



# Spring Search Trends 2023

# TOP TRENDING TOPICS FOR SPRING 2023

## Introduction

Thanks for downloading our research into the top trending topics based on search query data for Spring 2023. 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 SPRING 2023

## Methodology

As a part of our **Search Intelligence offering**, our team sought out topics using different tools that are related to Spring activities or are closely aligned with the Spring 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 Spring 2023.

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:

- Fashion
- Beauty
- Food & Drink
- Activities
- Travel
- Gardening
- Mother's Day
- Easter

Each category has insights into 3 topics that we predict will be popular in the USA this Spring.

Spring



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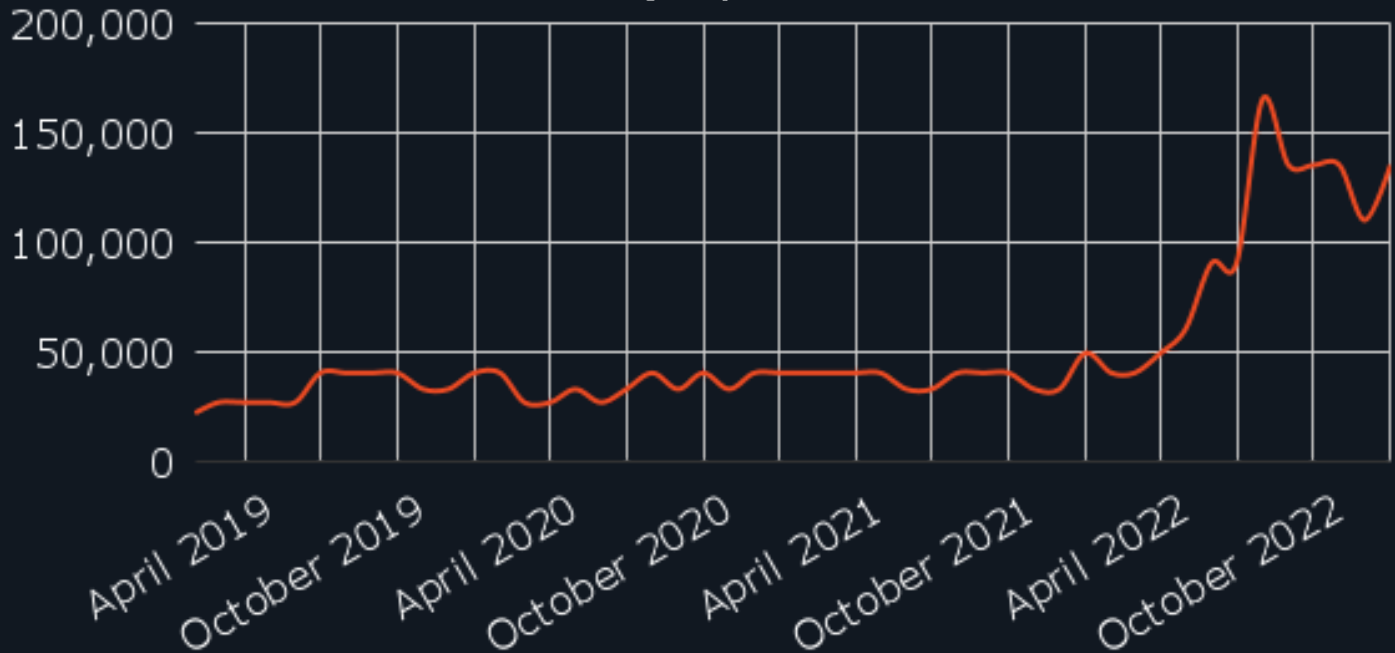


# Fashion

# Parachute Pants

## — Search Volume

Source: Google Keyword Planner



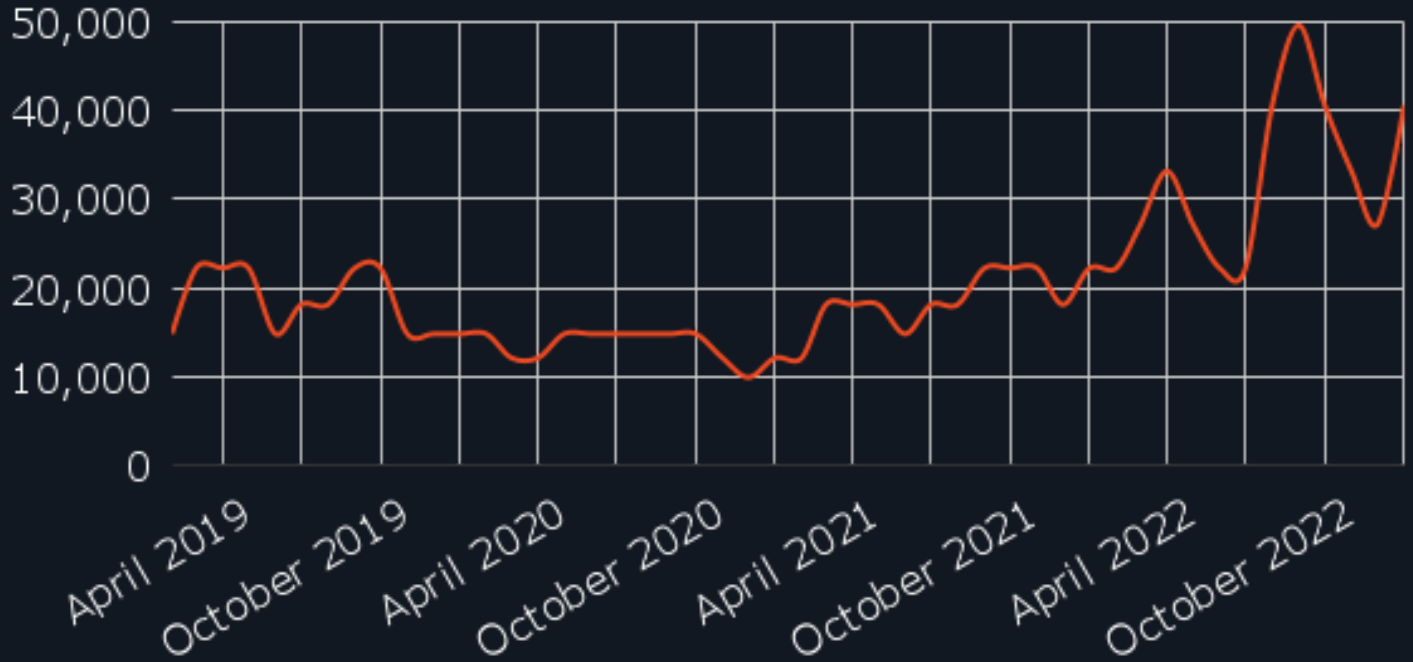
## Parachute Pants

- We all know the **2000s are back**. That means, the baggy clothing style is in. It's probably not too much of a surprise that Parachute Pants are the **Spring pant this season!** In the past year, we've seen a lot of baggy pant styles surge in popularity.
- Parachute pants have seen a **173% increase in search volume** this January compared to January and April of 2022. Based on this large increase in search volume, we believe we will see a **new all-time high** in interest this Spring.

# Ballet Flats

## — Search Volume

Source: Google Keyword Planner



## Ballet Flats

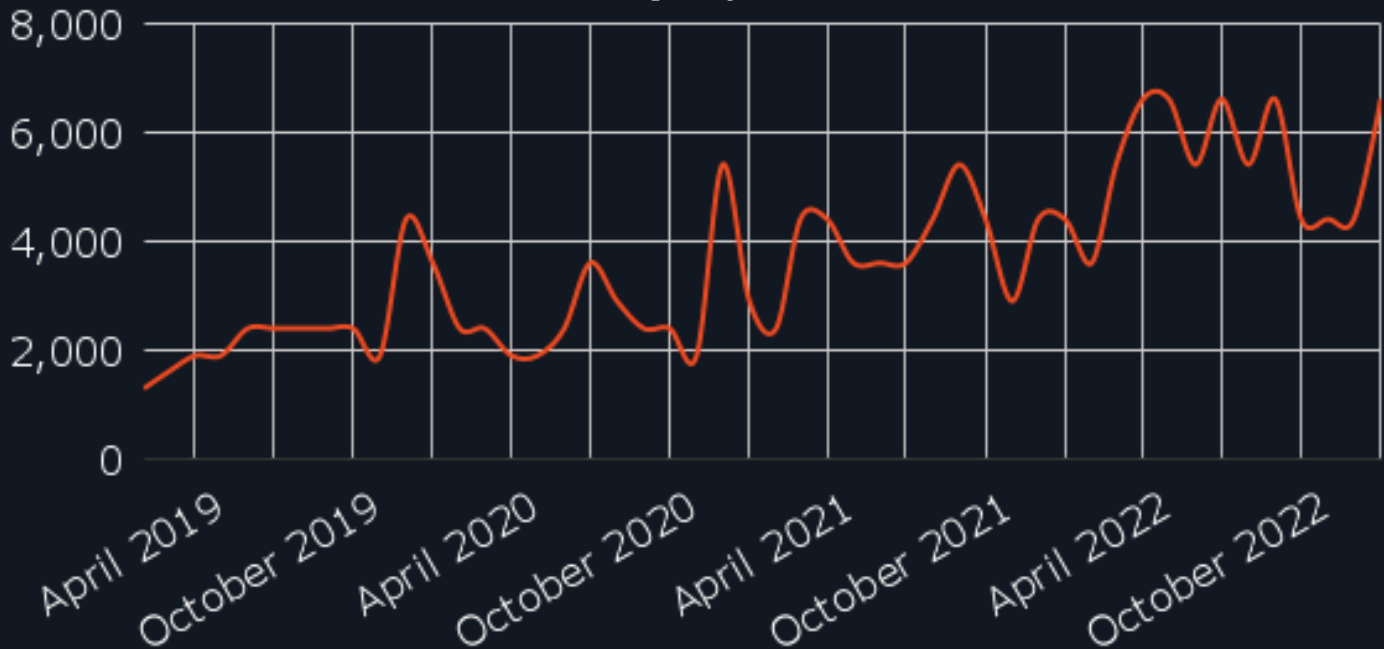
- The fashion trends we have been seeing in the past year have definitely **revolved around comfort**. Since Ballet Flats are a very simple and comfortable shoe, it makes sense that it is going to the **trendy shoe this Spring**.
- We have seen an **increase of 82%** in search volume from Jan. '22 vs. Jan. '23. The raw number of searches for this shoe in January was 40,500, which is **22% more searches** compared to the previous peak in April 2022. This surge in interest has convinced us that Ballet Flats will be popular this Spring.



