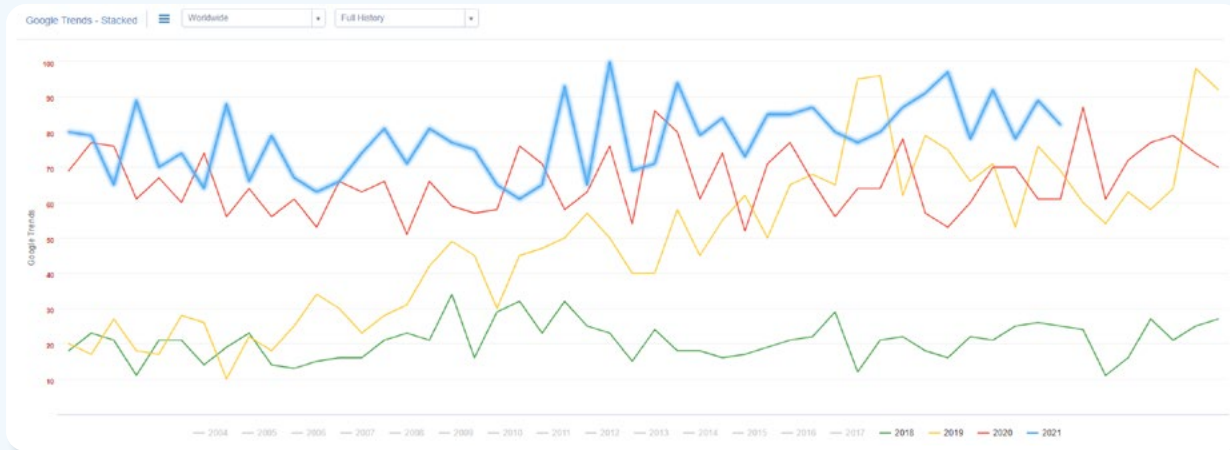


"Shifting to HOKA. Global revenue in the second quarter increased 47% versus last year to \$210 million. The HOKA ecosystem continues to experience exceptionally balanced growth across the brand's global points of distribution and portfolio of products."

DAVID POWERS, DECKERS OUTDOOR CORPORATION, CEO, PRESIDENT, DIRECTOR & INTERIM PRESIDENT OF FASHION LIFESTYLE, OCTOBER 2021

ZYN

Nicotine pouches are a reduced-risk product: we highlighted the growth in the overall category in the prior edition of the trendbook. ZYN is one of the leading brands, along with Vuse, On!, and Rogue.

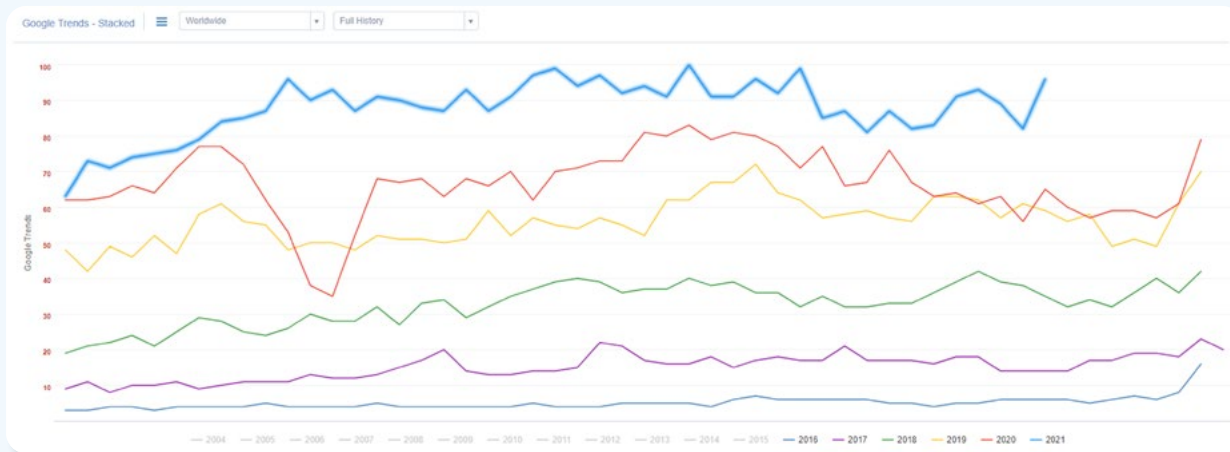


“In the U.S., ZYN continued to perform very well in the quarter. Despite aggressive and deeper promotions from large competitors, ZYN demonstrated market share resilience and grow its shipments sequentially relative to the second quarter by 7% on a constant trading day basis.”

LARS DAHLGREN, SWEDISH MATCH AB, PRESIDENT & CEO, OCTOBER 2021

Carvana

The online used car dealer has been well-positioned for at-home shopping, the chip shortage reducing new car offerings, and the resulting surge in used car prices.

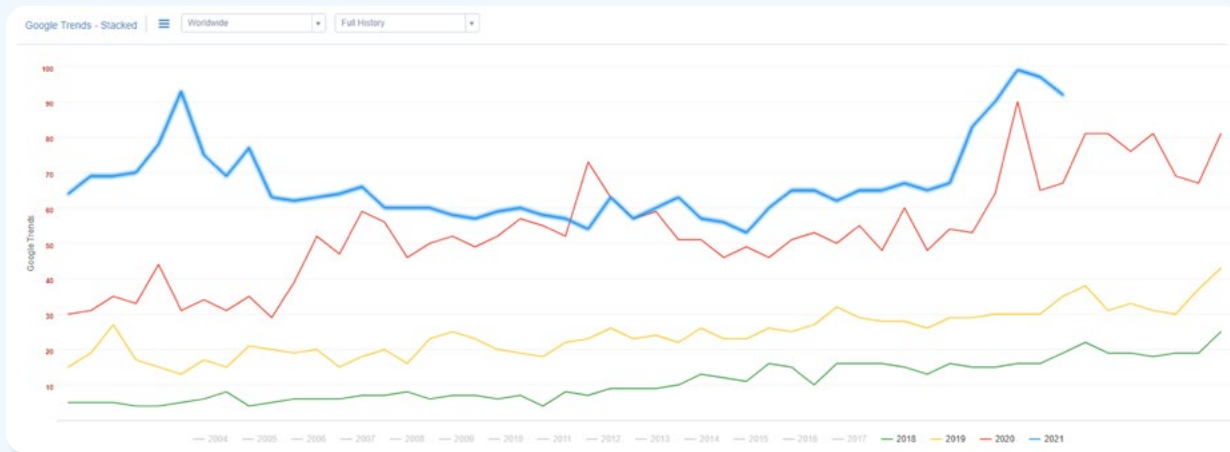


"The third quarter was another great quarter for Carvana as we continued our march toward becoming the largest and most profitable automotive retailer. We sold over 110,000 cars to customers, recorded nearly \$3.5 billion of revenue, grew total gross profit by 100% and had our second consecutive quarter of positive EBITDA."

ERNEST C. GARCIA, CARVANA CO., CO-FOUNDER, PRESIDENT, CEO & CHAIRMAN, NOVEMBER 2021

Pluto TV

The ad-supported TV app from ViacomCBS has kept its search interest boost from covid, and then some. The company disclosed that it is targeting 100 million+ Monthly Active Users by 2024.

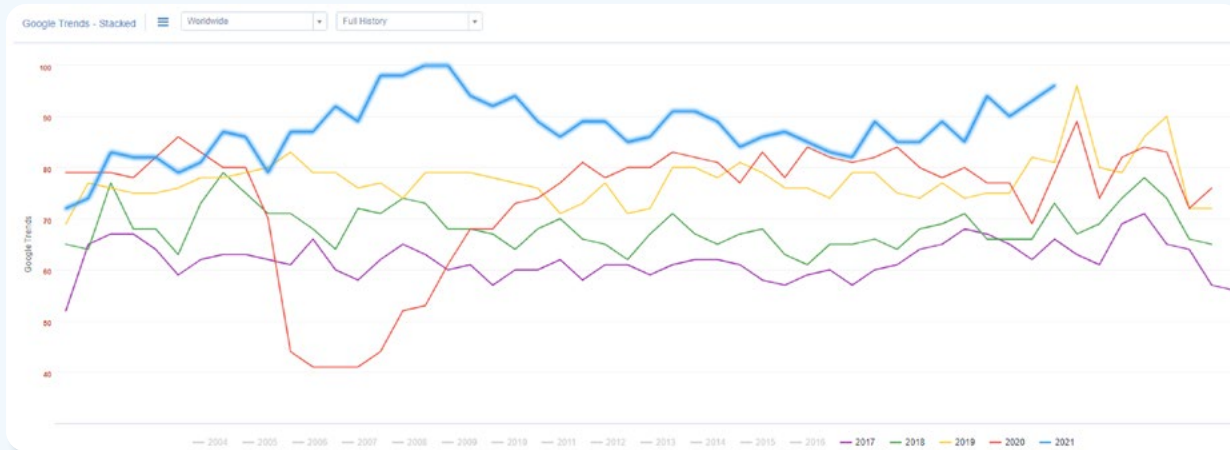


"...Pluto has just been an incredible performer, breaking \$1 billion this year. That's relative to, I think, what was probably well under \$100 million of revenue just 2 or 3 years ago. And we expect that the growth in Pluto will continue. It's an extremely powerful, capital-efficient, multidimensional business model that we really like. Going forward, there will be growth still coming from MAU growth but also increased engagement and improvements in monetization. We've got a goal of achieving between 100 million and 120 million MAUs in Pluto by the end of 2024."

NAVEEN CHOPRA, VIACOMCBS INC., EXECUTIVE VP & CFO, SEPTEMBER 2021

BOTOX

The Financial Times featured our data on BOTOX interest in **their "return to work" coverage** in August 2021. We have not seen a slowdown in search interest in the injectable beauty treatment since then.

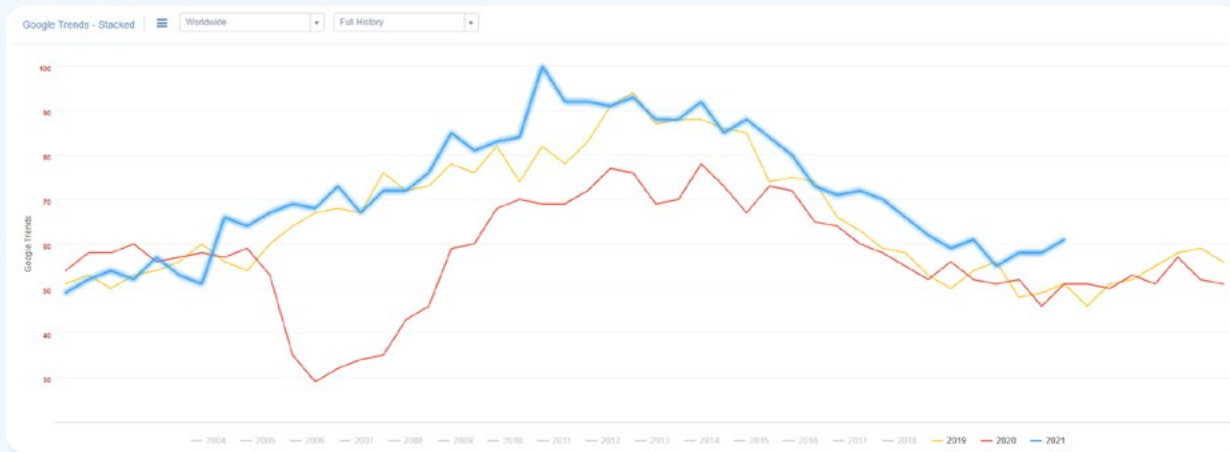


"We now expect aesthetics global revenue of approximately \$4.9 billion, including approximately \$2 billion from BOTOX Cosmetic and approximately \$1.4 billion from JUVADERM."

