



Summer Search Trends 2022

TOP TRENDING TOPICS FOR SUMMER 2022

Introduction

Thanks for downloading our research into the top trending topics of 2022. We are providing this information to help inform your marketing and business decisions for the coming season.

Our team of search marketing experts are excited to share our findings with you.



TOP TRENDING TOPICS FOR SUMMER 2022

Methodology

As a part of our **Search Intelligence offering**, our team sought out topics using different tools that are related to summer activities or are closely aligned with the summer season.

Sifting through these topics, we found related keyword phrases that are **gaining in audience** interest over the past 3 to 5 years and are poised to see larger search volume in the summer of 2022.

All search volume data is pulled from **Google's Keyword Planner** for the US market only.



CATEGORIES WE RESEARCHED

From our research, we selected topics from these eight categories:

- Food & Drink
- Beauty
- Fashion
- Entertainment
- Activities
- Purchases
- Weddings
- Travel

Each category has insights into 5 topics that we predict will be popular in the USA this summer.

SUMMER



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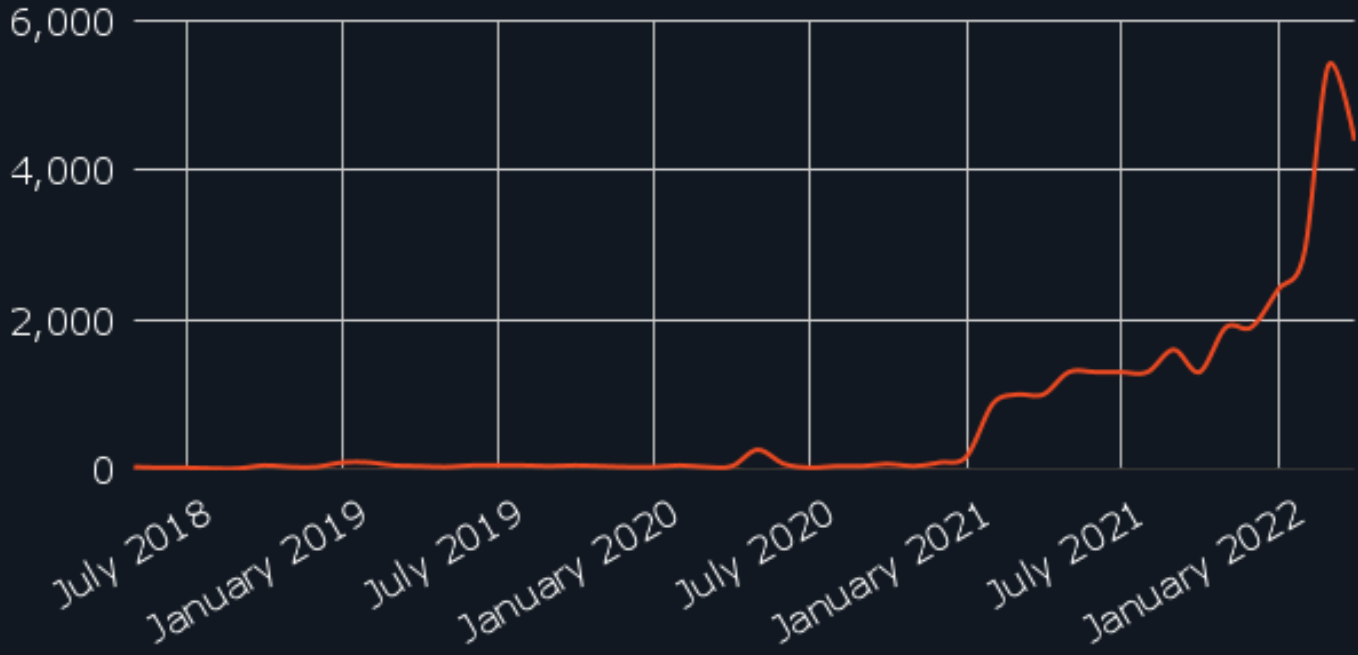


Food & Drink

Cold IPA Search Interest

— Search Volume

Source: Google Keyword Planner



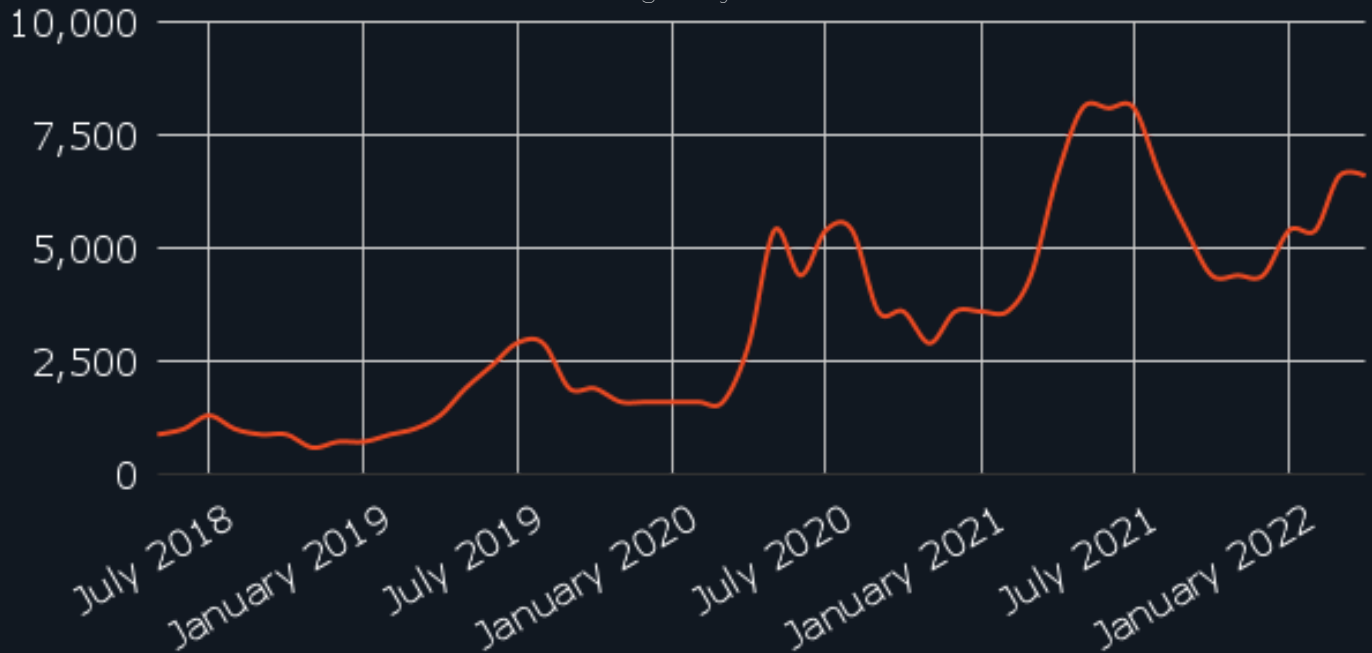
Cold IPA

- As crowds gather for outdoor cookouts, food won't be the only thing they seek out. The biggest trend in beer for this summer will be **Cold IPA**: a lager-like beer with big, bold hop flavor
- Even though hard seltzers are seeing the largest increases in alcoholic beverage market share, the **hottest beer trend for Summer 2022** is a variation of the most popular beer style. Based on the query trends, **consumer interest** will continue to climb in the summer months

Canned Cocktails Search Interest

— Search Volume

Source: Google Keyword Planner



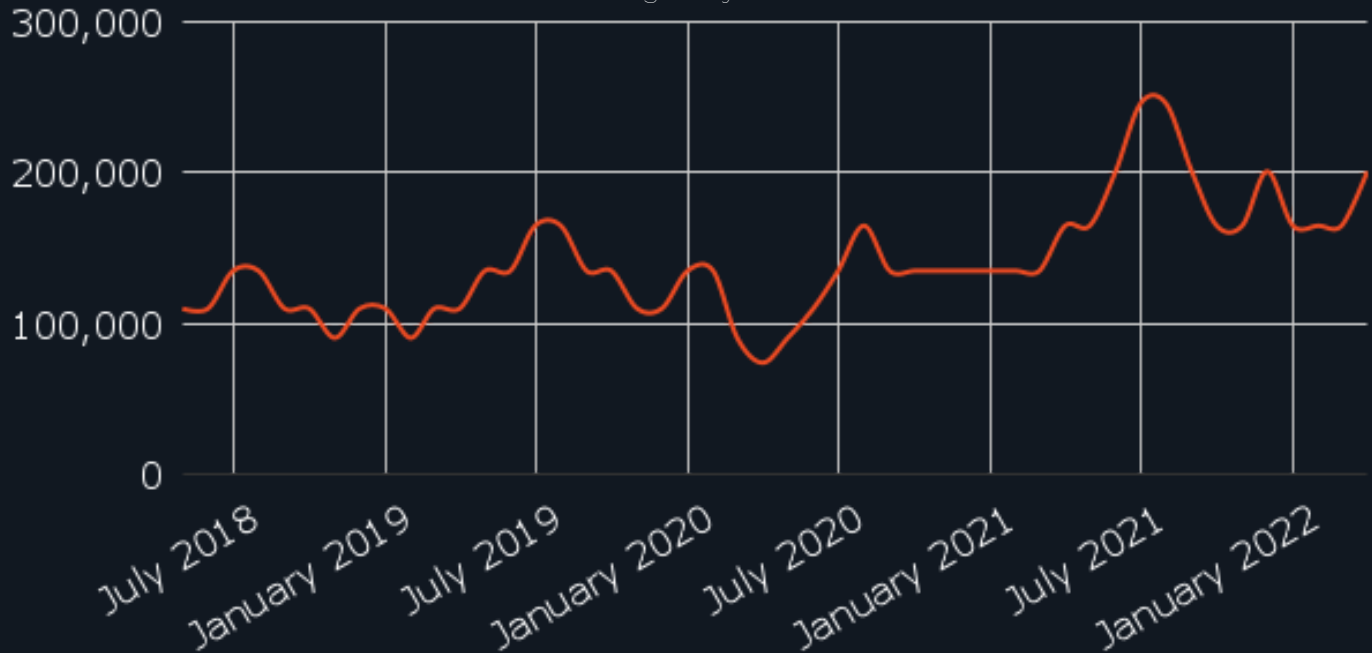
Canned Cocktails

- The convenience of pre-made cocktails in a superior packaging to glass, it's no wonder that queries for canned cocktails have been **on the rise** the past two summers
- Based on the query volume spikes in the summer of 2021 and the number of searches that occurred in April of 2022, interest in this alcohol beverage **should hit new highs** once outdoor activities are in full swing.

Burrata Search Interest

— Search Volume

Source: Google Keyword Planner



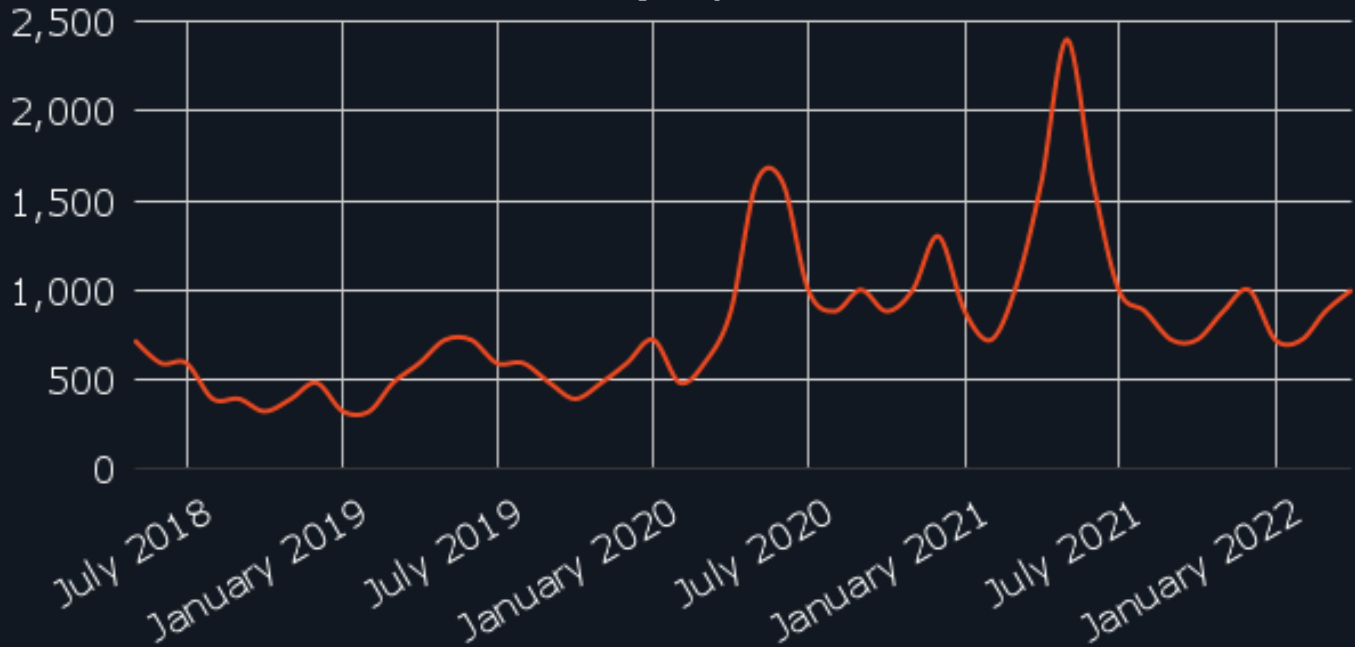
Burrata

- Soft, Italian cheese is a great addition to summer salads. Although popular throughout the year, the interest in burrata has been **spiking in summer months** over the last few years.
- Not only are people searching for where they can buy it, but they are also **seeking to make it themselves**. This home food-making trend may have extended past pandemic lockdown behavior.

Smart Grill Search Interest

— Search Volume

Source: Google Keyword Planner



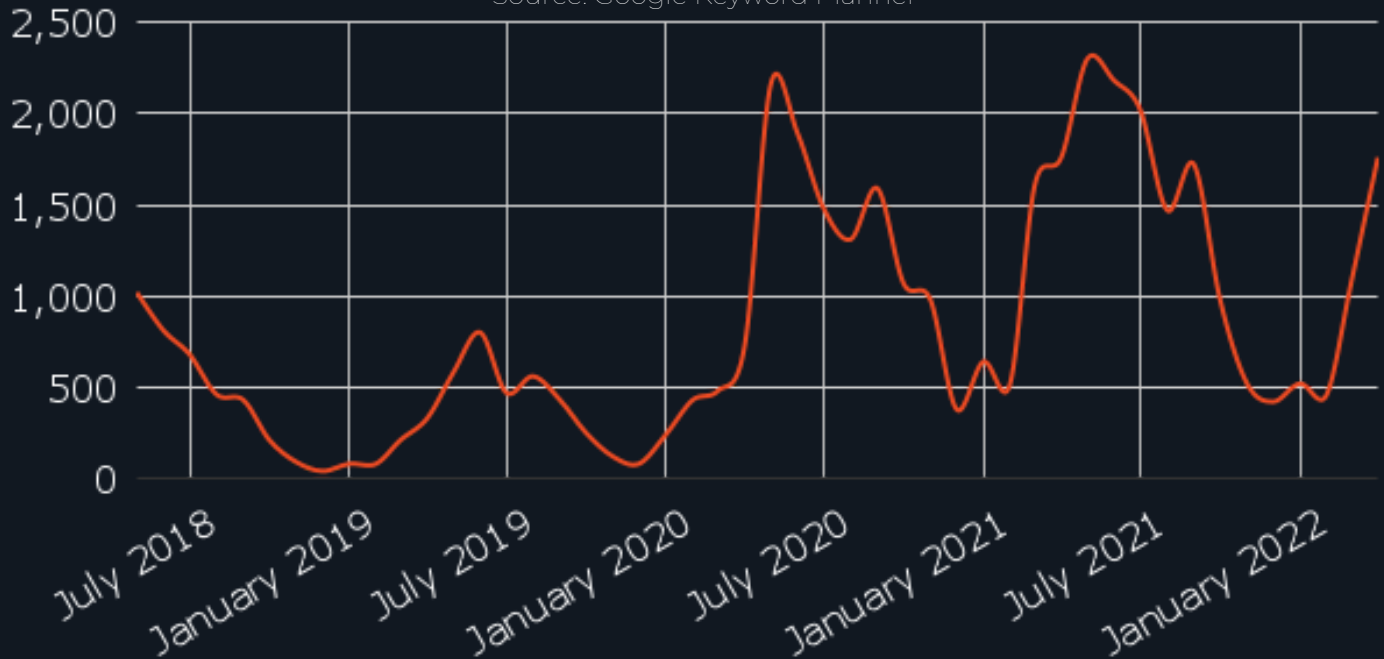
Smart Grill

- Looking to bring technology to your outdoor cooking equipment? The **increase in interest of smart grills** shows that a new element has come to the summer BBQ: internet connectivity.
- Having the ability to monitor cooking temperatures and propane levels on your phone satisfies the latest **“internet of things” desire** that’s sure to be a hit in the summer of 2022.

What To Grill? Search Interest

— Search Volume

Source: Google Keyword Planner



What To Grill?