# Bubble Dress

## — Search Volume

Source: Google Keyword Planner



## Bubble Dress

- Speaking of comfy, what's comfier than a loose fitting Bubble Dress? This Spring, we should expect to **see a lot more Bubble Dresses**, perhaps it will be the go-to wedding guest dress for weddings this year as it opts for **comfort and style**.
- The previous all-time highs in search volume for Bubble Dress in 2022 **was 6,600**. We are already seeing this number for the average monthly search volume in January 2023, which is **an increase of 50%** compared to search volume in January 2022.

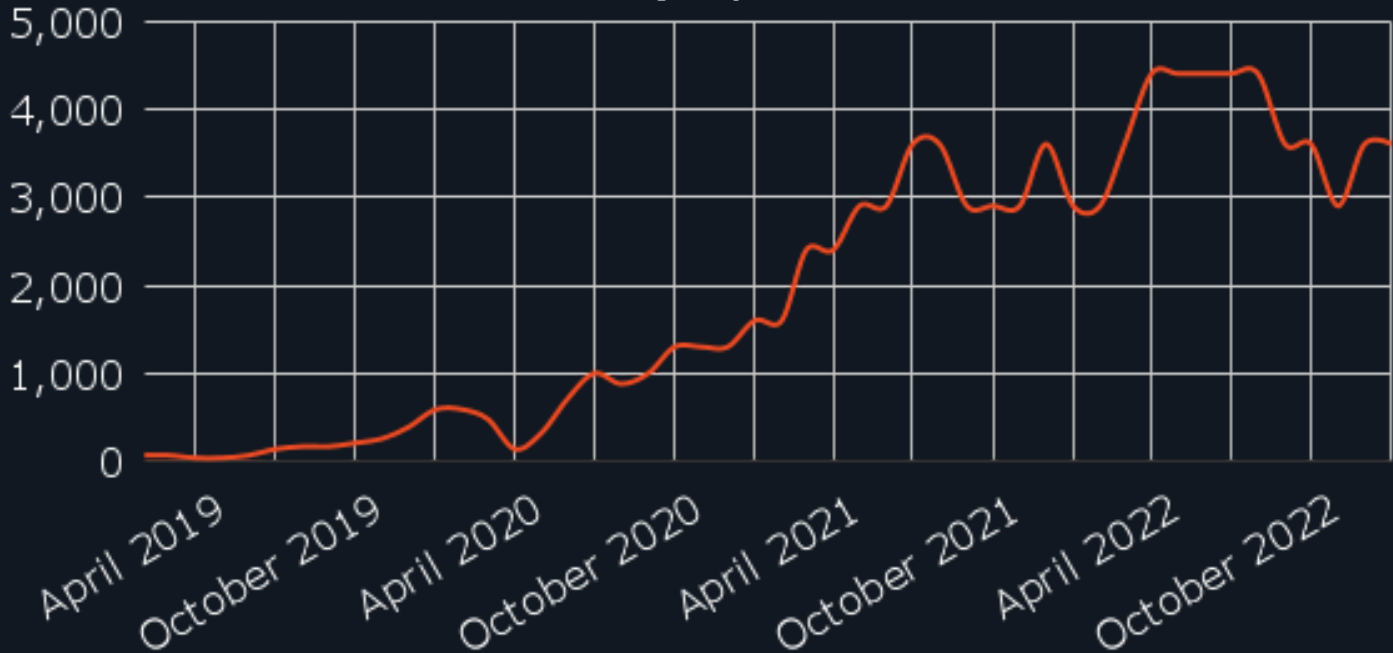


# Beauty

# Thin French Tip Nails

## — Search Volume

Source: Google Keyword Planner



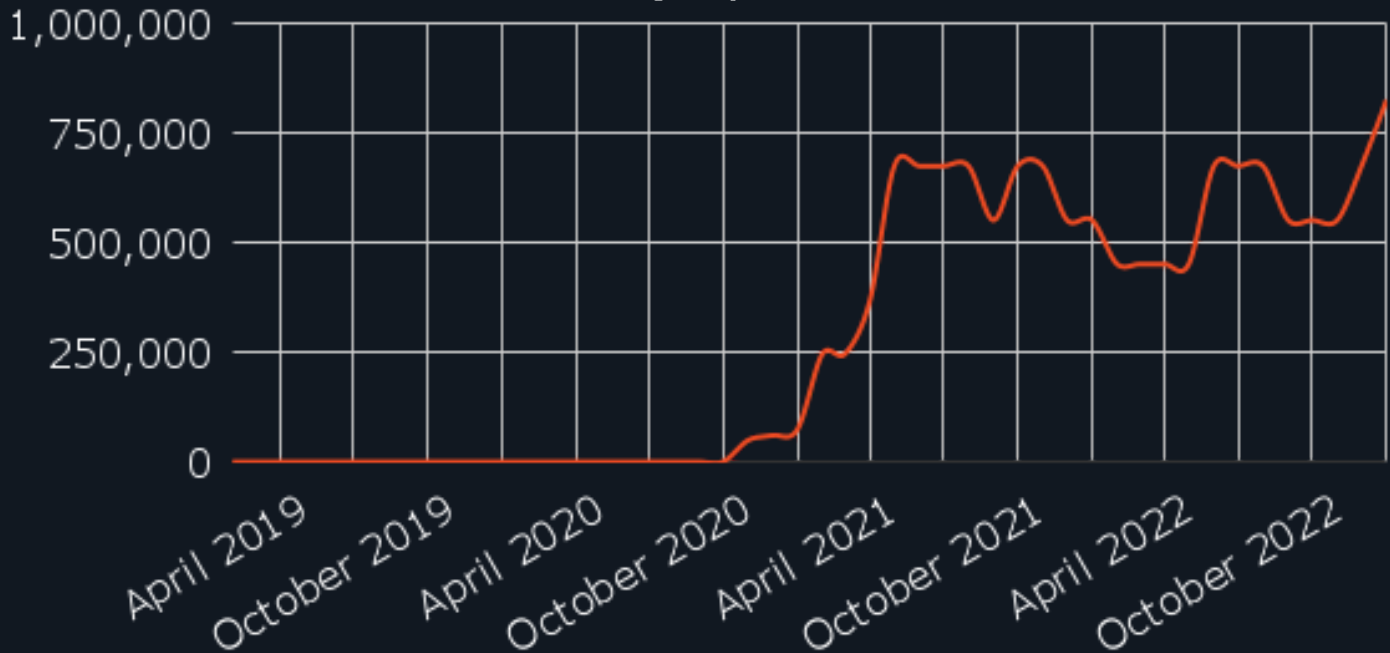
## Thin French Tip Nails

- Last fall, we saw black french tip nails were trendy. This Spring, we're seeing an **interest in Thin French Tip Nails**. It's no surprise that this is also an homage to the **early 2000s** french tip nails but this time we're opting for a thinner look instead of thick.
- We're already seeing an **increase in search volume of 24%** for Thin French Tip Nails in January 2023 compared to January 2022. Based on the numbers we are seeing, we believe we will see a **new all-time high** in search volume this Spring so don't be surprised if you see them out in the wild.

## Wolf Cut

### — Search Volume

Source: Google Keyword Planner



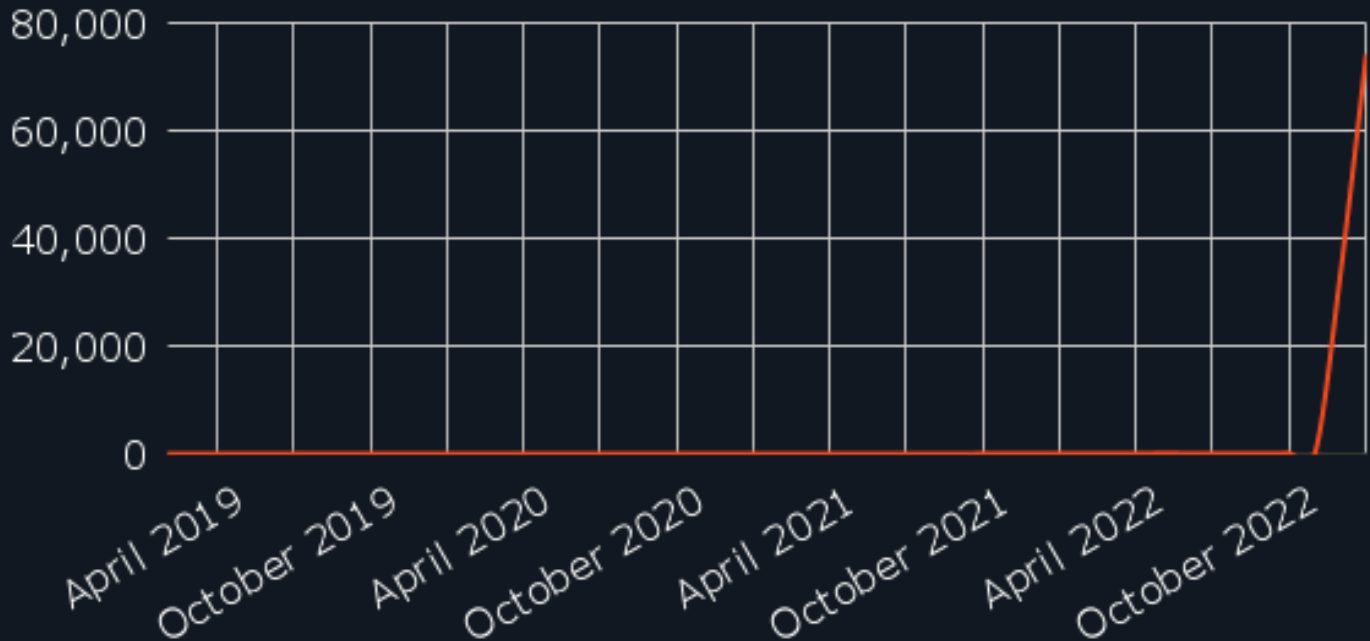
## Wolf Cut

- We've heard about the butterfly cut but now the Wolf Cut is starting to gain some traction as a **popular hairstyle**. We're seeing celebrities like Miley Cyrus and Billie Eilish rocking this look lately and we think we'll see **more people** rocking it this Spring.
- Compared to January 2022, we are seeing an **increase in search volume of 50%** this January 2023. This is also an **increase of 22%** in comparison to last years previous all-time high of 673,000 in search volume.

