



# Winter Search Trends 2022-2023

# TOP TRENDING TOPICS FOR WINTER 2022-2023

## Introduction

Thanks for downloading our research into the top trending topics based on search query data for Winter 2022-2023. 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 WINTER 2022-2023

## Methodology

As a part of our **Search Intelligence offering**, our team sought out topics using different tools that are related to Winter activities or are closely aligned with the Winter 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 Winter of 2022-2023.

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
- Entertainment
- Activities
- Decor
- Travel
- Holidays

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

# Winter

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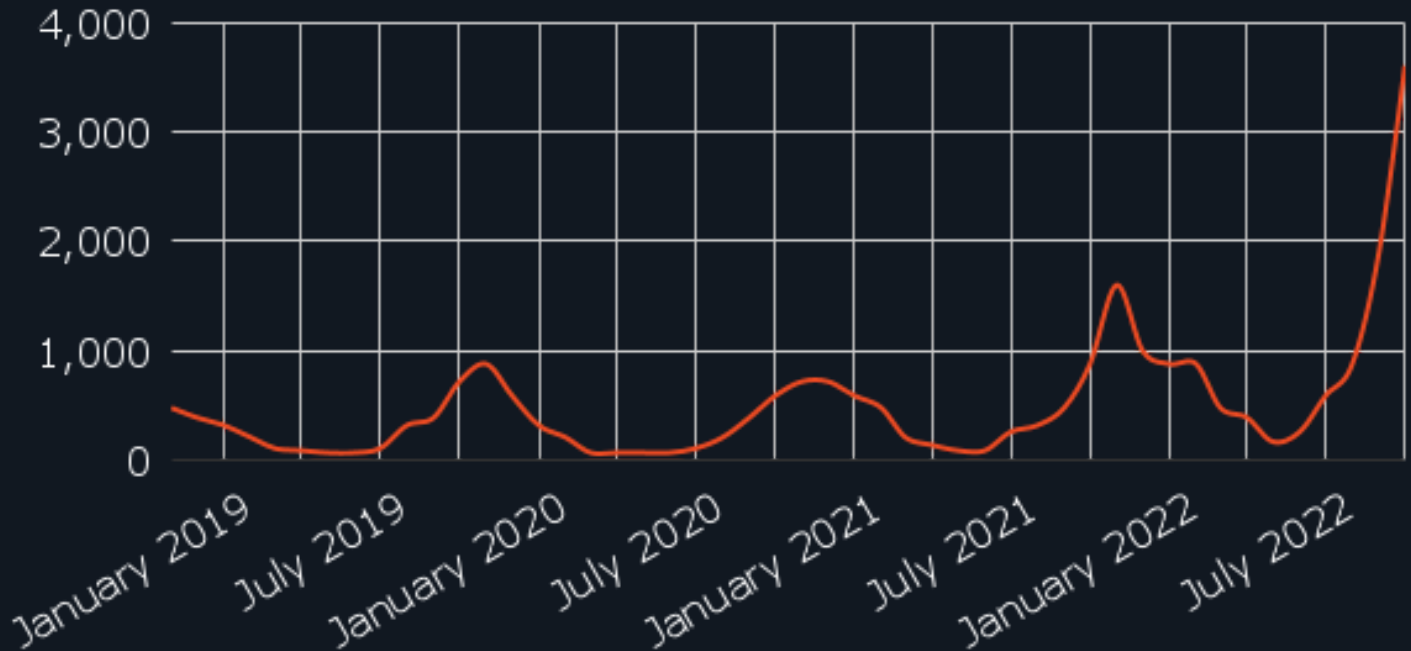


# Fashion

# Lululemon Winter Jacket

## — Search Volume

Source: Google Keyword Planner



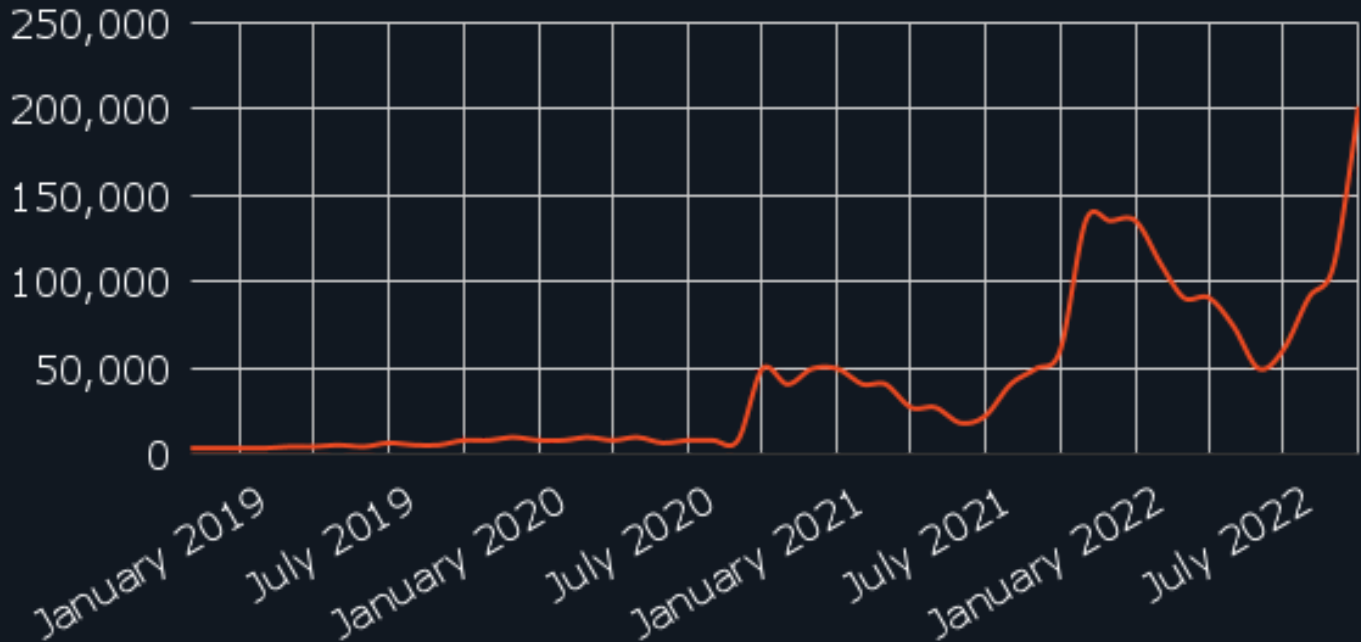
## Lululemon Winter Jacket

- Looking for a new Winter jacket? It looks like Lululemon has **THE Winter jacket** that everyone's going to be wearing this season, specifically their **wunder puff jacket**, which has doubled in search volume compared to last year.
- Last October, the average monthly search volume for "lululemon winter jacket" was 880. This October, the average monthly search volume is 3,600, showing a **4x increase** in search volume. Based on these results we should see a new **all-time high** this Winter!

# Flare Leggings

## — Search Volume

Source: Google Keyword Planner



## Flare Leggings

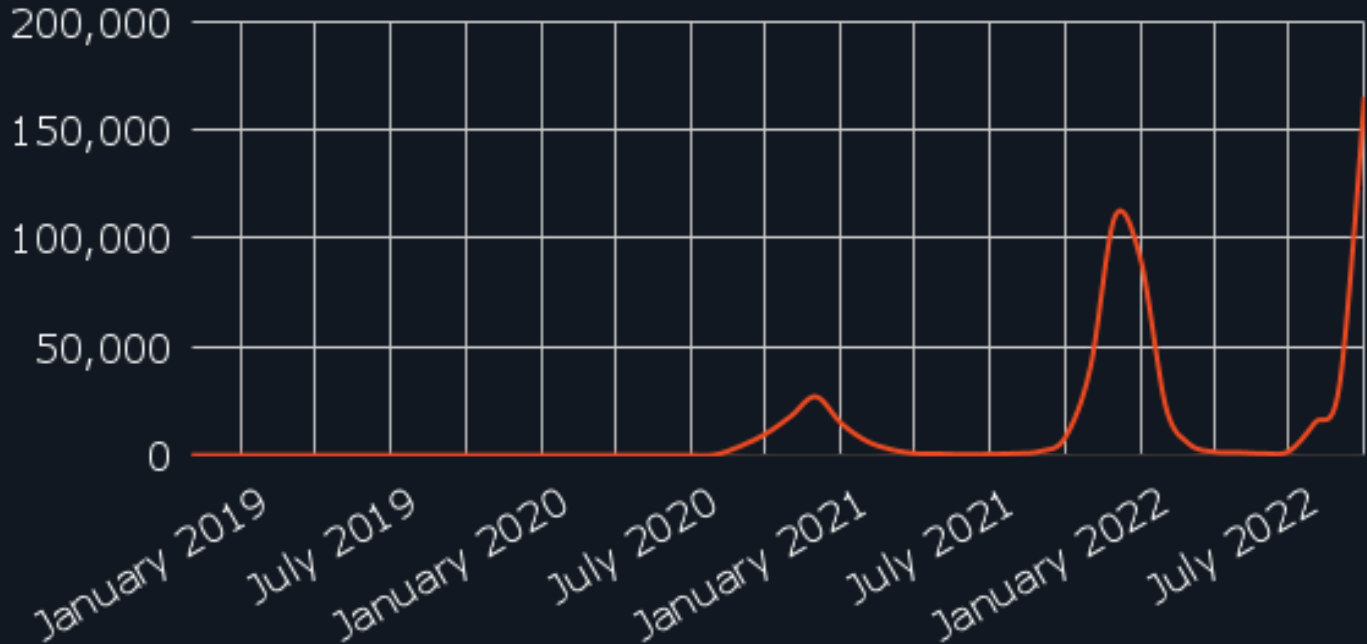
- Remember when yoga pants were trendy in the early 2000s? This Winter, they're **making a comeback** as "flare leggings". Not only are we seeing "flare leggings" trend, we're seeing other flared clothing items trend as well. For example, interest in "flare sweatpants" has **more than quadrupled** in the past year.
- As we can see above, there has been a resurgence of flare leggings since 2019 but **nothing will compare** to the peak we will see this Winter. From October 2020 to October 2021, we saw a 22% increase in search volume compared to a **232% increase** this year! Based on these trends we should see a **new all-time high**.



