

HOLIDAY FORECAST

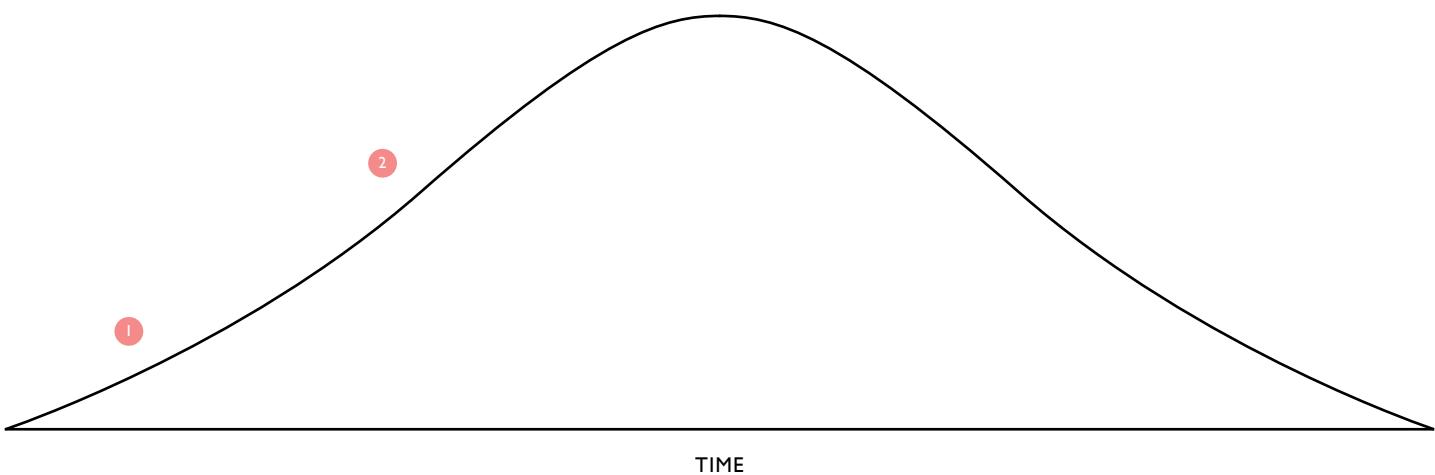
2022



CHOOSING THE TRENDS

Using our proprietary algorithm, we've identified themes and trends that are exhibiting distinct behaviors. Trends featured in this report have been flagged as a safe bet, emerging trend, or forecasted trend—one that is expected to continue growing or remain stable over the next year with 65-70% confidence. Each category represents not only where the trend is in its lifecycle, but also where it is heading. This will make it easier to invest in the right trends at the right time for your business.

TREND BEHAVIORS: EXPLAINED



1 EMERGING

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

2 SAFE BETS

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

TL TIP

YoY growth helps you gauge the current state of a trend. These behaviors are predictive and offer a look into the future of a trend, so don't worry if an emerging trend shows negative YoY growth!



According to [NRF](#), 2020 holiday sales grew 8.3% despite the pandemic. As everyone eagerly 'returns to normal', some pandemic behaviors will subside, while others are here to stay. Last holiday season, online sales reached nearly 21% of total sales in the U.S., according to [GlobalData](#). There is a clear demand for convenience as [Retail Dive](#) reported that e-commerce peaked at 16.1% of sales in the second quarter of last year and [Adobe](#) expects e-commerce spending this year to grow between \$850 billion and \$930 billion, a number predicted to reach \$1 trillion in 2022.

It's no secret that the retail industry suffered throughout the pandemic but Cailin Birch from the Economist Intelligence Unit highlights consumer recovery. Her study found that consumer spending in March 2021 has recovered to or exceeded spending in February 2020 in all categories except food and drink establishments. [Trip Advisor](#) found another indication of post-pandemic spending. 87% of respondents who have already booked travel have opted for a trip of three nights or more, and of those yet to book a trip, 77% are planning an extended stay of three nights or more.