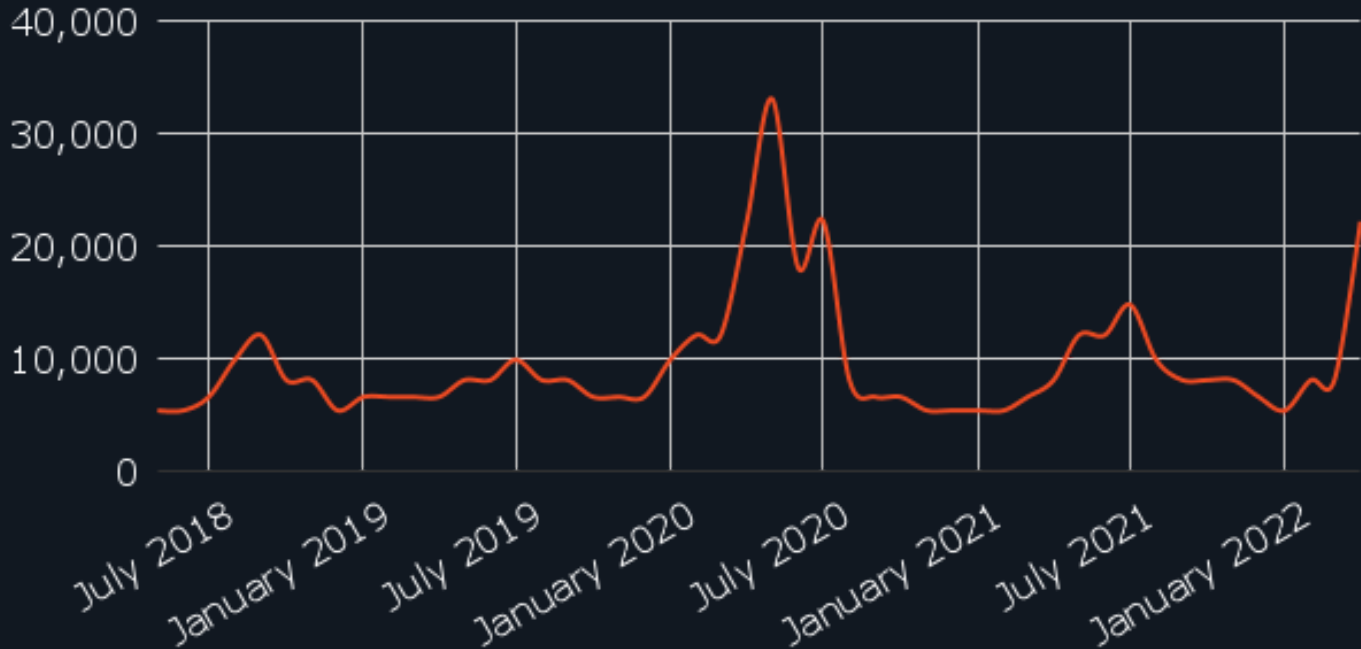
- **Meal inspiration** is becoming more and more a function of asking a search engine for ideas. **Either typed or voiced**, people are asking Google Home what they should grill this weekend or tonight.
- As Google become more equipped to answer **natural language questions**, content providers should be creating answers that are in tune with seasonal opportunities.

Beauty

Color Wow Dream Coat Search Interest

— Search Volume

Source: Google Keyword Planner



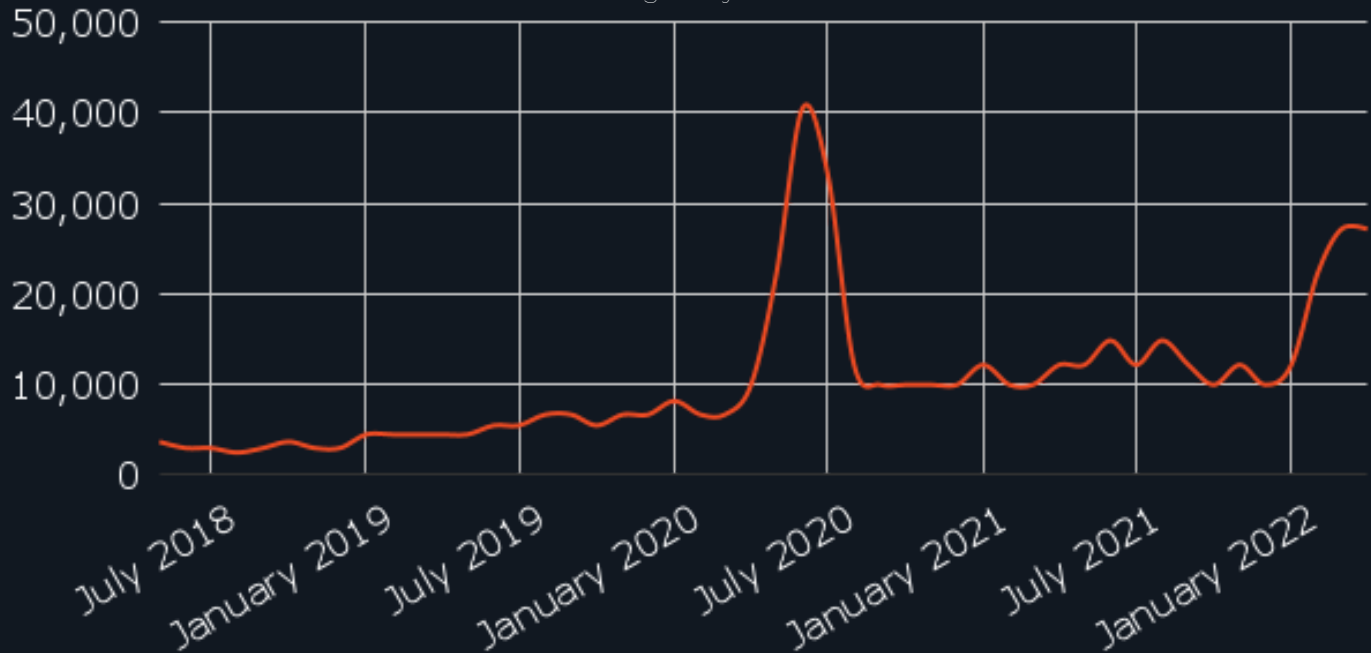
Color Wow Dream Coat

- With summer comes heat and humidity! Kim Kardashian's hair stylist Chris Appleton shares his go to product for **frizz free, water proof** hair. This makes for a perfect summer hair product, so those curls you spent hours working on don't get ruined the second you step outside.
- We can see a consistent rise in search volume over the past 3 summers. With search volume **hitting over 22,000 queries** this April, this product will definitely be in demand this summer.

The Ordinary Glycolic Acid Search Interest

— Search Volume

Source: Google Keyword Planner



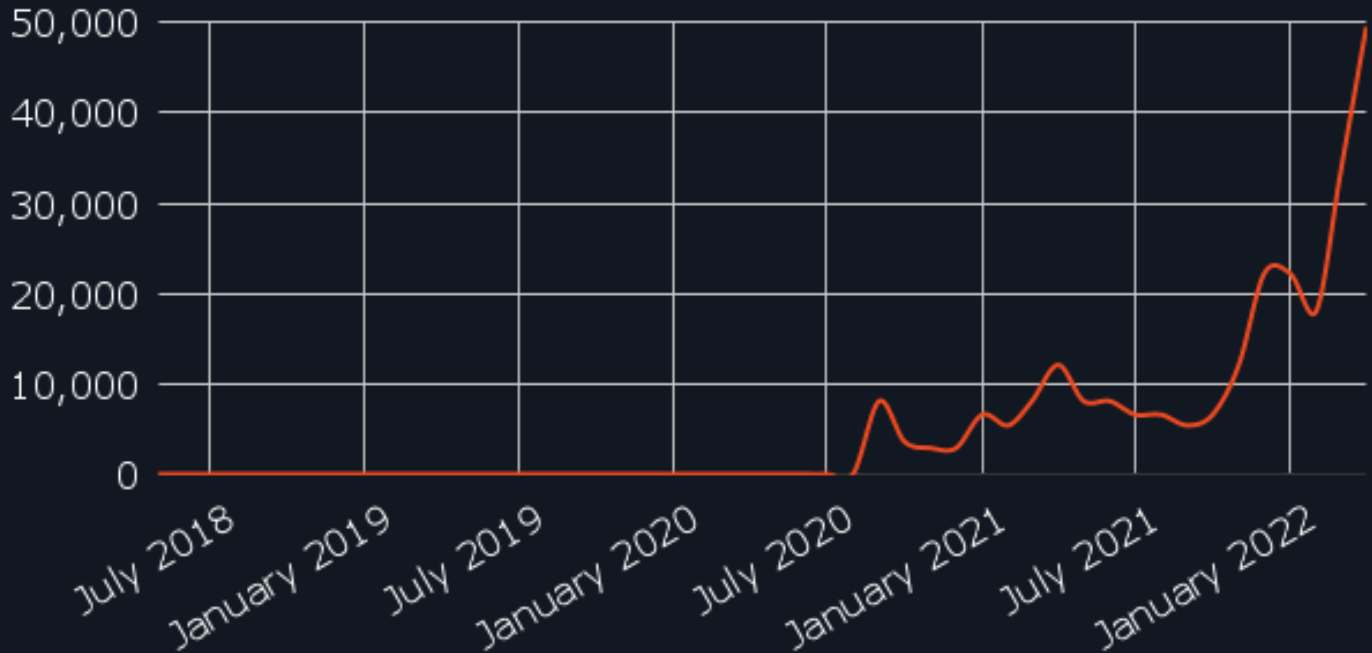
The Ordinary Glycolic Acid

- The Ordinary is known for having affordable skin care products. While it is great to use to give your skin an extra cleansing, people are beginning to find out it can double as a **deodorant alternative**.
- We can see a peak during the summer of 2020, and another **increase this spring with warmer weather approaching**. With the discovery of how glycolic acid can help with odor, sweat, and pigmentation, this product will be a hit to battle the summer heat.

Rare Beauty Search Interest

— Search Volume

Source: Google Keyword Planner



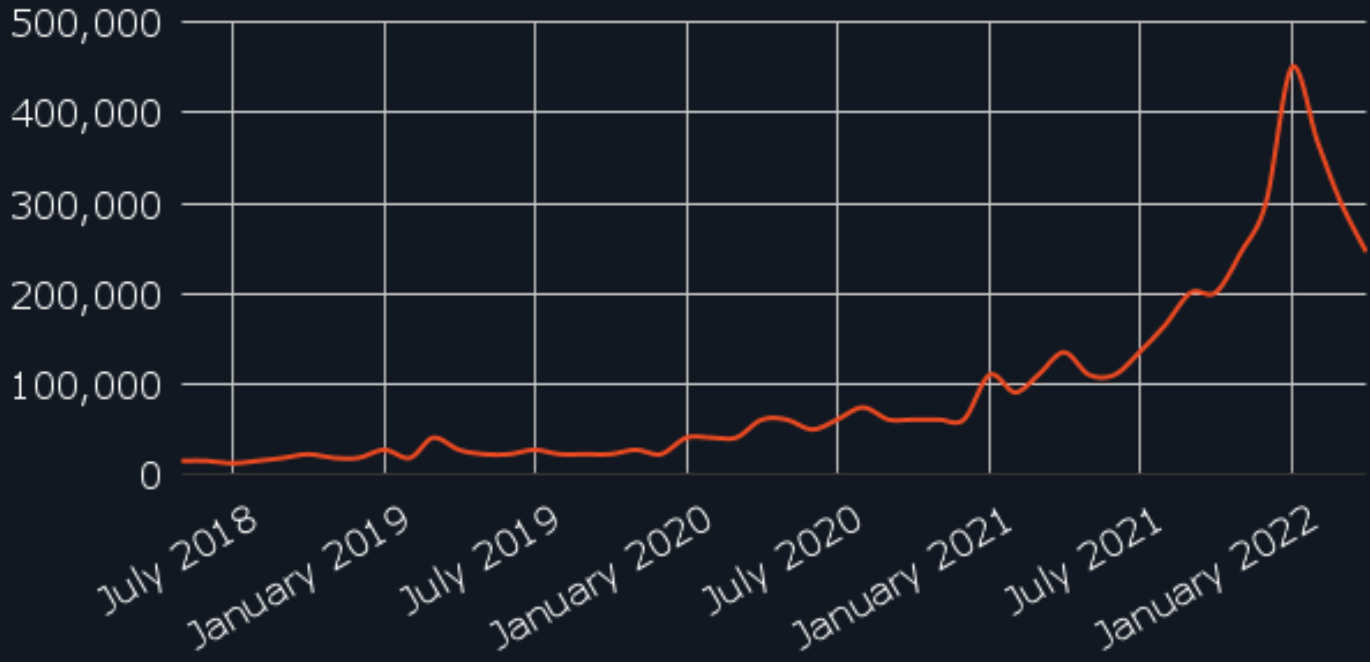
Rare Beauty Blush

- Rare Beauty has been very popular as of late, and with summer coming, everyone wants that sun kissed, glowy look that blush can give. **Liquid blush allows for that desired glow** as opposed to powder blush, making Rare Beauty's product perfect for this summer.
- Since Rare Beauty launched in September of 2020, there has been an increase in their liquid blush but with summer approaching, **the search interest has skyrocketed**, making this product a "must-have" for summer makeup looks.

Athletic Greens Search Interest

— Search Volume

Source: Google Keyword Planner



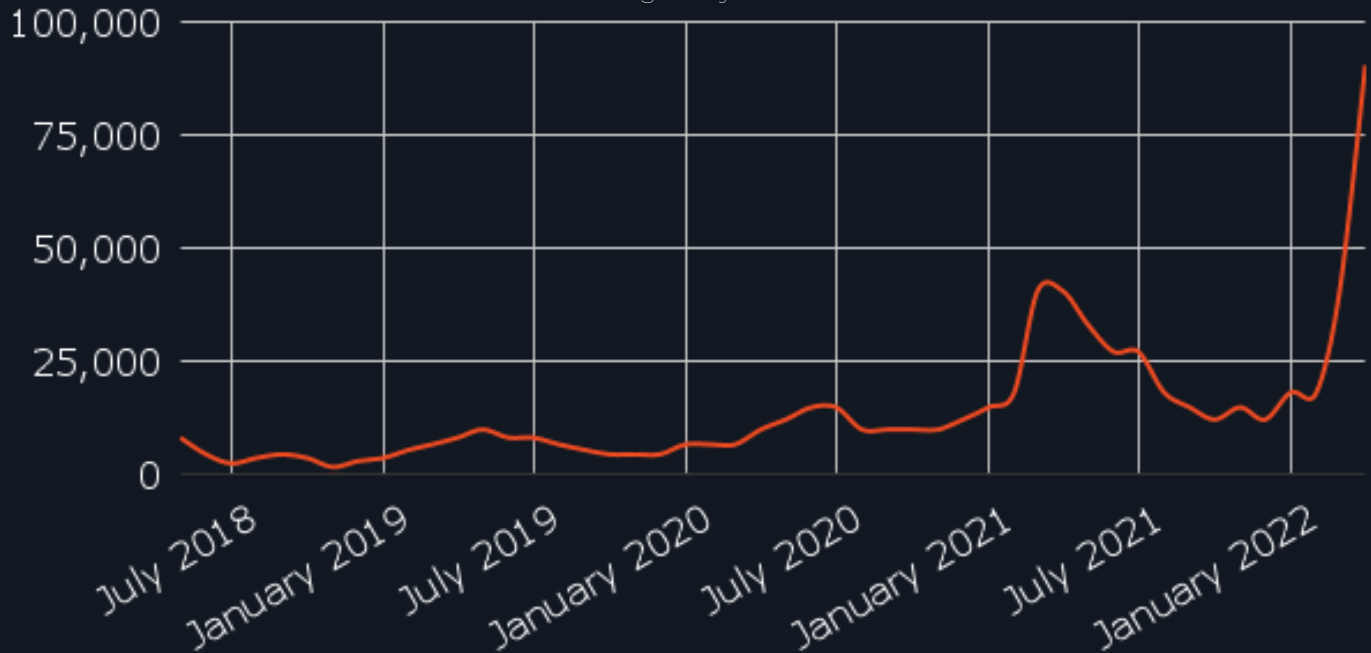
Athletic Greens

- Diet and gut health is more important than ever and it can be hard to get your daily greens in. That's why **greens supplements** are starting to gain some traction as they can help with bloating, blood pressure, energy, skincare and more.
- Since 2021, the interest in this product of greens has grown. With swimsuit season coming up, **research into physical wellbeing** will be at the forefront. Based on last summer's search volume, we predict we'll see a larger surge in 2022.

