

# Hot Trends

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# Trends



# Consumer and Trending Sources

- Google Trends
- Trendcast
- Mintel
- Statista
- US Census
- Nielsen



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# Online Shopping



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# Beauty Products



PrettyGossip.com



# Toys and Outdoor Activities



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# Home and Remodeling



*Yavapai*  
COLLEGE

**ARIZONA**  
COMMERCE AUTHORITY

POWERED BY  
**SBA**  
U.S. Small Business  
Administration  
Funded in part through a Cooperative Agreement  
with the U.S. Small Business Administration

# Sequel Weddings



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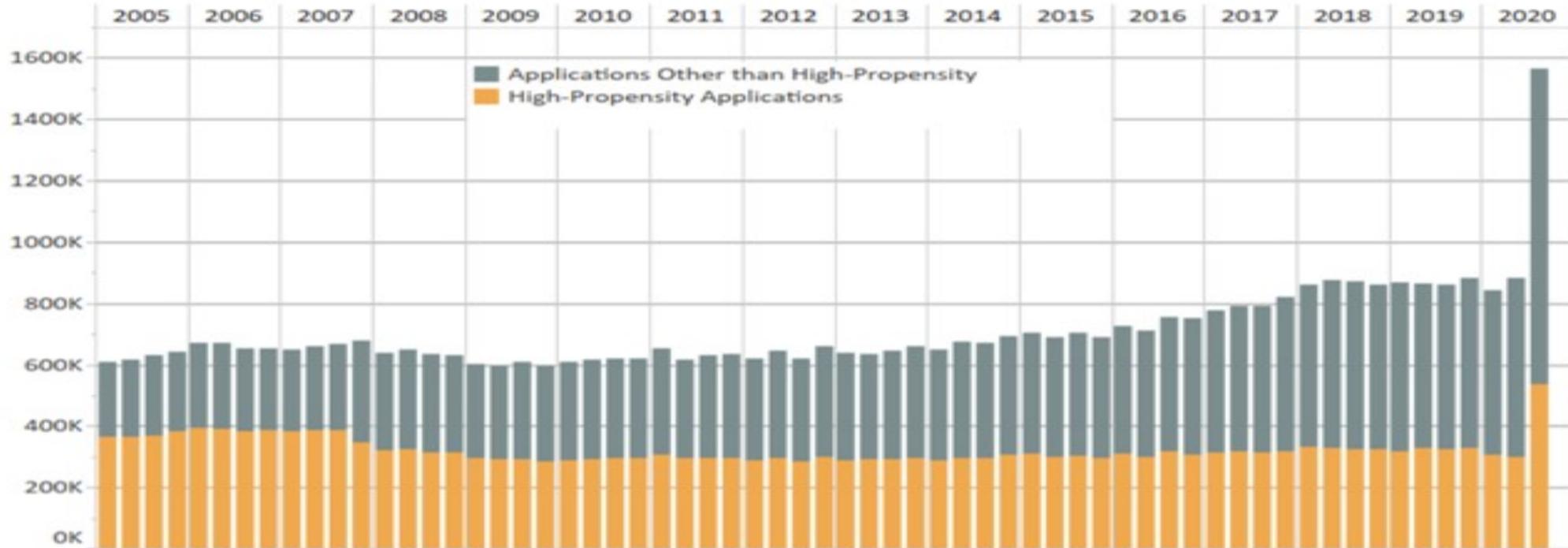


# Pets



# Business Start-ups

Quarterly Business Applications  
(Seasonally Adjusted)



Source: U.S. Census

# Food Trends



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# Eco Friendly Vehicles

## Solar



## Electric



# Virtual Doctor Visits



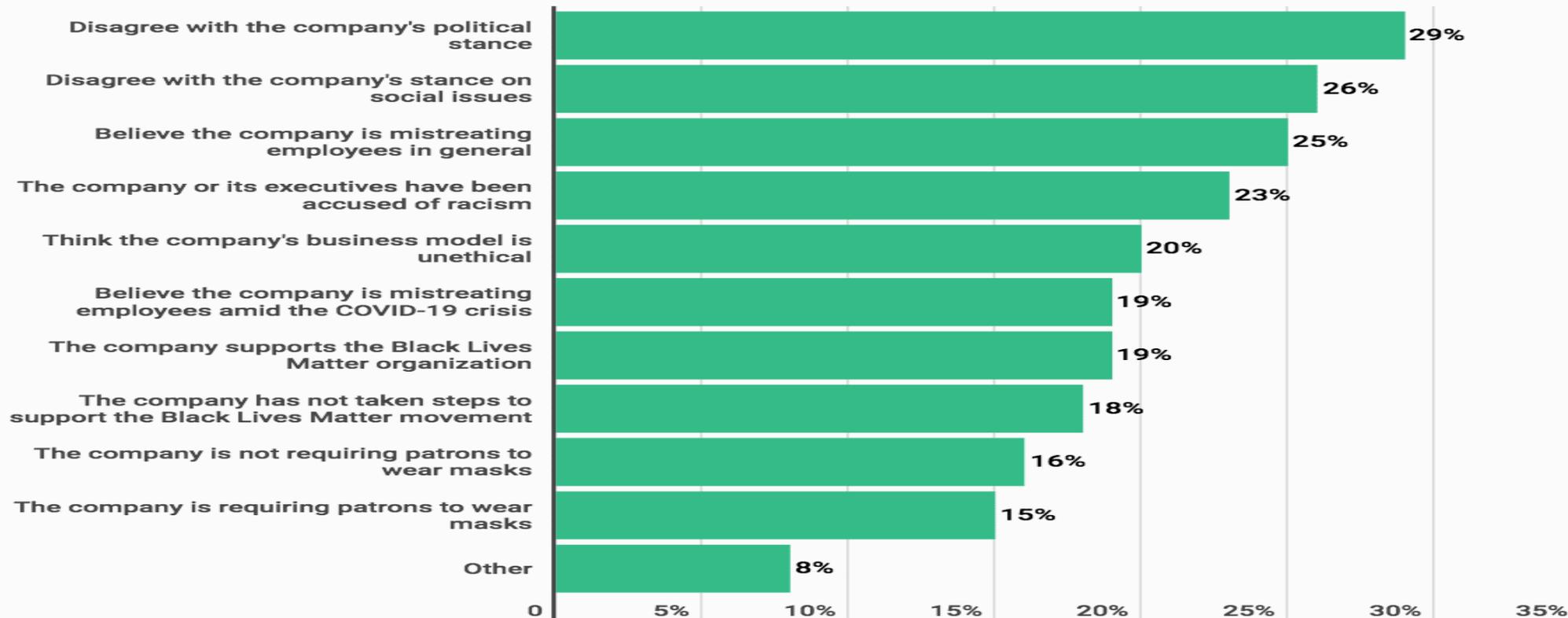
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# Consumer Backlash