**ROBERT A. MICHAEL, ABBVIE INC.,
EXECUTIVE VP & CFO, JULY 2021**

Pedicure

Interest in pedicure continues to track well above 2020, as well as prior years.

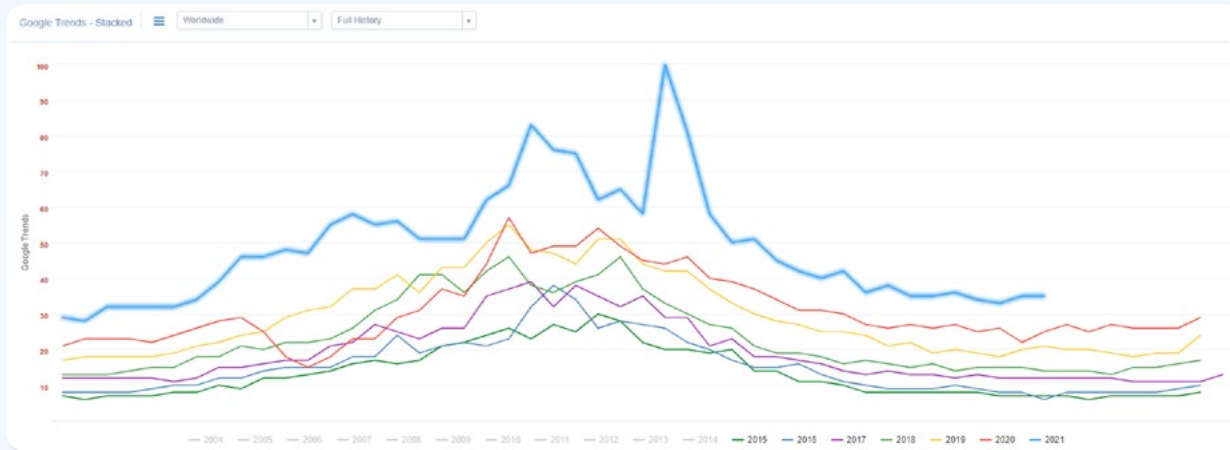


“And as we’re talking about change consumer beauty routines, they have learned to do beauty at home and are aware of the cost savings. So we’re taking advantage of that with the launch of the new FLAWLESS pedi and manicure, one of our At-Home Beauty solutions.”

BRITTA B. BOMHARD, CHURCH & DWIGHT CO., INC., EXECUTIVE VP & CMO, SEPTEMBER 2021

Sunscreen

Unlike many other outdoor-themed searches, interest in sunscreen continues to grow, and has been tracking above all prior years every week in 2021. [See our coverage on the covid surge in outdoor activities here.](#)

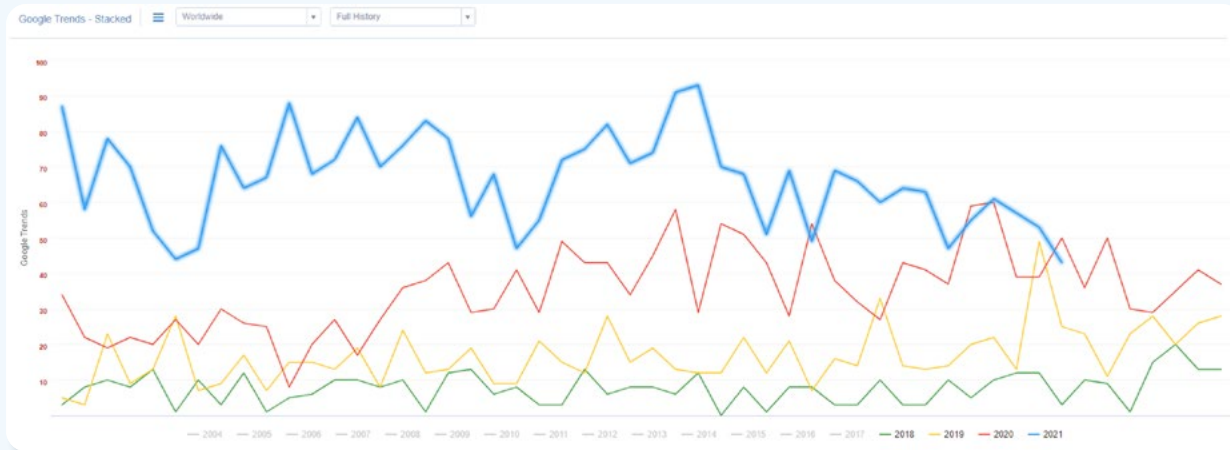


“Organic net sales increased by 25% for the quarter and 13% for the year. Sun Care led the way with organic net sales increasing more than 55% for the quarter and 16% for the year, driven by strong consumption and share gains in North America.”

**ROD R. LITTLE, EDGEWELL
PERSONAL CARE COMPANY -
PRESIDENT, CEO & DIRECTOR,
NOVEMBER 2021**

Lipo 360

"Lipo 360" refers to a specific type of liposuction procedure which covers the entire midsection of a human, rather than any single area of the body.

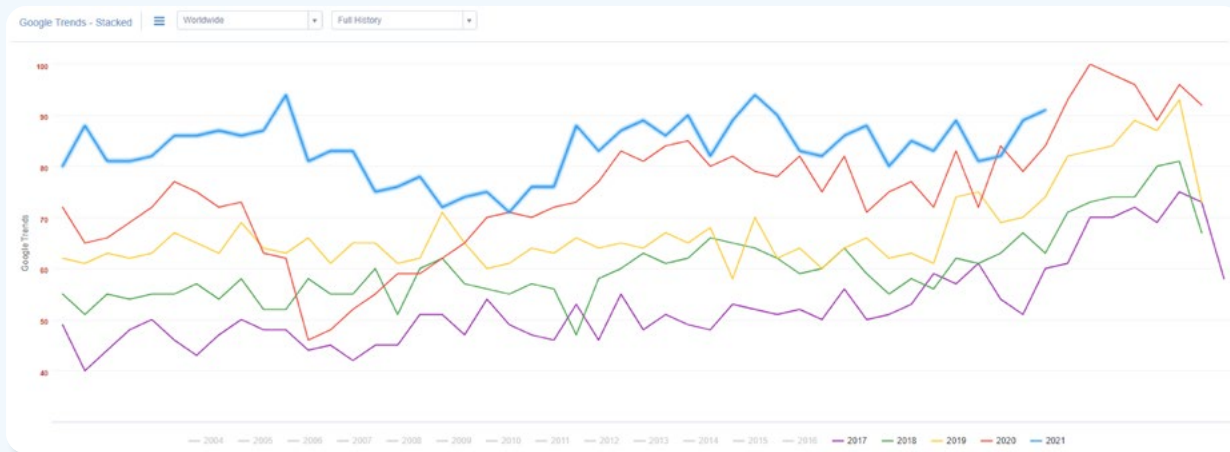


"That's 350,000 to 380,000 procedures a year, according to American Society of Plastic Surgery. So it's #1 or #2 most popular procedure out there. And if you're looking at the obesity wave across the country, United States, we're partners with McDonald's, right? So we suck out the fat. So we're following that trend. So that's very, very positive. But that's been our flagship."

SPERO THEODOROU, INMODE LTD., CHIEF MEDICAL OFFICER, AUGUST 2021

Gold chain

Gold jewelry as a whole has been having a great 2021: we are seeing increased search interest in chains, earrings, and bracelets.

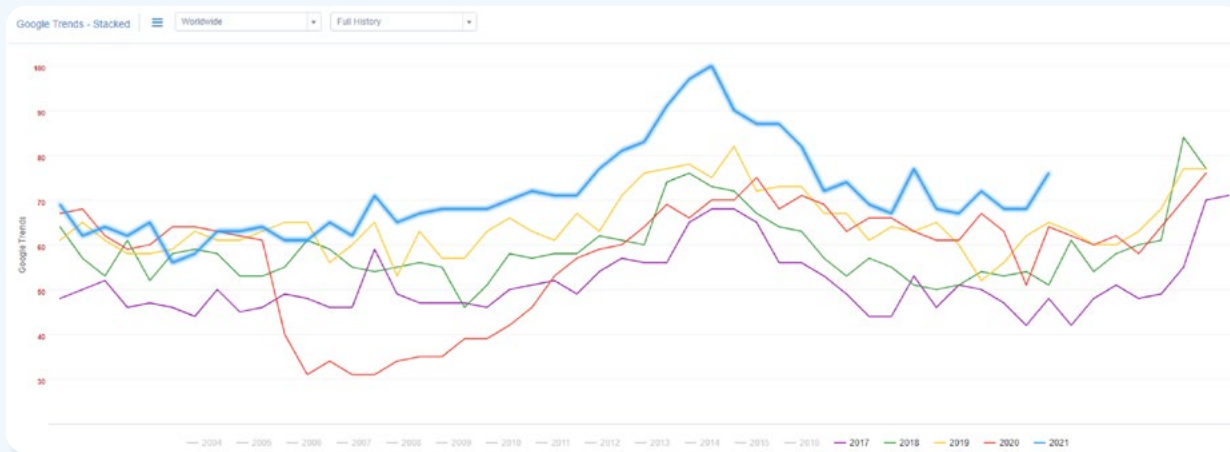


"Specifically coming at Tiffany will be both the new and exciting marketing campaign as well as the launch of a new gold jewelry collection."

CHRIS HOLLIS, LVMH MOET HENNESSY - LOUIS VUITTON, SOCIETE EUROPEENNE, DIRECTOR OF FINANCIAL COMMUNICATIONS, JULY 2021

Ear piercing

We do not know what to make of the increase in this trend.