Elta MD Tinted Sunscreen Search Interest

— Search Volume

Source: Google Keyword Planner

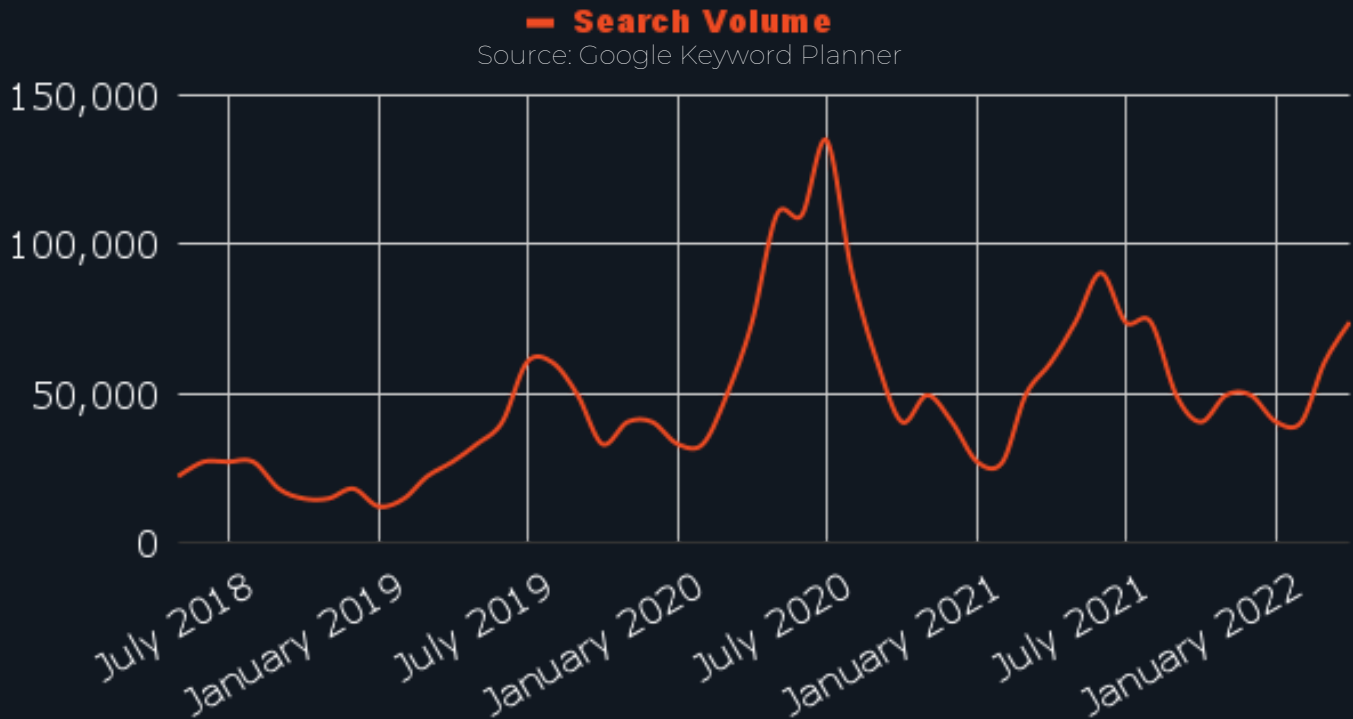


Elta MD Tinted Sunscreen

- With the popularity around skincare lately, the interest in skincare makeup products has grown as well. Tinted sunscreen is a great way to get **protection from the sun**, providing light coverage and an even skin tone. I mean Haley Bieber uses this!
- In the prior years we see an increase in search volume each summer. Combined with the recent **skincare trend** and growing importance of using SPF products, this product is going to see it's **biggest growth**.

Fashion

Lululemon Shorts Search Interest



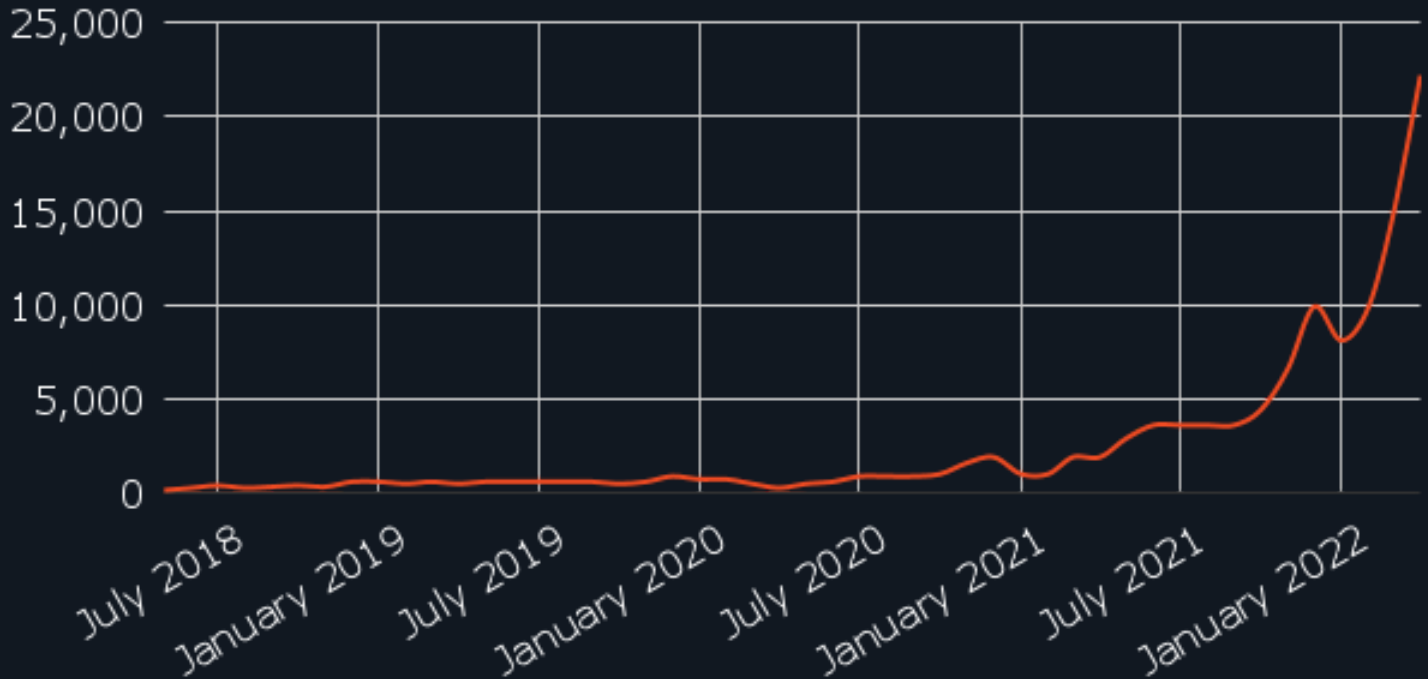
Lululemon Shorts

- Not surprising that Lululemon has a summer hit! These shorts are the perfect pair for working out, throwing them on to run a quick errand, or making a cute athleisure outfit out of them. With hotter weather, everyone needs a **perfect pair of shorts** to throw on!
- The numbers this year are **higher** than the numbers before previous peaks. With the recent numbers and **athleisure being a current fashion trend**, we're predicting a larger peak in volume this summer.

Lululemon Crossbody Search Interest

— Search Volume

Source: Google Keyword Planner



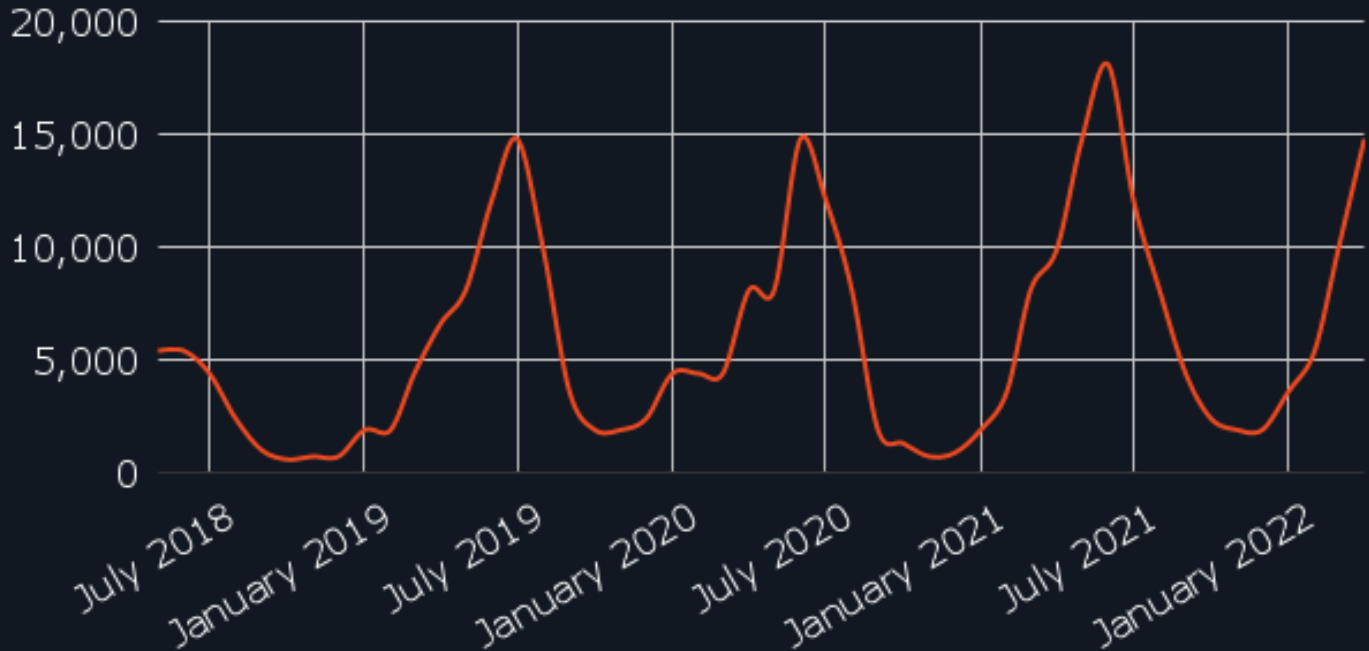
Lululemon Crossbody

- Not only is Lululemon providing the shorts of the summer, but the bag too. What's worse than lugging around a purse in the hot summer heat? Lululemon took a twist on the fanny pack by providing the convenience of one but making it **trendy** by offering several ways to wear it.
- There was a slight peak last summer in search volume but it's **minimal compared to this spring**. As summer approaches the volume will only **increase** as it continues to trend upwards.

Amazon Summer Dresses Search Interest

— Search Volume

Source: Google Keyword Planner



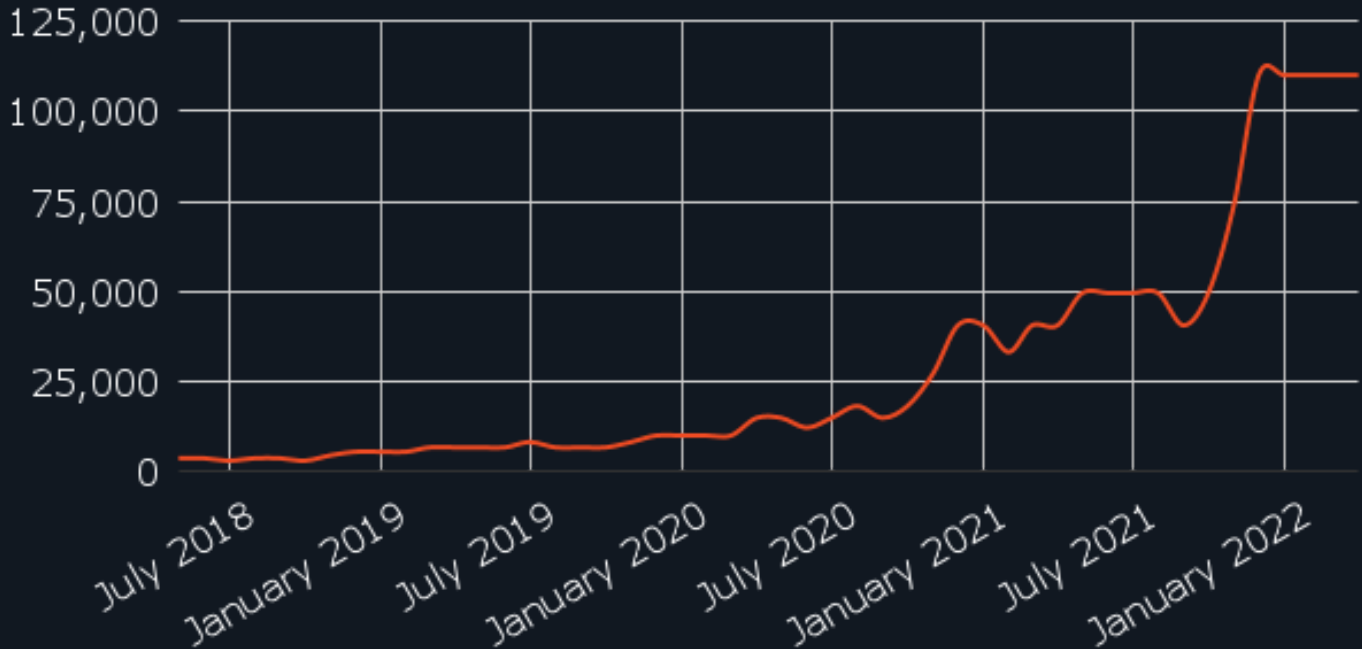
Amazon Summer Dresses

- Looking for a dress this summer? Amazon has you covered! With brands being able to use Amazon to **reach more buyers**, it also allows for more affordable pricing. With summer vacations, Amazon's fast shipping provides **last minute wardrobe solutions**.
- With search volume being almost **double** what it was compared to April 2021, we believe Amazon Summer Dresses will hit a new **all time high** in search volume this summer.

On Cloud Women's Shoes Search Interest

— Search Volume

Source: Google Keyword Planner



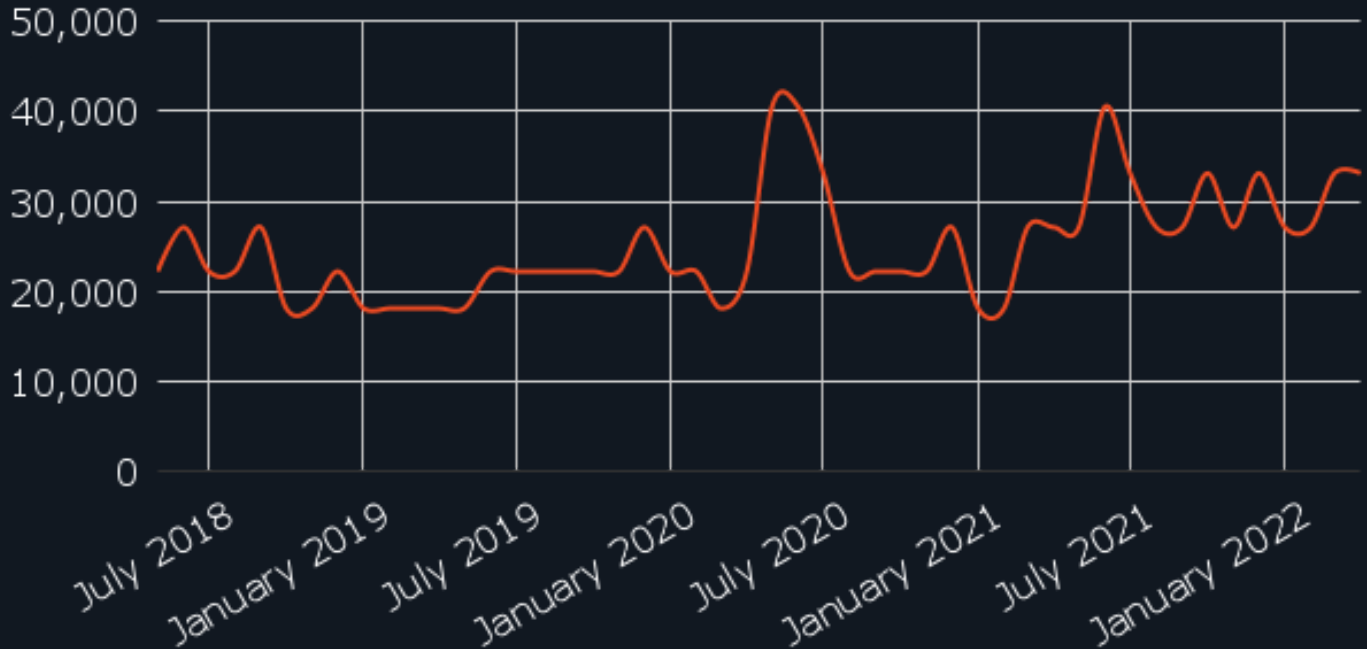
On Cloud Women's Shoes

- With hotter weather comes more activities outside, so **comfortable sneakers** are a must! On Cloud provides comfortability with style and we all know how popular **a classic white sneaker** is (Nike AF1s, Adidas Superstars, etc).
- Search volume hit an **all time high** in the first 4 months of this year. With summer approaching, we believe the search interest will increase as the desire for summer sneakers **increases**.

