



SPATE

OCTOBER 2020

# HOLIDAY TRENDS REPORT



# THE TOP HOLIDAY TRENDS OF 2020

**This report highlights the top holiday trends that are predicted to come back stronger than ever this season.**

**These trends are likely to be top of mind for consumers over the next few months and will influence holiday shopping behavior. Whether or not your current product portfolio supports these trends, these insights will help to position your products in a way that will be relevant to consumer needs this holiday season.**

We hope you enjoy this report and look forward to hearing your feedback.

Thank you,

Olivier and Yarden, co-founders of Spate

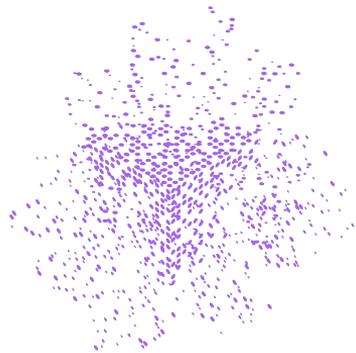
# SPATE DATA

At Spate, we analyze over 10 billion search signals to identify which beauty products are most top of mind for consumers.

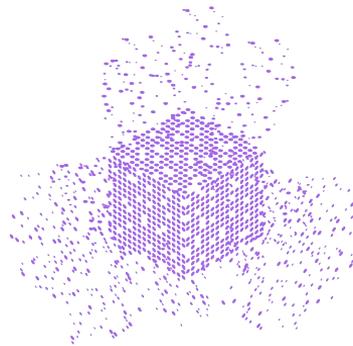
Why search data? Every time a user types a query into the search bar, they are sharing what is top of mind for them — often including concerns, questions, and context they might not share elsewhere. Spate captures billions of queries that project an unbiased lens on real consumer behaviors and needs.

This report is a sample of Spate's capabilities. [Request your free custom Spate report](#) to see how Spate can help you find the next big trend and help you position your products based on consumer needs.

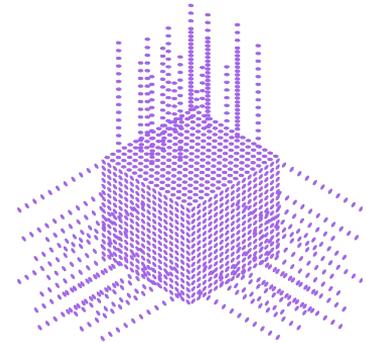
# METHODOLOGY



+10B beauty related  
search signals in the US



Unsupervised machine  
learning to identify clusters



Trends classification for  
insights and implications

# HOLIDAY TRENDS

Trends per category ranked by predicted December 2020 predicted volume:

## HAIR CARE

Trend	Predicted Growth
satin/silk pillowcase	+26.2%
blowout brush	+36%
hair waver	+27.6%
custom shampoo	+58.5%

## SKINCARE

Trend	Predicted Growth
jade roller	+28.9%
skincare fridge	+56%
facial steamer	+47.8%
lip mask	+23.9%
sleeping mask	+36.8%
retinol face wash	+51.2%

## MAKEUP

Trend	Predicted Growth
lip gloss	+13%
lip plumping gloss	+15%
lash lift kit	+41.5%
tubing mascara	+19.9%
frosted lipstick	+15.8%
fluffy lashes	+33.3%

**Source:** Google Search data, year-over-year growth comparing search volume from Dec 2019 vs predicted search volume for Dec 2020 (US).

# HOLIDAY TRENDS

Trends per category ranked by predicted December 2020 predicted volume:

## MENS

Trend	Predicted Growth
beard straightener	+40%
beard kit	+29%
heated beard comb	+100%

## FRAGRANCE

Trend	Predicted Growth
soy candles	+44.2%
3 wick candles	+23.8%
solid cologne	+31.3%
candle subscription	+21.7%

## WELLNESS

Trend	Predicted Growth
rowing machine	+49%
muscle massager	+28.9%
pillow mist	+20%

**Source:** Google Search data, year-over-year growth comparing search volume from Dec 2019 vs predicted search volume for Dec 2020 (US).



SKINCARE SPOTLIGHT

# FACIAL STEAMER

## STATS:

# 47.8%

PREDICTED DEC 2020  
YEAR-OVER-YEAR GROWTH

## SPATE POV

Consumers looking for at-home facial options are turning to facial steamers. Searches indicate that consumers are looking for a variety of sizes to fit their needs and there are no clear market leaders. How can your products complement the at-home facial steamer routine? How can you communicate this during the holidays?