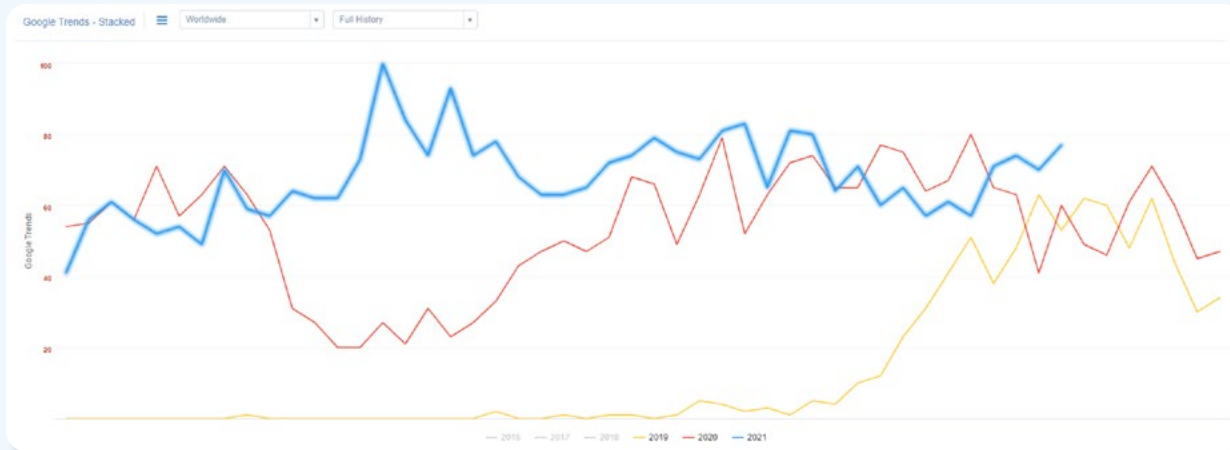


“On the value end of the mid-market, we’ve continued the rollout of our rebranding test, Banter by Piercing Pagoda, that we began in 100 stores at the end of April. Based on promising results, we expanded to bring the total to 200 stores on August 2.”

VIRGINIA C. DROSOS, SIGNET JEWELERS LIMITED, CEO & DIRECTOR, SEPTEMBER 2021

Brow lamination

Brow lamination is a cosmetic shaping procedure for eyebrows. We saw search interest taking off in 2019, with 2021 tracking above 2020.

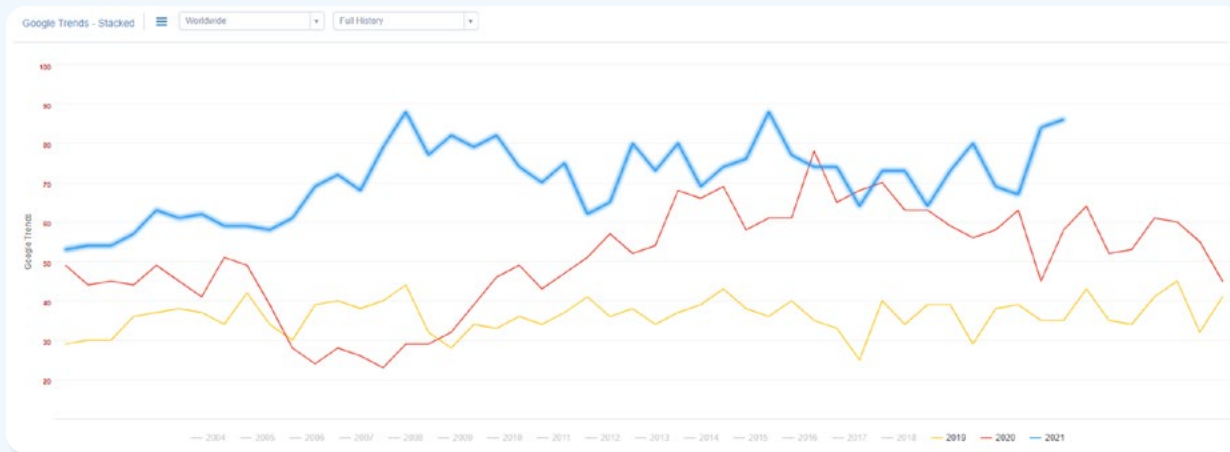


"Our services business is also gaining momentum. Sales from hair and brow services increased more than 60% compared to 2020. Despite capacity limitations due to mandates from the CDC and state and local authorities, we are increasing member engagement and driving retail attachment, especially through our salon backbar takeovers."

DAVID C. KIMBELL, ULTA BEAUTY, INC., CEO & DIRECTOR, AUGUST 2021

Lip filler

Lip augmentation is a procedure for increasing lip volume for aesthetic purposes. It has been growing alongside other similar products.



"So the data is very clear. If you look at the U.S. as an example, toxins and fillers are growing high 30% of market."

**RICHARD A. GONZALEZ,
ABBVIE INC., CHAIRMAN & CEO,
OCTOBER 2021**

Fertility

Aging population, higher age at marriage, and childbirth delays have resulted in a steady increase in interest in fertility, and related topics such as employer-provided fertility benefits.

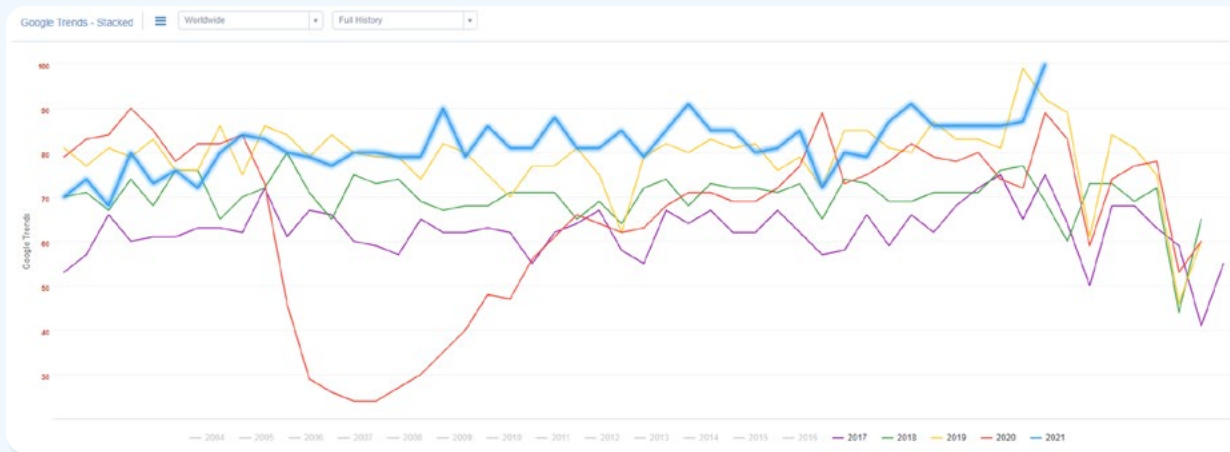


"This year, 48% of our new clients didn't have an existing fertility benefit, which compares to our historical average of approximately 1/3 and last year's rate of 40%. We believe this ongoing shift underscores the macro trend that's been revealed in previous industry research where the adoption of fertility benefits among large U.S. employers expect—is expected to increase significantly over the next few years."

**PETER ANEVSKI, PROGNYN, INC.,
PRESIDENT & COO,
NOVEMBER 2021**

Colonoscopy

Colonoscopies are elective procedures for early detection of colon cancer as well as other medical problems. These regular screenings are generally recommended for people above a certain age. Searches for these procedures dropped off during covid.

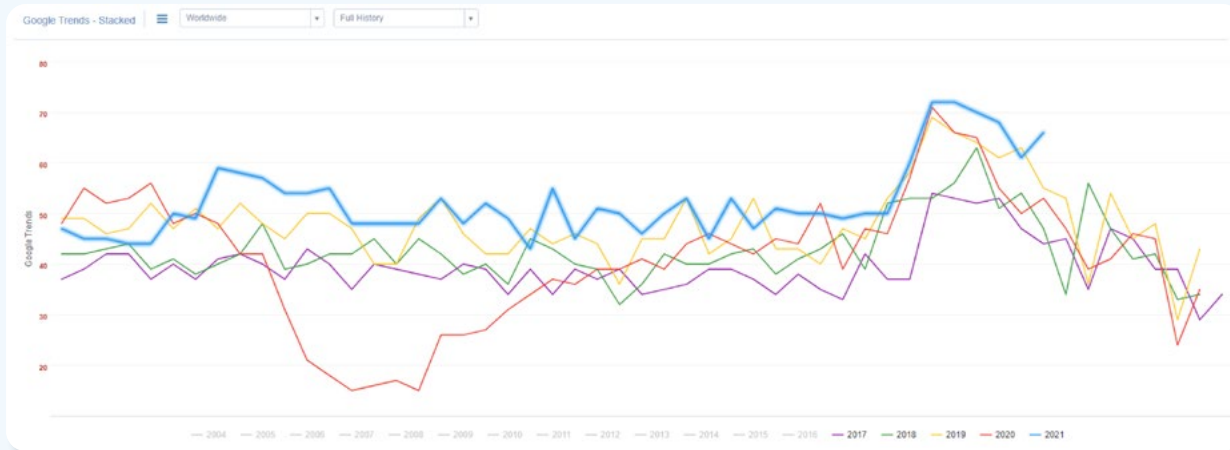


"In fact, when you think about scheduled care, what we have found is that most of that cycles through in about 4 to 6 months. We look at things like colonoscopies and joint replacements as good leading indicators. And those are running pretty close to baseline."

**BRIAN ROBERT THOMPSON,
UNITEDHEALTH GROUP
INCORPORATED, CEO
OF UNITEDHEALTHCARE
GOVERNMENT PROGRAMS,
OCTOBER 2021**

Mammogram

Mammograms are preventive X-ray procedures aiming to detect breast cancer in its early stages. Like searches for other elective procedures, searches for mammograms have recovered.

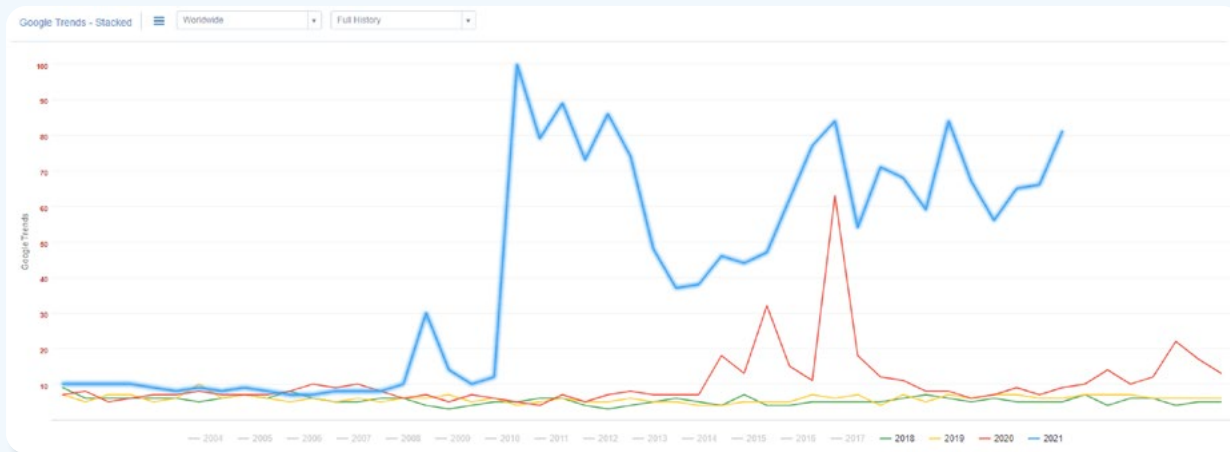


“The Precision Oncology business is more heavily dependent on mammograms, which are largely back to normal, did return to normal early in the year.”