# Ultra Mini Uggs

## — Search Volume

Source: Google Keyword Planner



## Ultra Mini Uggs

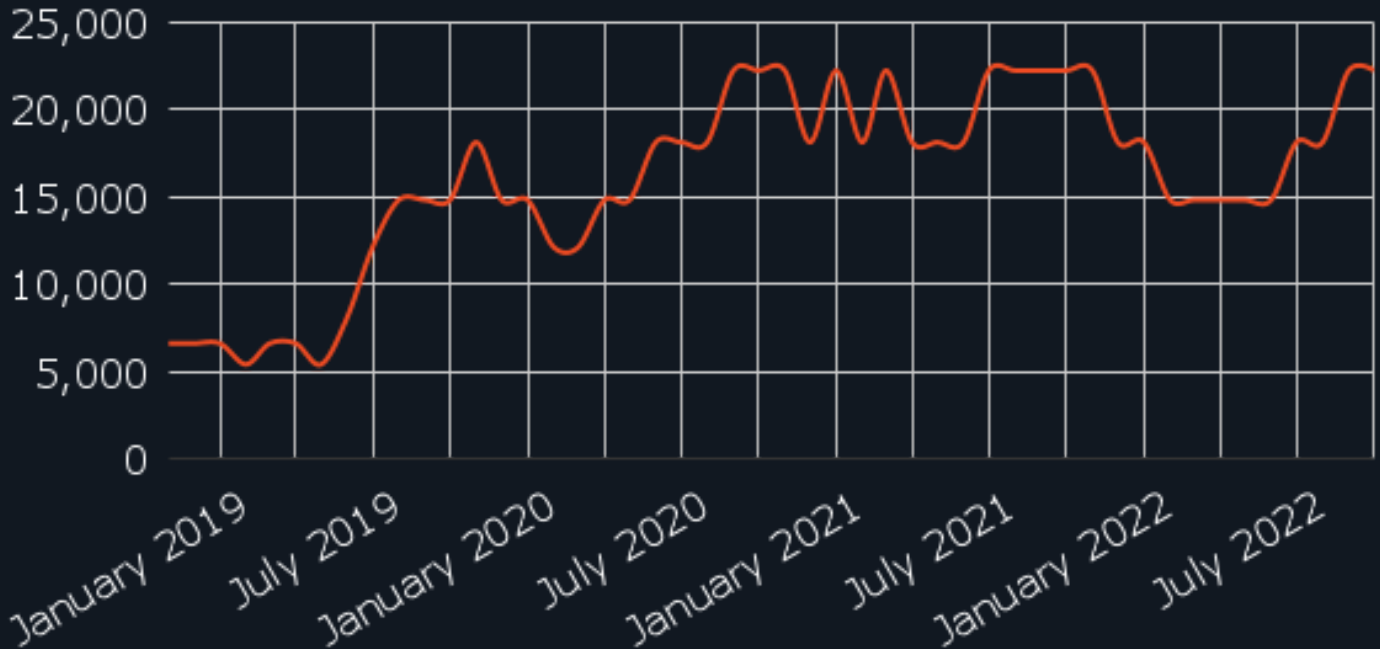
- After about 10 years, Uggs **are making a comeback**. Many of us know and remember the "Classic Short II" Ugg boot in the color of chestnut. Now, in that same color, **the ultra mini ugg "is in"**. It's pretty similar to the classic boot but the ankle is shorter so it can fit under your flared pants!
- Last December, "ultra mini uggs" hit an **all-time high** in search volume at 110,000. But this year the search volume has hit 165,000 in October alone, **surpassing last year's peak by 50%**. We believe this number is only going to **continue to rise** this Winter as people try to get their hands on a pair for the holidays!

# Beauty

## Chestnut Brown Hair

### — Search Volume

Source: Google Keyword Planner



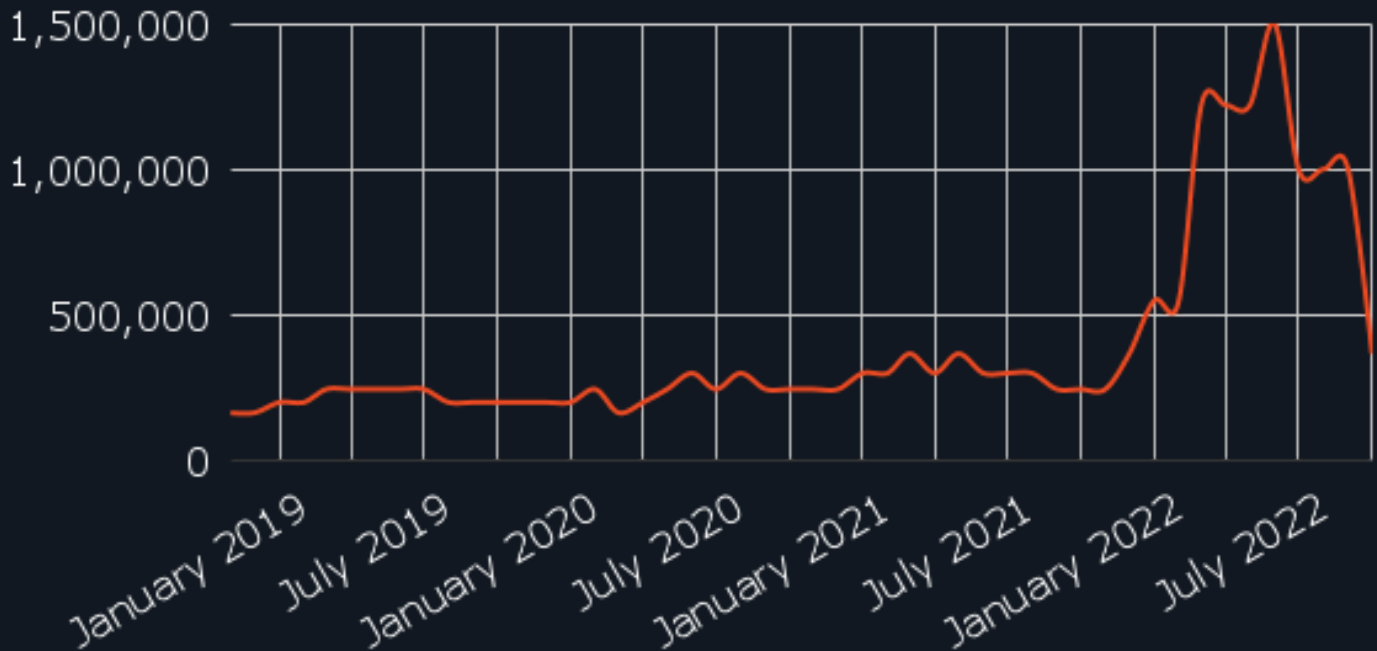
## Chestnut Brown Hair

- Going darker for the Winter isn't new but we're seeing a major trend in brown hair colors. We've seen the keyword "hailey bieber hair" **double in search volume** in the last year. More people are interested in retiring the maintenance that comes with blonde hair for a **chestnut brown/hailey bieber inspired** hair color.
- Currently, the search volume in October 2022 is **matching that** of October 2021 at 22,200 but according to Google Trends, we're seeing an **80% increase** in search interest for the keywords "chestnut brown hair" and "brown hair" this season.

# Laser Hair Removal

## — Search Volume

Source: Google Keyword Planner



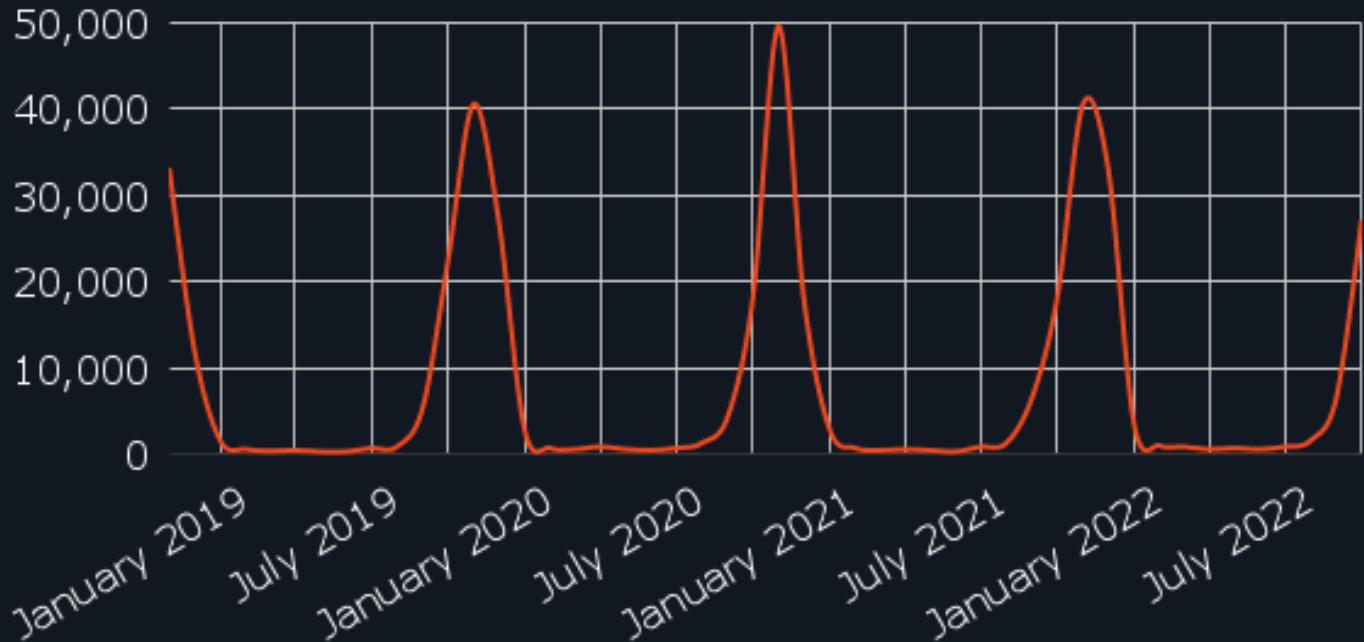
## Laser Hair Removal

- Laser hair removal has been around for a while now but recently, interest in the procedure has **skyrocketed**. Considering you can not be exposed to the sun during laser hair removal treatments, the **Winter is the best time** to start the process since we're typically bundled up more due to the colder weather.
- The average monthly search volume for "laser hair removal" was 246,000 in October 2021. In October 2022, the average monthly search volume was 368,000, an **increase of 50%**. Based on these numbers, we believe search volume will **surpass the previous all-time high** of 1,500,000 in June 2022 in February/March of 2023.