Nike Air Monarch Search Interest

— Search Volume

Source: Google Keyword Planner

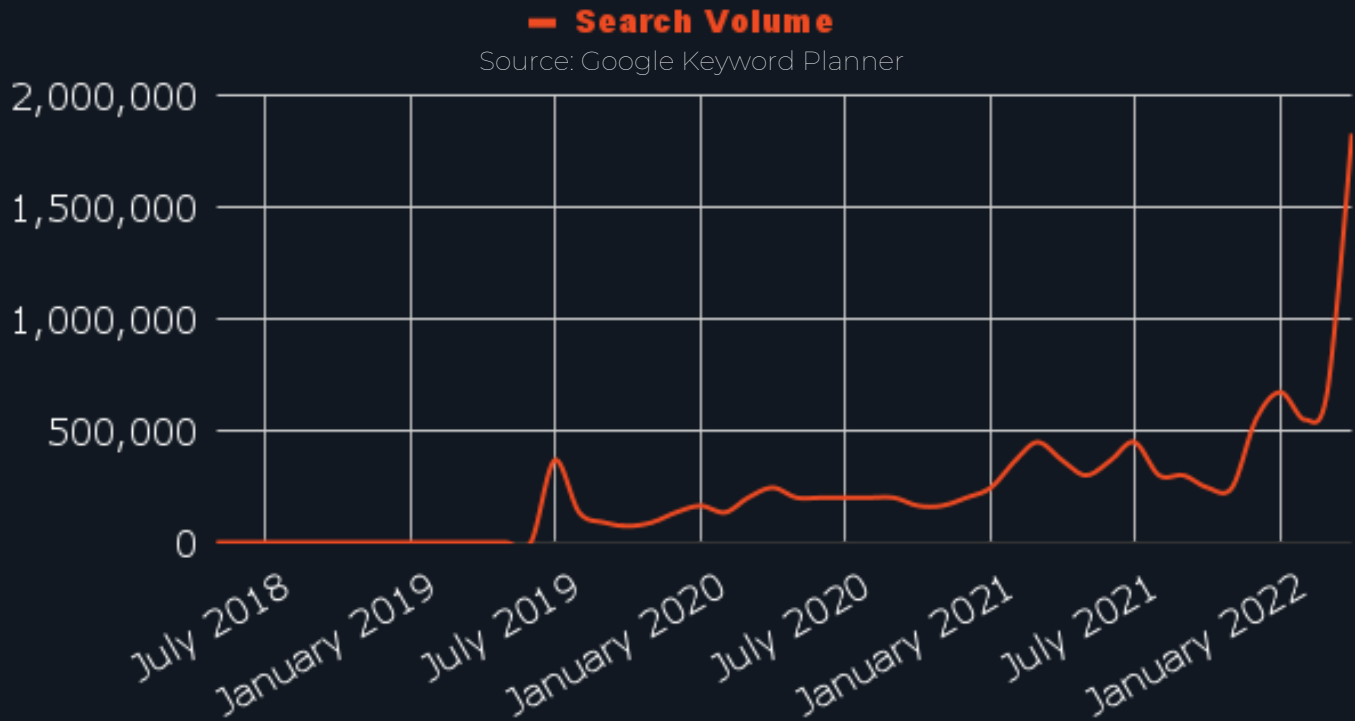


Nike Air Monarch Men's Shoes

- Summer brings backyard grilling and games, what's more perfect than a **trendy, chunky dad shoe**? With 90s fashion coming back, we think this will be the summer shoe for men with its comfiness and trendiness.
- With search volume currently **matching the peak in July 2020**, we believe the Nike Air Monarchs are on trend to reach their **highest spike** of search volume this summer.

Entertainment

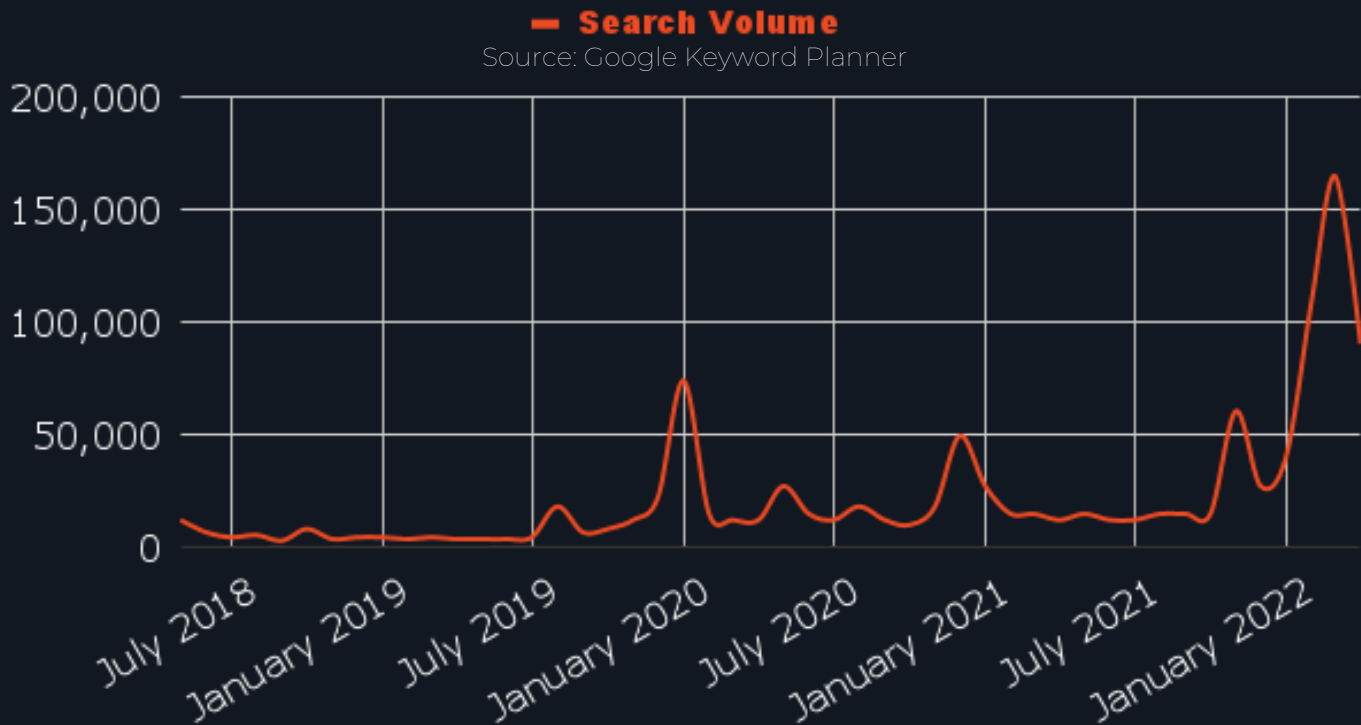
Thor: Love and Thunder Search Interest



Thor: Love and Thunder

- Everyone's favorite Asgardian is back on the big screen this summer, and **Marvel fans** are excited. **Thor: Love and Thunder** made the top 10 list for most viewed trailers in the first 24 hours of release.
- Search interest exploded when the trailer was released, seeing over 1.5 million searches in April 2022 alone. Based on trailer views & search interest, we predict Thor: Love and Thunder will be the **biggest blockbuster hit of the Summer.**

Kenobi Search Interest



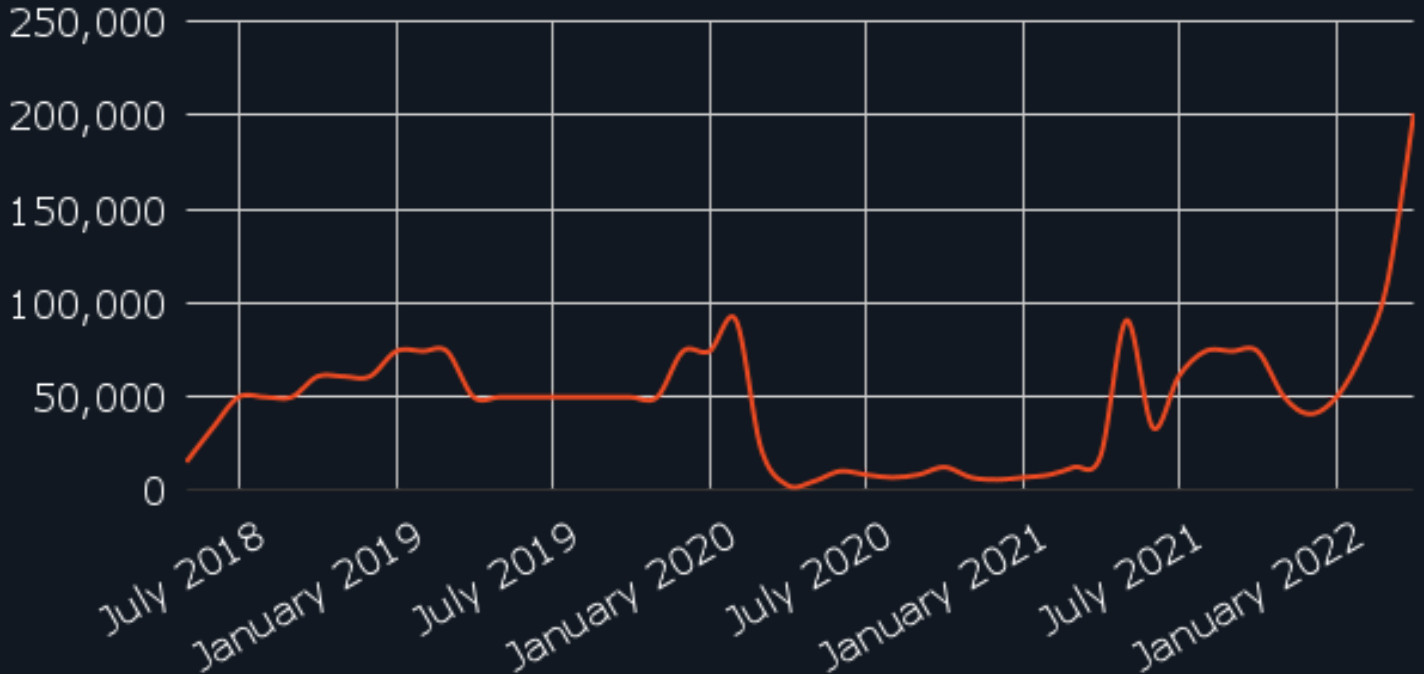
Kenobi

- Star Wars captures the attention of fans of all ages, and the upcoming Kenobi TV show is no exception. Fans have theorized what **Obi Wan Kenobi** had been up to all those years on Tatooine, and will finally learn the truth.
- With each announcement, search interest in the show had large increases. Monthly search volume tripled in March 2022 when the premiere date was announced. We predict Kenobi will be the **biggest TV show** of Summer 2022.

Live Music Bar Search Interest

— Search Volume

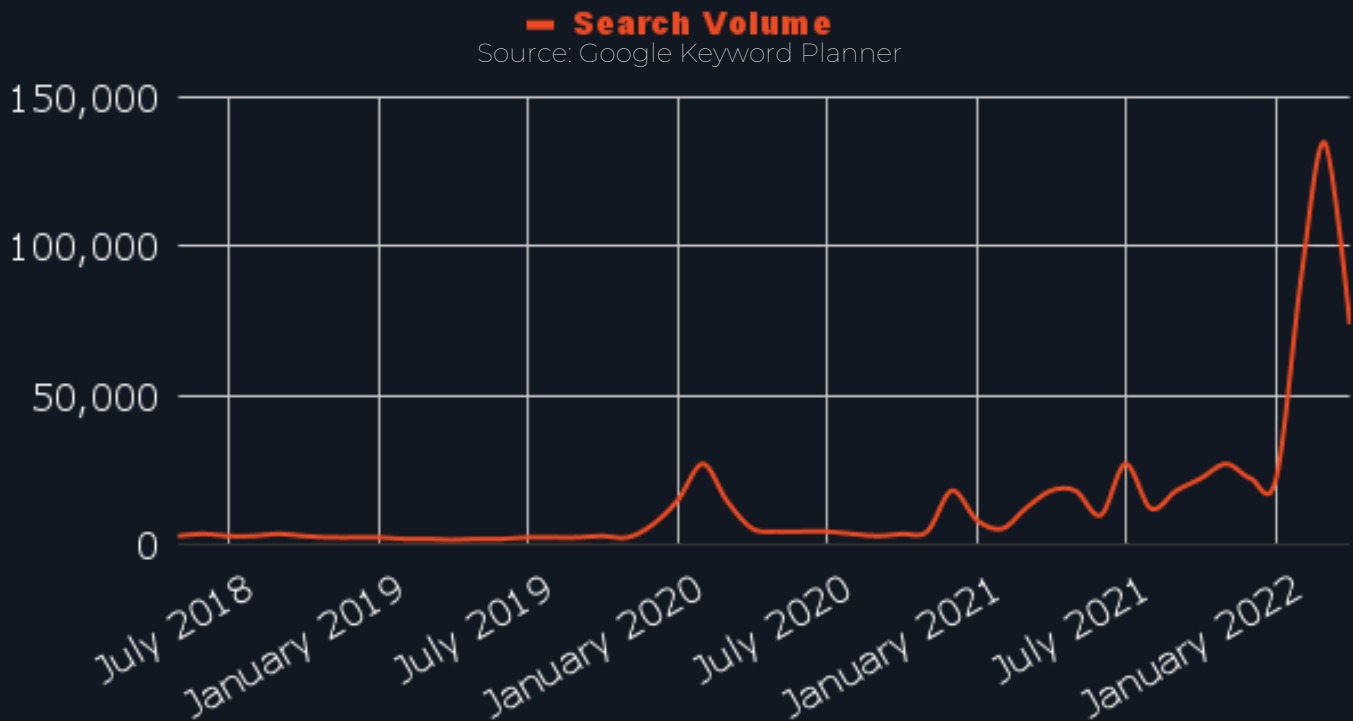
Source: Google Keyword Planner



Live Music Bar

- Live events came back with a force in the summer of 2021, specifically interest in **live music bars**. Live music in a bar provides a concert like experience without the cost of concert tickets.
- Search volume for live music bar doubled from March to April 2022. As the **warmer weather** starts to arrive, AMP Agency predicts this trend to continue into the Summer of 2022.

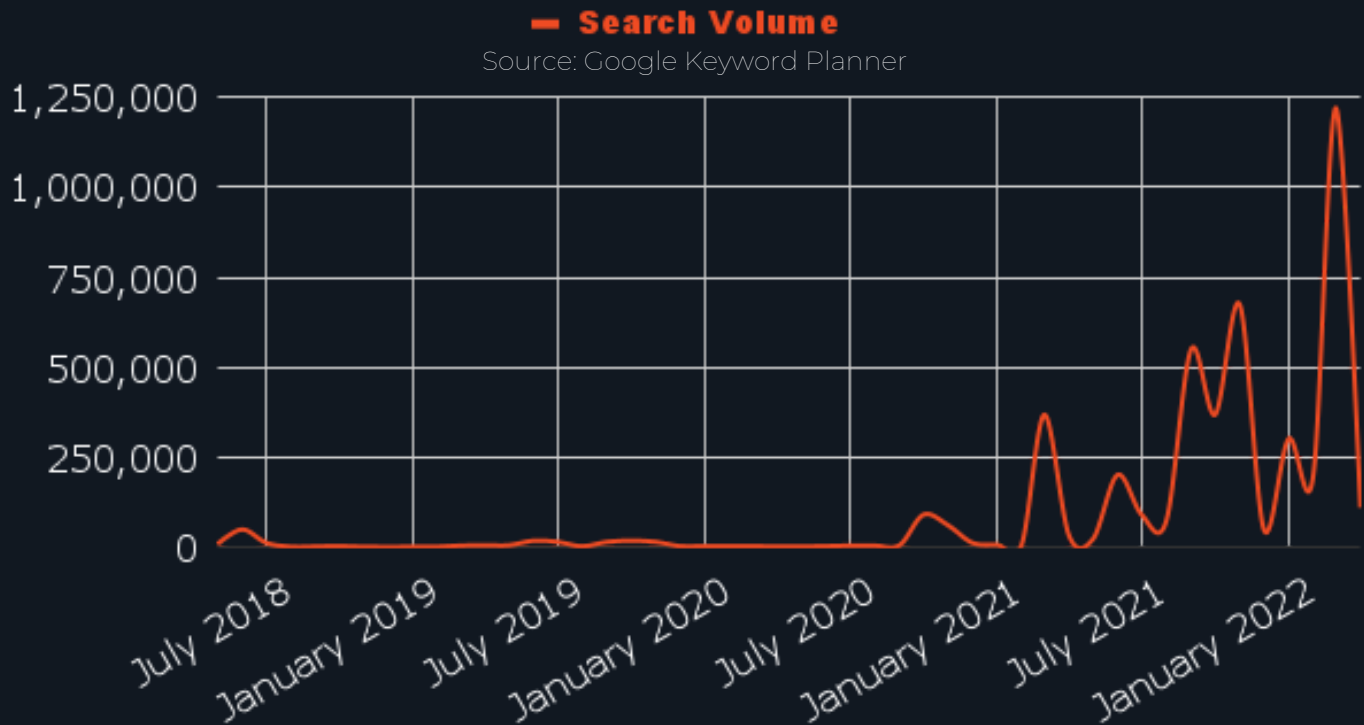
Justin Bieber Concert Search Interest



Justin Bieber Concert

- Beliebers rejoice! Originally cancelled due to the pandemic, **Justin Bieber** will be back on tour starting May 2022. Fans have been eager to see Justin live again, and the search volume speaks for itself.
- Search interest exploded in February 2022 when the **tour was officially announced**. Search volume as of April remains higher than the peaks in previous years so it's a sure bet he'll be a top concert attraction this summer.