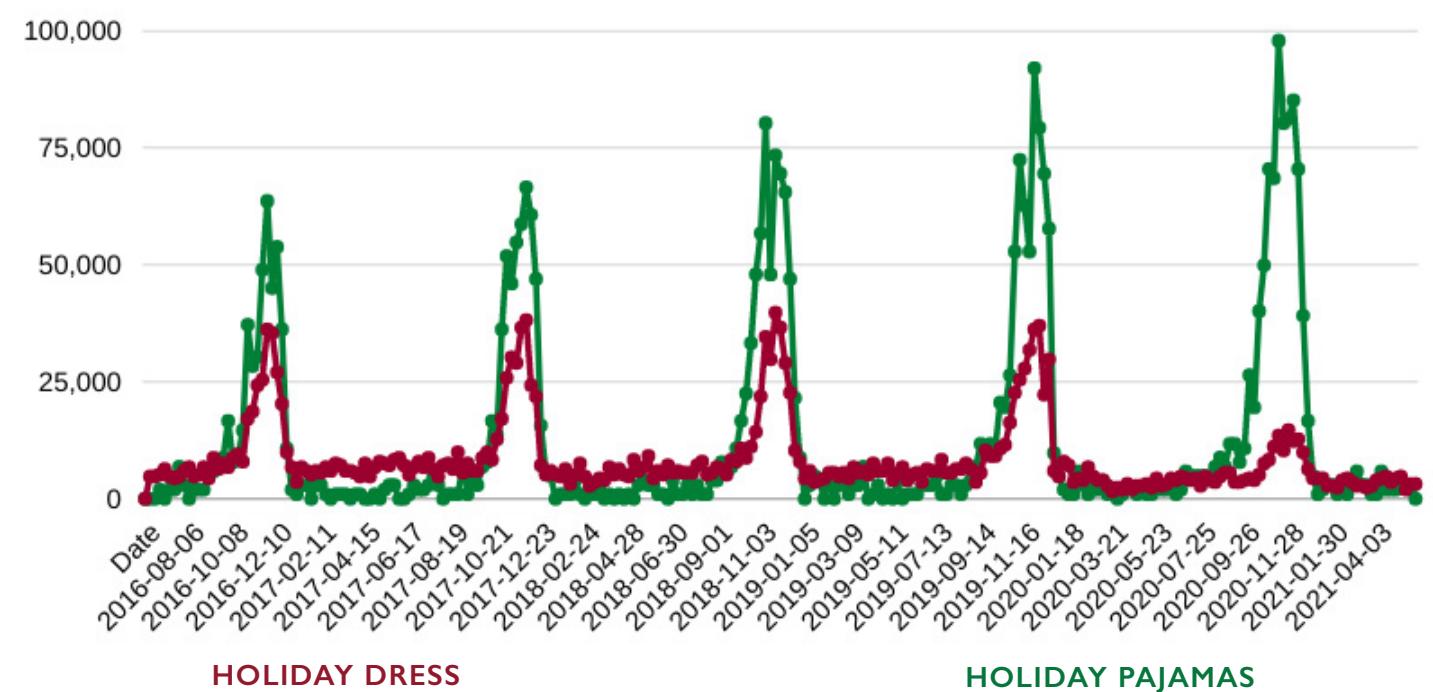
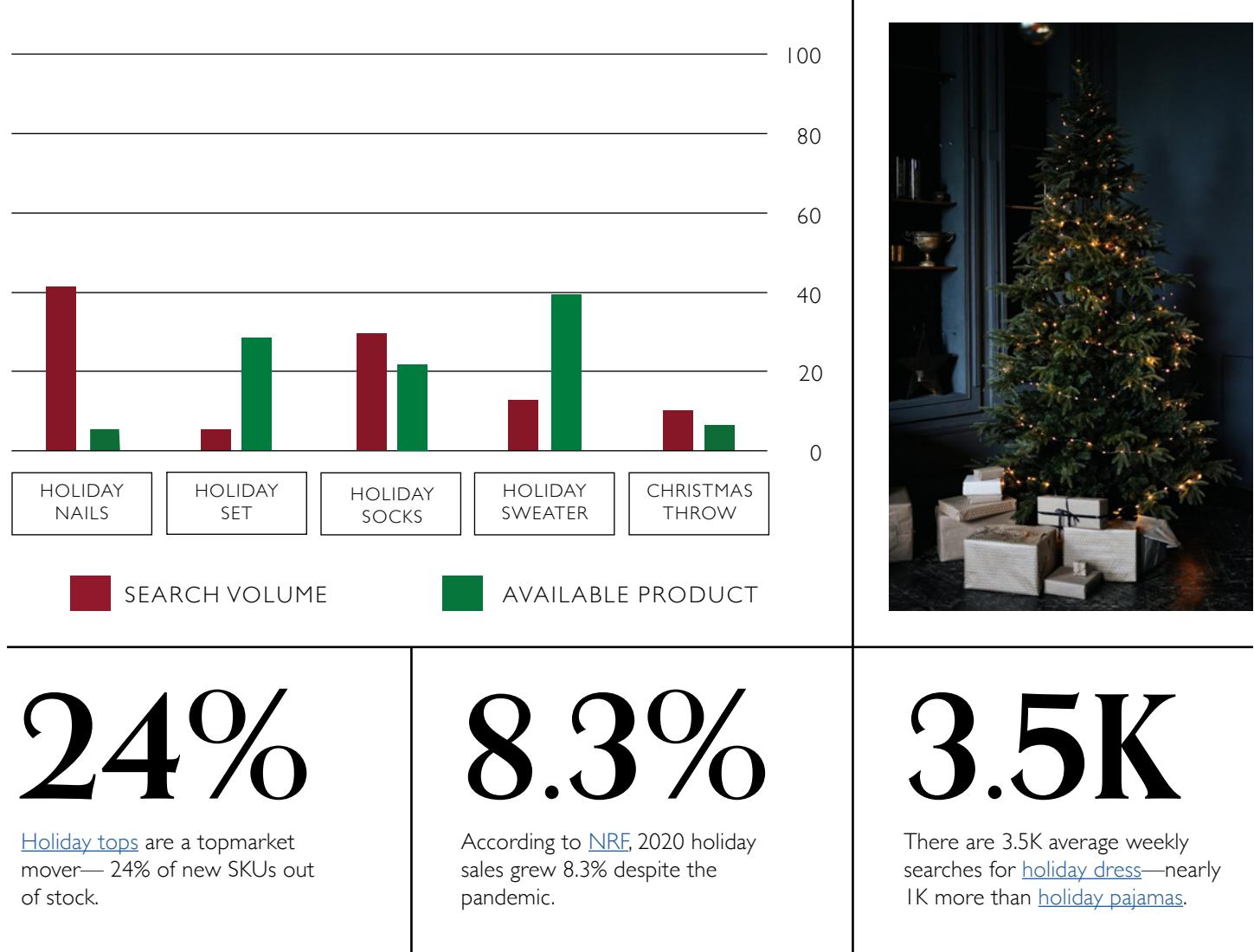
For the 2022 holiday season, changes in consumer behavior will reveal key several