# Beauty Advent Calendar

## — Search Volume

Source: Google Keyword Planner



## Beauty Advent Calendar

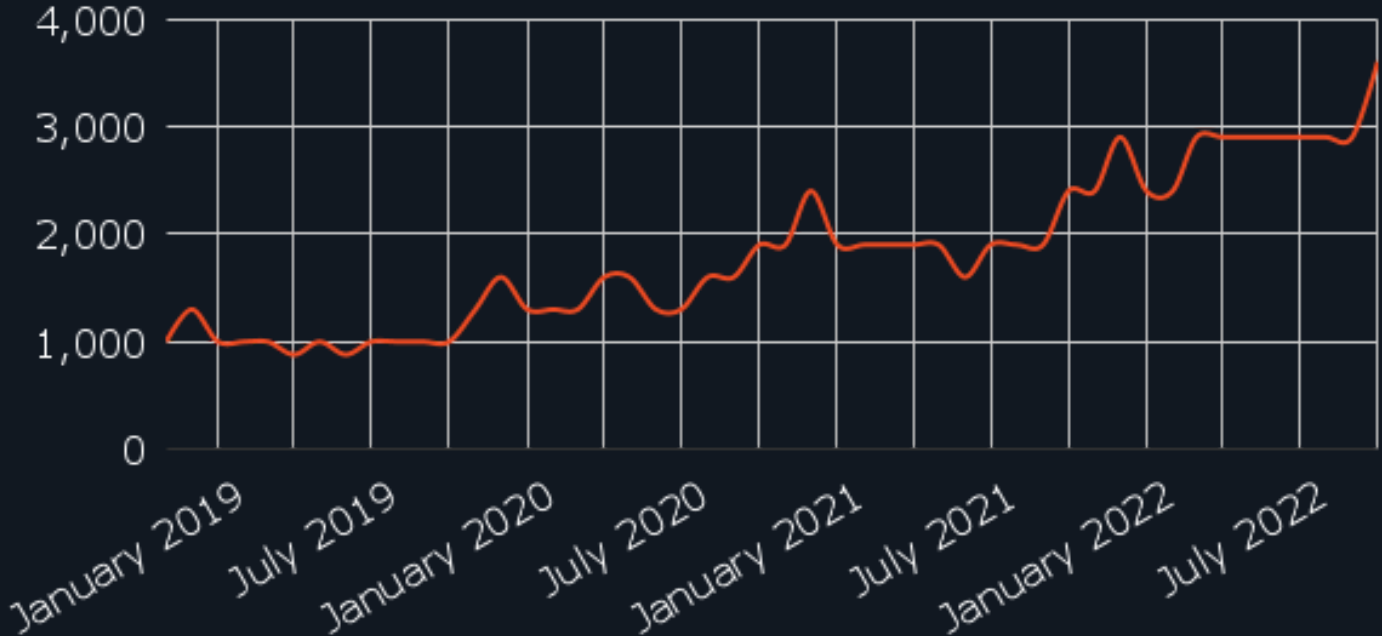
- Chocolate advent calendars were always fun to do as children but **now that we're adults**, it's fun to have something a little more valuable than chocolate to open each day. With brands like Ulta, Sephora, and Target participating in this, you can try out some new beauty products **for a fraction of the cost.**
- In October 2021, the average monthly search volume for "beauty advent calendar" was 18,100. Currently, the search volume for October 2022 is 27,100, which is **an increase of 50%**. We believe this will continue to increase in November and December to reach a **new all-time high** this Winter.

# Food & Drink

## Dessert Cocktails

### — Search Volume

Source: Google Keyword Planner



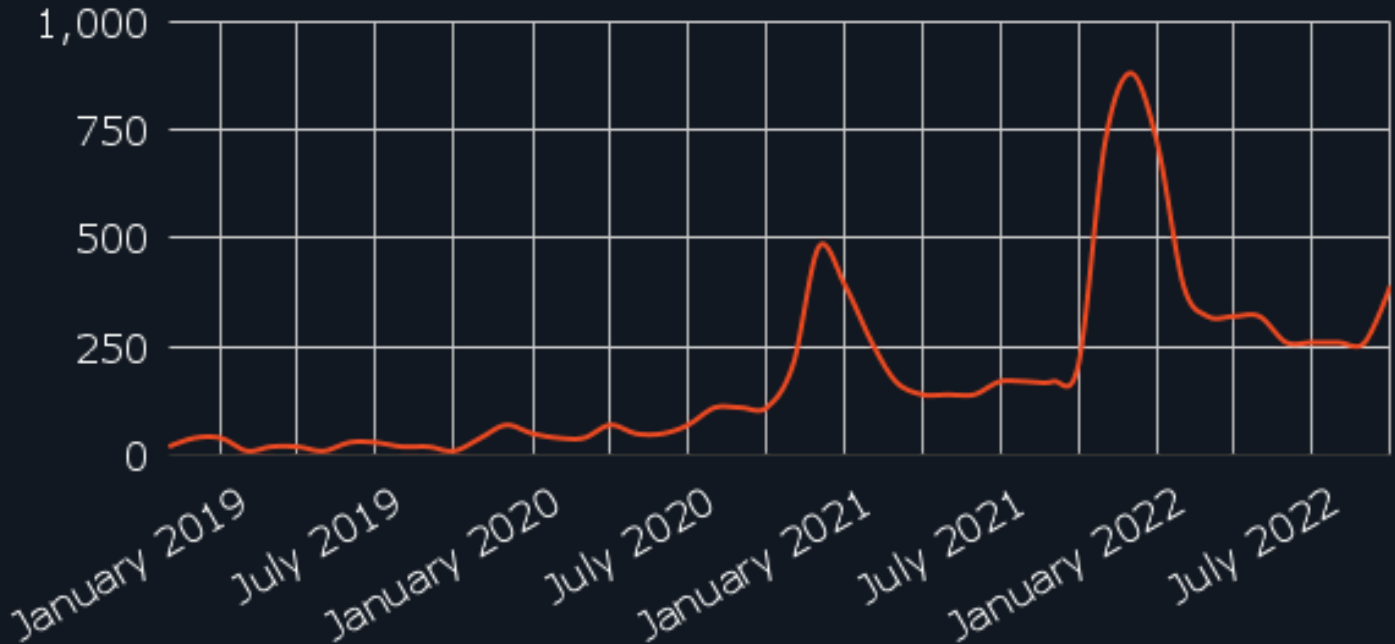
## Dessert Cocktails

- There is no better way to end a delicious meal than with a **dessert cocktail in hand**. Last year, we saw quite a peak during the Winter season, indicating a growing popularity for a **boozy dessert** to finish your festive meal!
- In October 2022 alone, we have already seen **over 50%** more search queries for dessert cocktail recipes and ideas than this same time last year. AMP predicts that this Winter treat **will only increase in popularity** due to larger gatherings and festivities this season!

# Airfryer Brie

## — Search Volume

Source: Google Keyword Planner



## Airfryer Brie

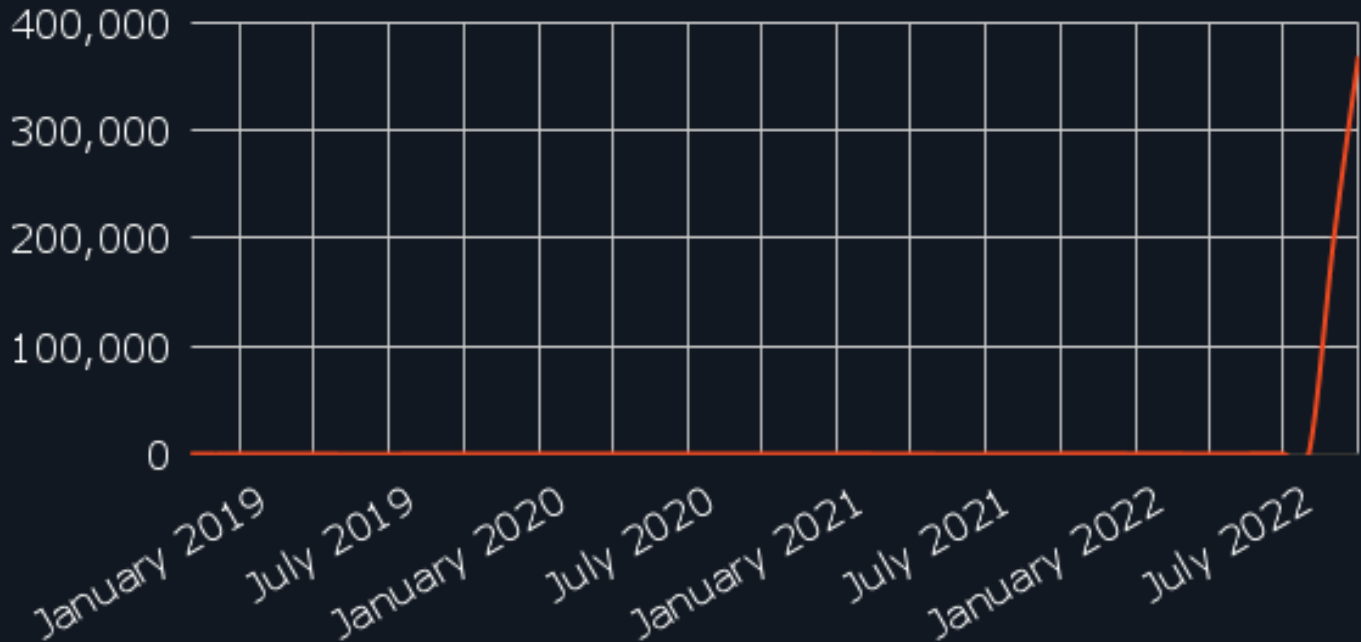
- Looking for a yummy snack? Luckily, “airfryer brie” is the **perfect quick appetizer** for holiday parties, game days, and makes for a warm snack. Last year, this recipe peaked in popularity **during the colder months**, so you may see this delicious, creamy treat at the table this Winter!
- December 2021 alone showed **immense growth** in search volume as it hit an all-time high at 880. We’re already seeing **an increase of 86%** in search volume in October 2022 compared to October 2021. Based on this growth, we are expecting there will be an even **larger peak** in search volume for “airfryer brie” this Winter!