World Cup Qualifiers Search Interest



World Cup Qualifiers

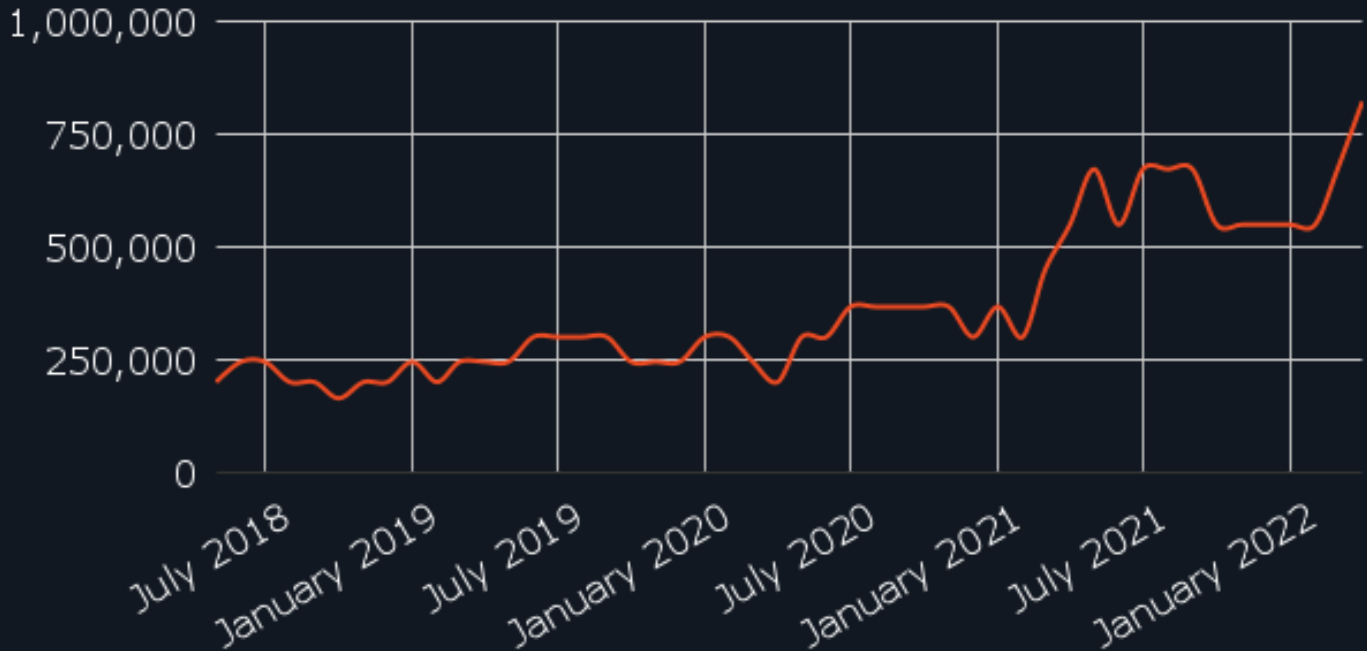
- As we approach the 2022 **World Cup** in September, interest in the last of the qualifiers has increased as **soccer fans** gear up for the start of the World Cup.
- Search interest in the USA has increased in the summer months of 2021, and peaked in early 2022. We expect search interest to continue to rise as the last **qualifying spots** are filled into the **start of the tournament**.

Activities

Pickleball Search Interest

— Search Volume

Source: Google Keyword Planner



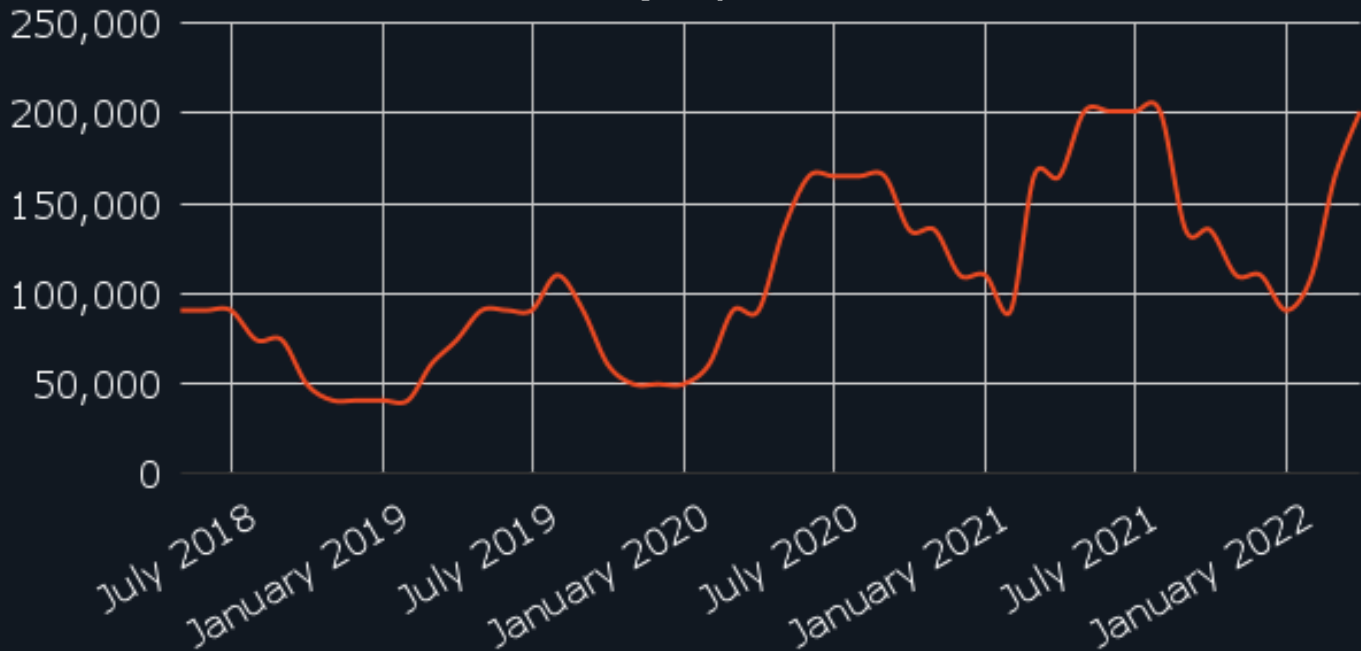
Pickleball

- Pickleball is a mix of tennis, ping pong, and racquetball, and is fun for all ages. The **outdoor game** is easy to pick up, and is becoming more popular over the past 3 years.
- Search interest in pickleball initially spiked during the summer of 2020, but really saw an increase in the summer of 2021. What was initially a COVID trend has turned into a **yearly summer trend**, and looks to continue this summer.

Disc Golf Search Interest

— Search Volume

Source: Google Keyword Planner



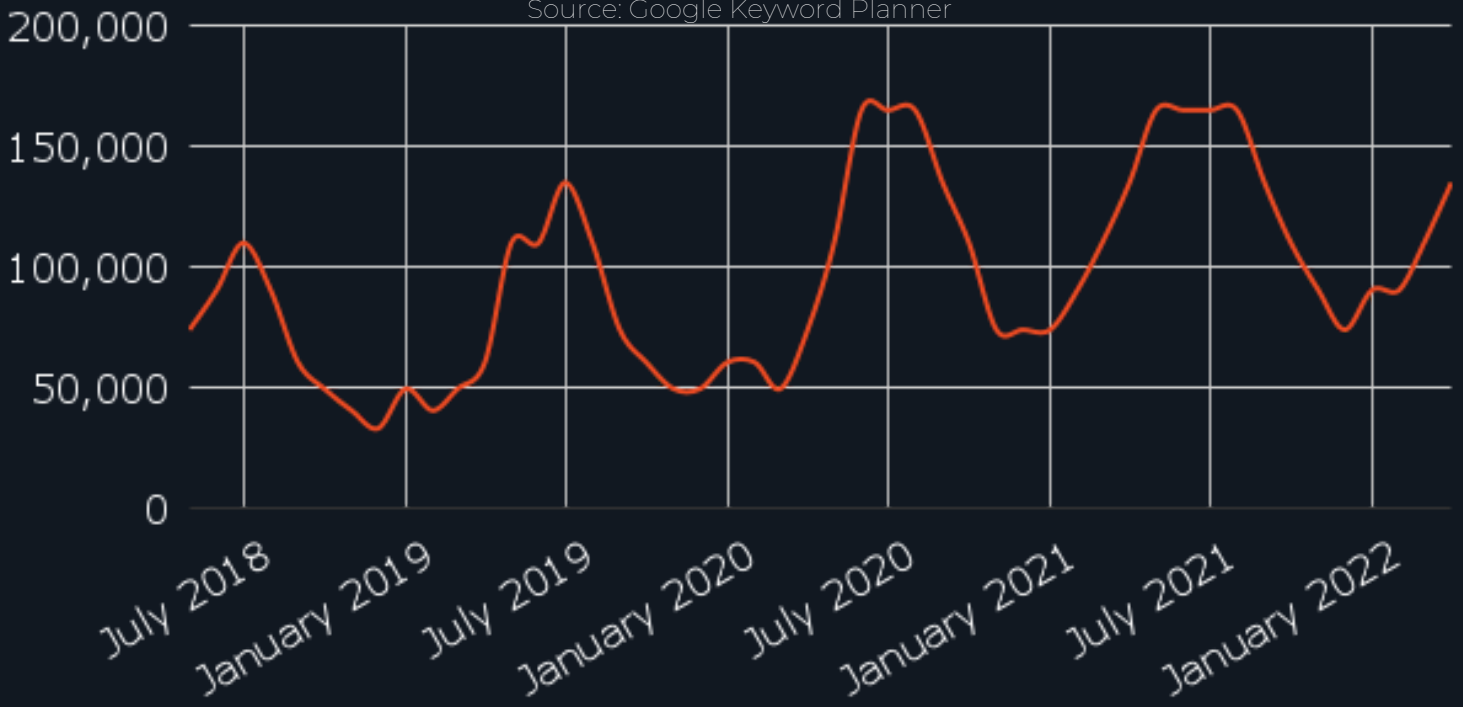
Disc Golf

- **Disc golf** has similar rules to traditional golf, but uses a frisbee and chain basket instead of a golf ball and hole. Disc golf is fun for all ages, as the only skill required is knowing how to throw a frisbee.
- Search interest for disc golf saw a large increase the previous summers. We expect this trend to continue into the summer of 2022, as consumers are looking for new ways to have **fun in the sun**.

Glamping Search Interest

— Search Volume

Source: Google Keyword Planner



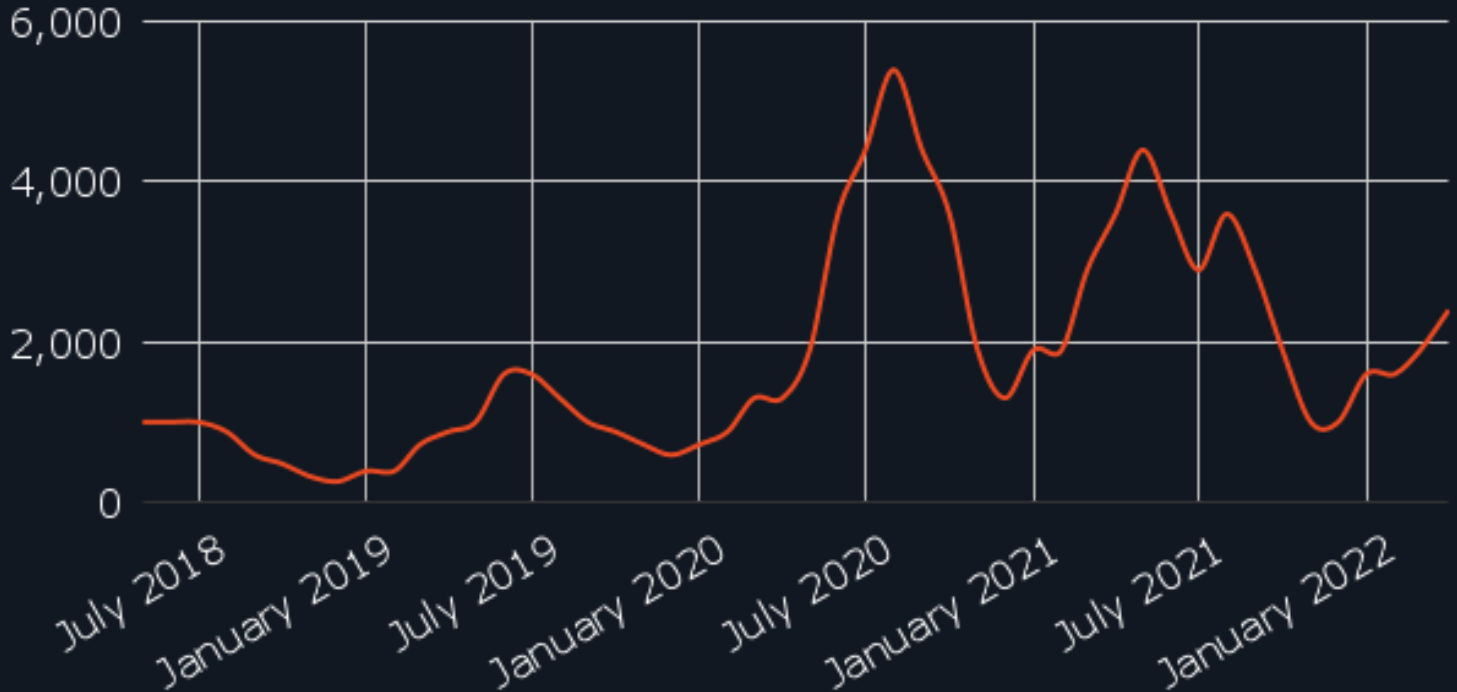
Glamping

- Glamping, or **glamorous camping**, is an Instagram influencers dream vacation. It provides an escape to the outdoors, with the **luxury feel** of staying in a resort.
- Search interest in glamping had been increasing pre-COVID, but saw a large spike in the summer of 2020, that has been sustained through 2021. Glamping is also a way to enjoy **music festivals**, and we expect this trend to continue into Summer 2022.

Outdoor Yoga Search Interest

— Search Volume

Source: Google Keyword Planner



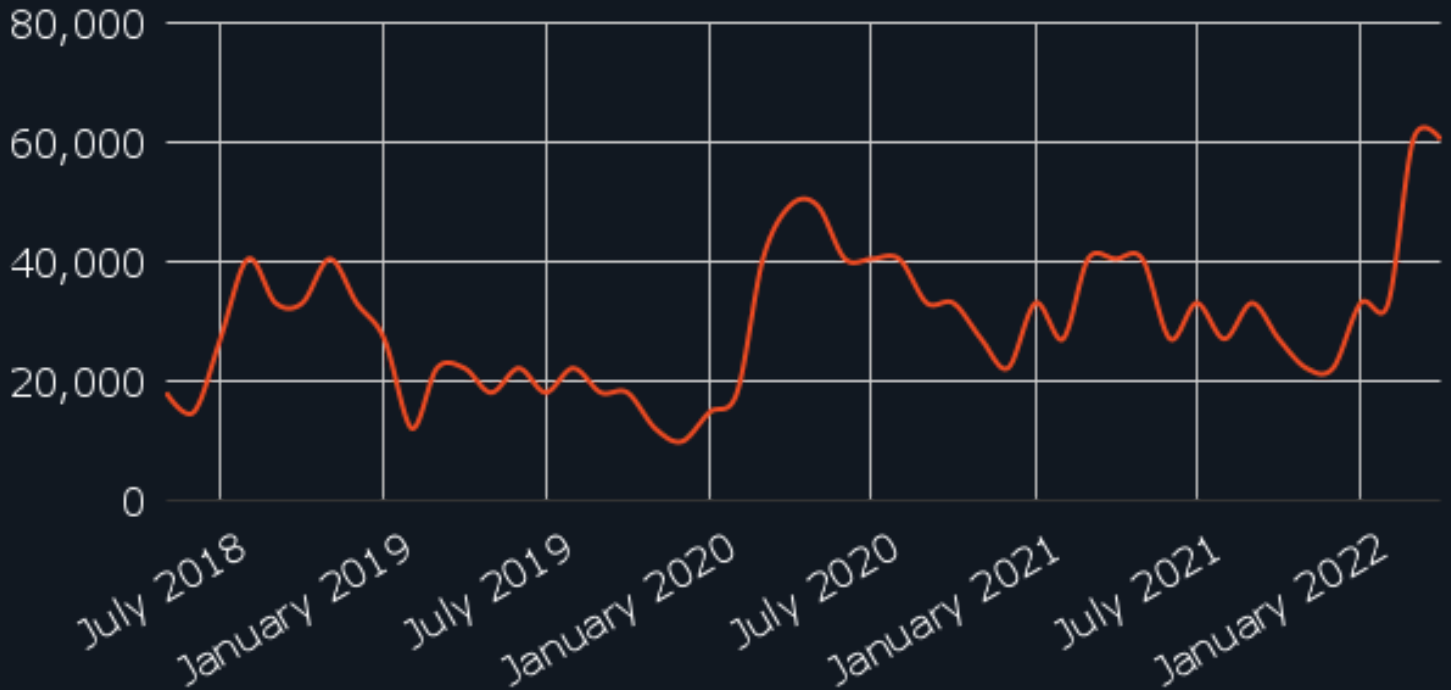
Outdoor Yoga

- **Outdoor Yoga** was a popular activity in the summer of 2020, as lockdowns were being lifted and people were seeking outdoor activities that were socially distant. Outdoor yoga is a great way to stay fit, while enjoying the summer warmth.
- Although search interest declined slightly from 2020 to 2021, there was still over **double** the amount of monthly searches in July 2021 compared to July 2019 and appears to be on the rise early this year.