# Makeup by Mario Foundation

## — Search Volume

Source: Google Keyword Planner



## Makeup by Mario Foundation

- We all know that natural makeup looks are in now so it's no wonder that the light, SurrealSkin Makeup by Mario Foundation is **gaining popularity this Spring**. With warmer weather comes the desire for makeup that doesn't feel so **heavy on your skin**, which is what this foundation aims to do.
- Makeup by Mario launched in 2020. The recent launch of this product has resulted in an increase of **307% in search volume** for Makeup by Mario from January 2022 to January 2023. Makeup by Mario Foundation has seen an **increase of 124% MoM**. We believe search volume will hit a **new all-time high** this Spring!

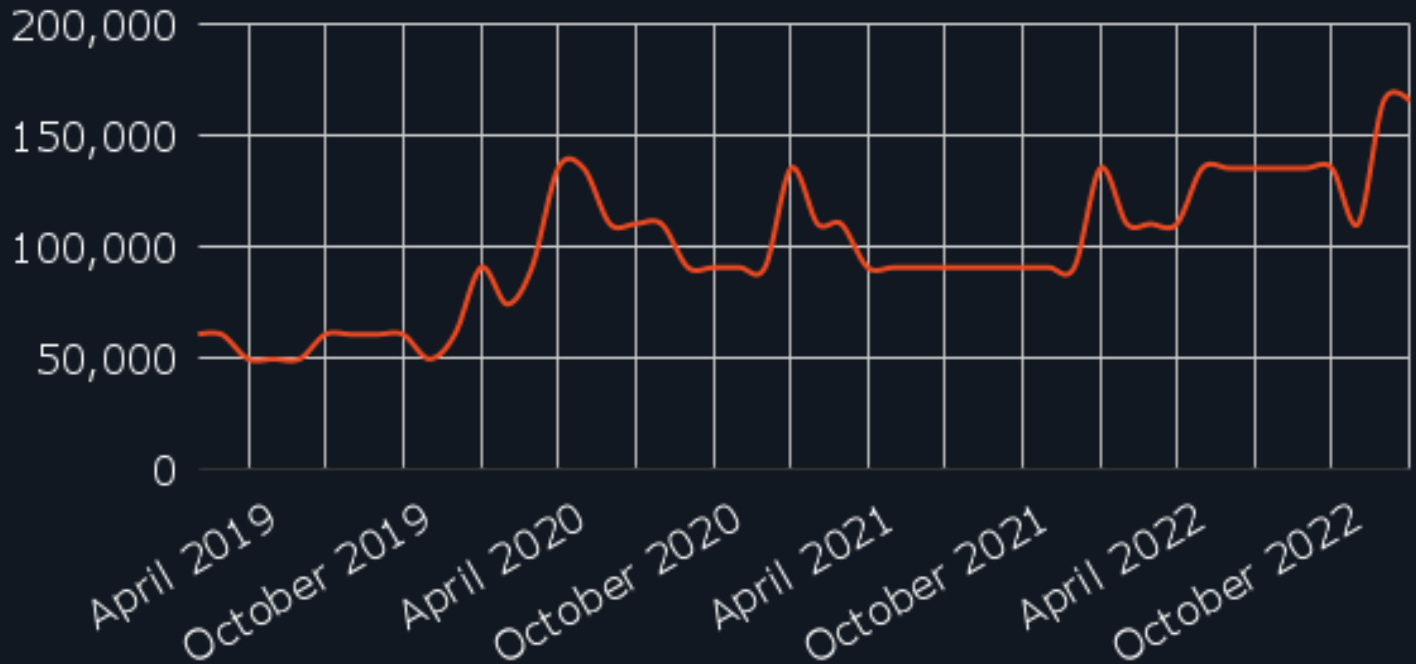


# Food & Drink

# Gochujang

## — Search Volume

Source: Google Keyword Planner



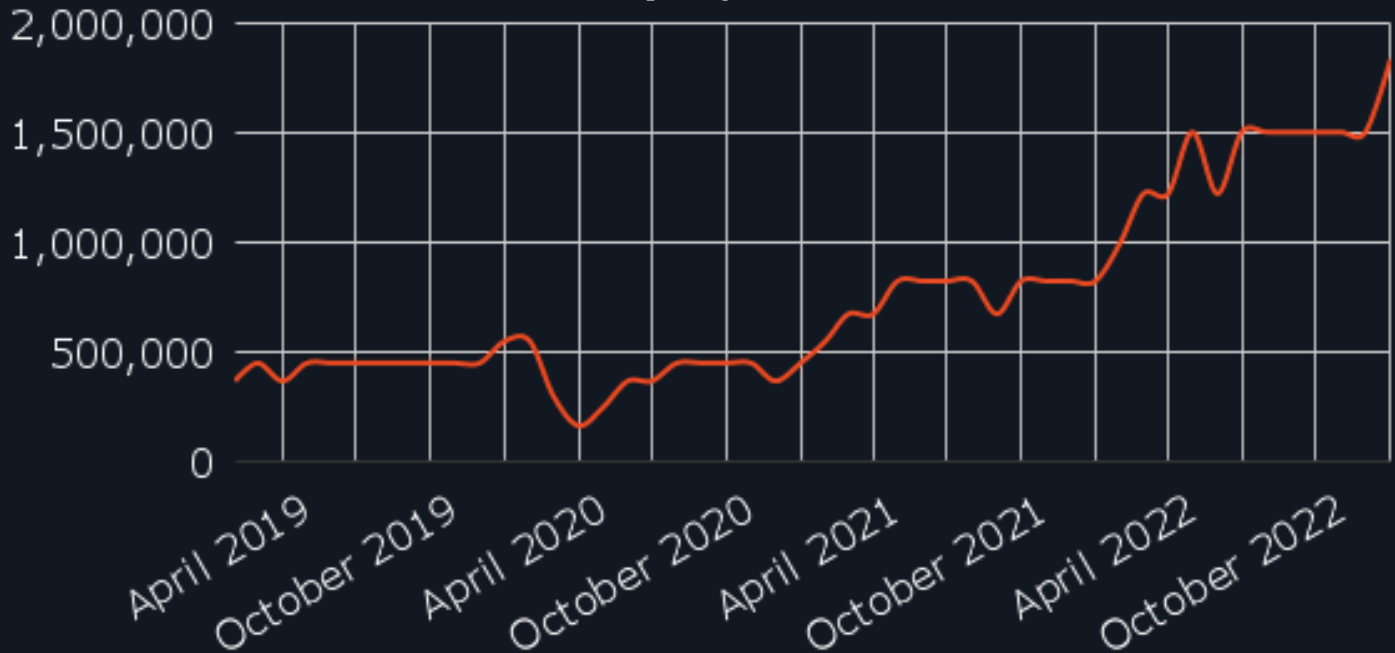
## Gochujang

- Gochujang is a spicy, sweet, and **savory condiment**, also referred to as red chili paste. Originating in Korea, Gochujang is a **great ingredient** to spice up soups, stews, salads, and as a marinade for your Korean BBQ dishes.
- Searches for “gochujang” have seen **spikes in April** the previous 3 years. This past December, we saw search volume surpass the previous high in the last 5 years, and we **expect this trend to continue** into the Spring months.

## Korean BBQ

### — Search Volume

Source: Google Keyword Planner



## Korean BBQ

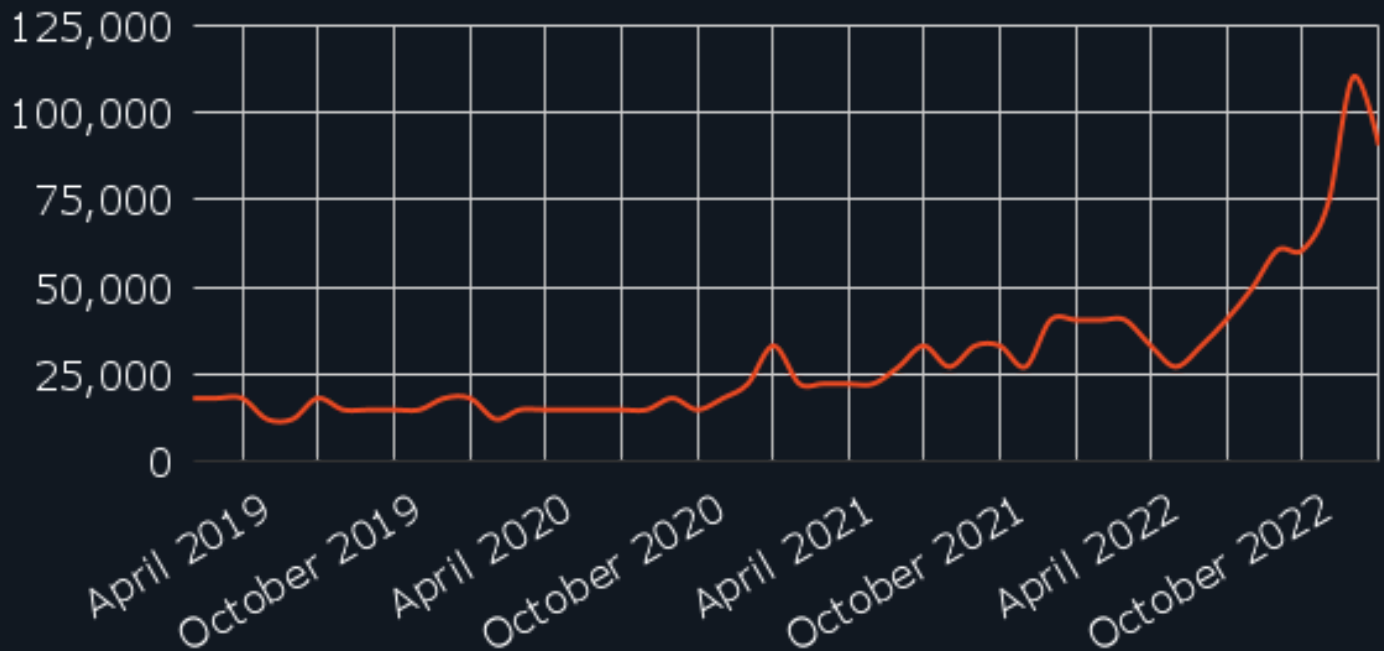
- If you're looking for a great way to **change things up** this Memorial Day Weekend, put away the burgers and dogs and break out the bulgogi. Korean BBQ dishes are perfect for cookouts and your **guests will leave impressed.**
- Searches for "korean bbq" saw an **increase of 122%** in May 2022 compared to May 2021, and have continued to rise into the early months of 2023. We predict Korean BBQ to be a **big hit at Memorial Day** cookouts this year.