# Butter Boards

## — Search Volume

Source: Google Keyword Planner



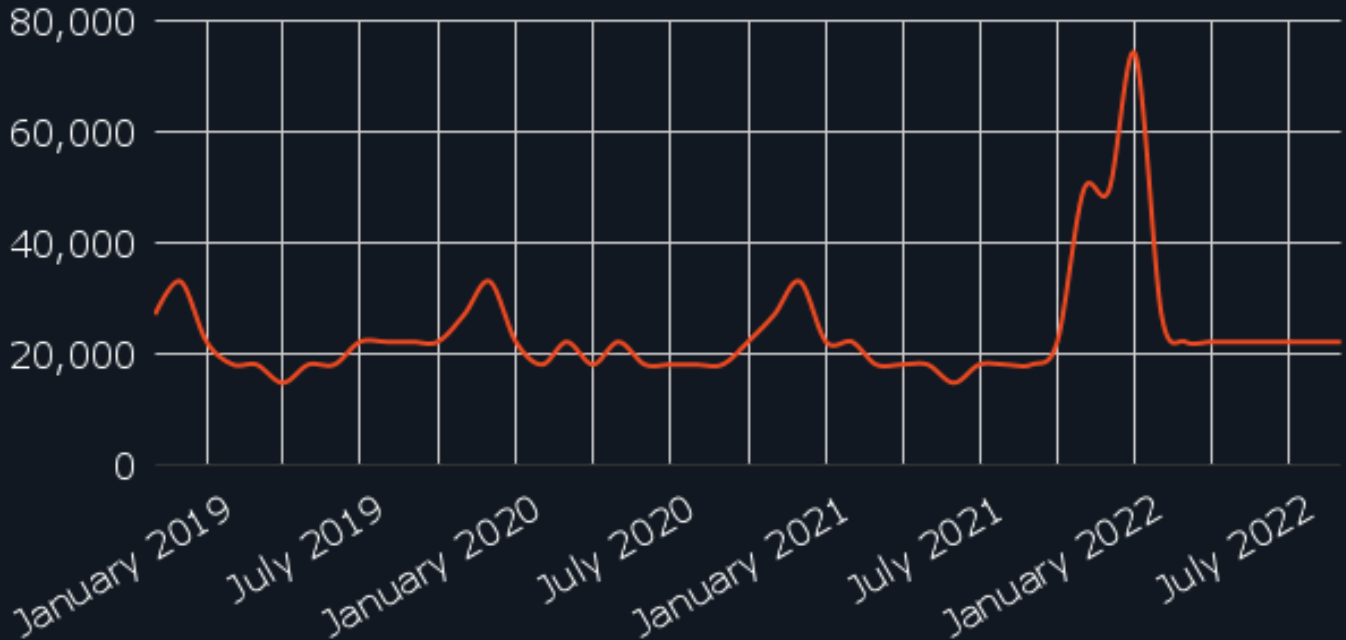
## Butter Boards

- Cheese boards, charcuterie boards, breakfast boards, and dessert boards have **all been served**. It's now time for "butter boards": softened butter and chunks of delicious bread. The **viral food trend** has quickly taken over TikTok and Instagram and is sure to find its way into your next dinner party this season!
- There has not been a lot of search volume for "butter boards" previously, but in October of this year, "butter boards" reached an average monthly search volume of 368,000. This is an **increase of 83%** compared to search volume in September alone, signaling the potential for **even more popularity** this Winter season.

# Entertainment

## Ice Winery

— Search Volume  
Source: Google Keyword Planner



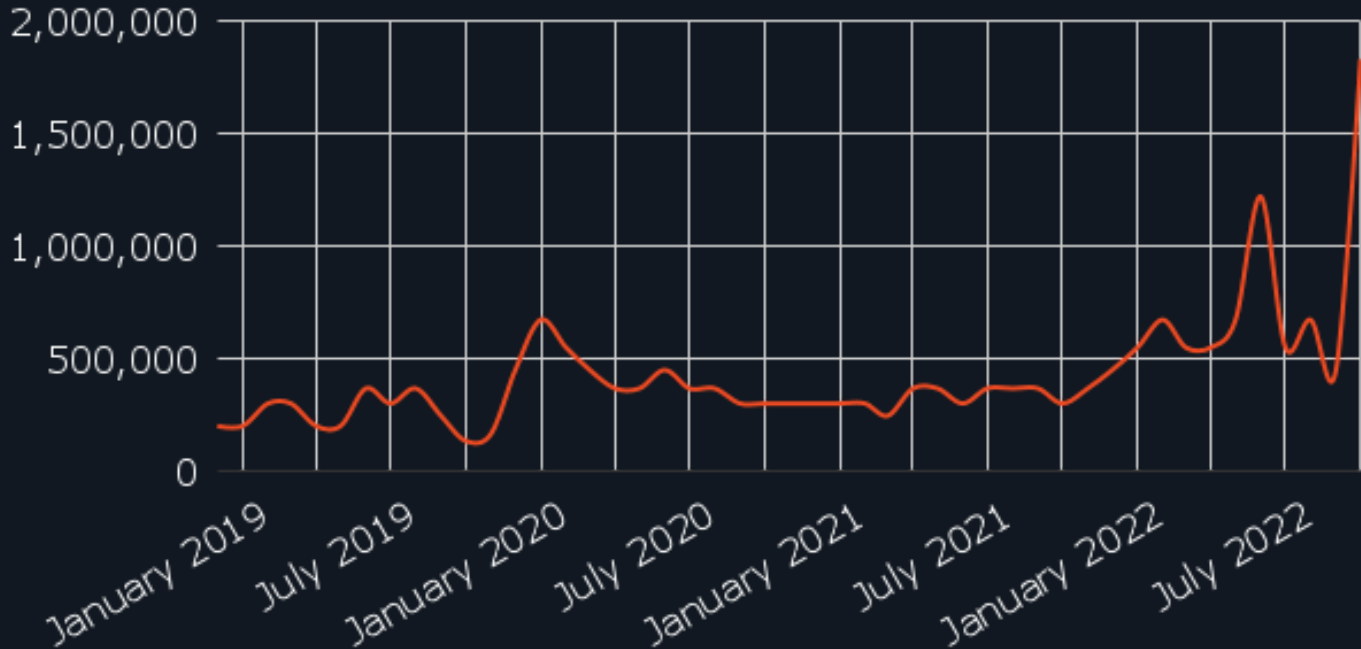
## Ice Winery

- Do you ever wish you could visit a vineyard in the Winter? If so, try checking out an **Ice Winery**. Ice wine is a dessert wine made with grapes that are frozen on the vine. If you're a **wine lover**, this is your chance to enjoy a variety you might not be used to.
- In January 2022, search volume for **"ice winery"** saw a 233% increase compared to the previous year. Based on these numbers, we believe "ice winery" will hit a **new all-time high** in search volume this Winter. So, will you be going to check out an Ice Winery this Winter?

## Avatar 2

### — Search Volume

Source: Google Keyword Planner



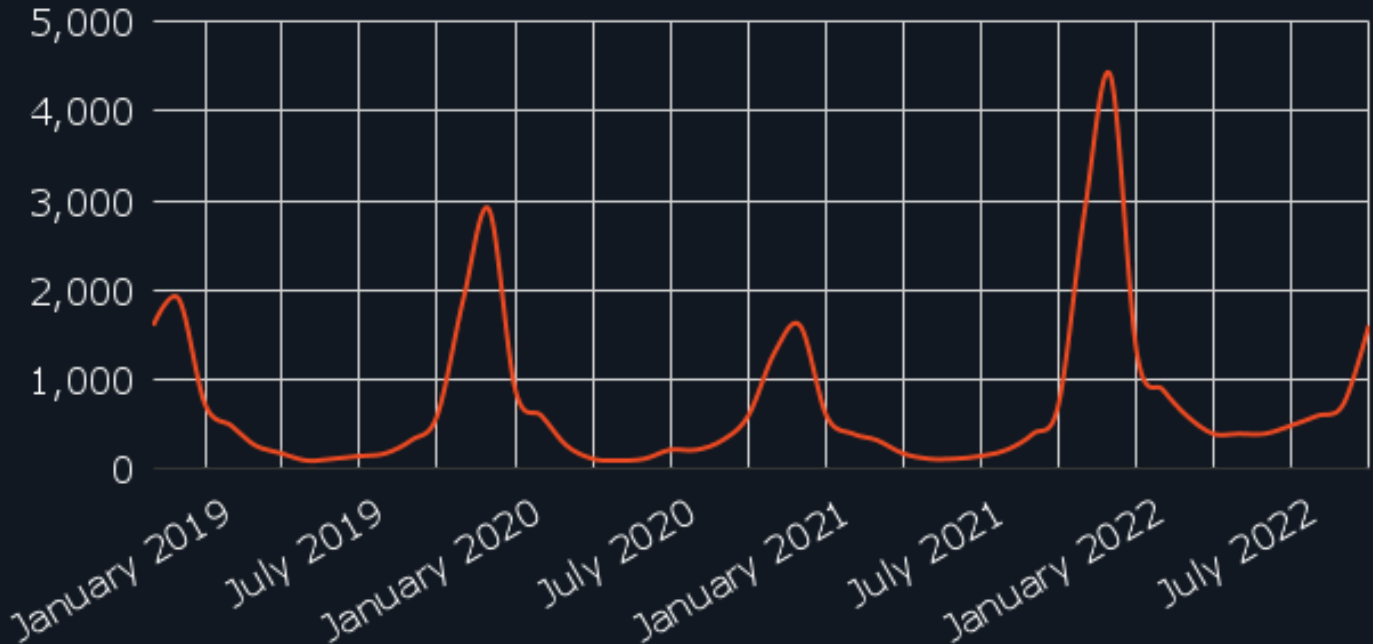
## Avatar 2

- The original Avatar movie remains the **highest grossing film of all time**, even 13 years after its release. The sequel has some big shoes to fill, but if anyone can do it, it's James Cameron. Moviegoers are certainly hoping this will **live up to the hype**.
- In September 2022, Avatar 1 was re-released in theaters, generating increased search interest in Avatar 2. Search volume for "avatar 2" **increased over 300%**. We predict that Avatar: The Way of Water will be the **highest grossing film** of the Winter 2022-2023 season.