Walking Trails Search Interest

— Search Volume

Source: Google Keyword Planner



Walking Trails

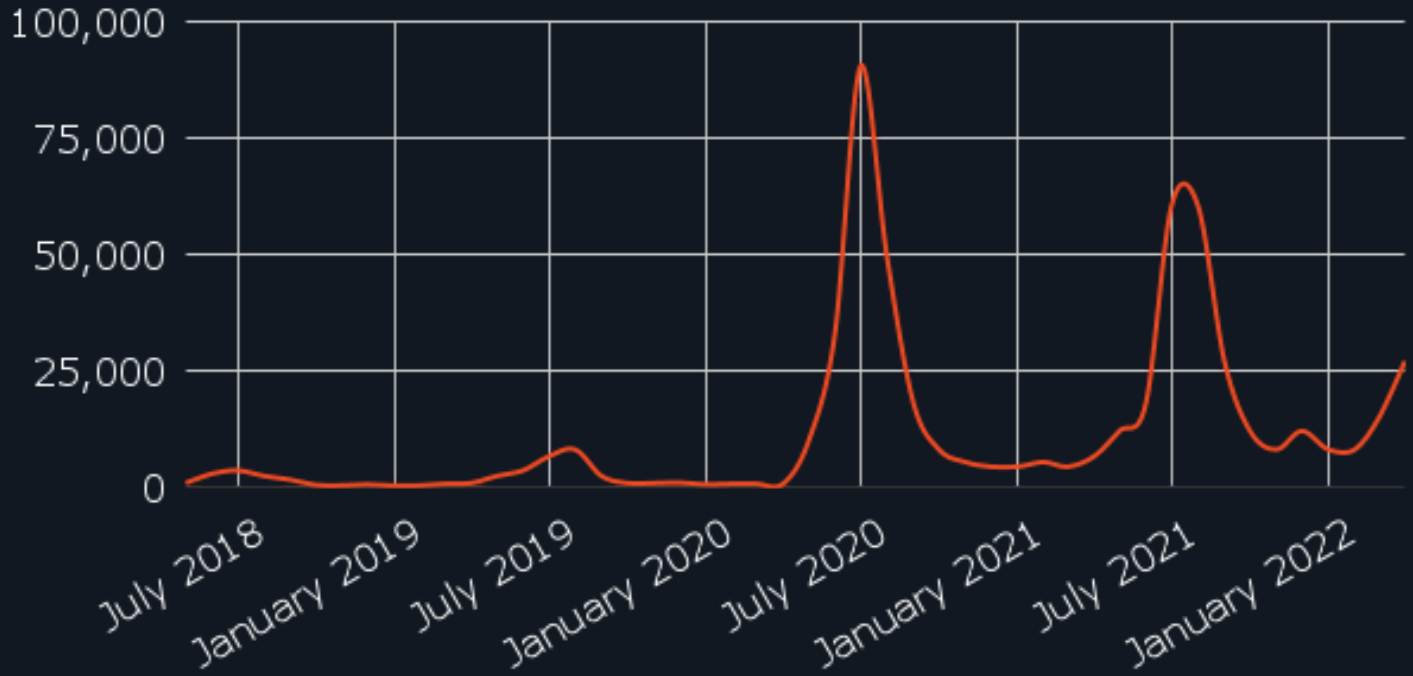
- More than ever, people are searching for great **trails** to take a walk on. What started as a way to **enjoy the outdoors** after months of lockdowns, it has turned into a yearly trend.
- Search interest for **walking trails** saw a large spike in the summer of 2020. As of April 2022, monthly searches have increased over the peak of 2020 & 2021. We predict this trend will continue into summer 2022.

Purchases

Shibumi Shade Search Interest

— Search Volume

Source: Google Keyword Planner



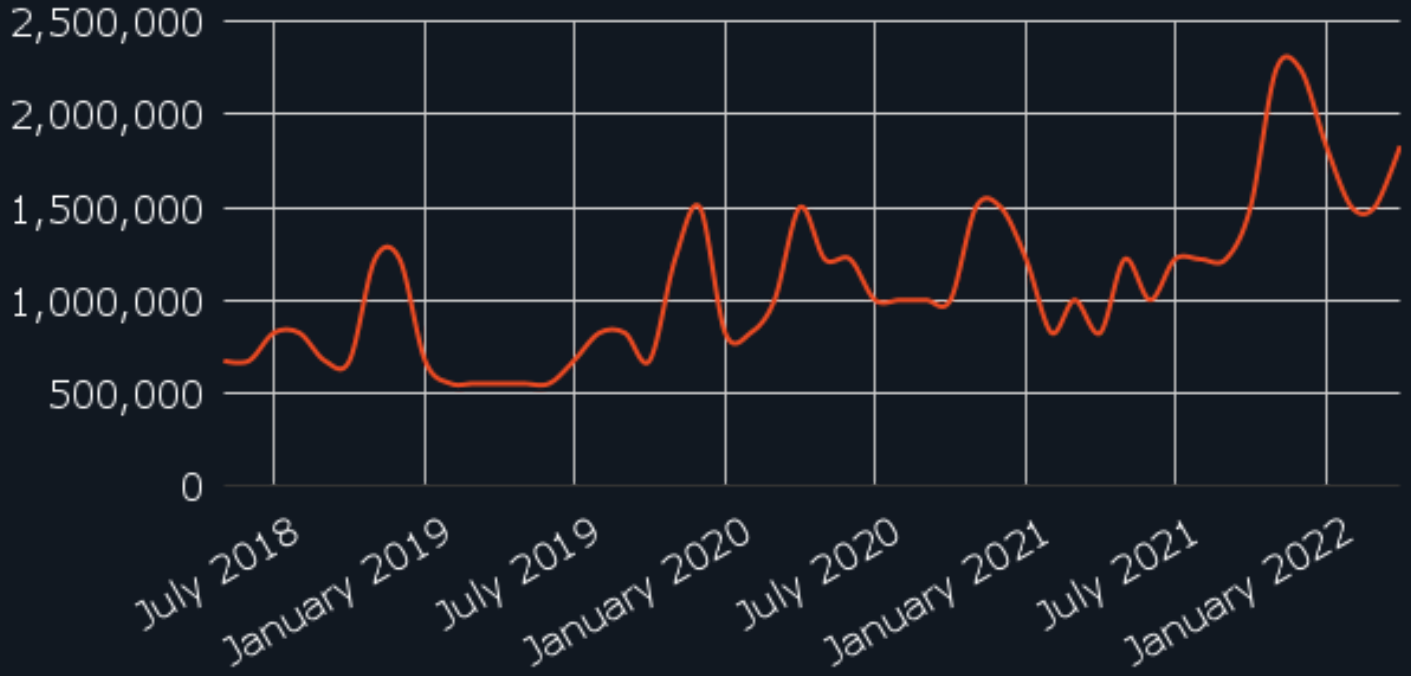
Shibumi Shade

- The Shibumi Shade protects its occupants not only from **harmful UV radiation** but also from the embarrassment of chasing down a windblown beach tent, due to its “no run-away design”.
- The query “Shibumi Shade” exploded in popularity during summer 2020. Summer 2022 seems on track to beat this peak due to a massive **April 2022 YoY popularity spike** leading into the all-important summer season.

Lego Search Interest

— Search Volume

Source: Google Keyword Planner



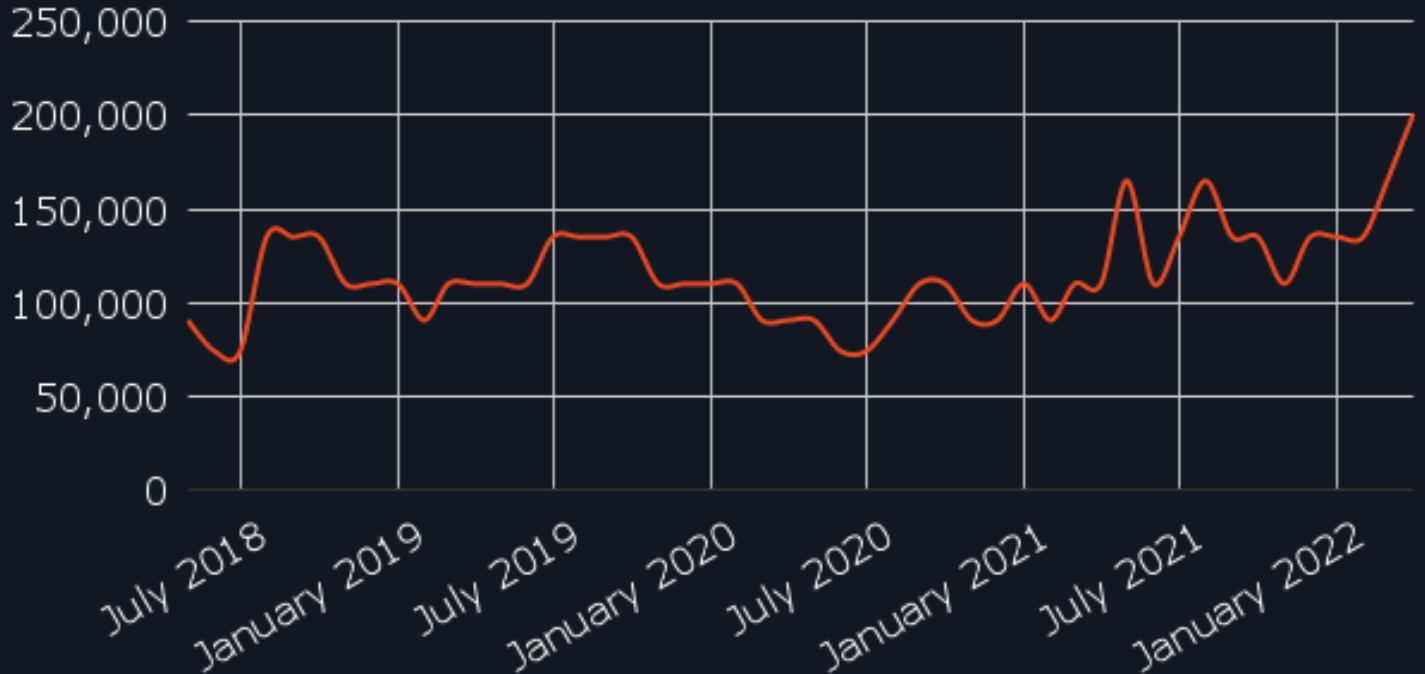
Lego

- What better way is there to occupy idle hands during the summer doldrums than with **Legos**? This query is popular every summer and holiday season and had an interest spike with the nationwide stay at home orders in 2020.
- With the search interest at an all-time high at the end of 2021, **April 2022** interest is **122% higher YoY**, which drastically raises the floor for the coming summer interest spike.

Comic Books Search Interest

— Search Volume

Source: Google Keyword Planner



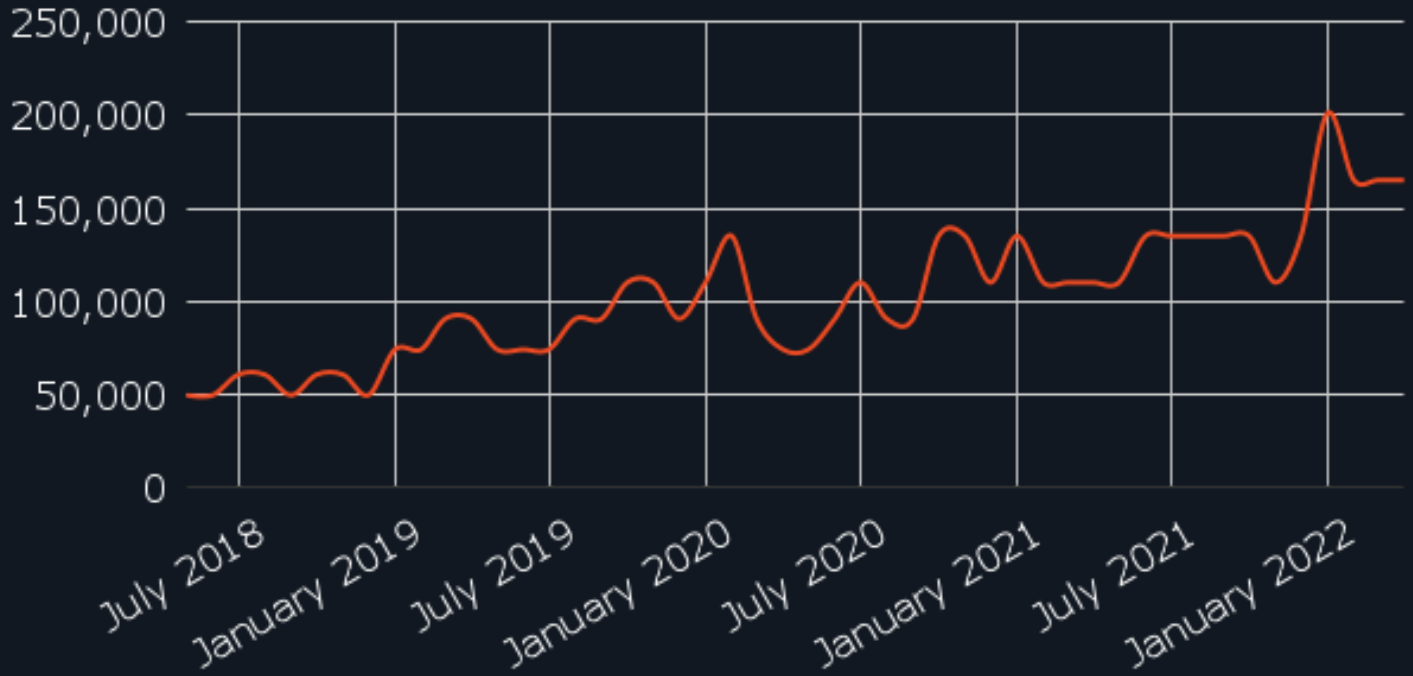
Comic Books

- Sometimes the best way to spend a summer day is inside reading a **comic book**. Rising in popularity due to Marvel movie success, this topic appears to be headed to all-time search interest peak
- Interest in “Comic Books” **always trends upward in the summer**, and in Spring 2022 there was a massive spike in interest leading to the summer season. Summer of 2022 is shaping up to be a big boom for the genre.

Vending Machine Search Interest

— Search Volume

Source: Google Keyword Planner



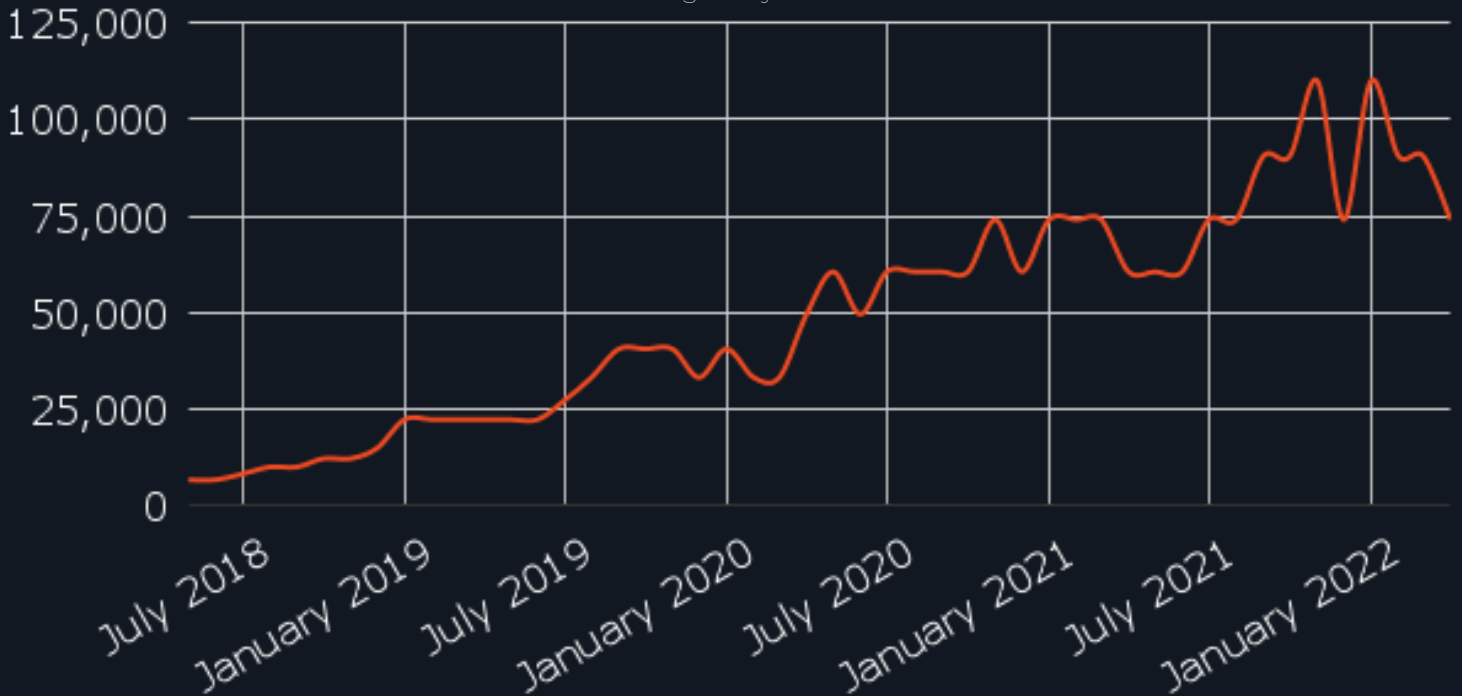
Vending Machine

- Whether “**Vending Machine**” is being queried because people are looking for the closest one (is there an app for that yet?) or because people are looking for a new means of passive income, this query has been experiencing YoY growth since 2018.
- This query usually experiences an interest increase during the summer, and **April 2022** interest is **50% higher YoY**, which indicates a larger summer trend is approaching for this query.

