

# TRENDSPOTTER

An always-on tracker to spot winning trends that are worth investing in.

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## What's in it for you?

- Hundreds of hot beauty and wellbeing trends and their impact on consumer behavior
- Trends that are organically emerging without being shaped by preconceptions
- The virality and strength of trends across key categories
- Consumer sentiment toward each trend through social monitoring
- Robust data metrics to measure current trends with high accuracy
- Expert insights to understand the implications of each trend over time

### SCOPE

200+ trends and sub-trends

Hair care, skin care, makeup, bath & body, fragrances, wellness

United States

### APPROACH

Advanced trend scoring

Expert insights

Social media monitoring

Traffic and search data

### OUTPUT

Monthly updates via an all-in-one interactive platform

Data and insights for each trend captured