JEFFREY T. ELLIOTT, EXACT SCIENCES CORPORATION, EXECUTIVE VP, CFO & COO, JULY 2021

Myocarditis

Myocarditis is an inflammation of the heart muscle. The condition is widely covered in the media as a covid vaccine side effect, and we do see the clear interest surge after the mass vaccine rollout in May 2021.

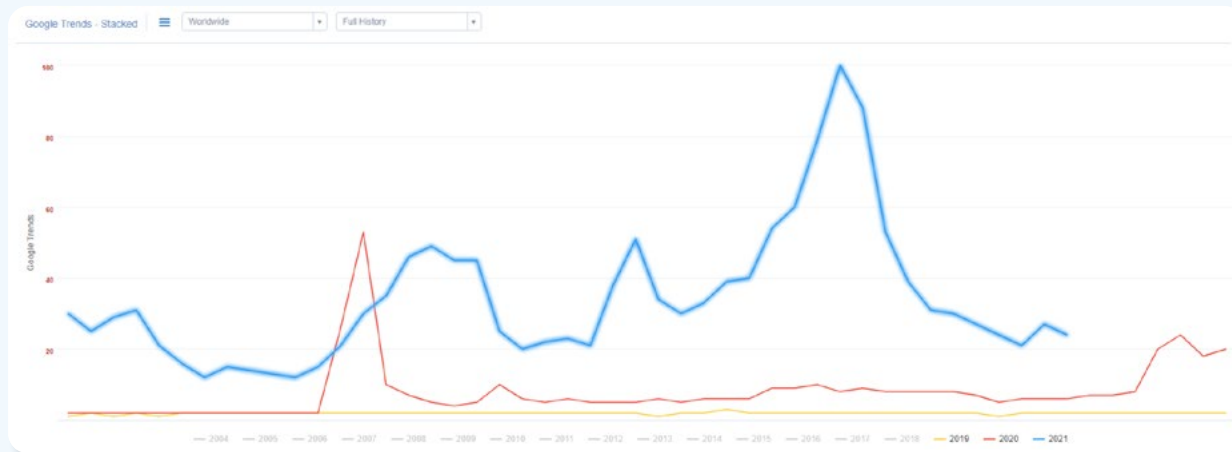


"Health authorities have reviewed many data sets and the U.S. CDC and WHO have concluded that there is risk of myocarditis and pericarditis after receiving any mRNA vaccine."

PAUL BURTON, MODERNA, INC., CHIEF MEDICAL OFFICER, NOVEMBER 2021

Ivermectin

Unlike searches for HCQ (hydroxychloroquine), the interest in Ivermectin as a potential covid therapeutic has continued throughout 2021.

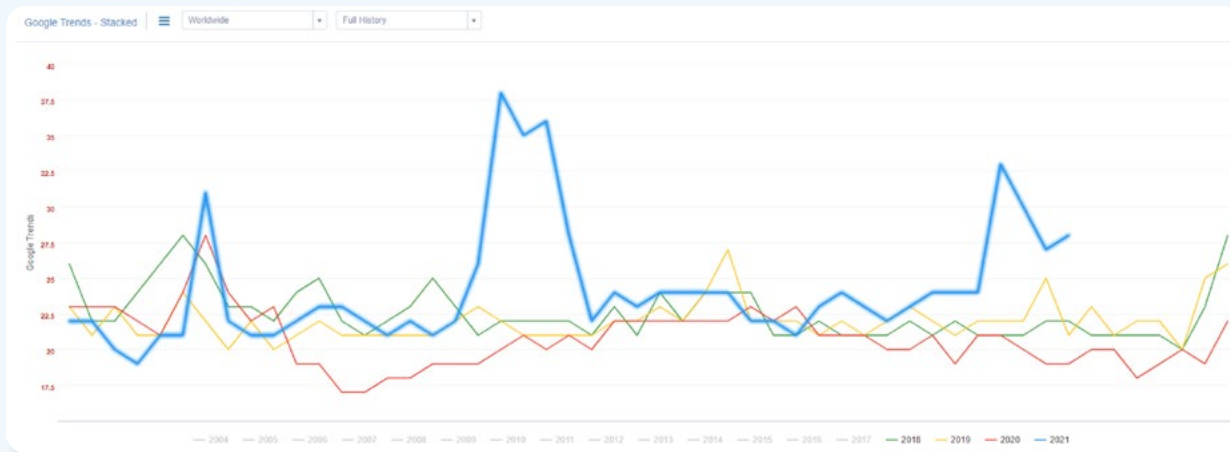


“This business imperative didn't begin with me. I mentioned George W. Merck, but I can also point to one of my mentors, Merck's former CEO, Roy Vagelos, as the leading example to the bold decisions he made to ensure Merck's innovations, including Mectizan, reached those who could benefit from them the most.”

KENNETH C. FRAZIER, MERCK & CO., INC., CEO & CHAIRMAN, JUNE 2021

Plan B

We spotted the strong seasonal interest in Plan B (levonorgestrel) around Valentine's Day 2021 for our **prior trendbook** but we were very surprised to see the summer surge in the emergency oral contraceptive since then.

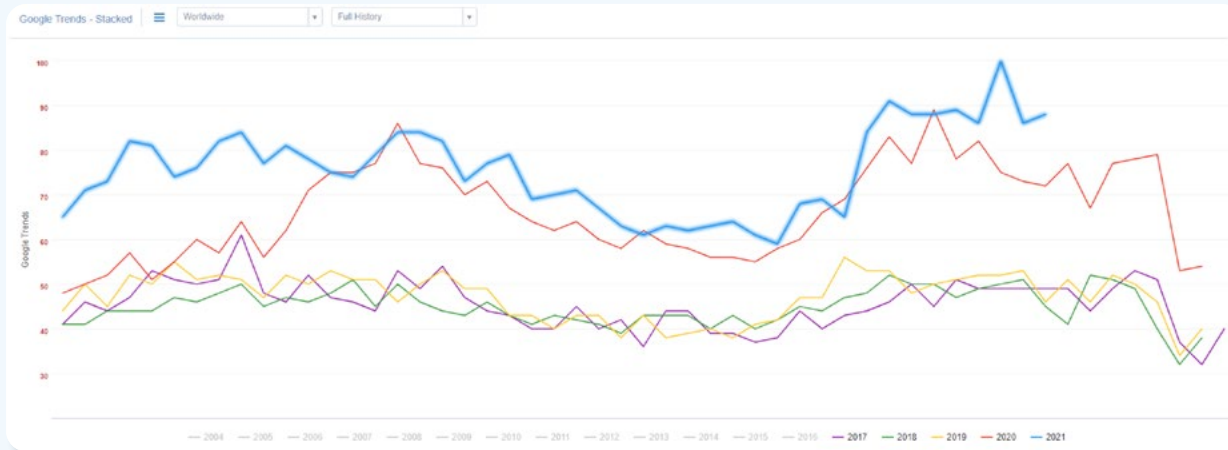


“We’re seeing our classic women’s health care business, which also relies on oral contraceptive, which we have both in China and also in Latin America, and we continue to be strong, has not been affected really in the COVID on—in any shape or form.”

STEFAN OELRICH, BAYER AKTIENGESELLSCHAFT, HEAD OF THE PHARMACEUTICALS DIVISION & MEMBER OF THE BOARD OF MANAGEMENT, NOVEMBER 2021

Make a will

Interest in estate planning increased substantially as the covid pandemic took hold in H1 2020 and we are seeing the boost sustained into 2021, with most weeks tracking above 2020.

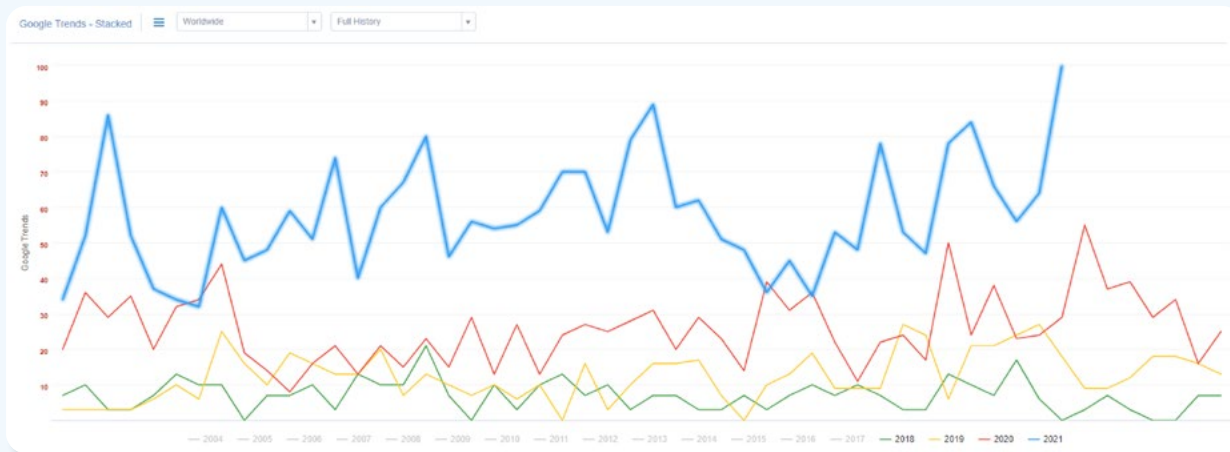


"These factors include an increased focus on financial and estate planning priorities by many entrepreneur owners after the difficult environment experienced broadly across the economy since early 2020, combined with the significant uncertainty and concern regarding increasing future tax rates, particularly taxes on capital gains."

DWAYNE LOUIS HYZAK, MAIN STREET CAPITAL CORPORATION, MEMBER OF THE BOARD & CEO, NOVEMBER 2021

What is ESG

While most investment professionals do know what ESG is, we are seeing interest in the topic grow more broadly in society as well. For more information on ESG trends, download our popular **33 Accelerating ESG Trends** trendbook.

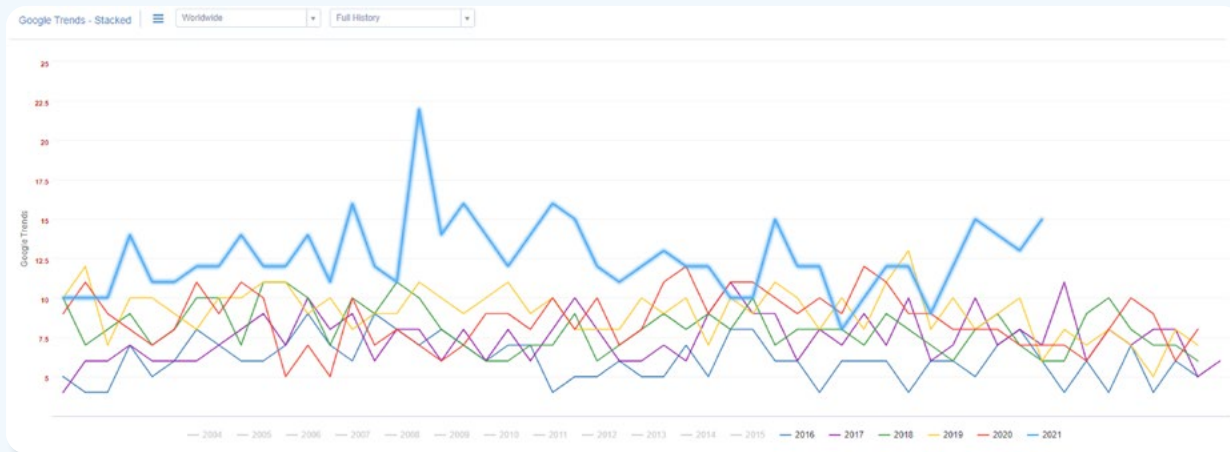


"With 63% year-on-year run rate growth in our firm-wide ESG and climate franchise, which now totals \$312 million, it is critical that we keep ahead of client demand with investments in this complex and ever-evolving category."