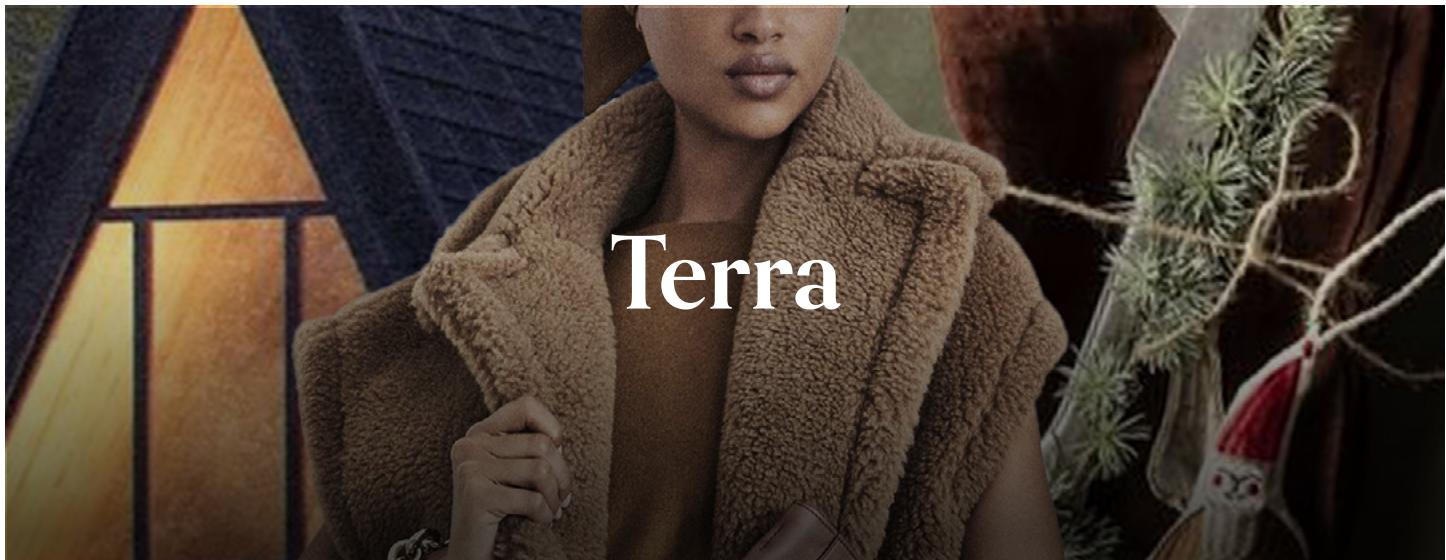
trends. COVID has provided consumers with a new appreciation for nature and heightened environmental awareness. A global survey conducted by [Accenture](#) showed that 60% of respondents reported making more environmentally friendly, sustainable, or ethical purchases since the start of the pandemic. Terra offers an eco-friendly alternative to holiday overconsumption as the new consumer prioritizes reconnecting with nature in a remote woodland setting.