Washable Rugs Search Interest

— Search Volume

Source: Google Keyword Planner



Washable Rugs

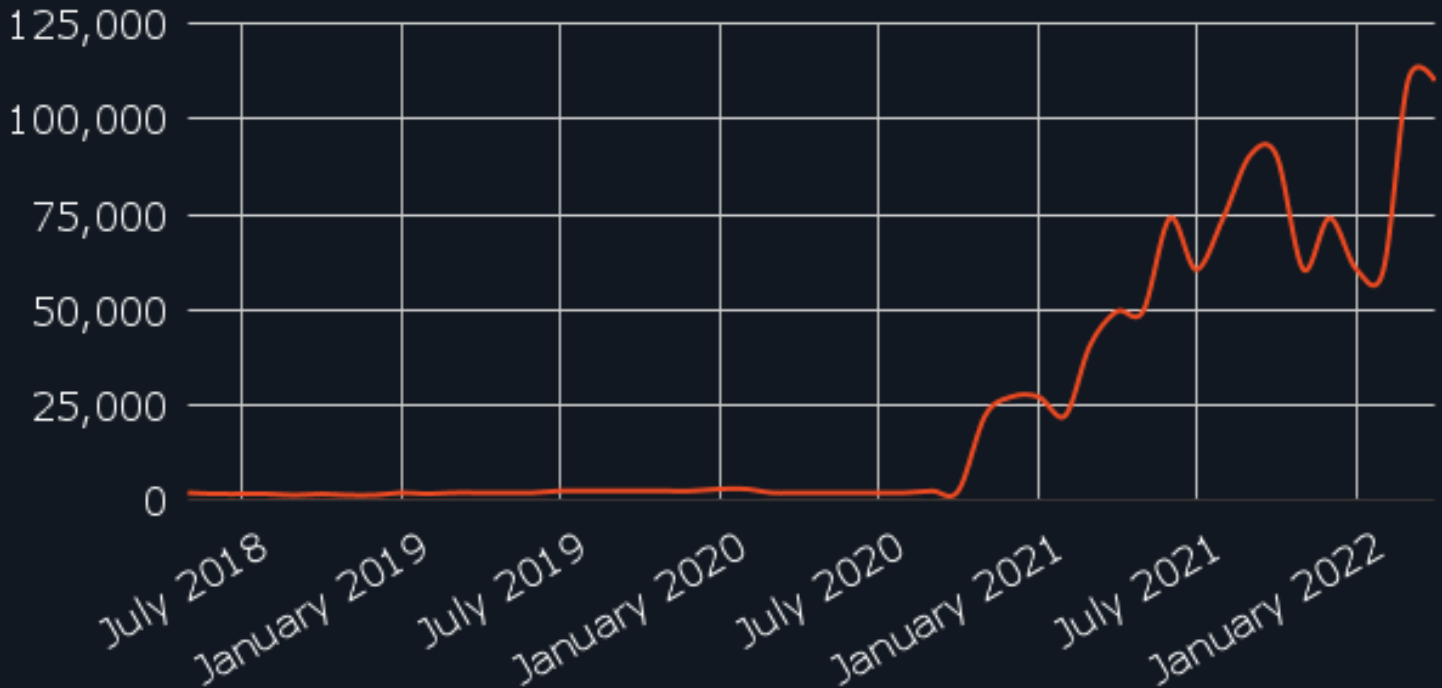
- The query “**Washable Rugs**” routinely experiences an interest bump during the summer because of the many **rug-related mishaps** likely to occur during a season associated with grass stains, mud tracks, and dropped ice cream cones.
- The explosive growth of the query “Washable Rugs” began in holiday 2018. Since then it has experienced a major **increase in search interest every summer**. The April 2022 query volume forecasts a summer spike in purchases of this household item.

Travel

Traveling With Family Search Interest

— Search Volume

Source: Google Keyword Planner



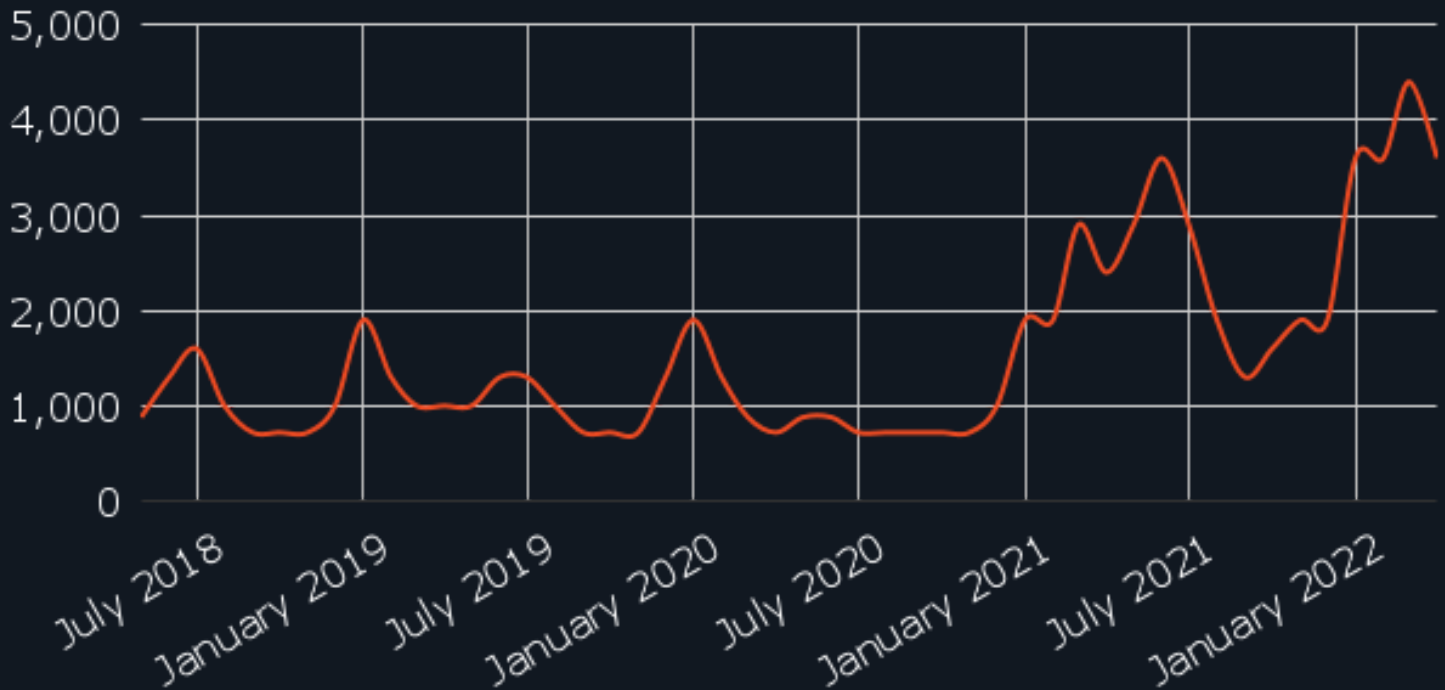
Family Travel

- Americans are planning to travel more than ever before this summer, but are changing a few things up from pre-pandemic travel. Searches relating to **traveling with family** have seen dramatic growth since fall of 2020.
- With increases in queries related to family travel increasing **across all destinations**, we expect bringing along kids and elders will be part and parcel of this summer's travel plans.

All Inclusive Resort Search Interest

— Search Volume

Source: Google Keyword Planner



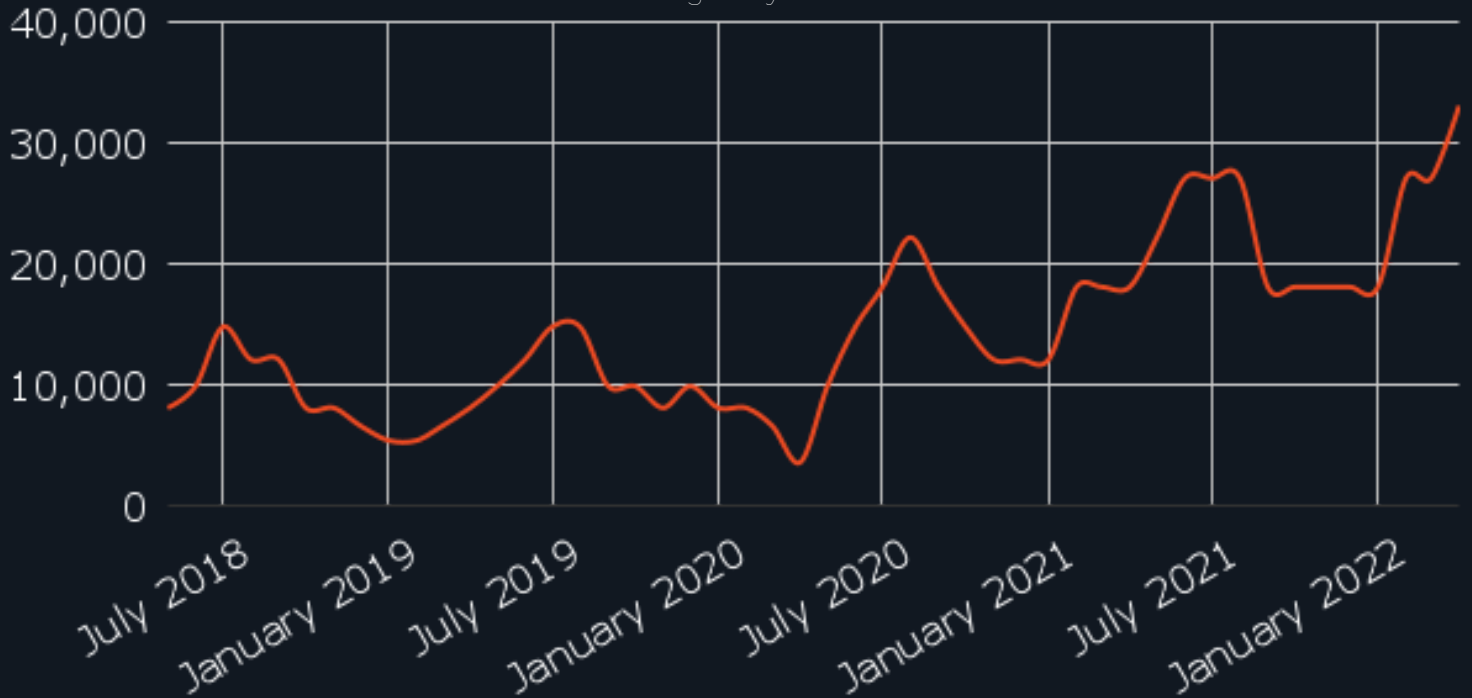
All Inclusive Resort

- After an exhausting pandemic, it's no wonder searches for all-inclusive resorts are seeing large increases. Some people had a chance to **save money for multiple vacations** while others are looking for a more contained environment in light of the virus.
- This summer, we expect all-inclusive resorts see major success, particularly those that market towards **families** and those in the **Caribbean and Hawaii**.

Dog Friendly Hotels Search Interest

— Search Volume

Source: Google Keyword Planner



Pet Friendly

- This summer, no furry friend is getting left behind. Instead of costly pet boarding, **bringing your pets** on the adventure seems to be increasingly preferred.
- Experiencing a peak every summer, we expect the highest search interest yet for pet friendly travel queries, including searches for **pet friendly boarding**, how to travel with a pet, and **what airlines are easiest to fly with your dog or cat**.

Spa Resorts Search Interest

— Search Volume

Source: Google Keyword Planner



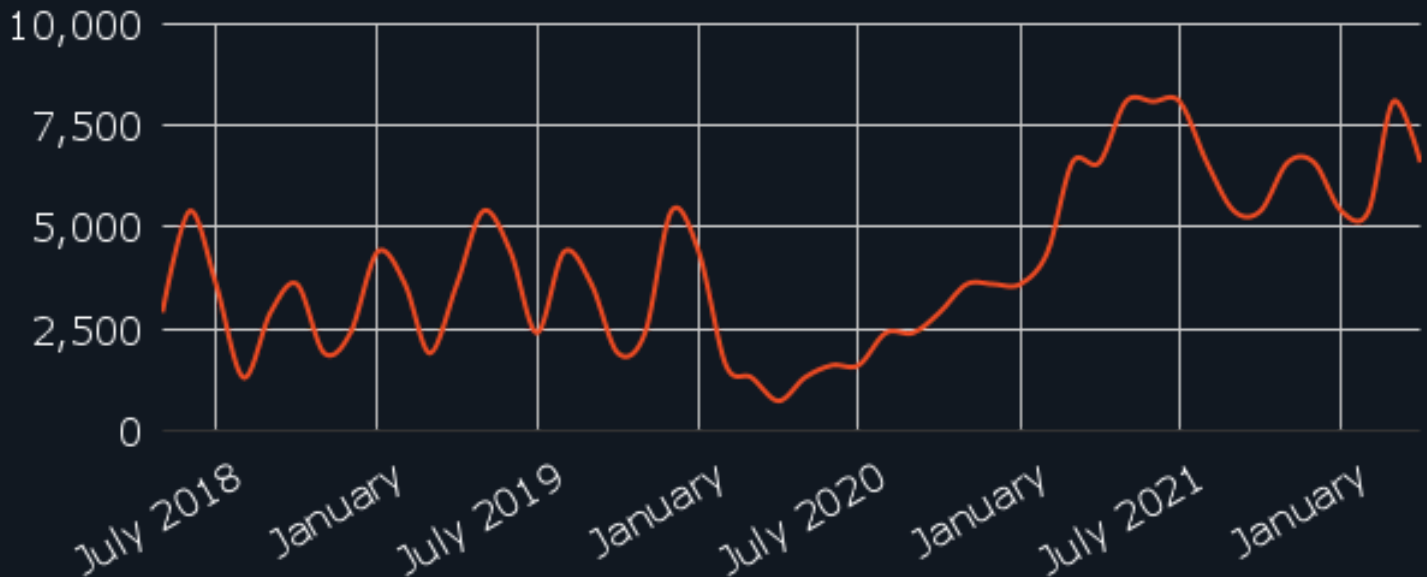
Spa Resorts

- In lieu of intense, planned out vacations that end up feeling more exhausting than relaxing (have you ever needed a vacation from your vacation?), Americans are opting for **wellness-focused travel**.
- Spa resorts saw slight increases in search interest directly before the pandemic, but have been consistently climbing. We expect this summer that **spa resorts** and other wellness-centric travel will have high popularity.

