The Limitless Opportunity of Seasonal Trends™
STRATEGY

CONSUMER

PERSONAL EXPERTISE

TEAM

MARKETPLACE
NPD Retail @npdretail · 2h
Understanding changes in consumer behavior has never been so important to the health of #retail.
Professor Savica Dimitrieska
As you develop plans, consult a variety of resources and develop a big-picture frame of reference. All data has a point of view and shouldn’t be taken in isolation.

**Trade Associations**
Data closely aligned with category. May be very narrow and “business as usual”.

**Trend Forecasts**
Broader lens but often lacking industry expertise.

**Trusted Research**
Industry analysts and consumer press often do recaps and predictions. Note where and when they get their data.

**Internal Data**
Retailers or manufacturers will have data that is integral in the decision-making process.
Color

- Red & Green remain top choices for core collections.
- For trend, team each one with something else.
- Red is building, either alone or with black.
- Greens will rise, especially frosted mid-tones, evergreen deeps.
- Intense blues mean more than navy, Classic Blue or petrol types.
- Purples will play supporting roles in pastel and deep values.
- Black shows best in a range of matte finishes.
- Emerging: neon colors for Halloween and Christmas.
- Gold is dressing up all the fourth-quarter holidays.
Letters to Santa is returning for the first time in nearly a decade. The idea is that a simple wish, asked for and granted, can be life-changing, no matter your age. That’s why this trend is right for adults, perhaps even more than it is for children.

Because of the pandemic, Art Deco influences may feel too excessive and out-of-step for Christmas. Consider targeting Art Deco to New Year’s Eve instead. The start of a new year is always a time for optimism.
Classic elements from antiquity are on the horizon. These designs reach into our core, connecting with order, higher goals and ideals. Looking through a 4,000-year-old lens provides perspective and a sense of calm, helping us remain grounded.

Nutcracker Soldiers are marching into assortments in a variety of applications. What's particularly noteworthy is that updates go beyond swapping green for trend-right blue or black. Instead, figures are showing up in almost every color.
Mindful Season appeals to a growing number of adults who prefer themes that reflect priorities like eating well, sustainable farming and mindfulness. Icons take a page from all these playbooks to create relaxing environments that evoke a sense of calm.

This just-emerging Halloween trend comes with retro overtones from the mid-century. It is inspired by tropical breezes, warm ocean waters and humanoid sea creatures, as well as tiki monsters and hula ghouls. Don’t forget the Mai Tai cocktails!
In today’s Covid-19 world, youngsters are less likely to participate in neighborhood trick-or-treating than ever before. Now a party with friends is the best (and perhaps the safest) way to experience it all. Making and baking treats is the highlight.

Haunted houses are retreating in favor of the Psychic Salon. While this trend may dabble with crystal balls and emerging Ouija boards, it is always done in a playful, make-believe way. That makes the mood feel spooky, rather than fearful.

Jonathan Adler

Burton & Burton

Memento More Goods

Raz Imports

Fox Run

Transpac
During 2020’s Easter and Passover, consumers learned what it’s like to be separated from friends and family. That’s why, for fourth-quarter holidays, they will be ready to share. Those same consumers, who have seen grocery-store shelf out-of-stocks on mealtime basics, have a new appreciation for the bounty of harvests.
Expect to Continue Into Holiday Season

- Online and offline integration
- Ease of pickup/delivery
- Concern for safety
- Recalibrated FOMO/JOMO
- Recalibrated sense of accomplishment
Key Takeaways

- Know your customers; speak to their priorities
- You have two seconds to make a first impression
- Color influences up to 90% of purchasing decisions
- Trend excites and is memorable—lead with it
- Good visual display delivers (and doesn’t need to cost a lot)
- Be flexible
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