## Winter Market

### — Search Volume

Source: Google Keyword Planner



## Winter Market

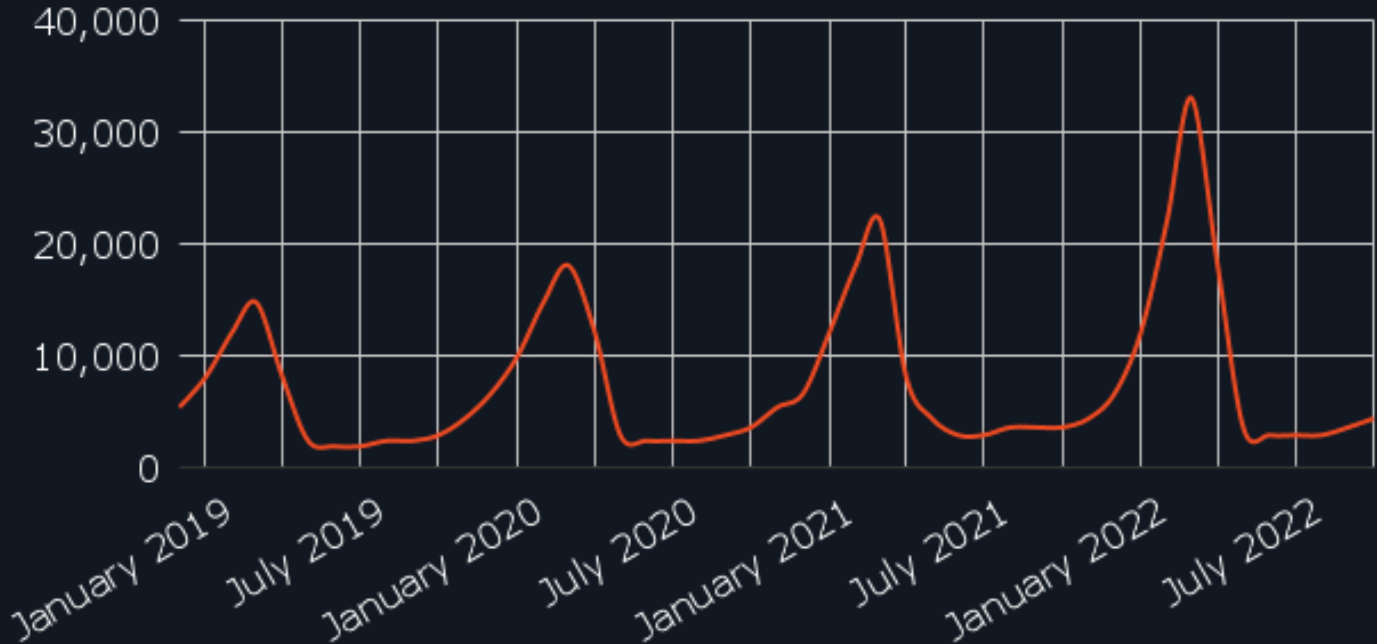
- Winter markets are a **great place** to get some local food, drinks, or holiday gifts. These markets are similar to a farmers market in the summer, except with a **winter/holiday theme**. It is a great place to connect with the local community and spread joy during the holiday season.
- In December 2021, search volume for “winter market” **increased over 52%** from the previous high peak in December 2019. We expect this trend to continue this Winter as we have seen **an increase of 122%** in October 2022 compared to October 2021.

# Activities

## Skijoring

### — Search Volume

Source: Google Keyword Planner



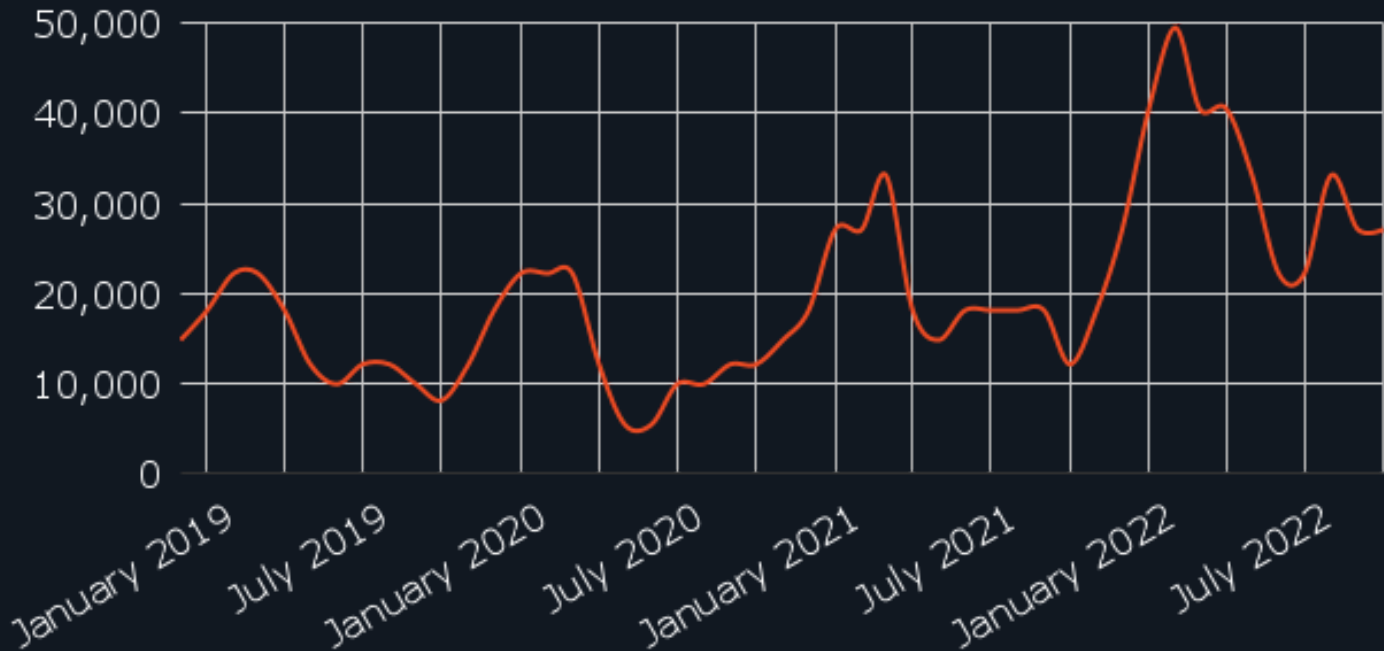
## Skijoring

- Skijoring is a Winter sport where a person on skis is pulled by a horse, dog, or vehicle. Skijoring races are **held in several cities across the US**, the most popular being in Steamboat Springs, CO. Popularity has grown so much over the last few years, that there is an official bid to get Skijoring in **the Olympics**.
- Search volume for “skijoring” has steadily increased over the last 4 Winter seasons, seeing a **50% increase** in February 2022 compared to February 2021. Along with Google Trends reporting a **recent 170% rise in interest** of “skijoring”, we expect this trend to continue into Winter 2022/2023.

## Indoor Golf

### — Search Volume

Source: Google Keyword Planner



## Indoor Golf

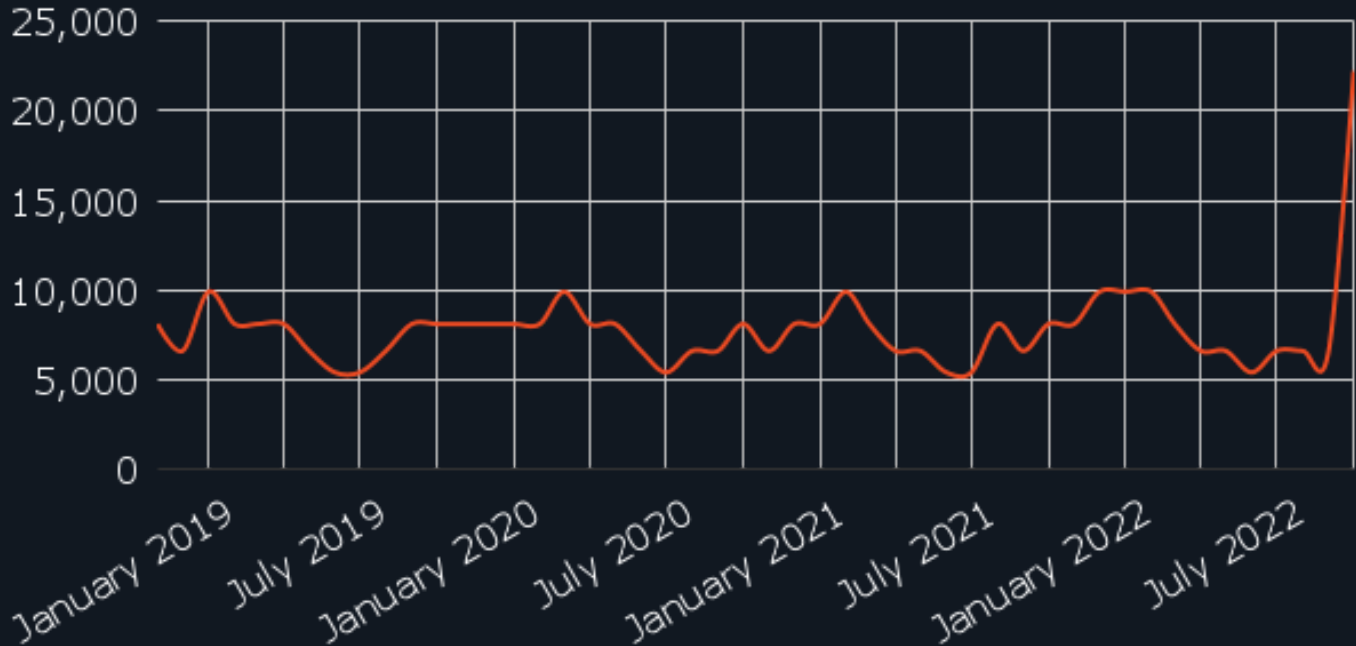
- Looking to work on your golf game this Winter, but **don't want to travel** somewhere warm? Try out an indoor golf simulator to work on your swing, correct your slice, or just have a fun time. **Indoor golf spaces** have been become more and more popular over the last few years.
- In January 2022, search volume for “indoor golf” saw a **50% increase** compared to the peak season last year in February 2021. We also saw a **50% increase** in search volume in October 2022 compared to October 2021. we expect this trend to **continue to increase** with golfers this Winter.