Based in the feelings of nostalgia that consumers are now gravitating toward, Tinseltown combines eras in unexpected ways. Playful patterns of plaid and floral embrace the "more is more" aesthetic, while bright hues bring childlike joy back to the season.

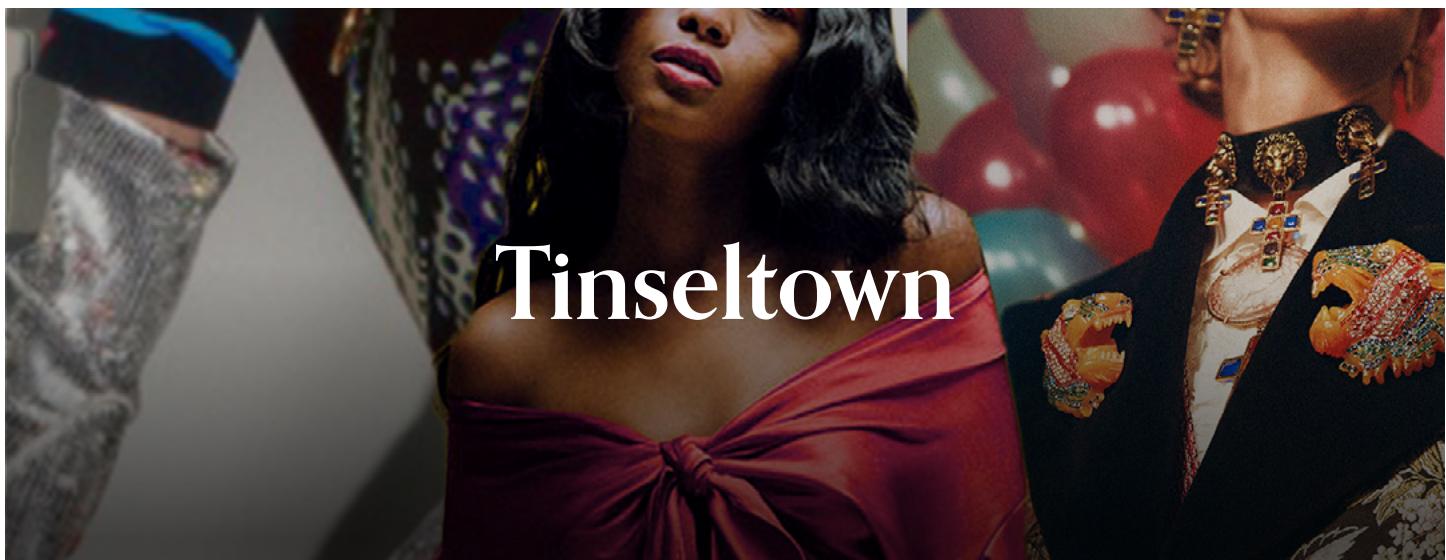
As the consumer mindset continues to shift from staying in to going out, the holiday season will receive a *Bridgerton*-approved makeover. Regency era glamour provides an opulent escape as [puff sleeves](#) and [corsets](#) continue their ascent to the top of consumers' wish lists. Silks and velvets make for luxurious wrapping and a palette of [dusty pink](#), [emerald green](#), and [royal blue](#) bring regal fantasies to life.