**C. D. BAER PETTIT, MSCI INC.,
PRESIDENT & COO,
OCTOBER 2021**

1031 exchange

Interest in the commercial real estate capital gains loophole known as a “1031 exchange” has been at fairly elevated levels in 2021 compared to prior years. US income tax reform proposals have heightened attention to tax-related topics, and we saw spikes in search for “unrealized capital gains” and “billionaire tax.”

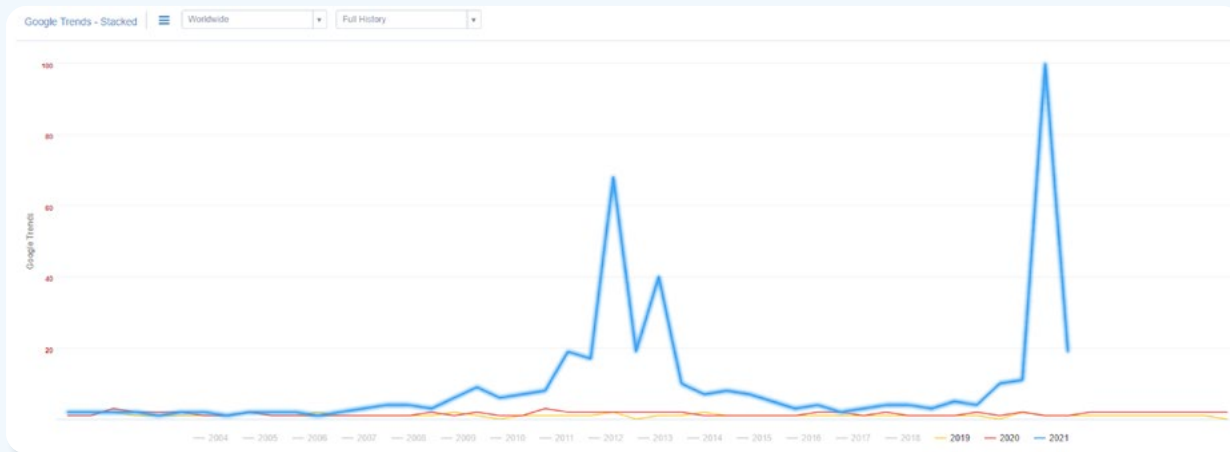


“We believe concerns over a higher capital gains tax rate and potential changes to the 1031 exchange deferred tax provision have contributed to trading volumes this year, but are not the main catalyst.”

HESSAM NADJI, MARCUS & MILLICHAP, INC., PRESIDENT, CEO & DIRECTOR, NOVEMBER 2021

Eric Adams

The Brooklyn Borough President and Mayor-elect of New York City sparked both search interest and optimistic comments from the real estate industry in 2021.

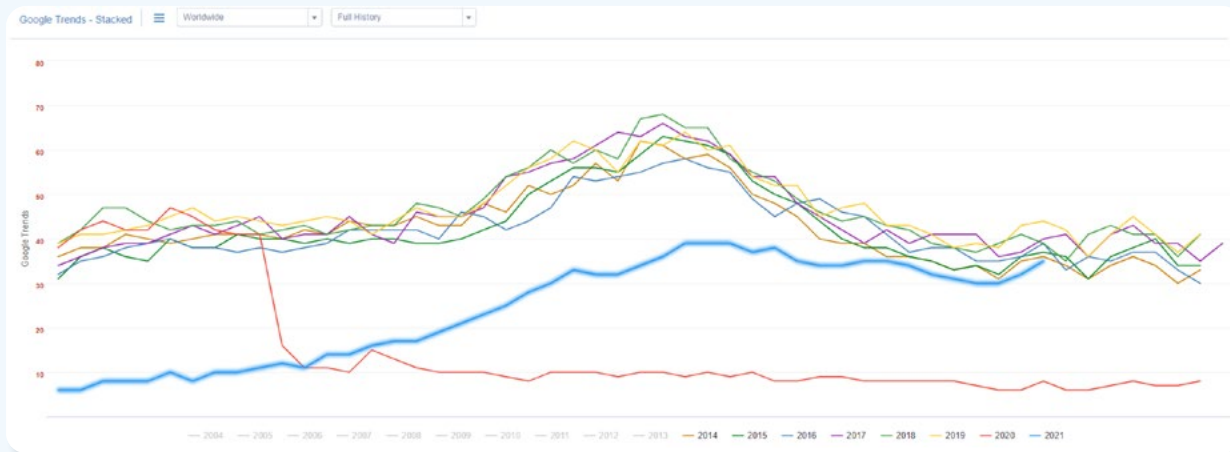


"I think supply in New York is going to be profoundly low for the next several years. I think that's going to be greatly to our benefit as well. And on the offset, you've got these regulatory issues where, again, I think the incoming mayor, assuming he wins the election in early November, Eric Adams. He certainly is a more progressive individual, but he also has worked with real estate interest and understands the business."

**MARK J. PARRELL, EQUITY
RESIDENTIAL, PRESIDENT, CEO &
TRUSTEE, SEPTEMBER 2021**

Concerts

After a slowdown due to the summer delta variant, interest in concerts is almost back to the normal levels for late fall.



“We also saw meaningful recovery in several of our revenue streams that were impacted by COVID. Artist services and expanded rights revenue, which includes merchandising, grew by 70%, reflecting an increase in merchandising and concert promotion revenue as touring has resumed.”

LOU DICKER, WARNER MUSIC GROUP CORP., SVP, CONTROLLER, NOVEMBER 2021

Bell bottoms

Denim pant styles change over time, and bell bottoms (flared leg) are on the upswing in 2021. We highlighted "mom jeans" in the prior edition of the trendbook.

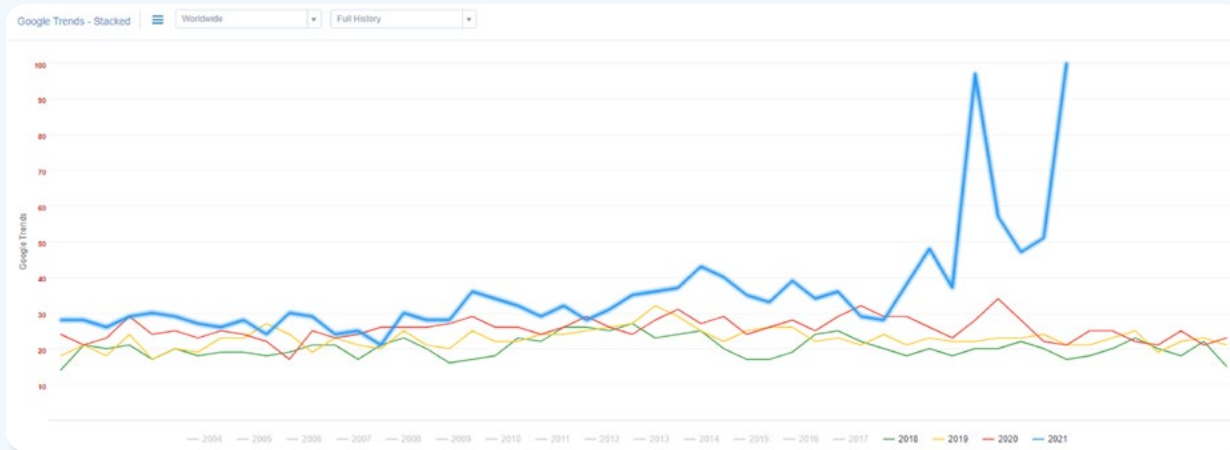


"And I think I was the first one to call it 3 quarters ago, we are in a new denim cycle. The last denim cycle actually predates me at this company. I joined the company over 10 years ago, and the last denim cycle was really driven by the skinny jean."