## Bandy

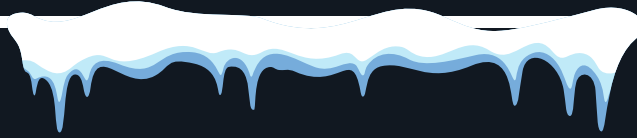
### — Search Volume

Source: Google Keyword Planner



## Bandy

- Bandy is a cross between soccer & hockey, and has trended in Sweden & Russia, but more recently has **made its way to the USA**. The Bandy World Championships were supposed to be held in October 2022, but has been postponed. Fans are chomping at the bit to **see some Bandy** being played.
- Search volume for Bandy saw a **236% increase** in October 2022 compared to the month prior. We also saw an **increase of 174%** in October 2022 compared to October 2021. If the Bandy World Championships are played as scheduled in 2023, we expect this keyword to reach a new **all-time high** this Winter.

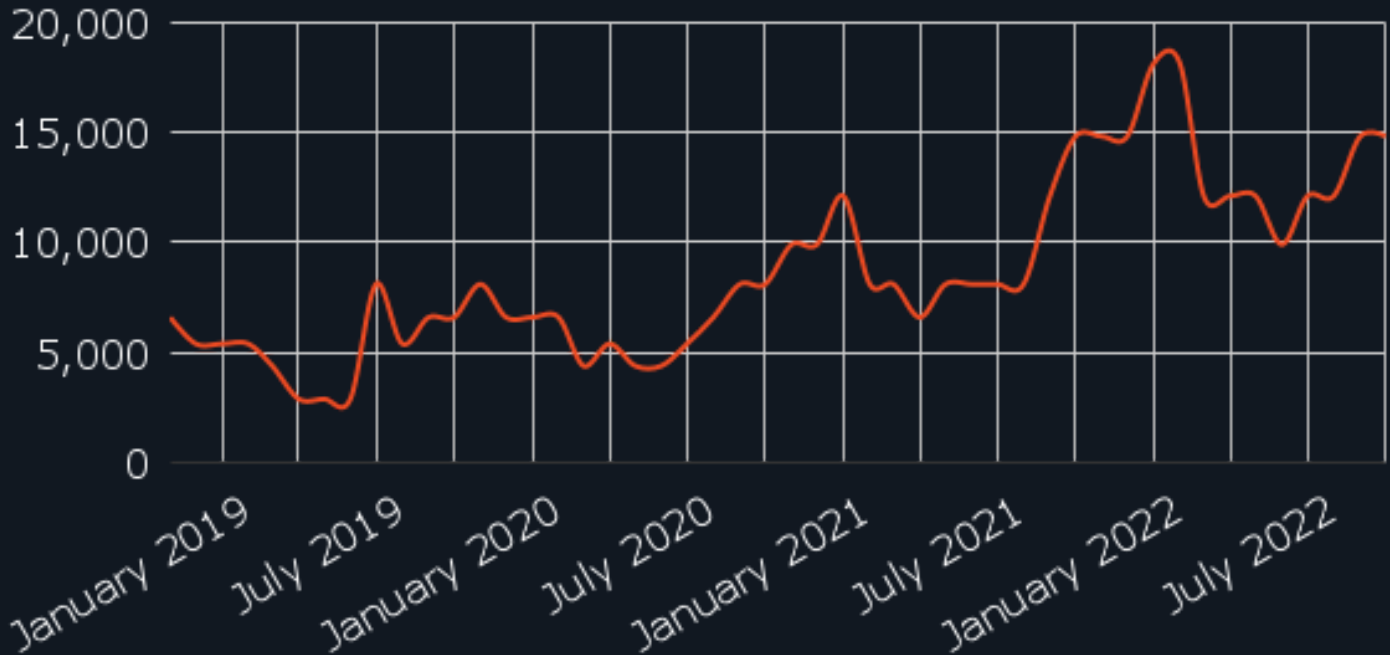


# Decor

# Bouclé

## — Search Volume

Source: Google Keyword Planner



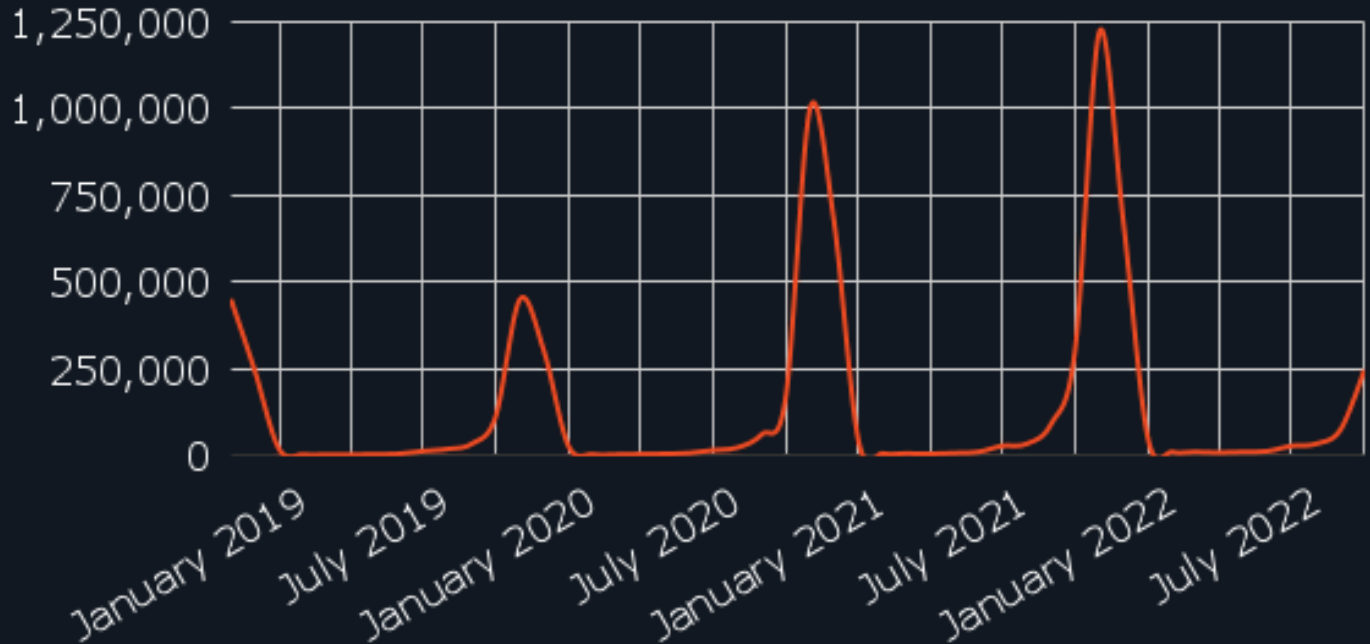
## Bouclé

- Bouclé is a soft textured fabric that is used in furniture and clothing for an **extra cozy feel**. This fuzzy textile came into popularity in the mid-century but has seen a new resurgence in popularity, giving both garments and upholstery that **familiar comforting appearance**.
- In February 2022, “bouclé” had **123% higher search volume** than in February 2021, and we think people will continue to embrace this fabulous fabric this Winter season especially with the recent **180% rise in interest** of “bouclé” according to Google Trends.

# Outdoor Christmas Decorations

## — Search Volume

Source: Google Keyword Planner



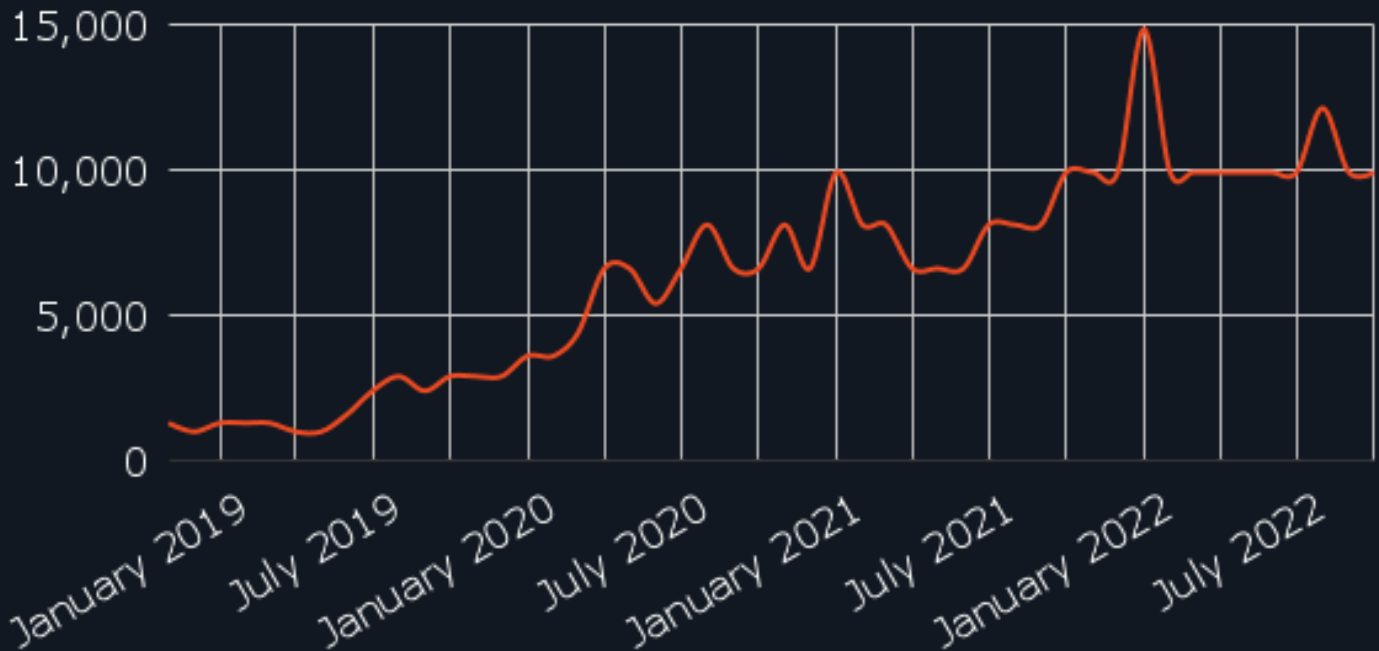
## Outdoor Christmas Decorations

- No longer relegated to trees and stockings inside the house, **outdoor Christmas decorations** are becoming enormously popular. Neighbors are showing off to each other (competing?) with elaborate light displays, yuletide scenes, and other Christmas-themed items **outside the home**.
- November is the most popular month to search for outdoor Christmas decorations - last November saw a **22% increase** in search volume over November 2021, which itself **increased 122%** from 2020. We think this year you will see more creative outdoor Christmas displays than ever.

