



# Fall Search Trends 2022

# TOP TRENDING TOPICS FOR FALL 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 FALL 2022

## Methodology

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

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



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# CATEGORIES WE RESEARCHED

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

- Fashion & Beauty
- Home Decor
- Entertainment
- Food & Drink
- Back to School
- Halloween
- Thanksgiving
- Black Friday

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

*Autumn*



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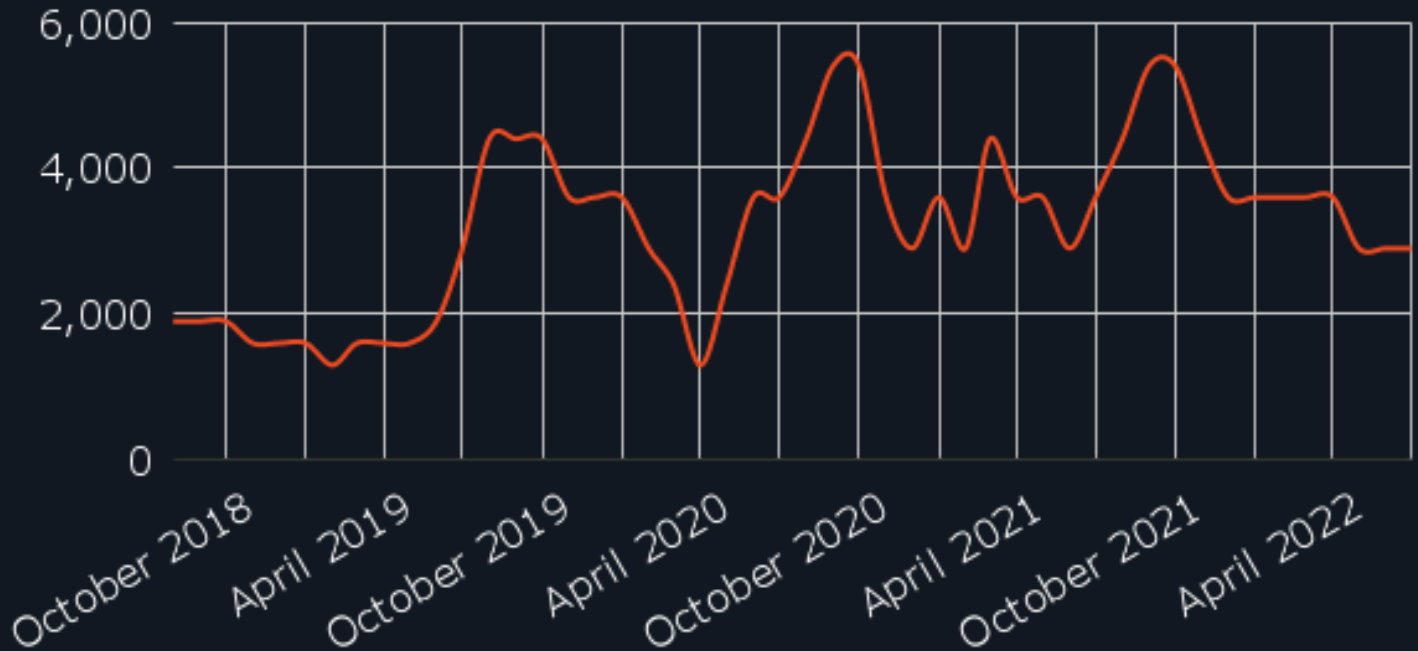