# Mushroom Coffee

## — Search Volume

Source: Google Keyword Planner



## Mushroom Coffee

- Spring is a great time to get moving and get healthy. One way to make it **a bit healthier** is with Mushroom Coffee, or ground mushrooms blended with ground coffee. Mushroom Coffee can provide **similar health benefits** to regular mushrooms, such as reduced inflammation & strengthened immunity.
- While this isn't a new creation, it has been trending on TikTok, leading to an increase in search volume of almost **400% year over year** in December. We predict this trend to **continue to rise** into the Spring months.

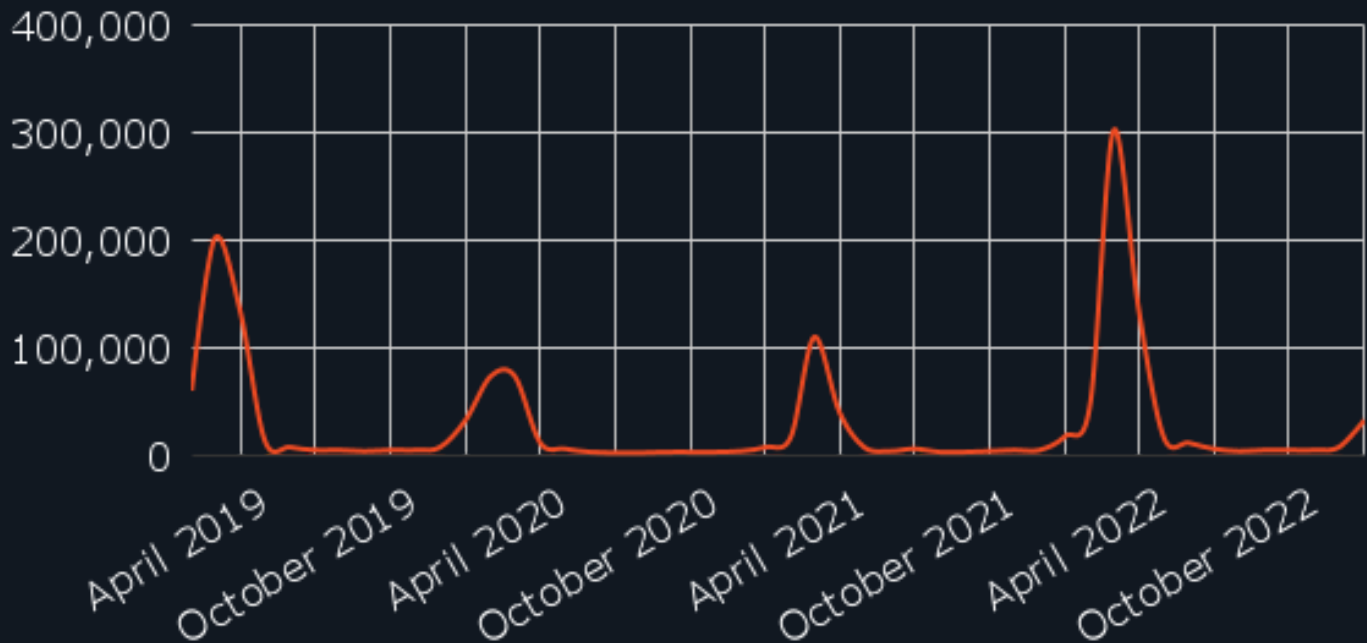


# Activities

# Cherry Blossom Festival

## — Search Volume

Source: Google Keyword Planner



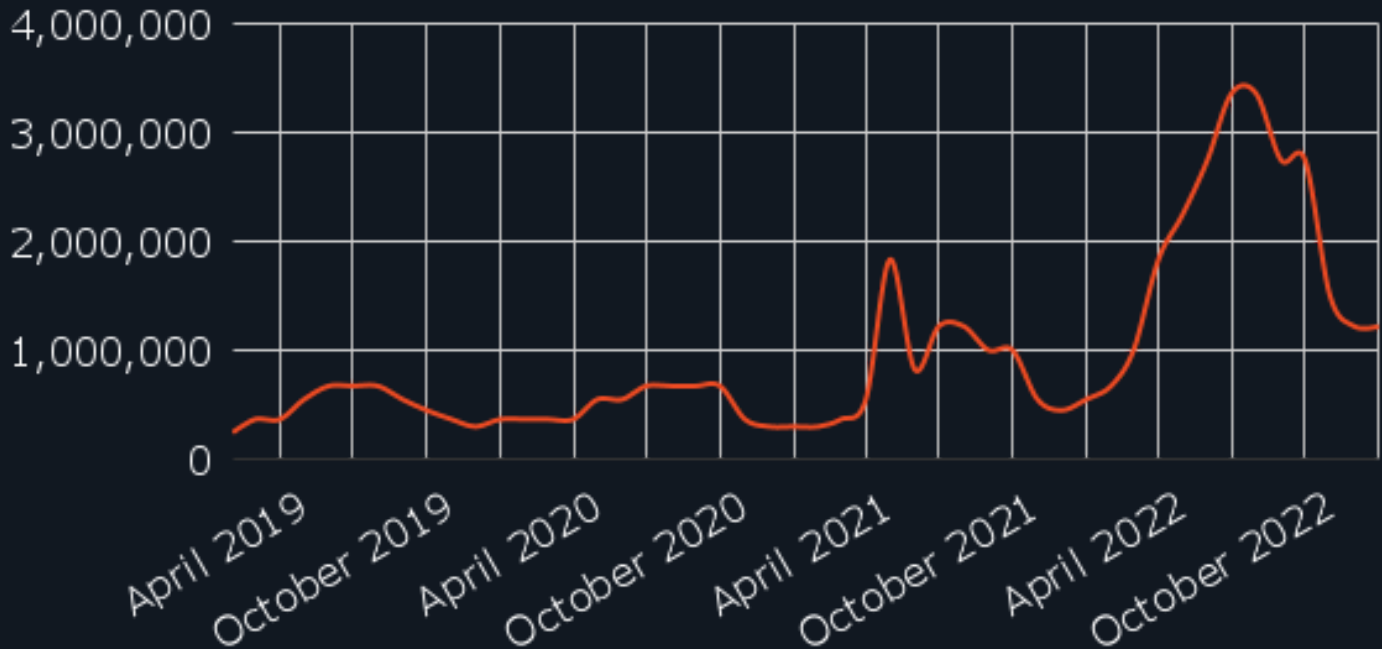
## Cherry Blossom Festival

- Spring has sprung and it has **people flocking** to our nation's capital to see the beautiful Cherry Blossoms. Peak Bloom timing is predicted to happen in the last week of March/first week of April, and **users are already searching** to learn more.
- Search volume for “cherry blossom festival” has seen consistent increases the last 2 years, **increasing over 230% YoY** in April 2022. Searches in January 2023 are already up 82% compared to 2022, because of this we expect the **trend to continue** into Spring 2023.

# Farmer's Market

## — Search Volume

Source: Google Keyword Planner



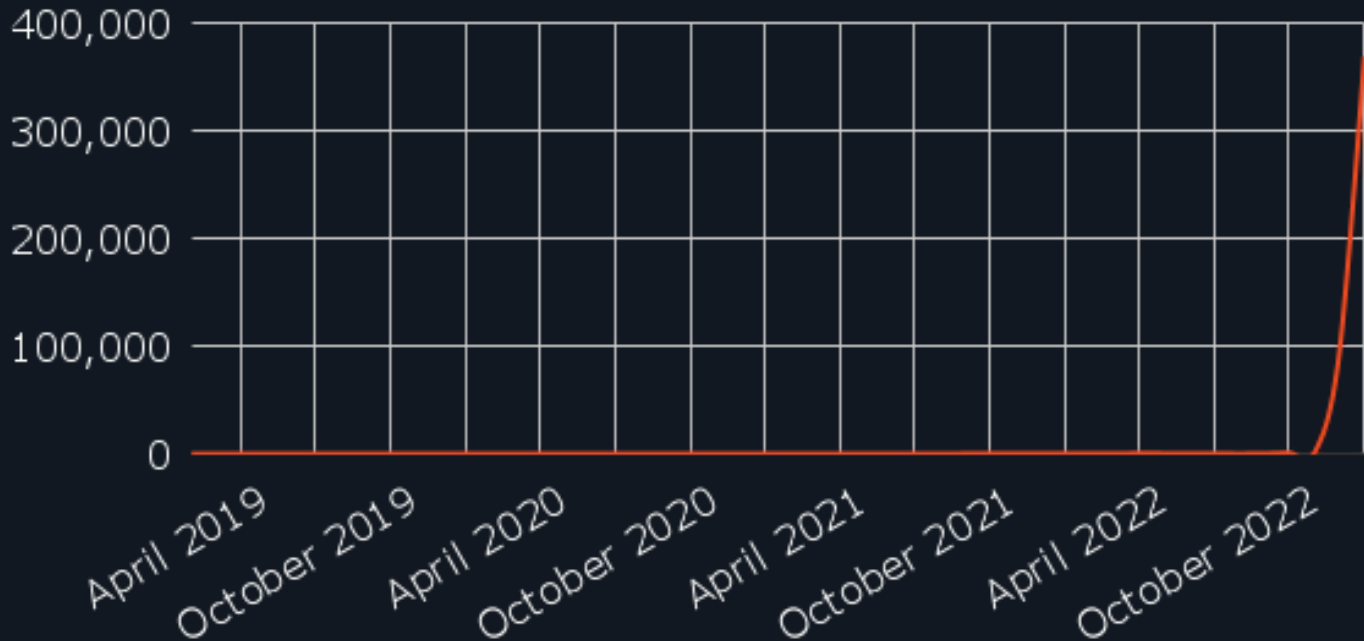
## Farmer's Market

- Spring Farmer's Markets are a great time to get some **fresh greens & produce**, and officially kick off the outdoor season. Grab some freshly picked strawberries, fresh kale, and make yourself a delicious smoothie from **hand picked ingredients**.
- Search volume for "farmers market" typically **sees a spike** in the Spring months, with sustained growth into the Summer. Last summer, we saw **a large spike** in searches in April & May, leading into the summer months. Based on the current search volume we expect to see the same trend.