How Big Can My Carry On Be Search Interest

Source: Google Keyword Planner

— Search Volume



Carry On Luggage

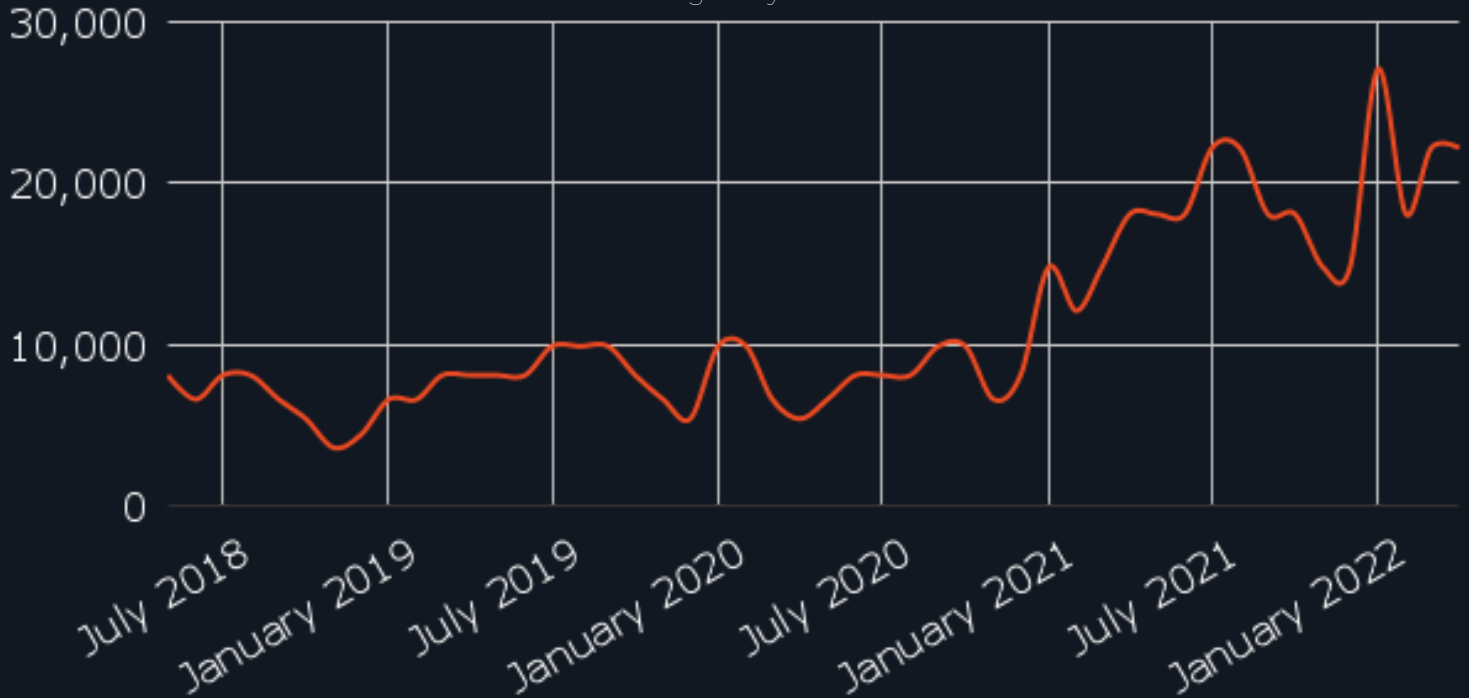
- Ditching the checked bag is another shift in travel style beginning to emerge. Searches for **carry on bag size** have increased steadily since reaching a low at the beginning of the pandemic in March 2020.
- Travel experts are seeing more people interested in booking travel that is **rich with experiences rather than things**. Summer of 2021 saw a sustained peak in carry on bag queries. We predict this summer will see another rise in packing light!

Weddings

Reception Dress Search Interest

— Search Volume

Source: Google Keyword Planner

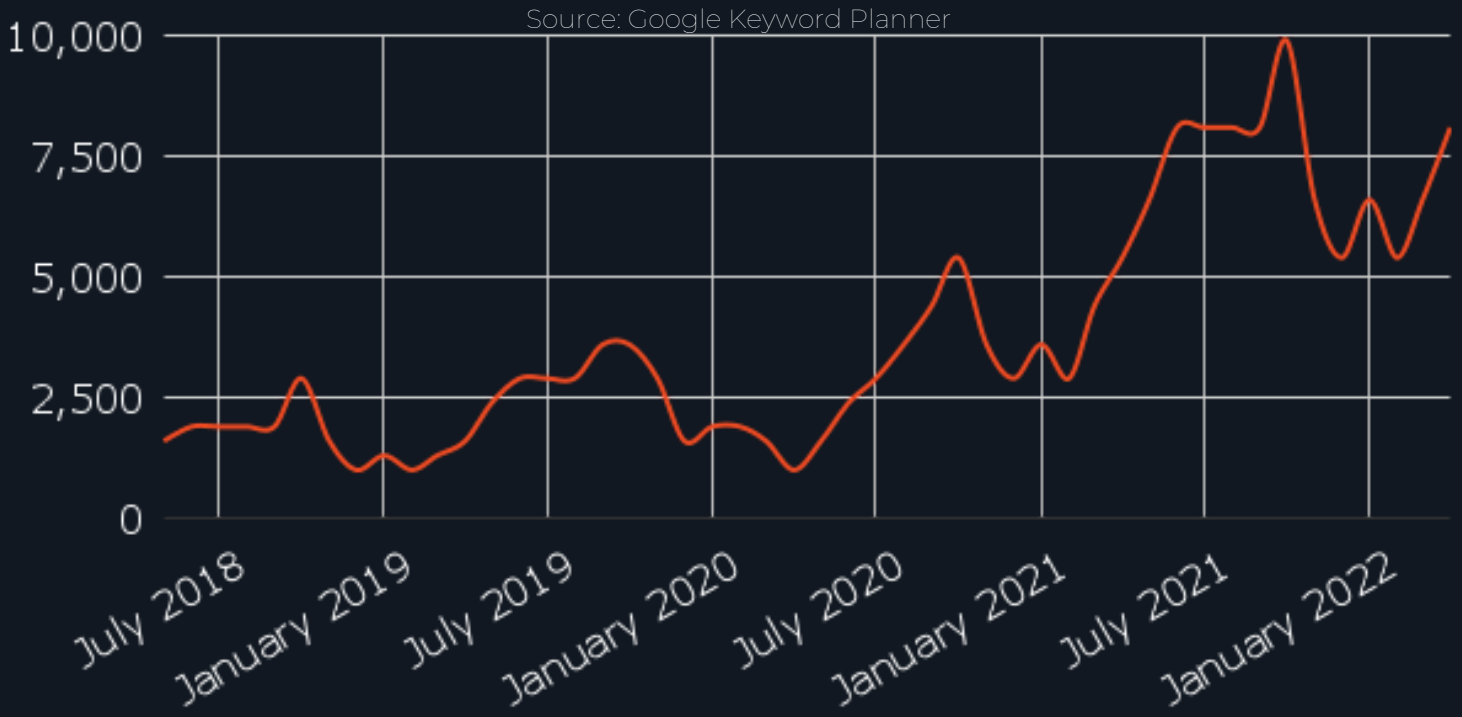


Reception Dress

- Summer 2022 will undoubtedly be the **Summer of the Wedding**. Still facing the backlog of couples who wanted to be wed during the pandemic, searches related to weddings are on a dramatic upswing.
- Brides are starting to elect to use two dresses during their big day: one for the ceremony and another, usually more comfortable and informal dress for the reception. **Reception dresses** peaked last summer, this summer's season of weddings will likely also have double the dresses!

Bouquet Preservation Search Interest

— Search Volume



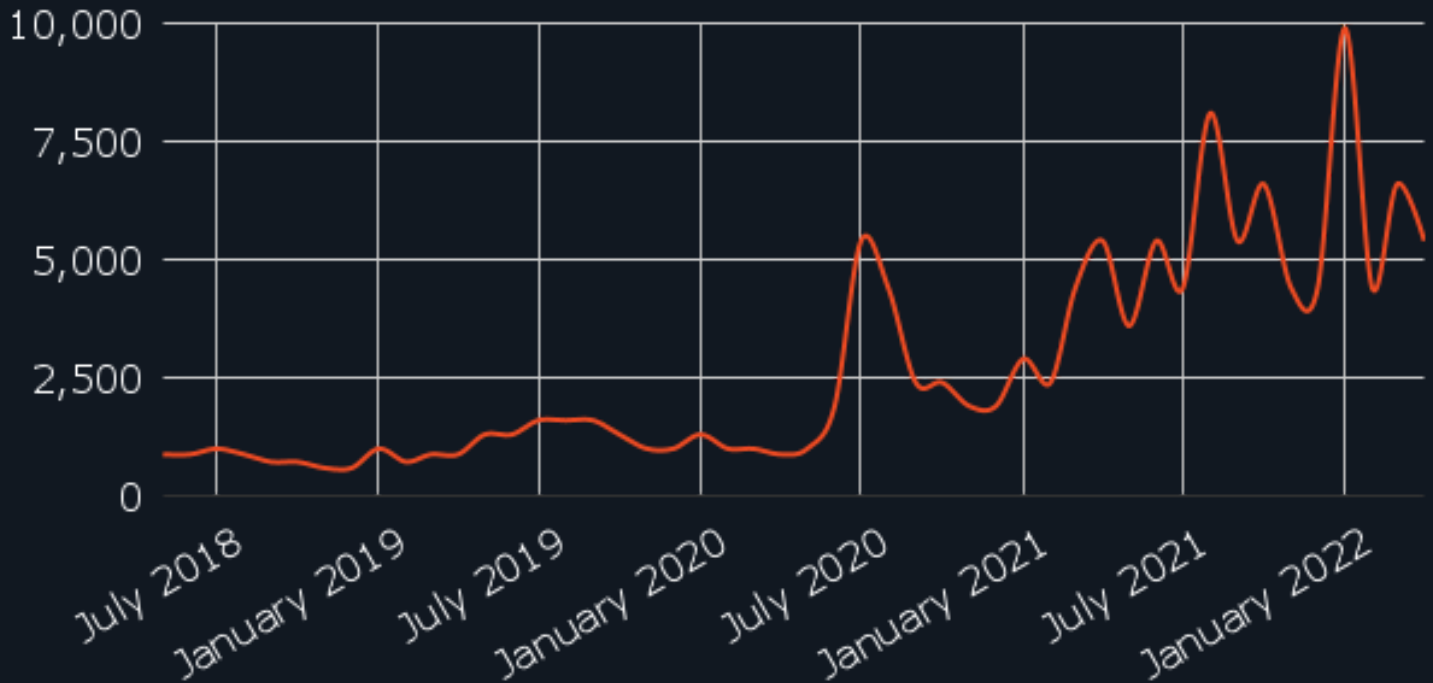
Bouquet Preservation

- Preserving objects and dried plants in resin is a relatively new but popular artistic medium. Recently, newlyweds have been turning towards resin art to preserve flowers from bouquets, lapels, and decor.
- Whereas it was a relatively rare service to request, **bouquet preservation** searches saw summer peaks for the last two years before an all time high last summer. As weddings occur at rapid pace all over the country, we expect bouquet preservation to reach new heights in 2022.

Live Painter Search Interest

— Search Volume

Source: Google Keyword Planner



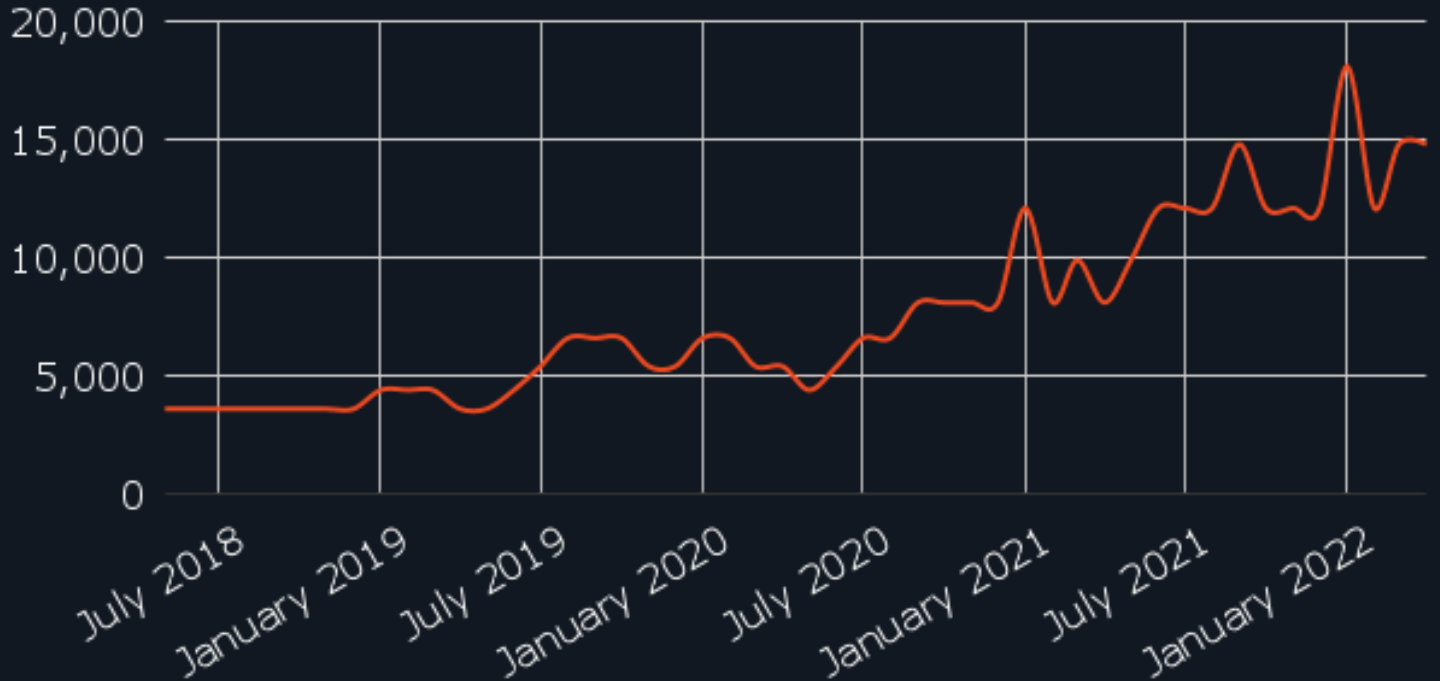
Live Painting

- Popularized by viral videos, live painting is becoming an increasingly popular experience to add to a wedding. Often set up at the reception, an artist will **paint a picture of the wedding** while guests can watch on over the course of the evening.
- Live painting was not on the public radar until recently, when several **videos went viral of the process** and the results. Interest has continued to increase, seeing a peak last summer. We expect live painters to trend high on this summer's wedding scene.

Green Wedding Dress Search Interest

— Search Volume

Source: Google Keyword Planner



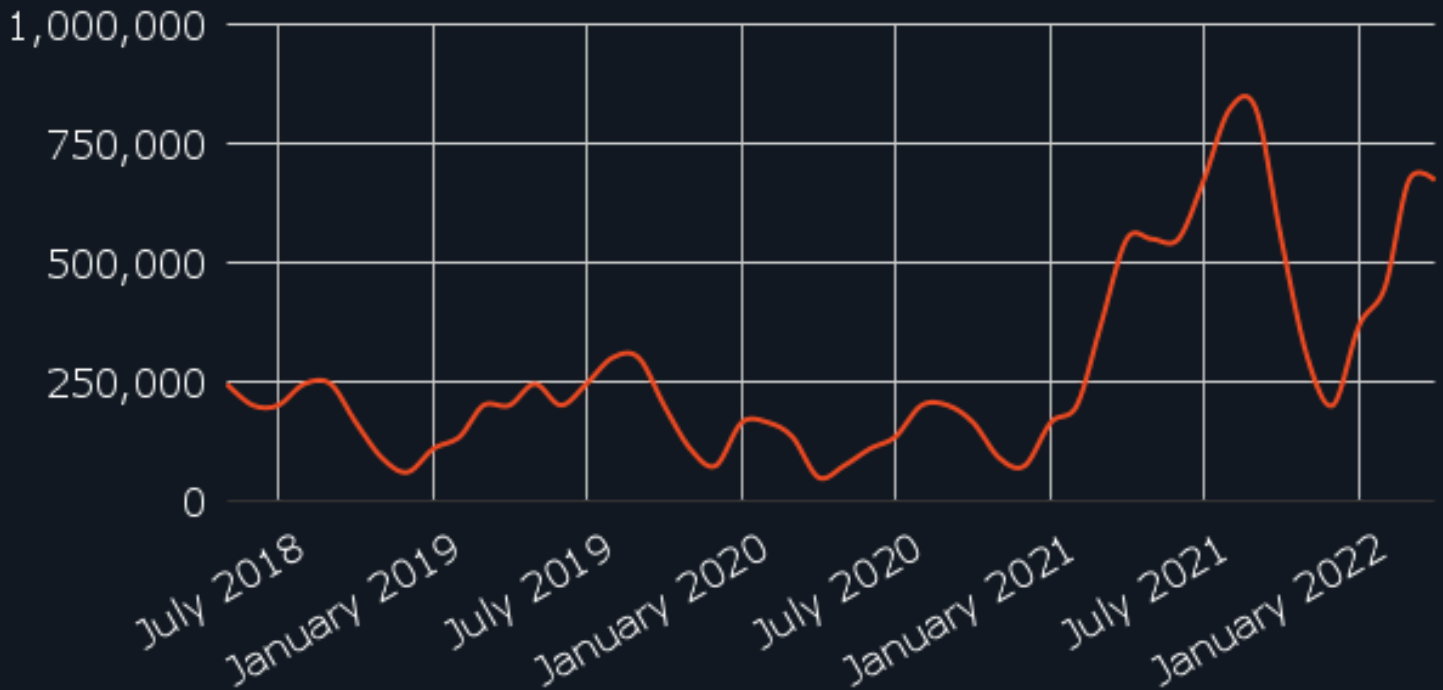
Green Wedding Dress

- Non-traditional weddings are quickly gaining popularity; this includes non-traditional choices for things like venue, theme, and dress color. Dresses that are not white are becoming more accepted and encouraged than ever before.
- Searches for green wedding dresses has steadily increasing search volume, along with variations like **emerald green** wedding dress, **sage green** wedding dress, as well as other colors like **royal blue** wedding dress. This summer, we expect to see lots of color!

Wedding Guest Dresses Search Interest

— Search Volume

Source: Google Keyword Planner



Wedding Guest Dresses

- Soon-to-be-married couples aren't the only ones worried about what to wear for the big day. Wedding guests also want to look their best after a long break from formal events. Many are being invited to a slew of weddings and **need more than their go-to look.**
- Searches for wedding guest dresses were seeing summer peaks, **but 2021 saw an extreme increase.** We expect 2022 to be even higher (how many times can you repeat an outfit?)

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Summer Search Trends 2022