# Fashion & Beauty

# Auburn Balayage

## — Search Volume

Source: Google Keyword Planner



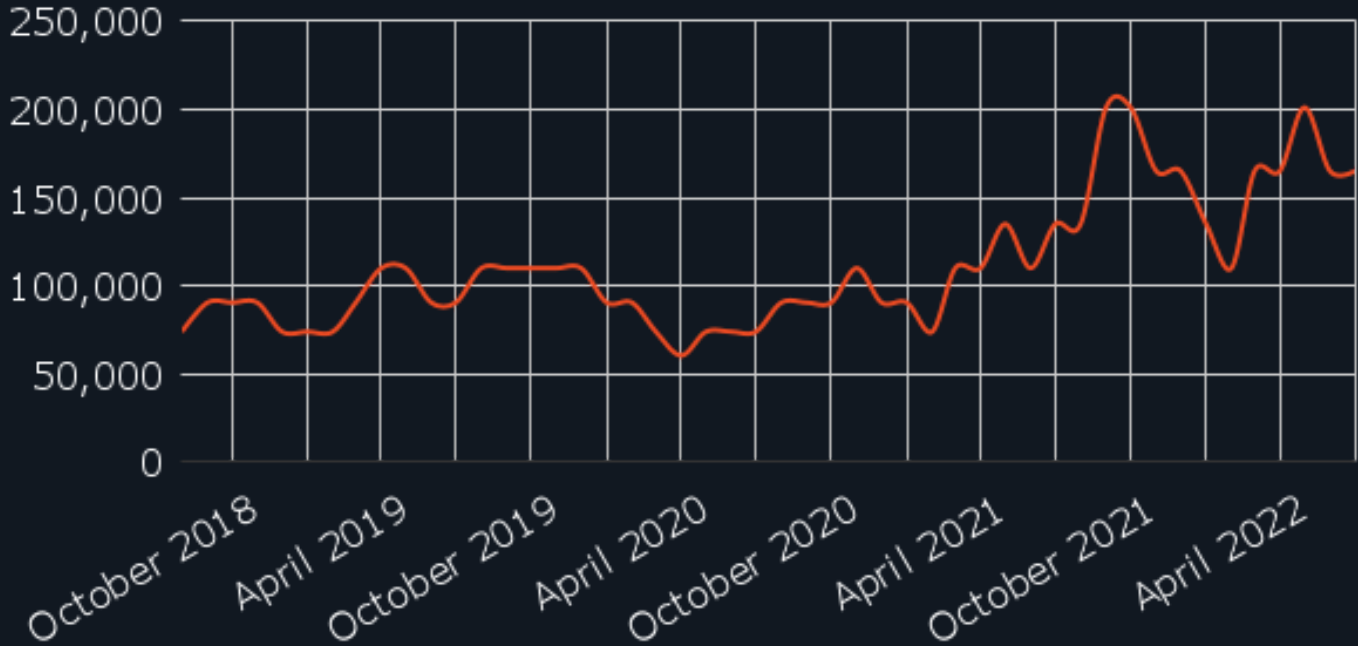
## Auburn Balayage

- With Fall comes darker colors instead of bright highlights. Balayage is a **popular highlighting technique** that is more low maintenance than traditional highlights. Reds, oranges, and yellows are classic Fall colors so why not incorporate that into our hair color with an **auburn balayage?**
- We can see a consistent rise in search volume each Fall. With the monthly search volume **currently at 2,900** in July 2022, I believe this hair color will have an even **bigger peak** this Fall especially with the recent trend in orange toned hair colors.

# Loafers

## — Search Volume

Source: Google Keyword Planner



## Loafers

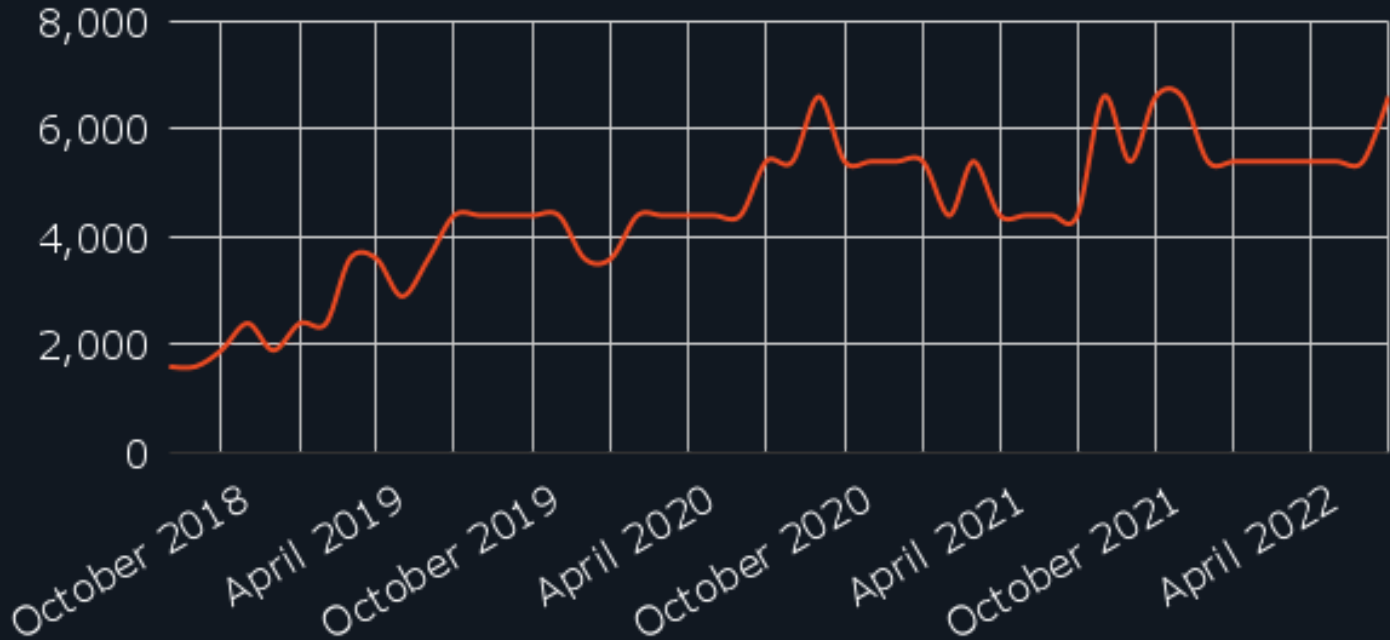
- This Fall, loafers are going to make a comeback. Why not? They're comfy and stylish! The **options are endless**, you can opt for a leather loafer, suede loafer, or even a chunky platform loafer and **wear it with anything** you want, such as a dress, pants, skirt, etc.
- Last Fall, "loafers" hit an **all time high** in search volume at 201,000, which **more than doubled** the average 90,500 monthly search volume in the Fall of 2020. Considering search volume is currently seeing a **22% increase** in comparison to last summer, the search volume for loafers this Fall should surpass last year's.