HOLIDAY / BY THE NUMBERS

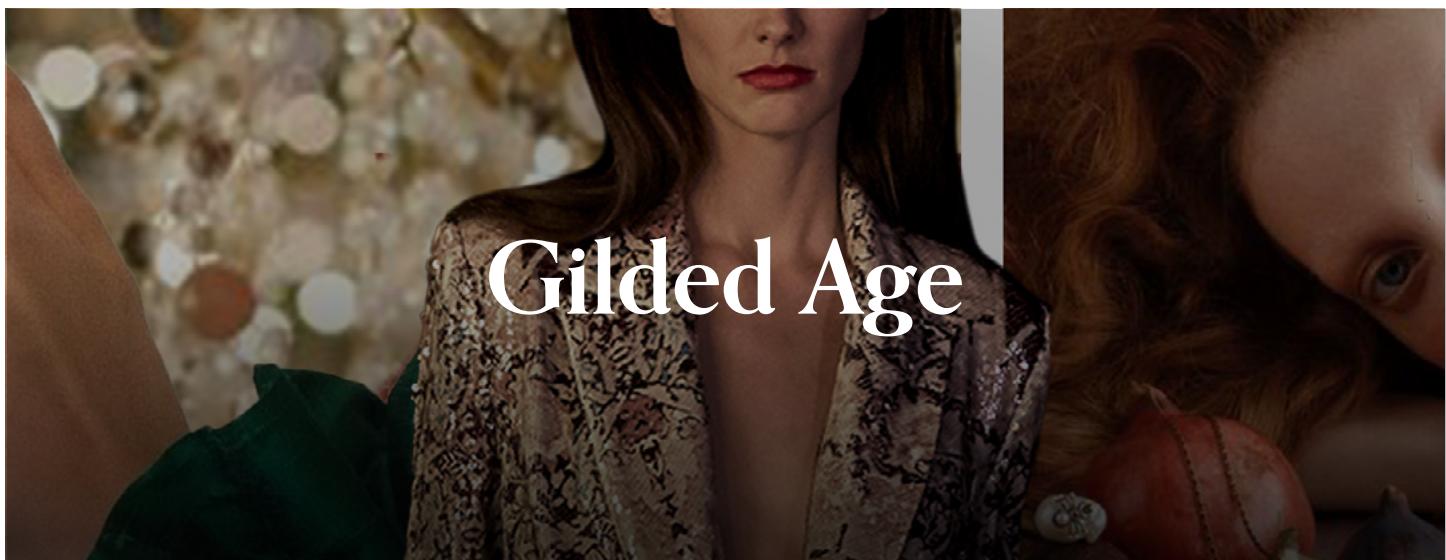




Terra



Tinseltown



Gilded Age

HOLIDAY 2022 TREND STORIES



Terra

Retreat into the woods and reconnect with nature for the holidays. Terra is characterized by sustainable sensibilities and earthly inspiration, from soft sherpas to scents of evergreen and firewood. Reusable wrapping and biodegradable decor bring this ethical fantasy to life.

TERRA / CONTEXT



RETURN TO TRAVEL

[VRBO](#) reported that 59% of American families are more likely to drive instead of fly for their next trip and 61% are more likely to visit an outdoorsy destination than an urban one.



DIGITAL DETOX

The American Psychological Association's [Stress in America](#) survey revealed that 2/3 of Americans somewhat or strongly agree that periodically 'unplugging' or taking a 'digital detox' is important for their mental health. There are 8K average weekly searches for [digital detox](#), +20% to last year.



R(ECO)NNECT

Consumers are kicking off their shoes to get grounded. There are 17K average weekly searches for [earthing](#), +25% to LY, a therapeutic practice that involves walking barefoot outside and reconnecting with the earth.



TERRA / COLORS + PACKAGING



Sage Green



Beige



Charcoal Blue

COLORS

Naturally occurring hues inspire a grounding palette of greens, blues, and beiges. An ode to the forest floor, sage green and warm beige find balance with a deep charcoal blue.



Eco-Friendly



Reusable



Biodegradable

PACKAGING

Eco-friendly packaging and reusable gift wrapping options reduce waste without sacrificing style. Dried fruit and freshly foraged branches add pops of color to natural fabrications.

TERRA / WOMEN + MEN

WOMEN



[Urban Outfitters](#)

EMERGING



[Free People](#)

EMERGING



[Frisson Knits](#)

SAFE BET

MEN



[Balenciaga](#)

SAFE BET



[Taylor Stitch](#)

EMERGING



[Outerknown](#)

EMERGING

TERRA / KIDS

KIDS



[Girls Sweater Dress](#)

EMERGING



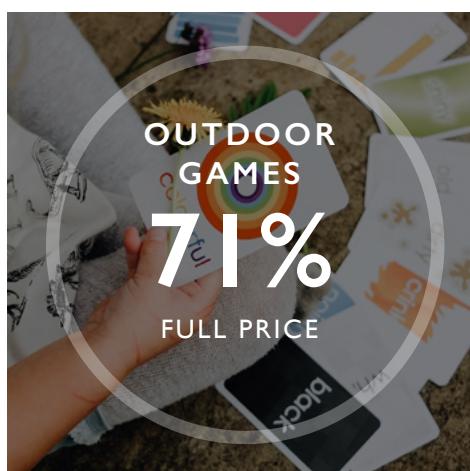
[Boys Puffer Jacket](#)