# Beau Is Afraid

## — Search Volume

Source: Google Keyword Planner



## Beau Is Afraid

- A24's newest upcoming film Beau Is Afraid, starring Joaquin Phoenix promises to be an **epic odyssey** & **"nightmare comedy"**. After watching the intriguing trailer we just had to find out more, and so did **other searchers**.
- Searches for "beau is afraid" skyrocketed after the trailer dropped, seeing almost **400,000 searches** in January 2023 alone. With A24's success at the Oscars, we predict that Beau is Afraid will be the **top grossing domestic film** of the Spring season.

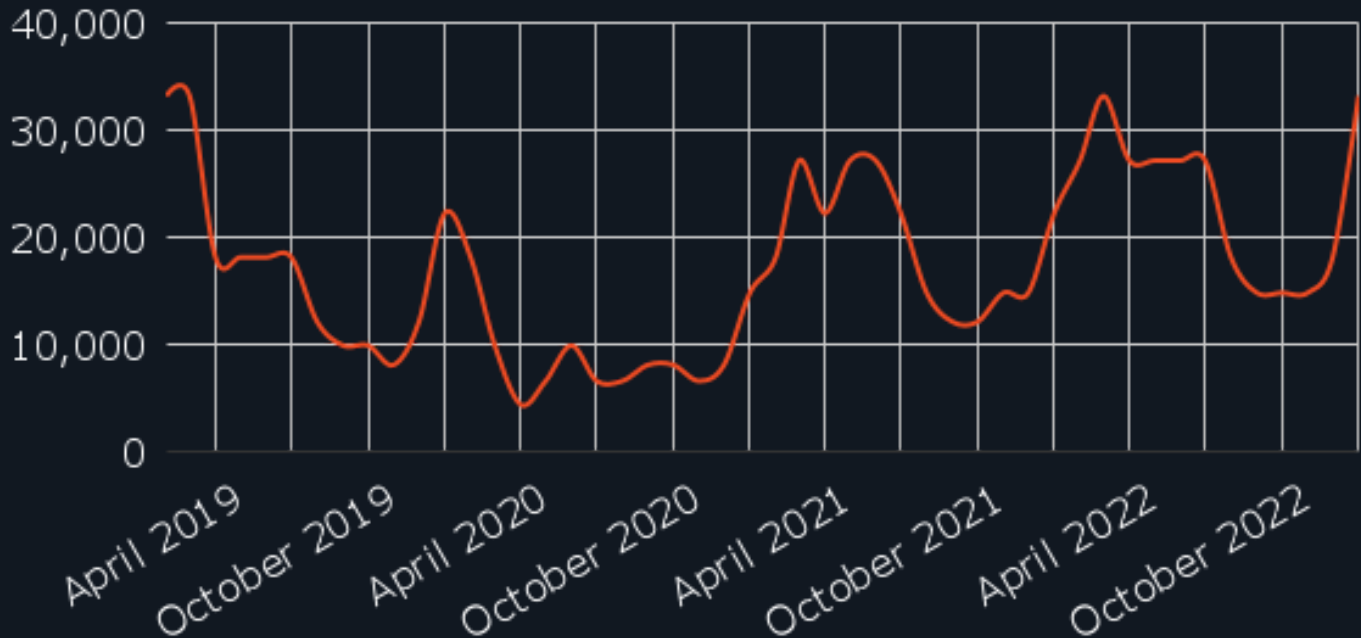


# Travel

# Cheap Vacation Packages

## — Search Volume

Source: Google Keyword Planner



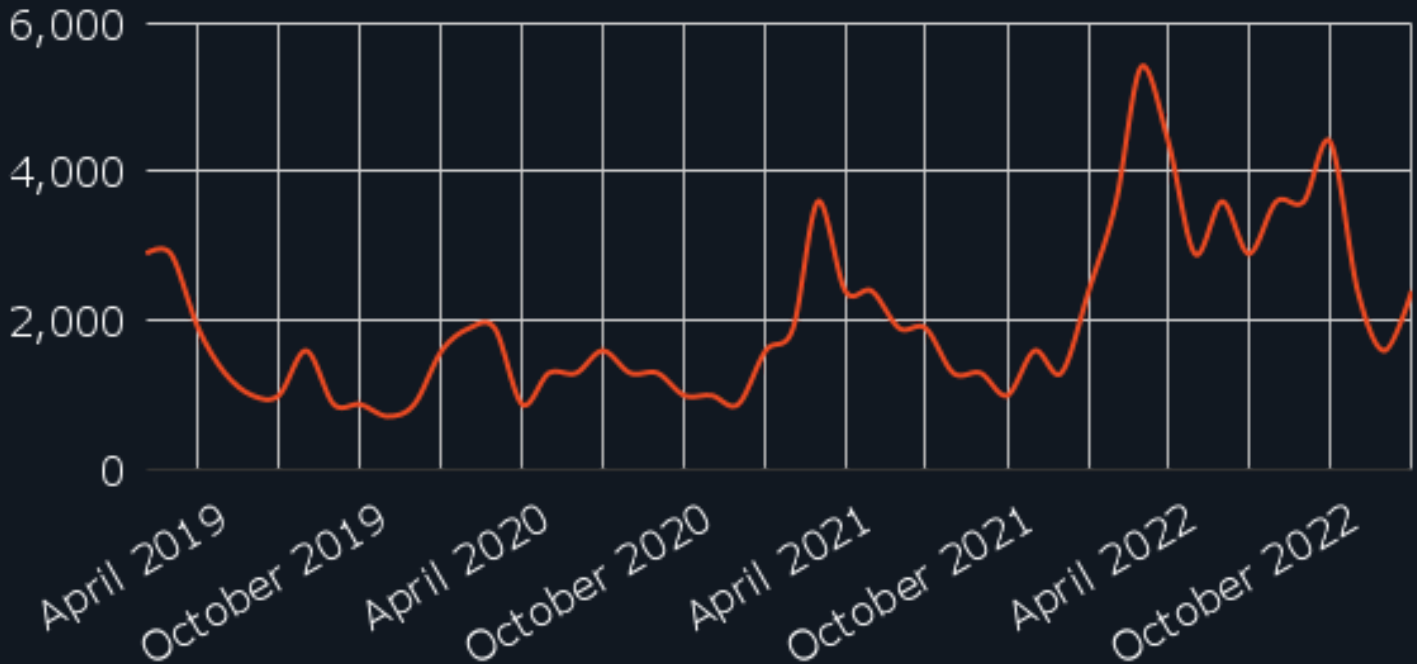
## Cheap Vacation Packages

- Post-pandemic interest in **travel is higher than ever**, but the resources to go on a big trip are less plentiful. Vacation packages are becoming popular, bundling trip elements like hotels, flights, and rental cars for **a good deal**.
- Searches for cheap and budget vacation packages have been increasing every year, **reaching 33,100 searches** in 2022 - matching 2019 numbers. We predict 2023 will see **even more Americans** looking for a good price on their next trip.

# Spring Camping

## — Search Volume

Source: Google Keyword Planner



## Spring Camping

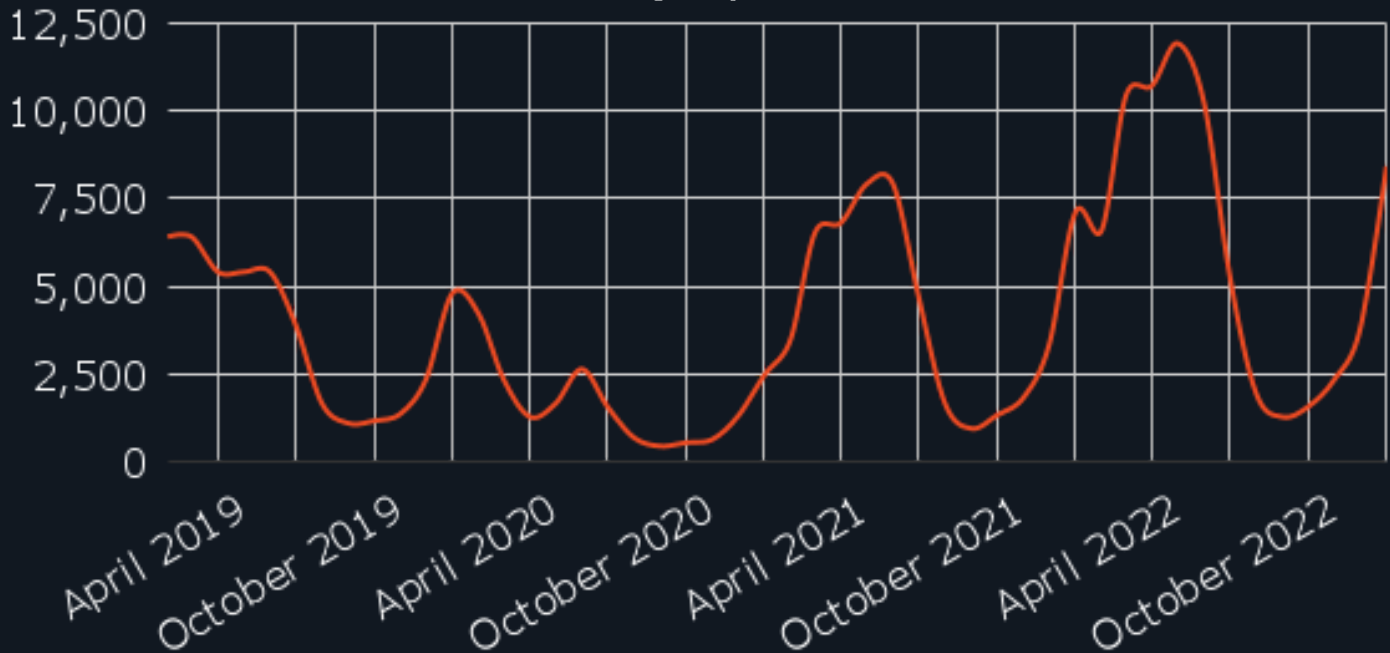
- To beat the indoor blues post-winter, searches for Spring camping have been **seeing increases since 2020**. With sunsets a little later and travel becoming more expensive, a Spring camping trip has become **a great travel option**.
- Searches for Spring camping surged in 2022, **increasing by 50%** over the previous year. We predict this cheap option to get out of town will be **even more popular** in 2023 and people will continue to explore the great outdoors.



## Best Summer Vacation Spots

### — Search Volume

Source: Google Keyword Planner



## Best Summer Vacation Spots

- Summer travel planning **begins in the Spring**, but it isn't always easy to know where to start. More and more people are turning to search engines to identify their next vacation destination, looking for **the best places** to spend their break.
- Searches for summer vacation destinations have been **steadily increasing**, far surpassing 2019. We expect an **increase over 2022** in searches for best summer vacation spots, following the rise in commitment to post-pandemic travel.