### HOW BIG IS THIS TREND

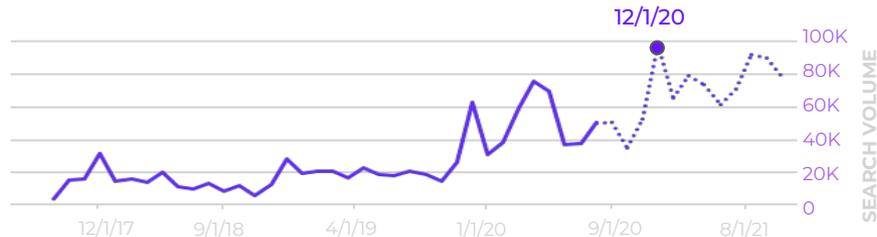
High Volume  
47.9K average monthly searches

### HOW COMPETITIVE IS THE SPACE?

Low Competition  
850 average brand searches

### WHO OWNS THE MARKET SHARE?

No Market Leaders  
3 market leaders



## RELATED SEARCHES:

Purchases	Search Volume (Average monthly)	Product Format	Search Volume (Average monthly)
best	2.4K	mini	320
price	50	scrub	210
review	40	face mask	140
		large	30
Benefits	Search Volume (Average monthly)	Brands	Search Volume (Average monthly)
portable	880	Conair	350
fresh	70	Dr Dennis Gross	250
cleansing	20	Ole Henriksen	210
		Valjean Labs	40

# HAIR CARE SPOTLIGHT

## SATIN & SILK PILLOWCASE

### STATS:

# 26.2%

PREDICTED DEC 2020  
YEAR-OVER-YEAR GROWTH

### SPATE POV

Known for smoothing frizzy hair and limiting skin irritation, satin and silk pillowcases have shown steady growth. This is the perfect holiday gift for a year of self care and home. How can your brand position your products as complementary to the silk or satin pillowcase?

#### HOW BIG IS THIS TREND

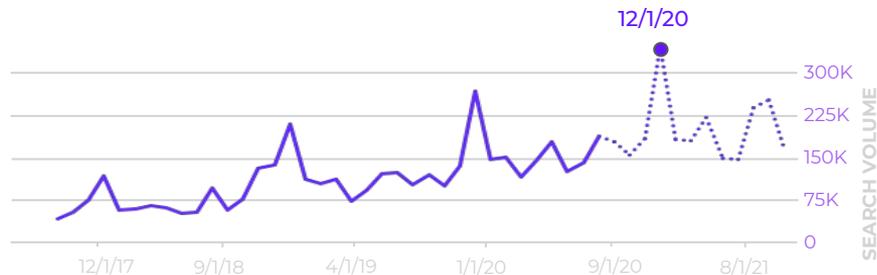
High Volume  
153.2K average monthly searches

#### HOW COMPETITIVE IS THE SPACE?

Very High Competition  
37.7K average brand searches

#### WHO OWNS THE MARKET SHARE?

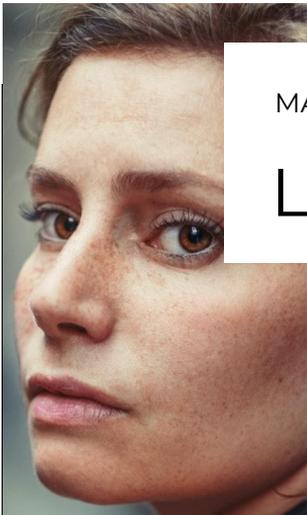
Few Market Leaders  
5 market leaders



### RELATED SEARCHES:

Questions	Search Volume (Average monthly)	Concerns	Search Volume (Average monthly)
vs	2.1K	acne	340
how to	450	wrinkles	260
are good	250	dry	40
help	250	sweating	20
difference between	70		
before & after	50		

Retailers	Search Volume (Average monthly)	Body Parts	Search Volume (Average monthly)
Target	1K	hair	8.6K
Walmart	910	skin	280
Amazon	630	face	70
Kohl's	110		



MAKEUP SPOTLIGHT

# LASH LIFT KIT

## STATS:

# 41.5%

PREDICTED DEC 2020  
YEAR-OVER-YEAR GROWTH

## SPATE POV

With many beauty salons still closed due to COVID, lash lift kits make at-home lash lifts possible. This trend is a great gift for those looking to add more drama to their look and speed up their everyday routine by nixing the eyelash curler. Can your products be used alongside lash lift kits? Can your products help maintain lash lifts and other lash routines?