SAFE BET [Jansport Backpack](#)

EMERGING



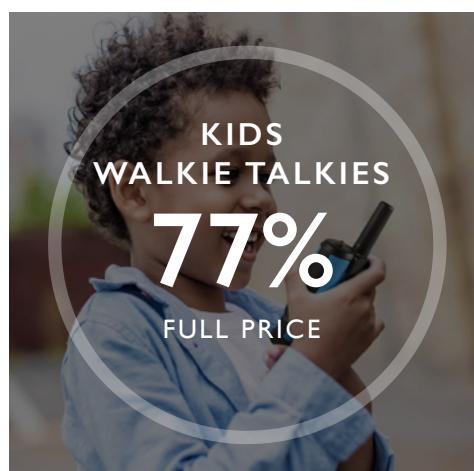
TOYS + GAMES



[Gofindit Too](#)



[Sprout](#)



[UOKOO](#)

TERRA / BEAUTY

THE LOOK



[Braids](#)



EMERGING

[Green Eyeliner](#)



EMERGING

[Flower Nails](#)

EMERGING

PRODUCTS



[Armani](#)

EMERGING



[Georganics](#)

EMERGING



[Wink Zinc](#)

SAFE BET

TERRA / HOME

DECOR



[Dried Flowers](#)



SAFE BET [Earthenware Vase](#)



SAFE BET [Artificial Tree](#)

EMERGING

HOME FRAGRANCE



EMERGING



SAFE BET



FORECAST

HOLIDAY 2022 TREND STORIES



Tinseltown

Eras collide in this retro-maximalist revival. Feathers, fringe, and tassels find a home in Tinseltown, where more is more. An eclectic color palette, mismatched prints, and nostalgia-inducing presents make for an unforgettable season of holiday parties.

MORE IS MORE

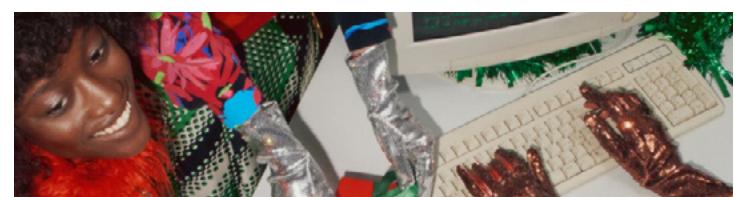
The desire for more, not less, is winning the battle for our psyches. According to [Retail Touchpoints](#), 52% of consumers feel that being with their "stuff" makes them happy, 60% say surrounding themselves with things they love makes them feel safe/in control; and 22% say they're "collectors."

MAXIMALISM

Maximalism is taking hold of the apparel, beauty, and home industries. 'Avant-basic' styles dominate the womenswear market, while postmodern furniture and mismatched prints gain popularity in the home. There are 9.5K average weekly searches for [maximalism](#), +77% to last year.

RETRO REVIVAL

Consumers are finding solace in the 90s and Y2K aesthetics, investing in products that remind them of their childhoods. During 2020, vinyl sales outpaced that of CDs in the United States for the first time since the 1980s, according to the [Recording Industry Association of America](#).



TINSELTOWN / COLORS + PACKAGING



[Hot Pink](#)



[Teal](#)



[Purple](#)

COLORS

Tinseltown's color palette combines bright hues in fun, unexpected ways. Nostalgia-inducing shades of purple and teal offer a cool base, allowing pops of hot pink to shine through.



[Floral](#)



[Curling Ribbon](#)



[Fringe](#)

PACKAGING

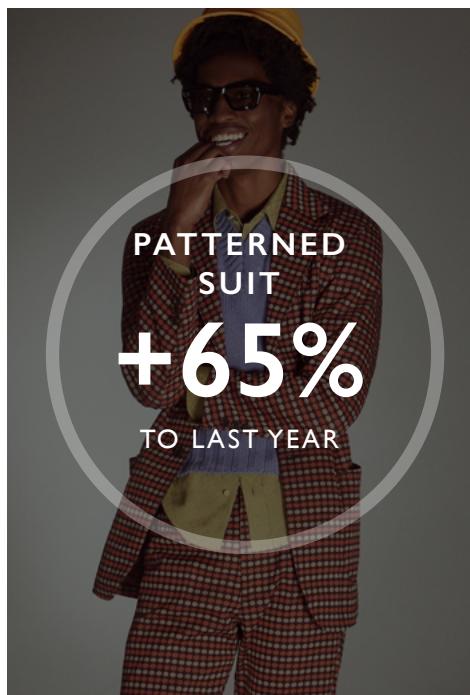
Packaging designs focus on maximalist prints and eyecatching details. Floral wrapping paper and fringe decor revive past eras, while curling ribbons bring back the magic of the holiday season.