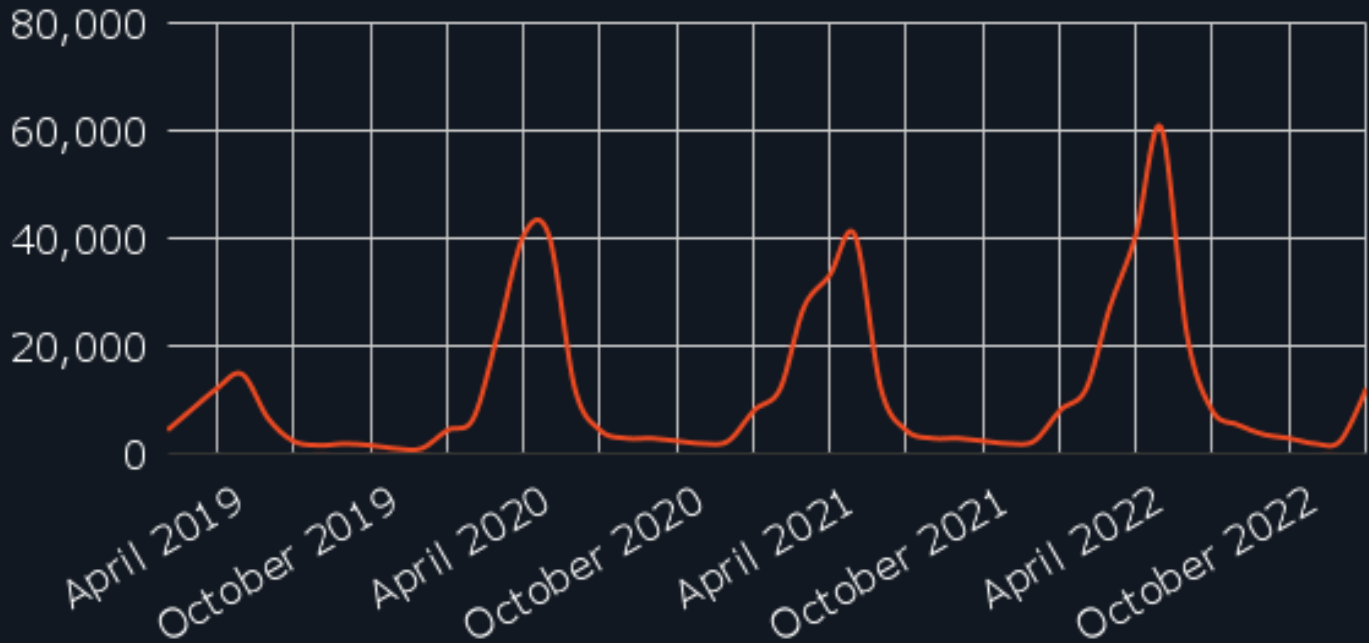


# Gardening

## Companion Planting Chart

— Search Volume

Source: Google Keyword Planner



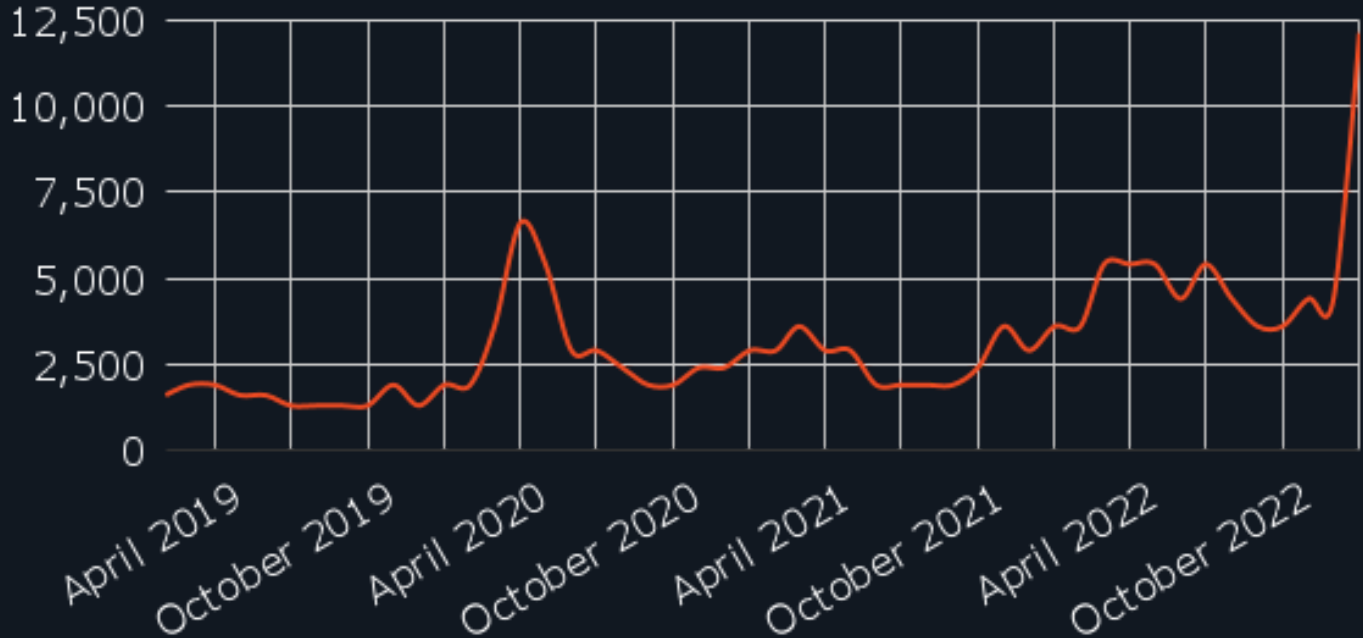
## Companion Planting Chart

- Companion planting is a method of gardening that **utilizes the symbiosis** of different plants when they grow near each other. A famous example of this is the three sisters: corn, beans, and squash - in which each plant provides something to the other to **help it grow.**
- Many first time gardeners **cropped up during 2020**, and searches for gardening terms followed suit. Thanks to viral content and widespread gardening education, we predict searches for companion planting will **outpace 2022** and see large increases.

# Hydroponic Grow Tower

## — Search Volume

Source: Google Keyword Planner



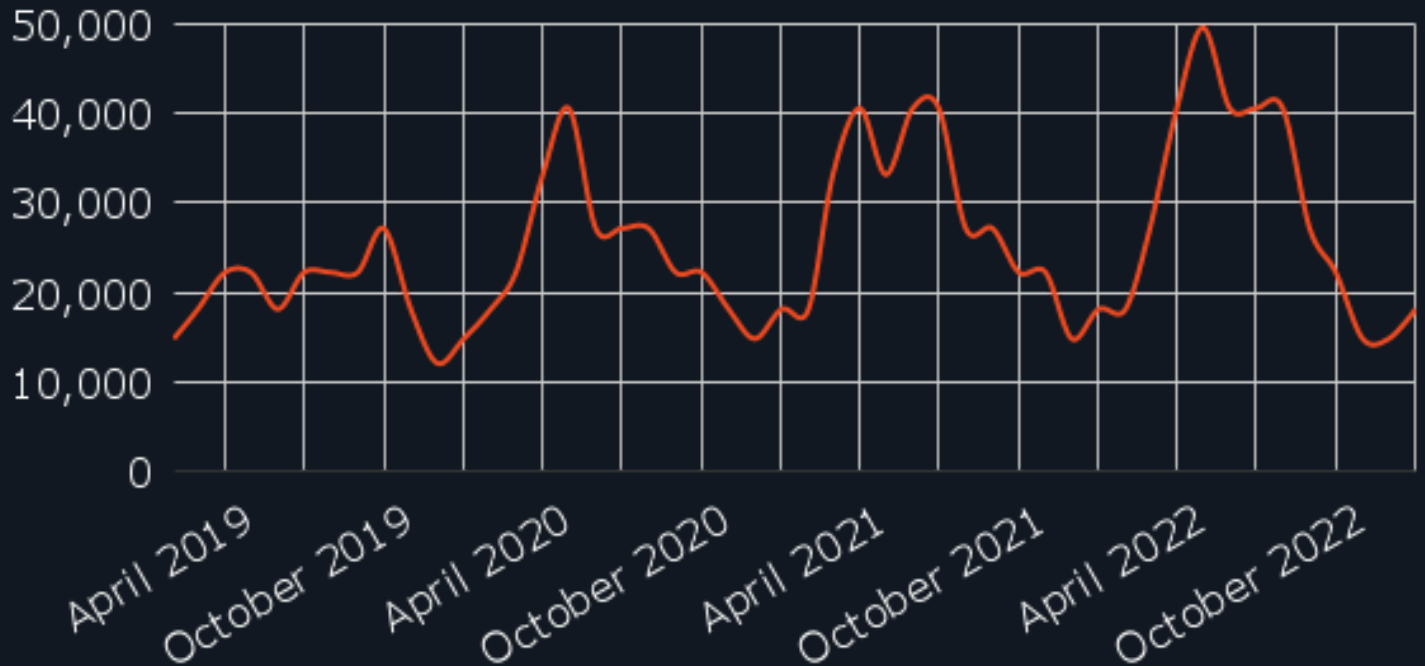
## Hydroponic Grow Tower

- Hydroponic gardening is a method of growing plants that involves **no soil**, only relying on water and dissolved nutrients. Lots of indoor hydroponic products have been popping up in recent years, allowing people to **grow edible plants** inside with minimal space (and minimal mess).
- After a **large spike in interest** during Spring of 2020, searches for hydroponic grow towers have seen resurgence each April, but the beginning of 2023 has seen the largest spike yet. We predict the **high interest will continue** through this Spring.

# Xeriscaping

## — Search Volume

Source: Google Keyword Planner



## Xeriscaping

- Not everyone lives in conditions that can accommodate a **lush garden** - but that doesn't mean they can't enjoy a planted landscape. Xeriscaping refers to low irrigation planting, in which plants that **require little water** are utilized in the space.
- Searches for xeriscaping have been **steadily increasing** each year. While some might be trying to stay eco-conscious by choice and others may minimize water use out of necessity or drought, we predict xeriscaping will see an even **higher amount of searches** this upcoming Spring.