CHARLES VICTOR BERGH, LEVI STRAUSS & CO. , PRESIDENT, CEO & DIRECTOR, OCTOBER 2021

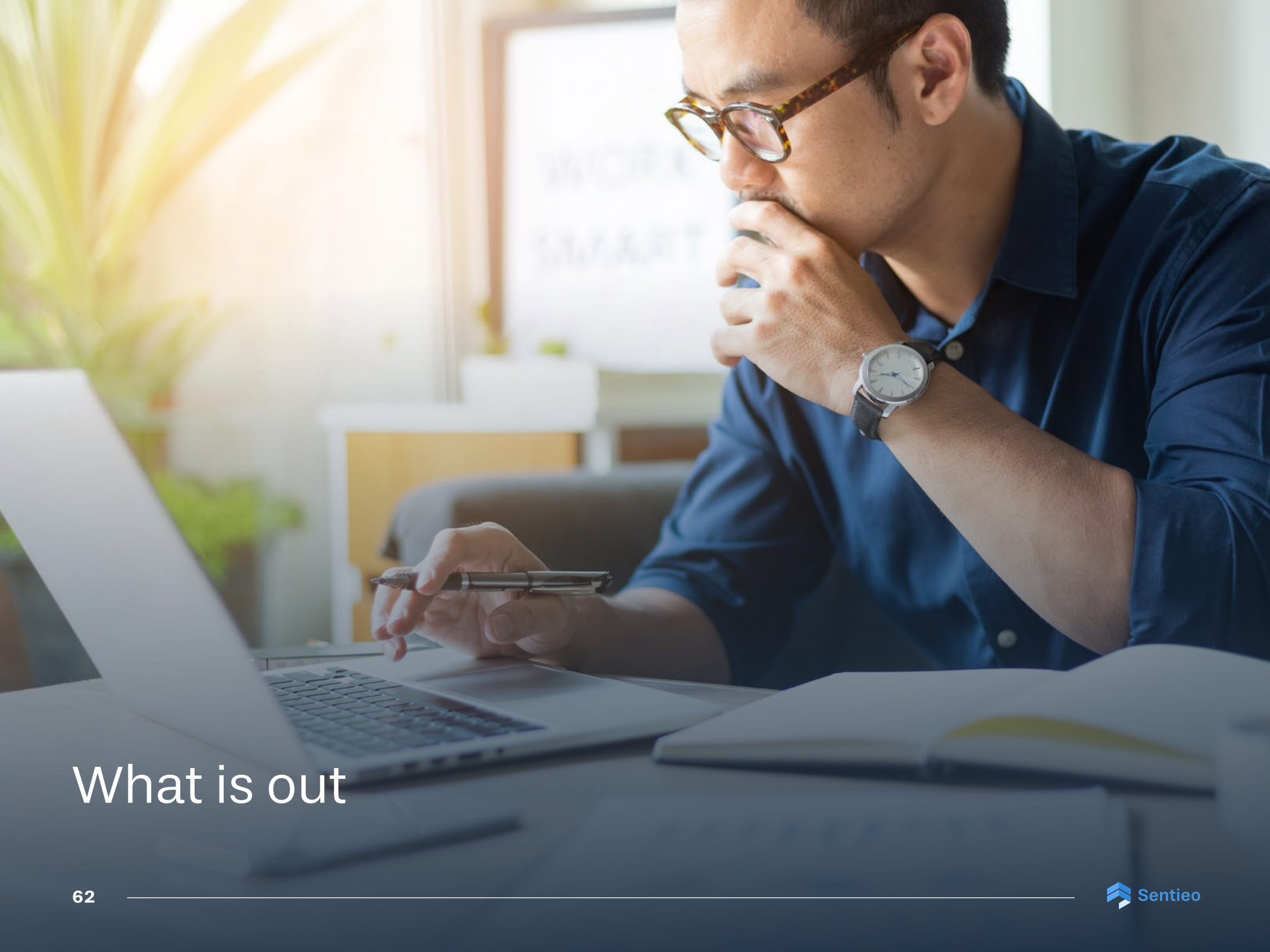
Red flags

What started out as a Twitter meme on personal relationship warnings has shown some staying power in 2021.



“We think that’s a really important seismic shift actually in the industry, and we are really thinking through how do we—not just tap into that but enable that. We think that if you come back to our mission around healthy and equitable relationships and women’s empowerment and areas like that, we think it is really an important empowerment driver for people really around the world.”

**TARIQ M. SHAUKAT, BUMBLE INC.,
PRESIDENT, NOVEMBER 2021**



What is out

Vape juice

Vaping is the term for consuming nicotine via a vaporizer, with popular brands such as JUUL and Vuze. With heightened regulatory scrutiny, and with wider availability of other reduced-risk alternatives (like ZYN pouches, highlighted is a growing trend), there is lower interest in vaping liquids, colloquially known as "vape juice".

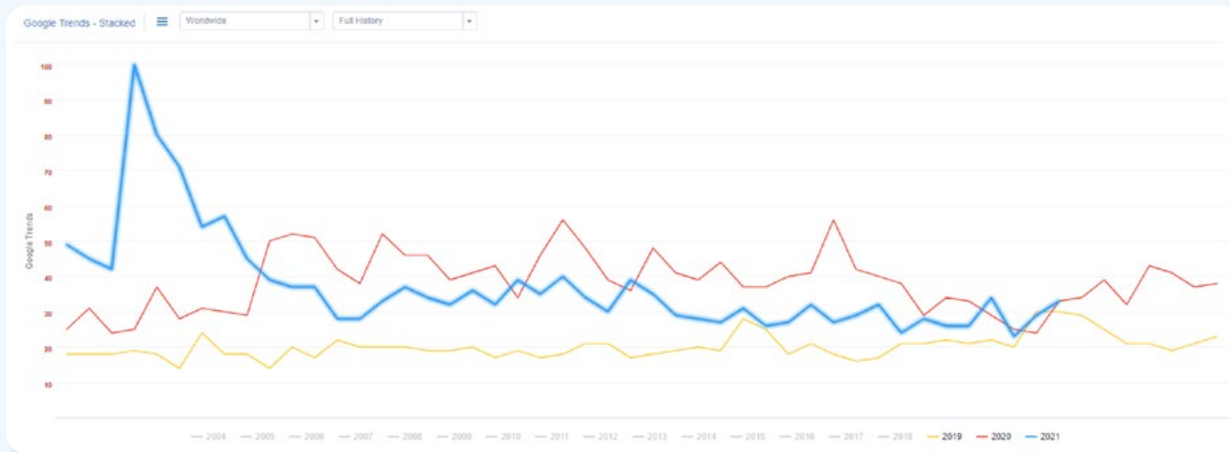


"With the clouded short-term visibility created by this environment, we believe it is prudent for us to adjust our expectations for our vape business as reflected in the guidance we issued this morning."

LAWRENCE S. WEXLER, TURNING POINT BRANDS, INC., PRESIDENT, CEO & DIRECTOR, OCTOBER 2021

Options trading

Interest in options trading increased in 2020, with a peak in January 2021 during the height of the meme stock mania. It has been tracking below 2020 since, with a similar dynamic across related searches such as implied volatility, iron condor, and strike price.

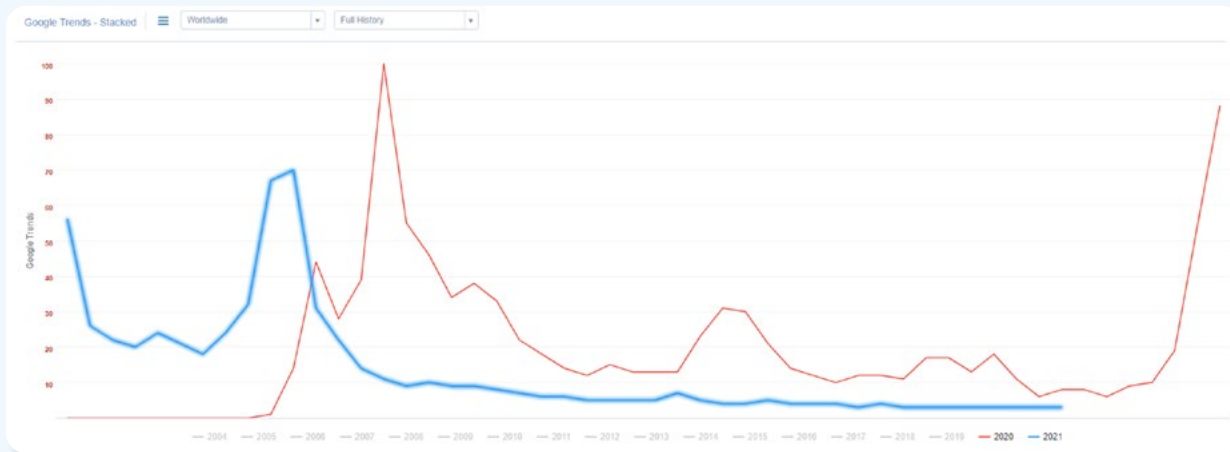


"Total net revenues were \$365 million in Q3, up 35% year-over-year but down sequentially as expected. Looking at the components of revenue, transaction-based revenues were \$267 million in Q3, which is down sequentially but up 32% year-over-year."

**JASON WARNICK, ROBINHOOD
MARKETS, INC., CFO,
OCTOBER 2021**

Stimulus

We see a big decline in search interest for the popular emergency US government program.



"As a reminder, in Q4, we will be lapping a 24% net sales growth quarter which was helped in part by stimulus-related spending and pipeline sales associated with the launch of Keys Soulcare."

MANDY J. FIELDS, E.L.F. BEAUTY, INC., SENIOR VP & CFO, NOVEMBER 2021

Audiobooks

After the pandemic burst, audiobook searches have normalized: we see them competing with other audio content, from podcasts to social audio, like Twitter Spaces. Notably, Amazon has not mentioned audiobooks on transcripts since 2017.



"The sheer volume of music, audiobooks and podcasts we have access to now is incredible. According to Futuresource's recent audio tech lifestyle survey of audio product owners, the percentage of respondents listing at least an hour a week to streaming audio content in 2021 has increased to 73% across the U.S., Germany and U.K. compared to 63% in 2020."

**PATRICK SPENCE, SONOS, INC.,
CEO, PRESIDENT & DIRECTOR,
AUGUST 2021**

Avocado recipes

Searches for avocado and avocado recipes had a short-lived increase during the initial lockdown period in 2020 but have completely normalized since then, indicating that the fruit is now a staple.

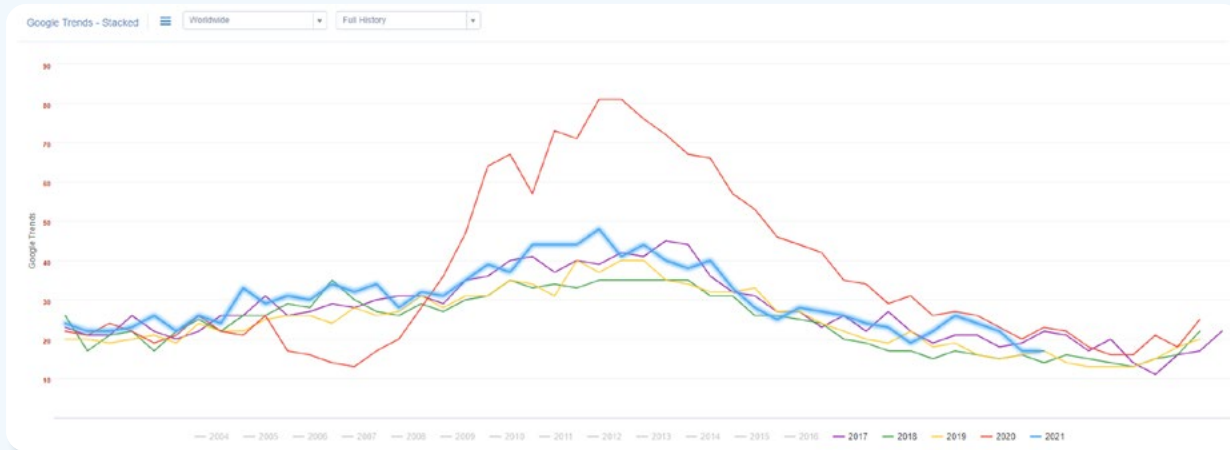


“But I think what’s uniquely positioned about Wholly as a brand is that we know that today, the household penetrations of avocado in the U.S. is at 72%, and it’s at an all-time high.”