### HOW BIG IS THIS TREND

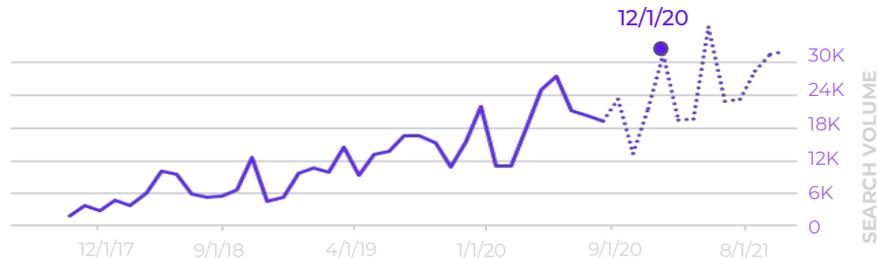
High Volume  
28.2K average monthly searches

### HOW COMPETITIVE IS THE SPACE?

Low Competition  
1.4K average brand searches

### WHO OWNS THE MARKET SHARE?

Several Market Leaders  
4 market leaders



## RELATED SEARCHES:

Retailers	Search Volume (Average monthly)	Clean Beauty	Search Volume (Average monthly)
Amazon	650	organic	40
Ulta	610	natural	20
Walmart	290		
Target	160		

Purchases	Search Volume (Average monthly)	Brands	Search Volume (Average monthly)
best	2.8K	Elleebana	840
review	750	Yumi Lash	130
buy	270	Sally Beauty	120
store	220	Lashbomb	90
sale	70	Grande Cosmetics	70



MENS SPOTLIGHT

# BEARD STRAIGHTENER

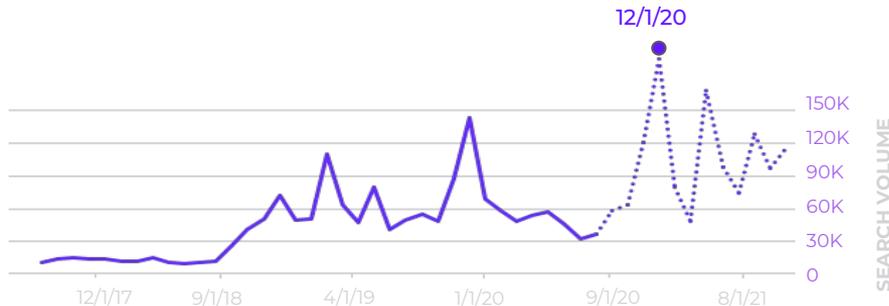
## STATS:

# 40%

PREDICTED DEC 2020  
YEAR-OVER-YEAR GROWTH

## SPATE POV

Don't forget about the men this holiday season--many beard care products are on the rise and the beard straightener shows large growth during the holidays. How can your products be used with the beard straightener in order to help men achieve the look they're seeking out?



## RELATED SEARCHES:

Product Format	Search Volume (Average monthly)
brush	6.2K
comb	640
relaxer	40

Questions	Search Volume (Average monthly)
before & after	140
are good	90
top	70

Retailers	Search Volume (Average monthly)
Amazon	530
Walmart	530
Target	170
Ebay	70

Purchases	Search Volume (Average monthly)
best	2.5K
review	460

### HOW BIG IS THIS TREND

High Volume  
61.9K average monthly searches

### HOW COMPETITIVE IS THE SPACE?

No Competition  
0 average brand searches

### WHO OWNS THE MARKET SHARE?

No Market Leaders  
0 market leaders



FRAGRANCE SPOTLIGHT

# 3 WICK CANDLES

STATS:

23.8%

PREDICTED DEC 2020  
YEAR-OVER-YEAR GROWTH

SPATE POV

Home fragrance has seen steady popularity during lockdown and this trend will continue to grow throughout the fall and winter.

How can you partner with candle brands to elevate the at-home holiday experience this year?  
How can you position your products as part of the holiday candle routines?