## Reasons for current boycotts



Source: [CompareCards.com](https://www.comparecards.com). Only respondents who indicated they are currently boycotting at least one company answered this question. Respondents could select multiple reasons if applicable..



# Athleisure Clothing



# Pillows



Source: printful.com



Source: thenordroom.com

Gray and yellow  
are the new hot  
colors for 2021

# Mugs



Circa 1980s vintage Laurel Burch mugs sell for \$160 and more on eBay!

<https://fineartamerica.com>

# Face Masks



Due to the Covid-19 outbreak, face masks have become a high-demand product across the globe.

Reaching a record-high \$4.5 billion in sales in 2020, the face mask market is expected to surpass [\\$21.2 billion by 2026.](#)

November 12, 2020 04:33 ET | Source: Research and Markets



# BAGS

## Are Fanny Packs Bank in Style for 2021?

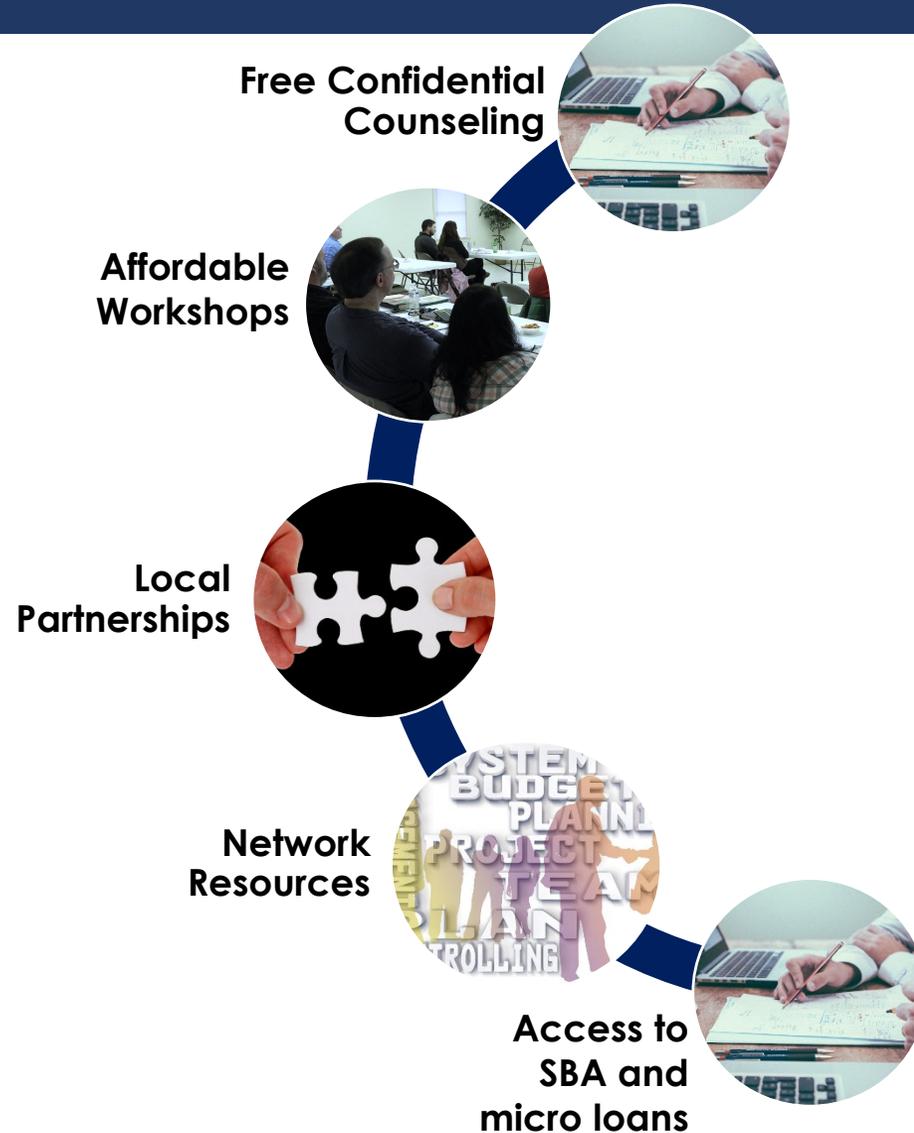


In **2021**, **fanny packs** and crossover purses are taking over!

According to *Harper's Bazaar*, designers have put their spin on the essential bag every **fashion** season, and the look for **2021** might be the best one yet.

Nov 4, 2020

# SBDC Services



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