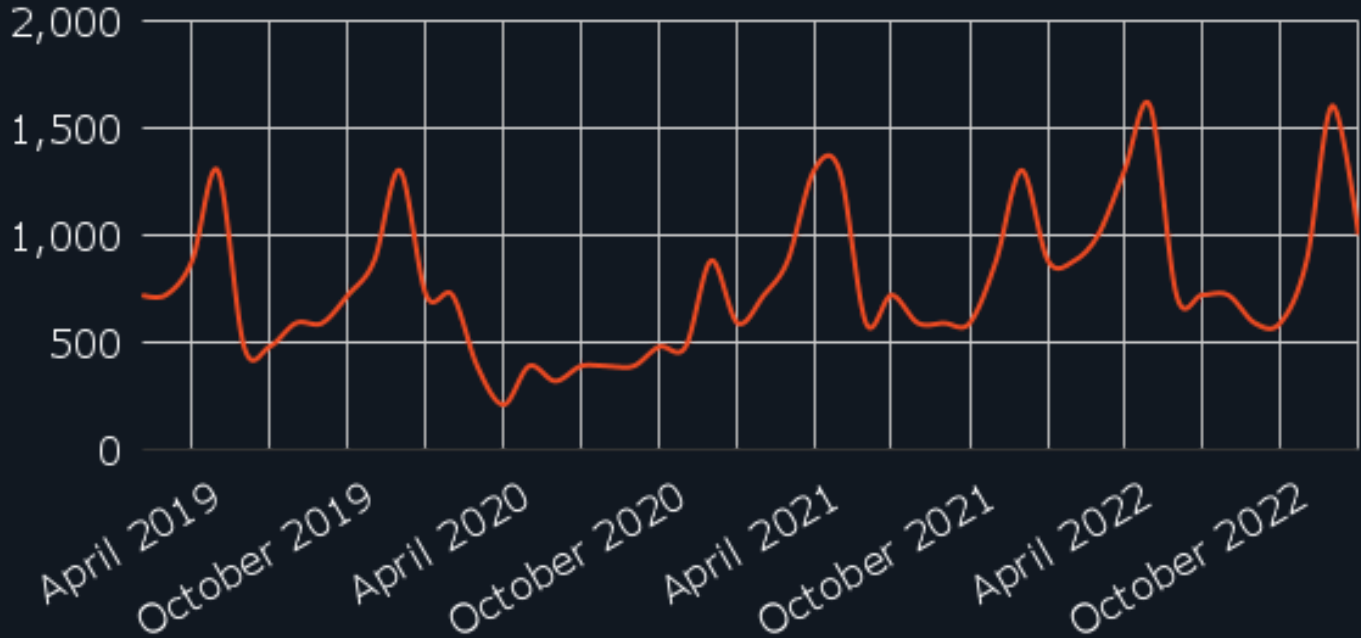


# Mother's Day

## Mother's Day Crafts

### — Search Volume

Source: Google Keyword Planner



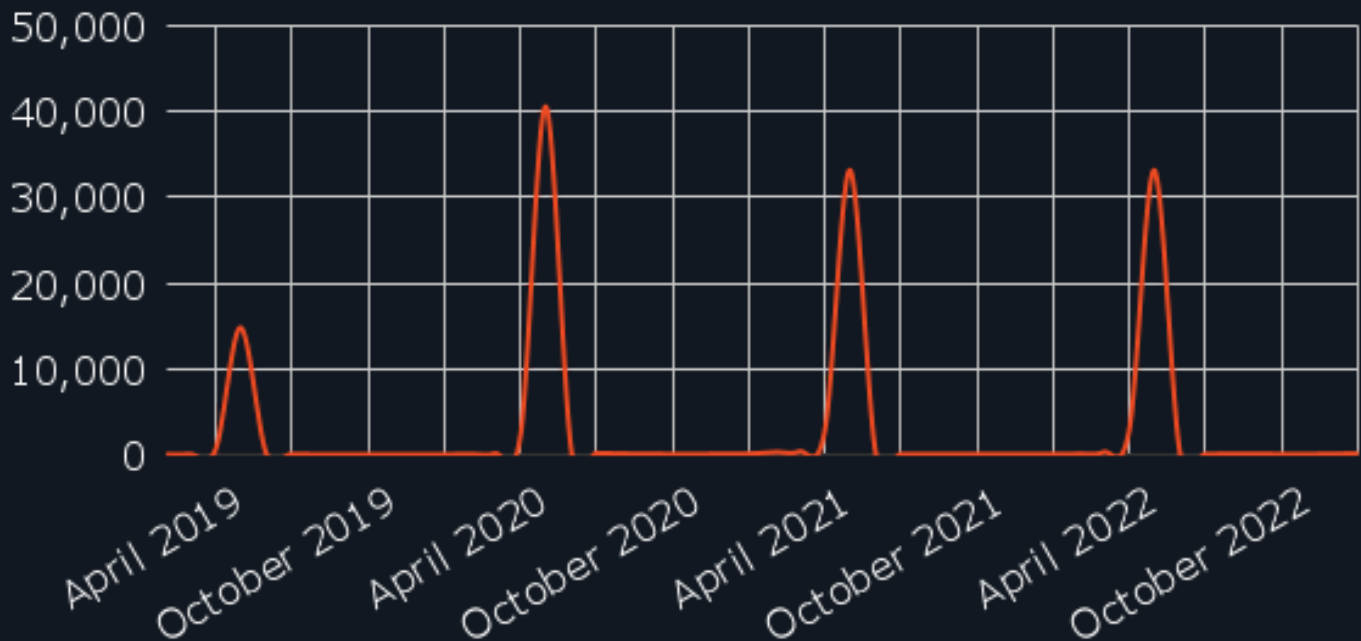
## Mother's Day Crafts

- Mother's Day is the ideal opportunity for the entire family to **get creative!** Whether it be making handprint vases, paper flowers, or handmade cards; Mom will feel valued and appreciated knowing that you added a special, personalized touch **just for her.**
- Although there is some year-round search volume for this query, it starts to **rapidly grow in April** and reaches its peak in May as people seek inspiration. Considering that January 2023 is already registering **larger numbers** than any January before it, we anticipate a crafty Mother's Day this year.

# Mother's Day Breakfast

## — Search Volume

Source: Google Keyword Planner



## Mother's Day Breakfast Ideas

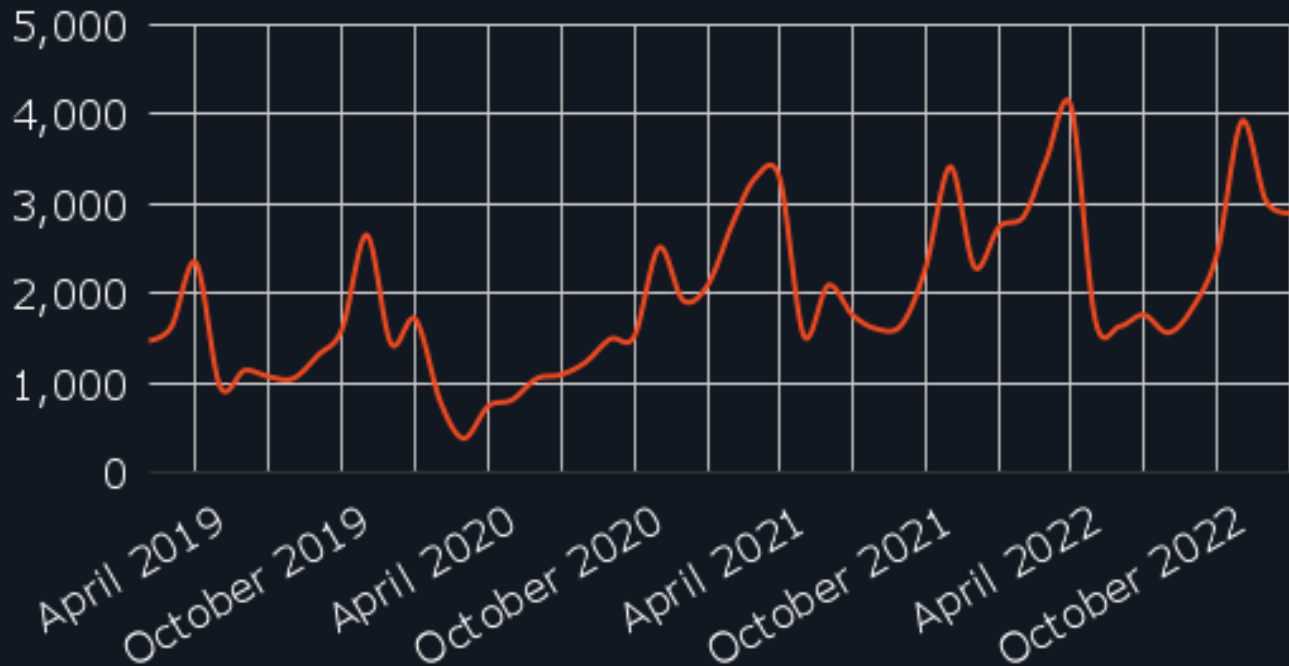
- Mom will surely appreciate having the **morning to herself**, whether you intend to serve breakfast in bed or let her sleep in while you whip up a spectacular breakfast. People seek recipes and ideas to make this day **extra special** for their loved one!
- Despite 2020 showing the largest peak in search volume, this January is already showing **42% higher search volume** than the previous year and 17% more than 2020. AMP predicts an **even higher number** this upcoming may as people seek more cost-efficient, yet delicious ways of making mom feel special.



# Mother Daughter Spa Day

## — Search Volume

Source: Google Keyword Planner



## Mother Daughter Spa Day

- What better way to spend time together as a mother and daughter than with a **peaceful spa day**? A mother-daughter spa trip might just be the perfect gift for moms to unwind, bond, and relax with their daughters on their **special day**.
- Different variations of the “mother-daughter spa day” query tend to see a smaller peak in November, followed by a **larger one** during April in preparation for Mother’s Day. AMP predicts a **higher popularity this year** given that this past November peak had only 4% less search volume than last the highest peak recorded.