# Black Accent Wall

## — Search Volume

Source: Google Keyword Planner



## Black Accent Wall

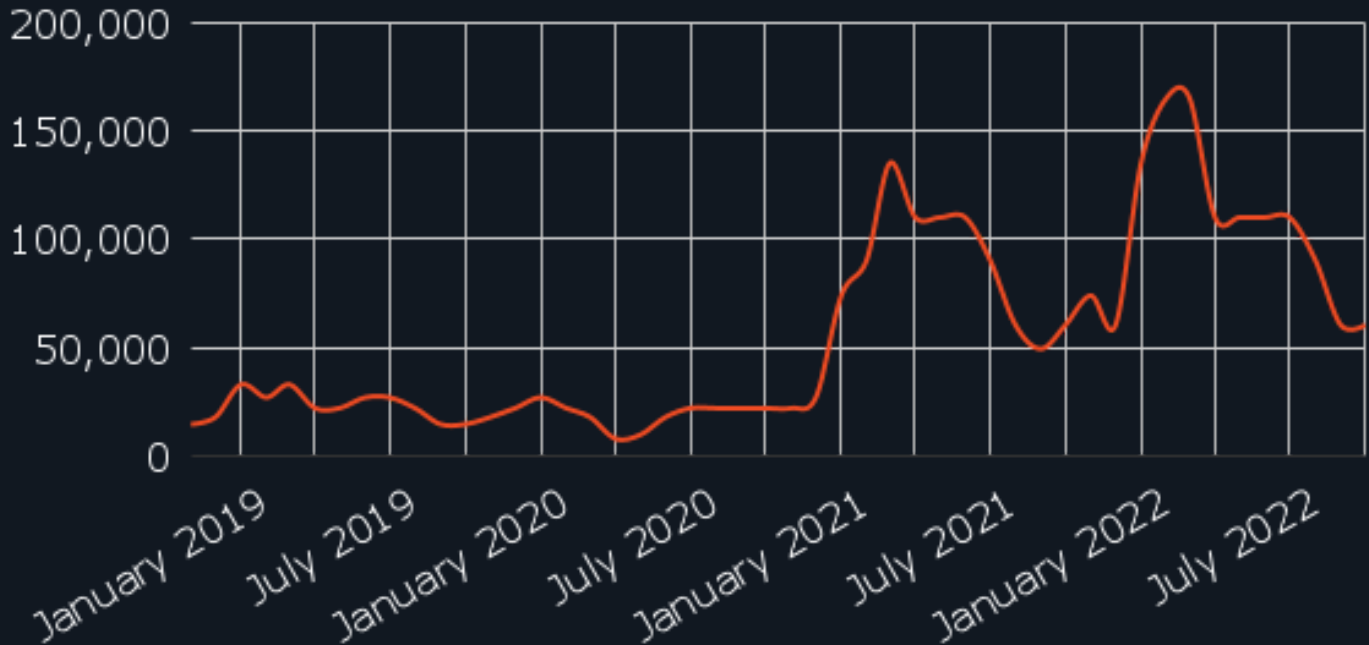
- Bringing in bold, trendy black paint as accent walls has been **growing in popularity**, giving rooms a strong focal point and a darker Winter feel. Black can be an intimidating paint choice, but incorporating it into the home as an accent wall creates a **contemporary style**.
- In January 2022, searches for “black accent wall” saw nearly a **50% increase** in searches compared to January 2021. Based on these trends, we expect to see an **even higher peak** this 2023 Winter season for “black accent wall”.

# Travel

# Puerto Rican Resort

## — Search Volume

Source: Google Keyword Planner



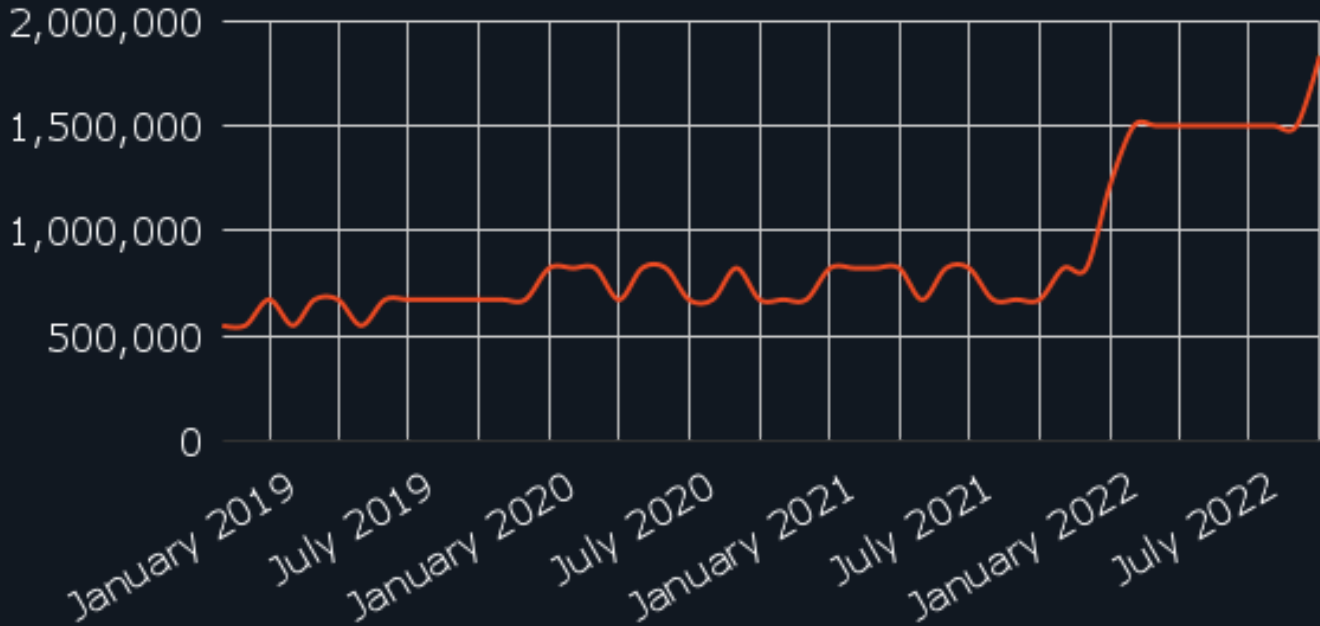
## Puerto Rican Resort

- Puerto Rico has been emerging as one of the **hottest destinations** for traveling Americans. Searches for “puerto rican resorts” have taken off considerably in the past two years, as folks look to beat their Winter (and Covid) blues with an **island vacation**.
- The peak of search interest in 2022 for “puerto rican resorts” was in February, which is **82% higher** compared to February 2021. The average search volume in February 2021 was **307% higher** in comparison to February 2020. We think interest will be even higher this upcoming Winter season.

## Phoenix, AZ

### — Search Volume

Source: Google Keyword Planner



## Phoenix, AZ

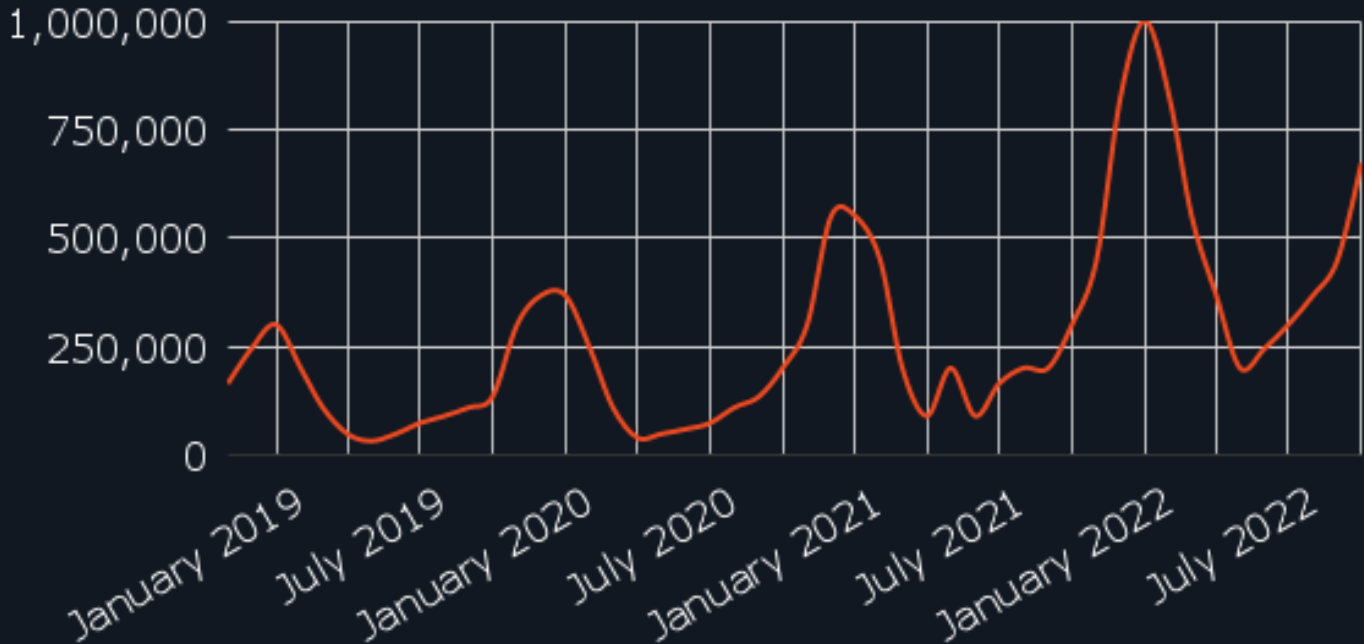
- Arizona is known for attracting people looking to **escape the cold**, but this Winter may be its most popular yet, because the Super Bowl is coming to town! Super Bowl LVII will be hosted in Phoenix in February of 2023, and we expect to only see increases in searches from **hopeful attendees**.
- This past January, searches for Phoenix AZ soared past the 1,000,000 mark for the **first time** then climbed even higher as the year continued. October 2022 had **172% higher search volume** than October 2021, we think interest in Phoenix as a destination will continue to grow as the event approaches.