RYAN MICHAELIS, PRESIDENT AND CEO OF MEGAMEX FOODS/HORMEL, OCTOBER 2021

RV Rental

Searches for RV rentals have completely normalized following the big boom in outdoor-related activities in 2020. [See our trend coverage on the blog here.](#)

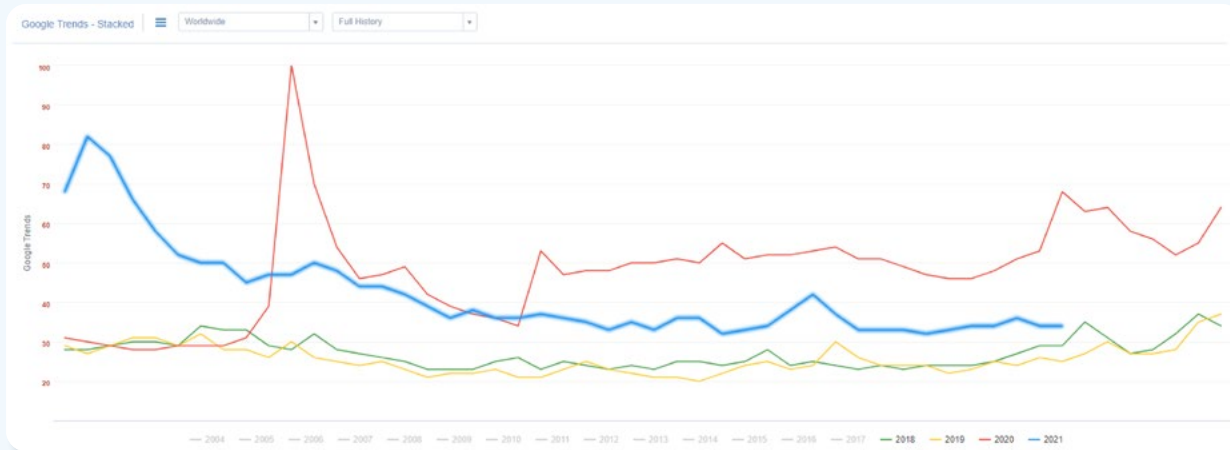


"We created the RV Rentals environment with the same back-end functionality that will exist and support rvs.com. So just imagine that you're an owner of an RV, you want to monetize your investment in an RV asset."

MATT WAGNER, CAMPING WORLD HOLDINGS, INC., SENIOR VP, SEPTEMBER 2021

Ammo

Ammo, short for ammunition, saw several jumps in search over the last two years but appears to be tracking normally now. We saw a surge early in covid, elevated summer 2020 interest during the widespread riots and looting, with a final jump around the January 6th events.



“First, demand for our iconic ammunition brands is driven in part by approximately 12 million diverse new entrants into the market, including people of color and women who are contributing to high participation rates at shooting ranges as well as increased sales of hunting licenses and shooting accessories.”

**CHRISTOPHER T. METZ, VISTA
OUTDOOR INC., CEO & DIRECTOR,
NOVEMBER 2021**

Glock

The pattern for Glock (and other firearm searches, like AR 15) followed an event-driven pattern similar to ammo searches. We covered Glock in our **previous edition**.

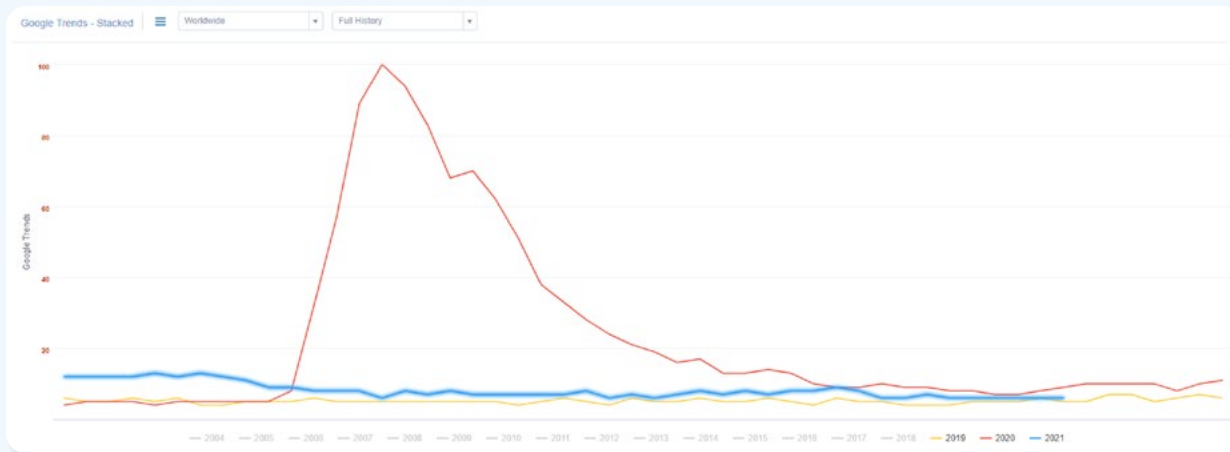


"As we all know, the past year has seen an exceptional increase in the number of Americans who have chosen to exercise their second amendment rights for the first time, with some estimates now reaching as high as 13 million new firearms owners since the beginning of the pandemic."

**MARK PETER SMITH, SMITH & WESSON BRANDS, INC.,
PRESIDENT, CEO & DIRECTOR,
SEPTEMBER 2021**

Hair clippers

At-home haircuts was one of the definitive covid moments: searches for hair clippers are now tracking 90%+ below the covid peak in April 2020, and we are seeing salon industry sales recovering.

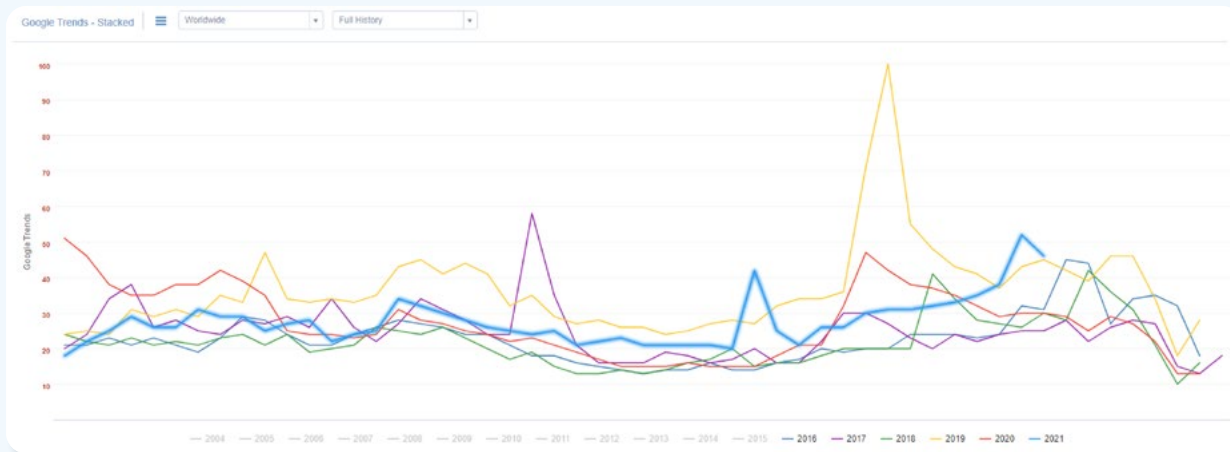


"System-wide sales are a key indicator for our fully franchised business as each sale made by a franchisee directly improves our bottom line. Total system sales increased approximately 8% from the fourth quarter."

**KERSTEN DELORES ZUPFER,
REGIS CORPORATION,
EXECUTIVE VP & CFO**

Climate change

While climate change continues to grow in corporate transcripts (see our [33 Accelerating ESG Trends](#)), searches in 2021 are indistinguishable from prior years. The short-lived 2019 spike was around the ocean voyage of the teen climate activist Greta Thunberg: searches for "Greta" peaked at the same time.

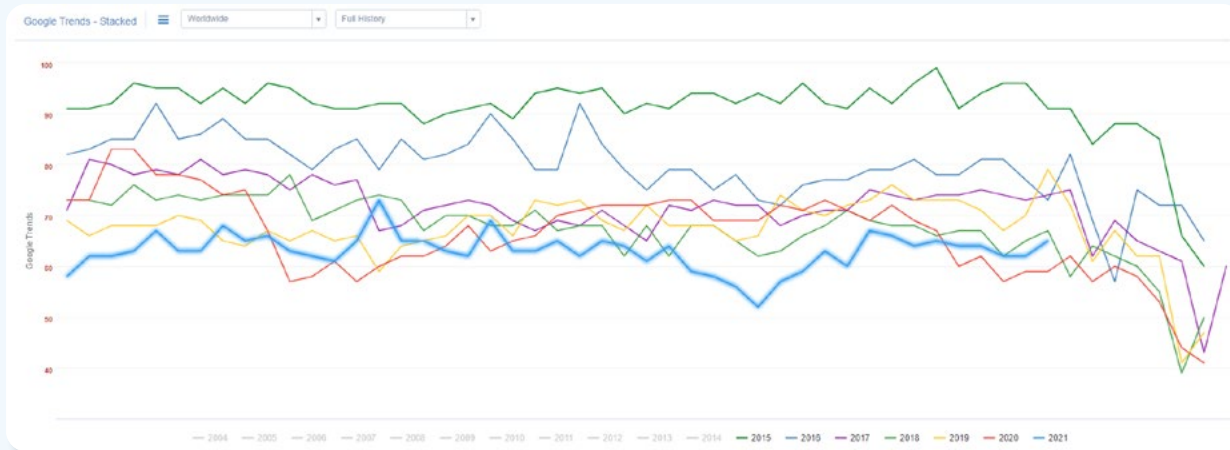


"We're very proud of our recently formed Tapestry Foundation, which has an endowment of \$50 million in a mission to advance access and equity initiatives and to combat climate change, all of which are an important focus areas in our overall corporate responsibility programs."

**JOANNE C. CREVOISERAT,
TAPESTRY, INC., PRESIDENT, CEO
& DIRECTOR, NOVEMBER 2021**

LinkedIn

Searches for the dominant professional networking site in 2021 have been tracking well below prior years. That said, the Microsoft-owned property has been doing extremely well financially.

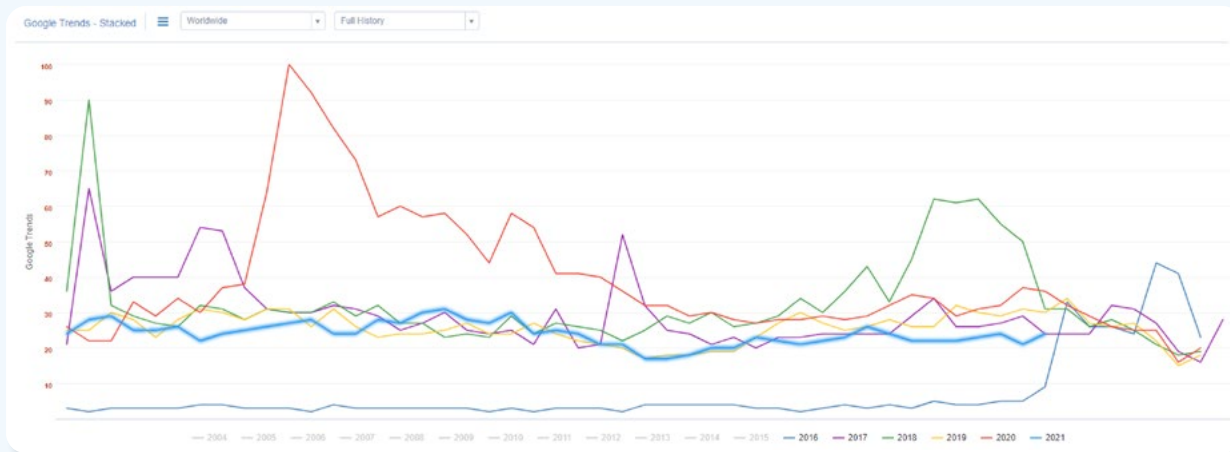


“Now on to LinkedIn. LinkedIn’s revenue surpassed \$10 billion for the first time this fiscal year, up 27%, a testament to how mission-critical the platform has become to help people connect, learn, grow and get hired over the course of their careers. In the past 5 years since our acquisition, revenue has nearly tripled and growth has accelerated.”