TINSELTOWN / WOMEN + MEN

WOMEN



MEN



TINSELTOWN / KIDS

KIDS



[Baby Rainbow Dress](#)

SAFE BET



[Girls Floral Dress](#)

EMERGING



[Boys Plaid Pants](#)

EMERGING

TOYS + GAMES



Kano Pixel Kit

EMERGING



[EEEEEEEEEE](#)

EMERGING



Taito

EMERGING

THE LOOK



[Rainbow Manicure](#)



FORECAST

[70s Bangs](#)

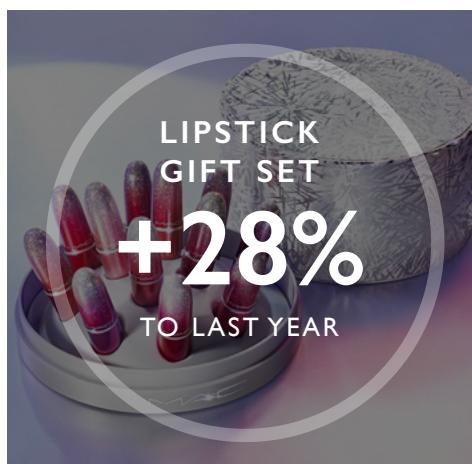


SAFE BET

[Red Lipstick](#)

EMERGING

PRODUCTS



MAC



FORECAST



SAFE BET

Fraicheur

SAFE BET

DECOR



[Crystal Vases](#)



[SAFE BET](#) [Mid Century Rug](#)



[SAFE BET](#) [Terrazzo Flooring](#)

EMERGING

HOME FRAGRANCE



FORECAST



FORECAST



FORECAST

HOLIDAY 2022 TREND STORIES



Gilded Age

Deck the halls with luxe fabrics and jewel encrusted ornaments. Gilded Age brings Regency era glamour to the holiday season with a rich color palette and indulgent packaging. No expense is spared as opulent home decor transforms any space into one fit for royalty.



BRIDGERTON BUZZ

Released on December 25, 2020, the hit Netflix show *Bridgerton* was watched by over 83 million people within the first month. [#Bridgerton](#) has 8.1 billion views on TikTok. Season 2 started shooting this spring.

REGENCY REVIVAL

Lyst reported that searches for 'Regencore' have risen by 123% since the *Bridgerton*'s airing and [#Regencycore](#) has 6.6 million views on TikTok. Styles like [corset tops](#) (+249% to LY) and [puff sleeve dresses](#) (+177% to LY) explore the era's femininity, while [gold chandeliers](#) (+50% to LY) and printed [wallpaper](#) (+5% to LY) bring the same elegance to the home.

MASS MARKET APPEAL

[H&M's](#) recent collaboration with [Brock Collection](#) presents a practical way to wear the 'raw and romantic' aesthetic. [Milkmaid dresses](#) (+266% to LY) and [bustiers](#) (+37% to LY) are complemented by delicate details like [lace](#) (+15% to LY) for a royal addition to your wardrobe.

GILDED AGE / COLORS + PACKAGING



[Emerald Green](#)



[Dusty Pink](#)



[Royal Blue](#)

COLORS

Opulent hues of royal blue and emerald green meet the quiet elegance of dusty pink for a grand palette inspired by a life lived in luxury.