## Ski Resort

### — Search Volume

Source: Google Keyword Planner



## Ski Resort

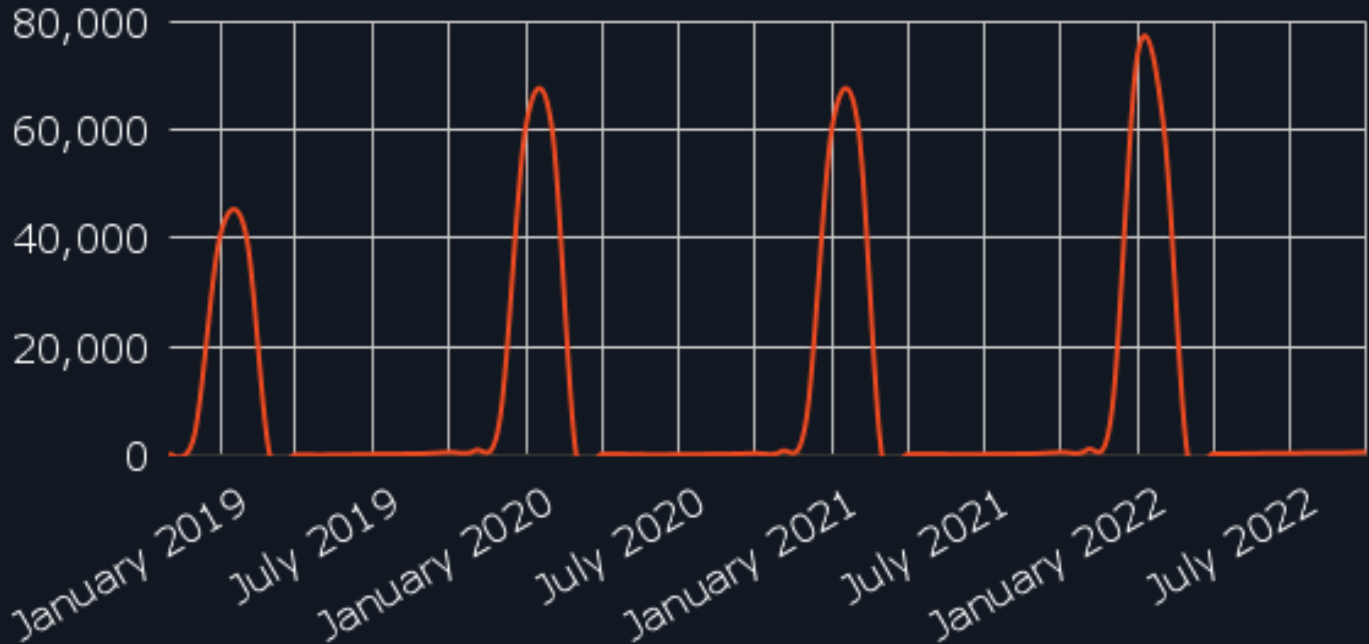
- Ski resorts are becoming very trendy as a **winter getaway option**, allowing for extended ski vacations as people hit the slopes multiple days in a row without a mountainous commute. With remote work, some skiers are also electing to work from resorts, **staying longer and more frequently**.
- Ski resort queries have been **steadily increasing** each winter since 2018. In January 2022, search volume was **82% higher** than the average search volume in January 2021. We expect ski resort searches to keep on sloping upwards **even higher** this winter.

# Holidays

# Crafty Valentines

## — Search Volume

Source: Google Keyword Planner



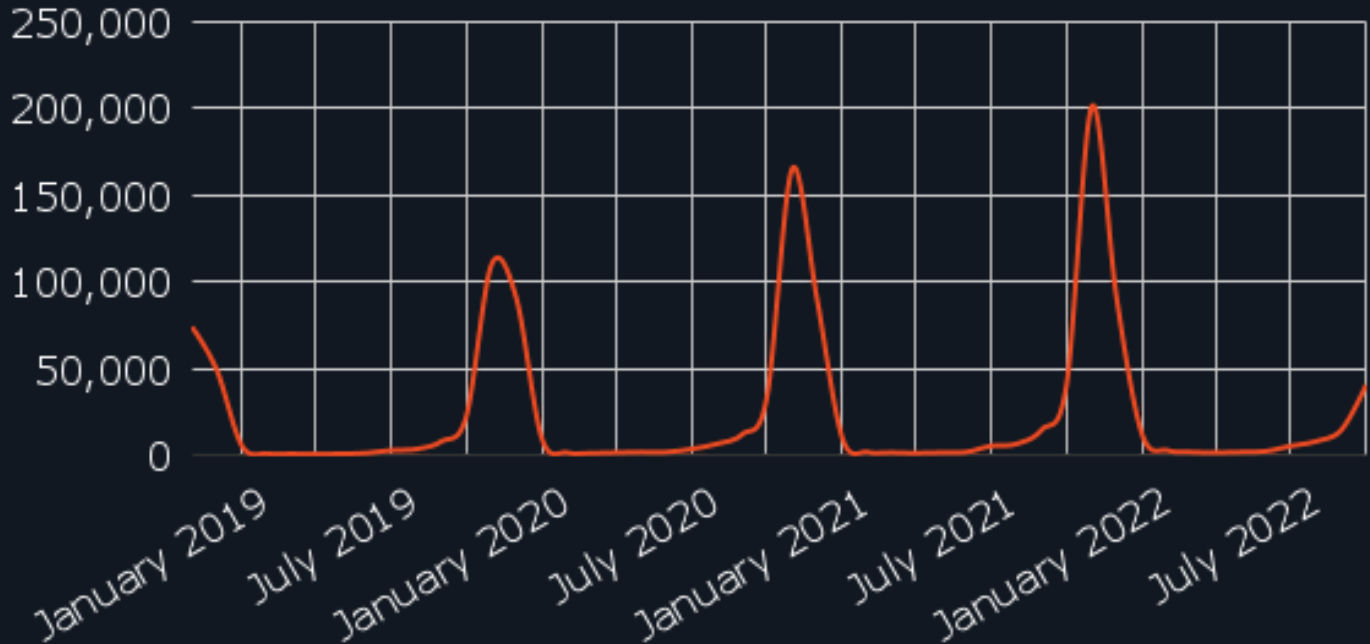
## Crafty Valentines

- Most people celebrate the Valentine's Day holiday with a romantic dinner and a **romantic movie marathon** on the couch. This year, keeping your hands busy by making some cute crafts will be a trendy addition to the day. Ditch the **store bought gifts** and get creative!
- This search query "crafty valentines" peaks every year in January-February. That stated, the keyword saw its **highest peak** in 2022, surpassing the previous all-time highs in 2020 and 2021 by 22%. We're expecting search volume for "crafty valentines" to be **even higher** this upcoming Valentine's Day!

## Pink Christmas Tree

### — Search Volume

Source: Google Keyword Planner



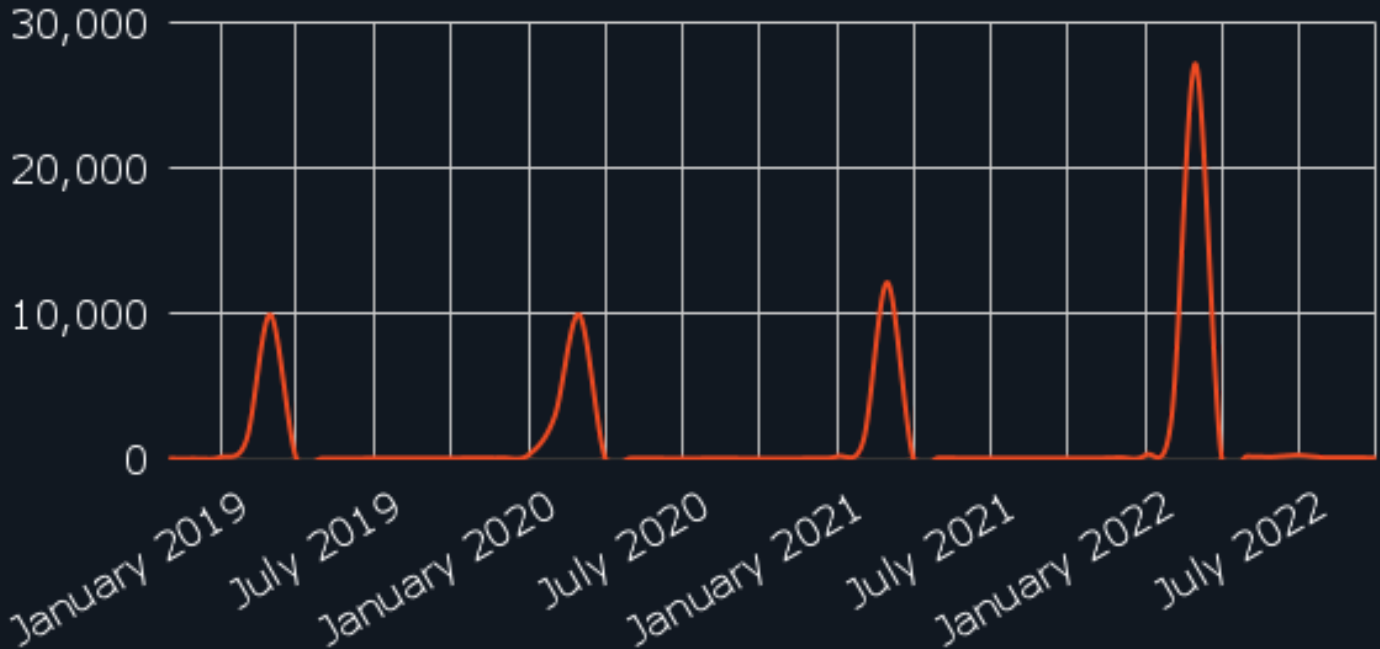
## Pink Christmas Tree

- The unexpectedly **popular holiday trend** on TikTok right now is Pink Christmas trees. With the hashtag #PinkChristmastree receiving more than 33.5 million views on TikTok, pink Christmas trees have suddenly become a major topic of discussion in the world of **Christmas decoration trends**.
- The phrase "pink christmas trees" has maintained a **high volume of search queries** beginning in October and peaking late November. In November to December 2021, the term experienced **14% more search queries** compared to the same time in 2020. We are expecting an even **larger peak** this Winter.

## Green Food for St. Patrick's Day

### — Search Volume

Source: Google Keyword Planner



## Green Food for St. Patrick's Day

- You already know what St. Patrick's Day means: there will be **green everywhere** and we do mean everywhere. The attire, the St. Patrick's Day decorations, and of course the green food is an absolute must! So gather your friends and family together and prepare for an **entirely green dinner.**
- This year, we saw the **highest number** of search queries for “green food for st patrick’s day” ever reached, surpassing every previous year **by over 120%.** This upcoming St. Patrick’s day, AMP Agency predicts an **even greener holiday** table as people find the perfect green foods to get in the spirit.

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