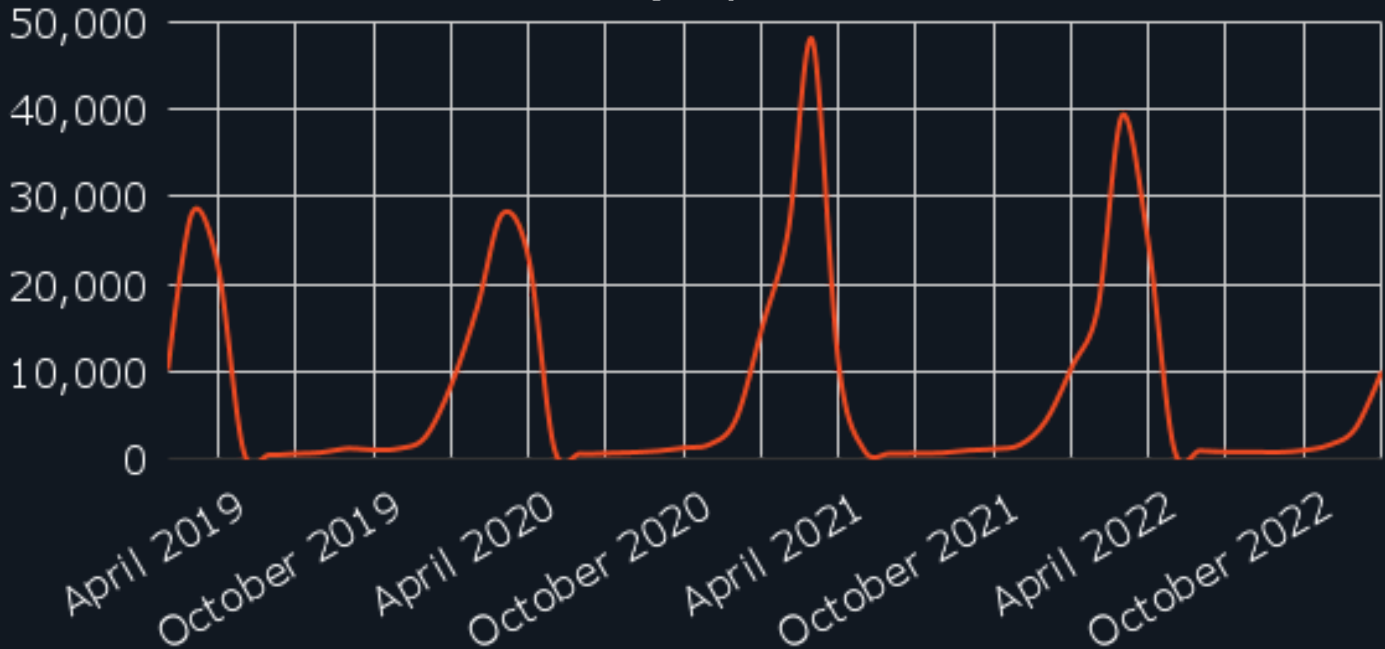


# Easter

# Easter Tree

## — Search Volume

Source: Google Keyword Planner



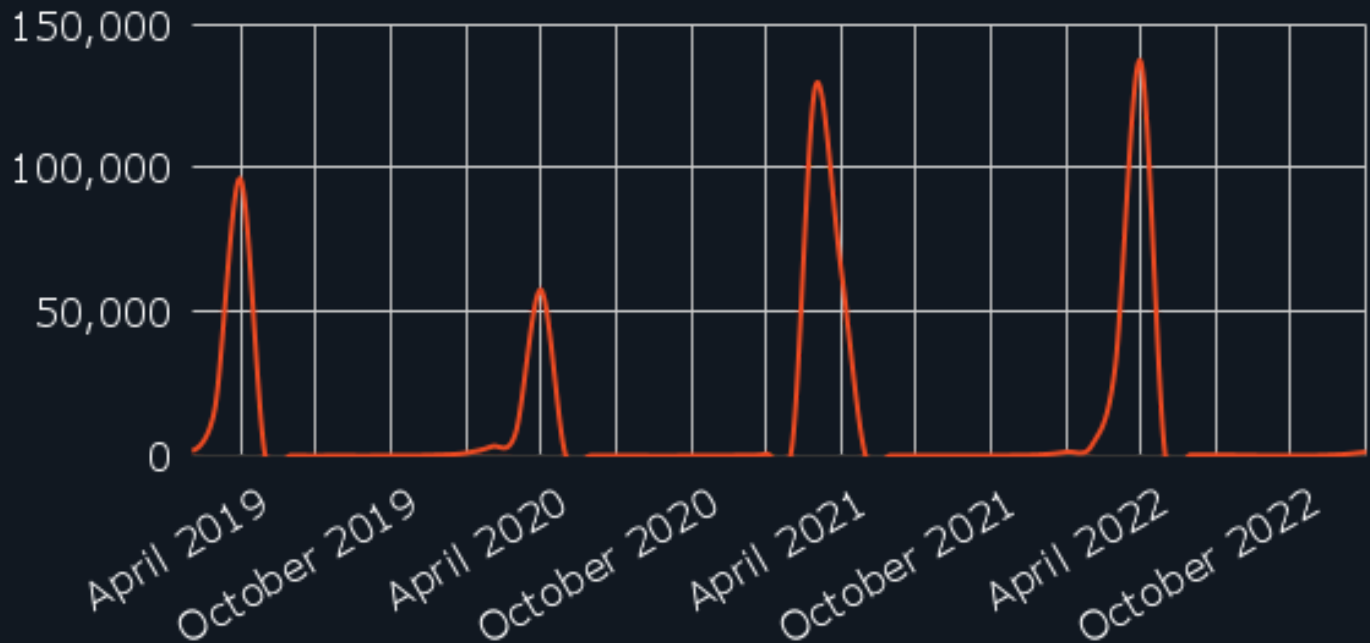
## Easter Tree

- Many people follow the tradition of **decorating an Easter Tree** as a way to celebrate the end of the winter months and the joy and abundance that comes with Spring. People decorate with Easter eggs and different items **representing Spring** around their homes.
- This tradition begins rising in January and experiences a steep drop by the first week of May. With **over 10,000 searches** in 2023, we can already see a strong upward trend, suggesting that these trees may become **very popular** this Easter season.

## Easter Brunch

### — Search Volume

Source: Google Keyword Planner



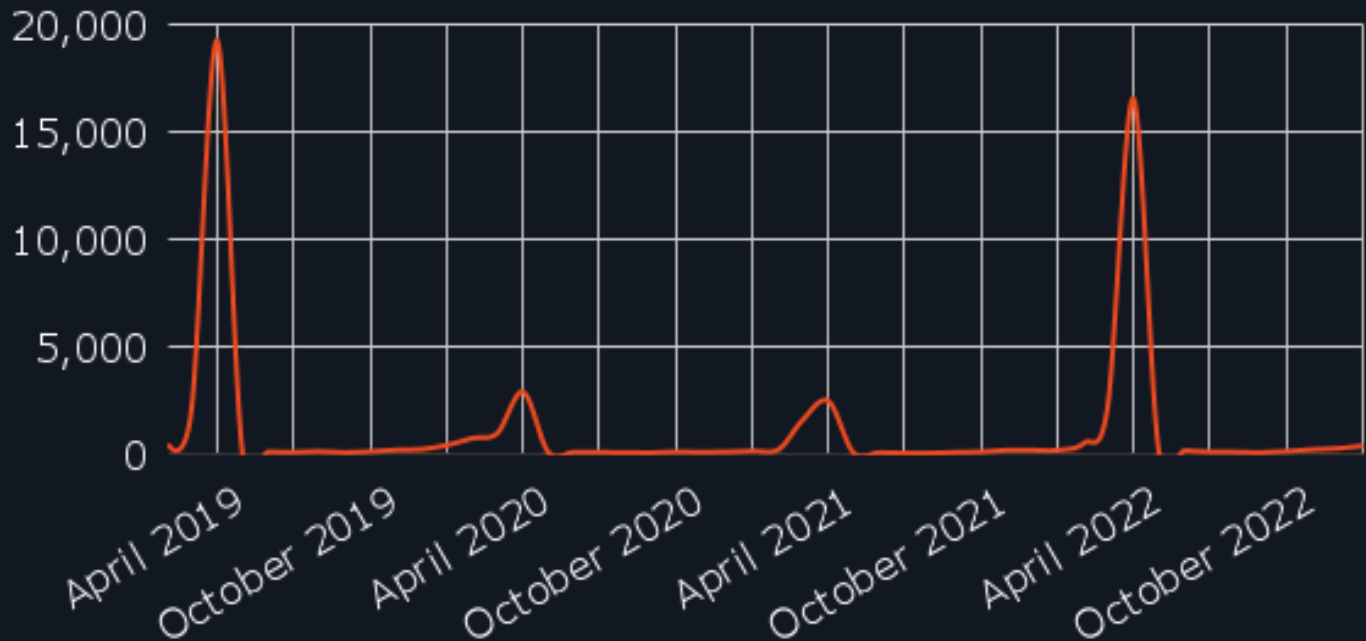
## Easter Brunch

- As soon as Spring arrives, people begin thinking about their **Easter celebration menu**. And while some choose to celebrate with a family dinner or a simple egg-hunt, brunch is a meal you definitely **do not want to skip** this season!
- The past two years have shown an immense peak in popularity for queries like “easter brunch ideas” and “easter brunch menu” with **over 130,000 searches** in the month of April alone. This 2023, searches have already reached the previous year, indicating an **even higher popularity** this season.

# NYC Easter Parade

## — Search Volume

Source: Google Keyword Planner



## NYC Easter Parade

- Since the 1870s, the NYC Easter parade has drawn visitors from **all over the world** to show off their intricately decorated bonnets, ranging from the elegant to the outrageous. This year, get ready to **unleash all of your creativity** and display it with pride!
- After a two-year pandemic gap, the parade was back in full popularity during Easter 2022. This January, search volume **has already doubled** the same time last year, indicating a **strong curiosity** about this year's event details.

# Our Services

## SEARCH INSIGHTS

### FOCUSED ENGAGEMENT

Analyzing search data to drive brand & business decisions and turn insights into answers.

- Understand your audience better
  - Wants, needs, information, purchases
  - Feelings, concerns, wishes
  - Behaviors - what/how/when they do things
- Power strategic decisions for your business based on consumer insights from search queries
  - New product development
  - Update user manuals
  - Budget planning

## SEARCH LISTENING

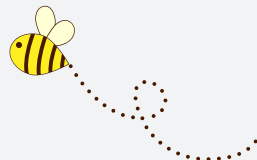
### ON-GOING DATA SETS

Monitor search data for up-to-date audience insights.

- Monitor Google searches for the latest thoughts about:
  - Your Brand
  - Your Products
  - Your Industry
  - Your Competitors
- Provide actionable insights based on monthly monitoring

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# Spring Search Trends 2023