HOW BIG IS THIS TREND

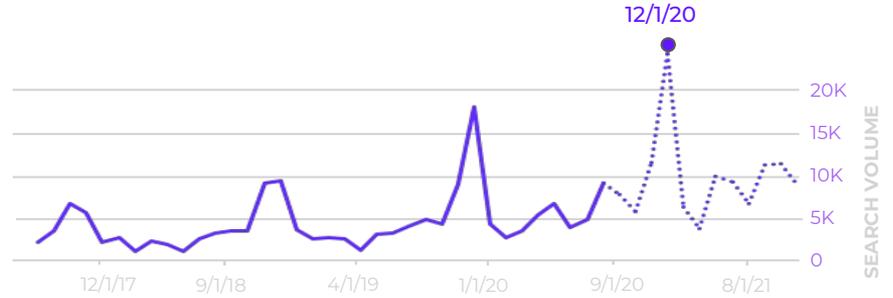
Medium Volume  
11.1K average monthly searches

HOW COMPETITIVE IS THE SPACE?

Very High Competition  
12.8K average brand searches

WHO OWNS THE MARKET SHARE?

Very Few Market Leaders  
1 market leaders



RELATED SEARCHES:

Purchases	Search Volume (Average monthly)	Product Format	Search Volume (Average monthly)
sale	5K	large	480
best	300	jar	160
cheap	210	leaves	90
price	90	ring	70

Ingredients	Search Volume (Average monthly)	Brands	Search Volume (Average monthly)
thyme	190	Bath and Body Works	11K
vanilla	90	Nest Fragrances	440
cinnamon	50	Glade	350
cocoa	50	Yankee Candle	210
soy	50	Bed Bath & Beyond	200
balsam	30		



WELLNESS SPOTLIGHT

# PILLOW MIST

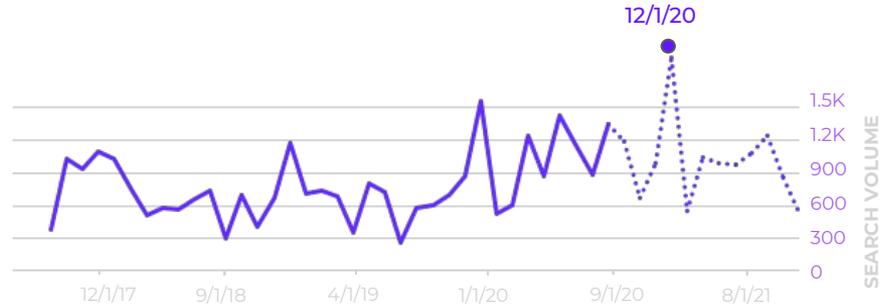
## STATS:

# 20%

PREDICTED DEC 2020  
YEAR-OVER-YEAR GROWTH

## SPATE POV

Search volume for pillow mist is still low but this sleep aid trend has holiday potential. The pillow mist trend represents a need or desire to turn sleep into a self-care experience. How can your products be promoted alongside the pillow mist trend to become part of this routine? Can your brand create DIY-related content in time for the holidays?



## RELATED SEARCHES:

Ingredients	Search Volume (Average monthly)
lavender	430
chamomile	260

Benefits	Search Volume (Average monthly)
sleep	240

Questions	Search Volume (Average monthly)
diy	40

Brands	Search Volume (Average monthly)
Bath and Body Works	480
Nature Love	170
Neal's Yard Remedies	70

### HOW BIG IS THIS TREND

Very Low Volume  
2K average monthly searches

### HOW COMPETITIVE IS THE SPACE?

Medium Competition  
720 average brand searches

### WHO OWNS THE MARKET SHARE?

No Market Leaders  
2 market leaders

# SPATE POV

Holiday trends are seasonally on the rise throughout November and December. As you finalize holiday planning, it will be critical to understand how these trends will impact your business this holiday season.

## **How should beauty brands act on holiday trends?**

Determine which holiday trends align with your brand and customer. Identify relevant products from your portfolio and consider pairing them with trend that fit — for example, promote a sleep face mask alongside the pillow mist trend, or explain why your sleep mask works well with a silk pillowcase. If your customers are interested in grooming products, make sure to position your grooming-related products as part of the beard straightening routine.

Have a question? [Request your free custom Spate report here.](#)

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spot the next big trend.

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