SATYA NADELLA, MICROSOFT CORPORATION, CHAIRMAN & CEO, JULY 2021

Fake news

The term, popularised by President Trump, has flatlined in searches in 2021. It became elevated after the 2016 election, reaching a crescendo during the early pandemic. Misinformation continues to be an ongoing issue in society and in Congress.

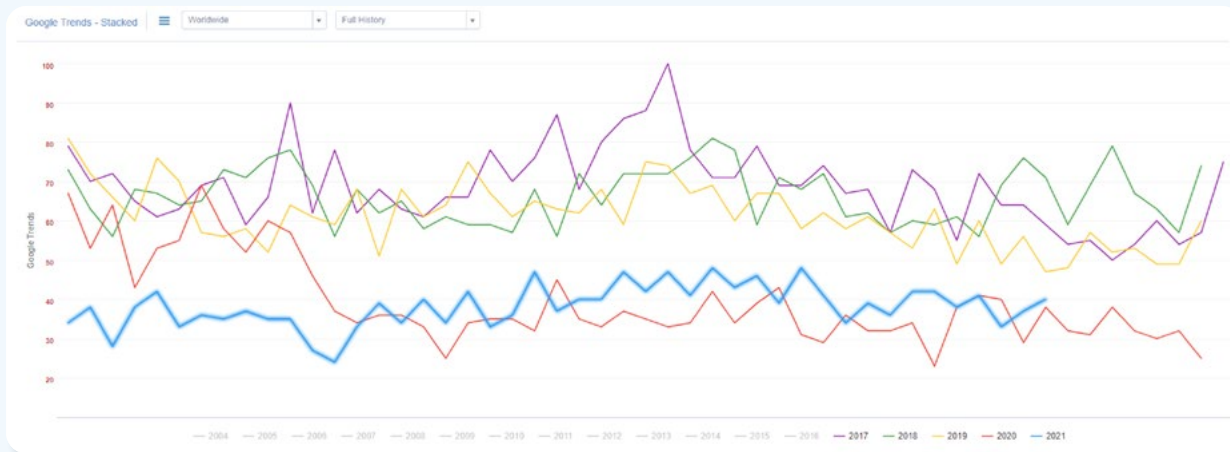


“We work with more than 80 third-party fact-checking organizations around the world. I think it’s, by some measure, the largest fact-checking system established by any social media company, covering over 60 languages. And when they rate something as false, we dramatically reduce the distribution of the content they’ve rated as false. And we also show warning labels to people who see that post, who’ll try to share it or already have.”

**NICK CLEGG, FACEBOOK, INC.,
HEAD OF GLOBAL AFFAIRS &
COMMUNICATIONS, MAY 2021**

Drive Uber

Searches for driving for Uber took a dive during the pandemic, and have not recovered to pre-pandemic levels. We see the exact same pattern with their main US competitor, Lyft. Both companies have moved very proactively, and give great details on their calls.

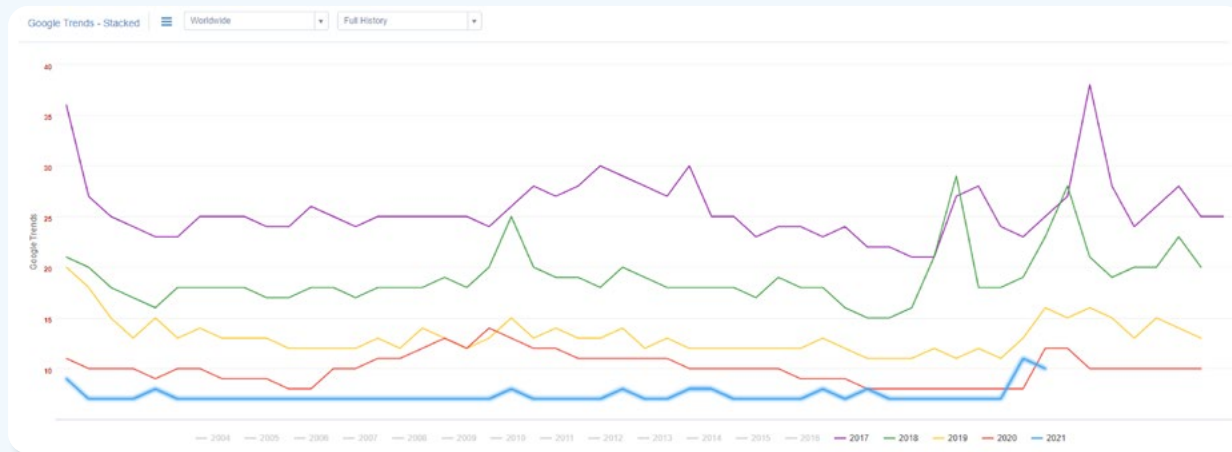


"I want to take a minute to update you on our driver and career recruitment efforts before turning to demand recovery and then a bit on our long-term growth plans. When we first saw demand beginning to outstrip supply in Q2, we made a conscious decision to invest fast and to invest aggressively in attracting drivers back to Uber with a focus on the U.S."

DARA KHOSROSHAHI, UBER TECHNOLOGIES, INC., CEO & DIRECTOR, NOVEMBER 2021

Sears

Searches for the bankrupt retailer have been at near-zero for most of 2021.



“Looking back at the industry's history and chapters. Retail 1.0 was the consolidation of business to the brick-and-mortar stores of mega retailers like Sears and mass players. Retail 2.0 is the expectation that nearly all of retail would eventually move to digital. And now we're in a stage I call Retail 3.0. The omnichannel promise that we've all been talking about for years was accelerated by the pandemic and is now blossoming with consumers.”

RONALD COUGHLIN, PETCO
HEALTH AND WELLNESS
COMPANY, INC., CHAIRMAN OF
THE BOARD & CEO,
NOVEMBER 2021

Office jobs

The opposite trend of remote work (highlighted as an "in" trend in this paper) has been below 2020, and well below prior years, indicating the structural workplace shift. **See our NLP in use on office REIT transcripts.**

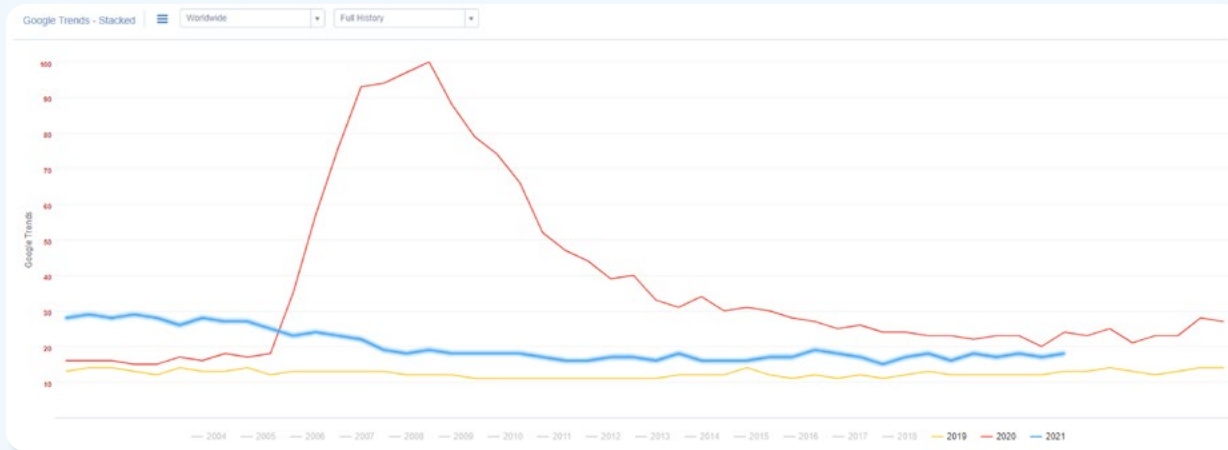


"So if you look at New York City alone, you got about 28% of the office workers that returned to office."

**JEFFREY GENNETTE,
MACY'S, INC., CHAIRMAN & CEO,
NOVEMBER 2021**

Sourdough

We are checking up on the iconic lockdown at-home bread, the sourdough. It is still out, as we highlighted **during the summer of 2021**.



“Looking at sales volume for our brands and our consumer channel, Fisher recipe nuts decreased 9.7%, primarily as a result of merchandising timing shifts, lost distribution at a customer and lapping of increased at-home cooking and baking nut consumption compared to last year's first quarter due to COVID-19.”

FRANK S. PELLEGRINO, JOHN B. SANFILIPPO & SON, INC., CFO, EXECUTIVE VP OF FINANCE & ADMINISTRATION AND TREASURER, OCTOBER 2021

Baby names

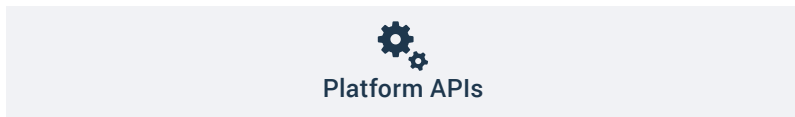
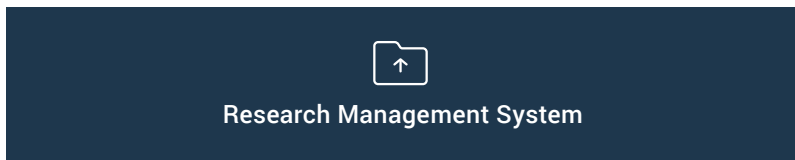
Searches for baby names are tracking very low, indicating that there is no 2021 bounce in birth rates.



"At the beginning of this pandemic, there was this question, was the pandemic going to lead to baby boom or baby bust? And it's very clear that in most geographies, birth rates have been coming down."

ULF MARK SCHNEIDER, NESTLE S.A. - CEO, MEMBER OF EXECUTIVE BOARD & DIRECTOR, APRIL 2021

Sentio, Trusted by Global Leaders



“Clearly designed by people who deeply understand the fundamental research workflow, Sentio solves the key issue of research aggregation, plus delivers significant productivity benefits, affording our analysts more time to uncover insights and do the analysis that is core to delivering quality results for our clients.”

VIHARI ROSS,
HEAD OF RESEARCH,
MFG ASSET MANAGEMENT



About Sentieo

Sentieo is a financial and corporate research platform for executives, investment analysts, and researchers that offers them the insights, speed, and confidence they need to make informed strategic decisions so they can outperform the market and gain a competitive edge. Serving a global customer base, Sentieo is the first platform to support the complete financial and corporate workflow.

To learn more about Sentieo, visit sentieo.com



For feedback, questions, or comments, contact us at hello@sentieo.com.

Learn more, get a personalized demo, and try us for free at sentieo.com.

San Francisco | New York | Delhi | London

+1 415 844 9345