[Brocade](#)



[Embroidered Velvet](#)



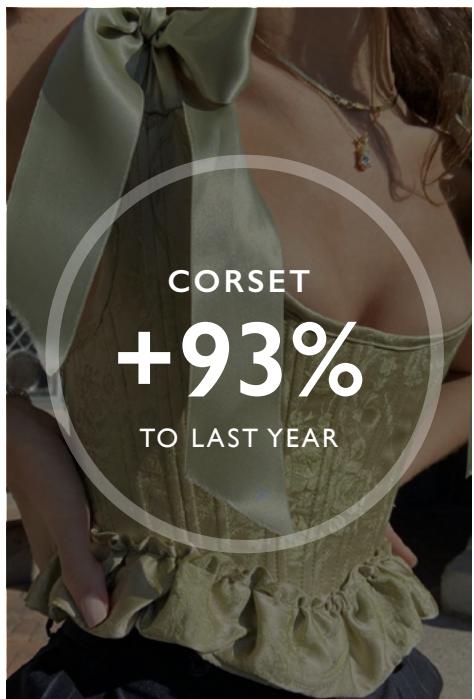
[Silk](#)

PACKAGING

Luxe packaging turns any gift into a piece of art. Sophisticated silk and embroidered velvet add glamour and allure, making this glamorous dream a reality.

GILDED AGE / WOMEN + MEN

WOMEN



[@rachelerin.s](https://www.instagram.com/rachelerin.s)



SAFE BET

Grazia Mexico



[Markarian](https://www.instagram.com/markarian)

EMERGING

MEN



Mark Kean



EMERGING

[Richard Mille](https://www.instagram.com/richard_mille)



EMERGING

[Malone Souliers](https://www.instagram.com/malone_souliers)

GILDED AGE / KIDS

KIDS



[Girls Sequin Dress](#)

EMERGING



[Boys Oxford Shirt](#)



[Girls Dress Shoes](#)

EMERGING

TOYS + GAMES



[Floss Gloss](#)

FORECAST



[Henry Bergeson](#)



[Raduga Grez](#)

FORECAST

GILDED AGE / BEAUTY

THE LOOK



[Updo](#)



EMERGING

[Embellished Nails](#)

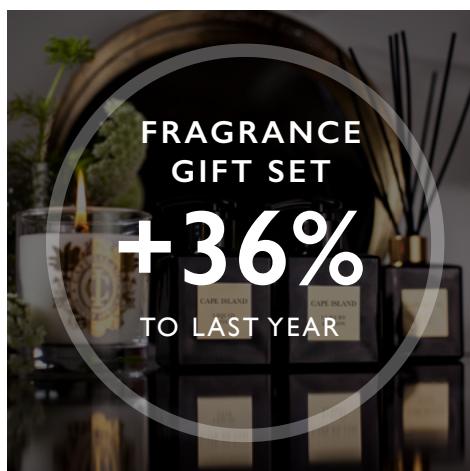


EMERGING

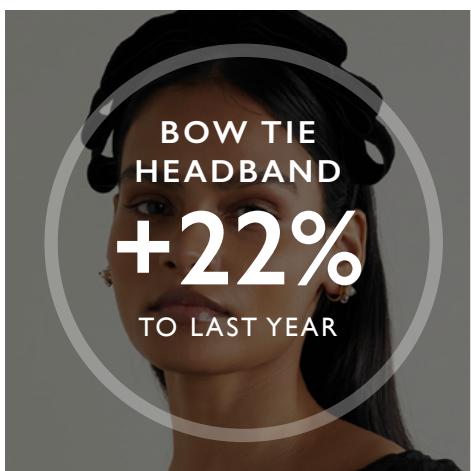
[Fake Eyelashes](#)

EMERGING

PRODUCTS

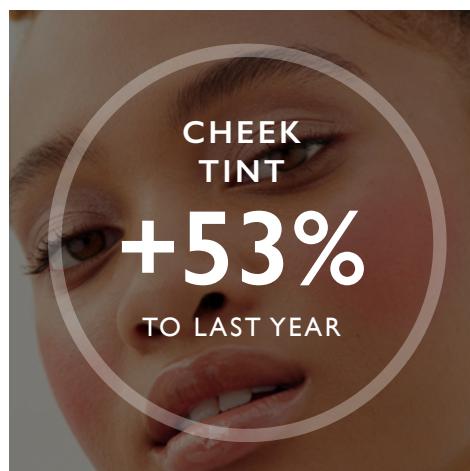


[Sarza](#)



EMERGING

[Jennifer Behr](#)



[Glossier](#)

EMERGING

GILDED AGE / HOME

DECOR



[Antiques](#)



EMERGING

[Gold Chandelier](#)



[Silk Pillow Case](#)

SAFE BET

HOME FRAGRANCE



TRENDALYTICS

We marry the art and science of retail to surface what consumers want today and tomorrow.

Our team of experienced retail professionals can provide a custom assessment of how you can integrate data analytics into your workflow. We have walked in your shoes and will partner with you to identify opportunities that will give your business a competitive edge.

[CLICK HERE TO LEARN MORE](#)