# Utility Pants

## — Search Volume

Source: Google Keyword Planner



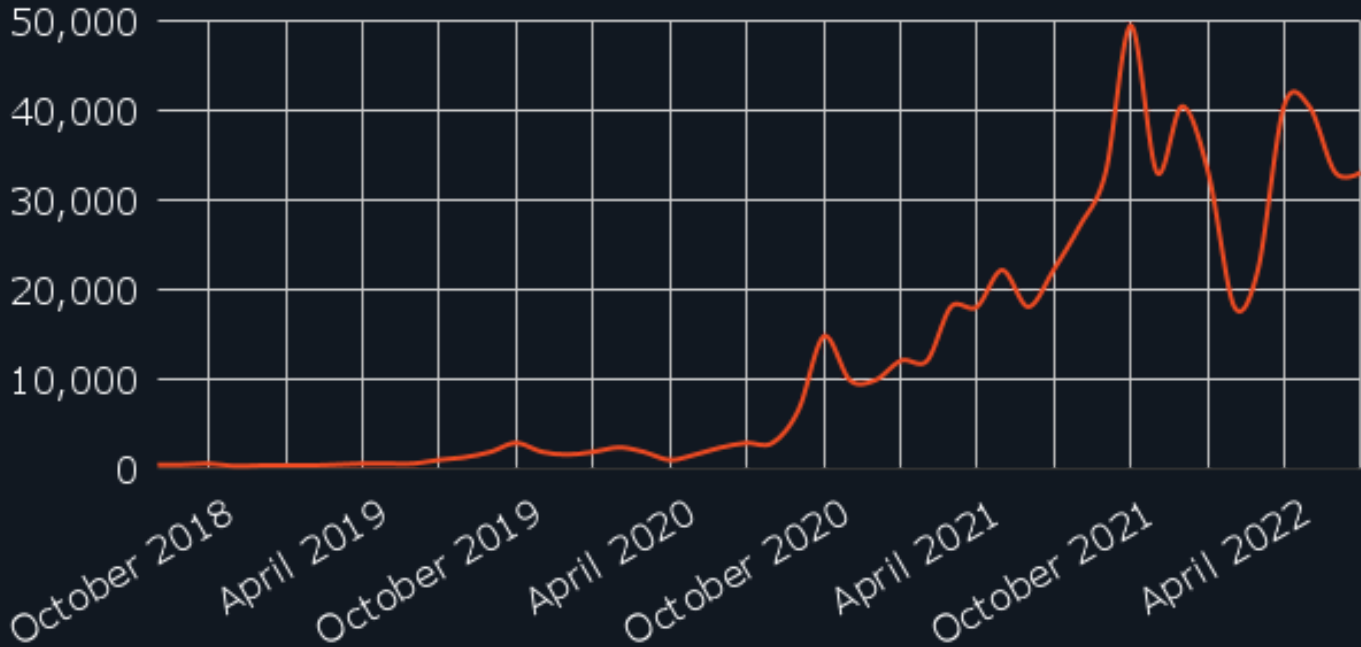
## Utility Pants

- Utility pants are going to be a popular clothing piece this Fall for **both men and women** because they super are versatile, they can be dressed up or dressed down. Women's jeans are notoriously known for their small pockets so utility pants help **level the pocket playing field for women.**
- Utility pants have seen a **50% increase** in search volume this summer compared to last summer and are already matching the search volume for last Fall. AMP expects to see a new **all-time high** in search volume this Fall due to the growing popularity.

## Black French Tip Nails

### — Search Volume

Source: Google Keyword Planner



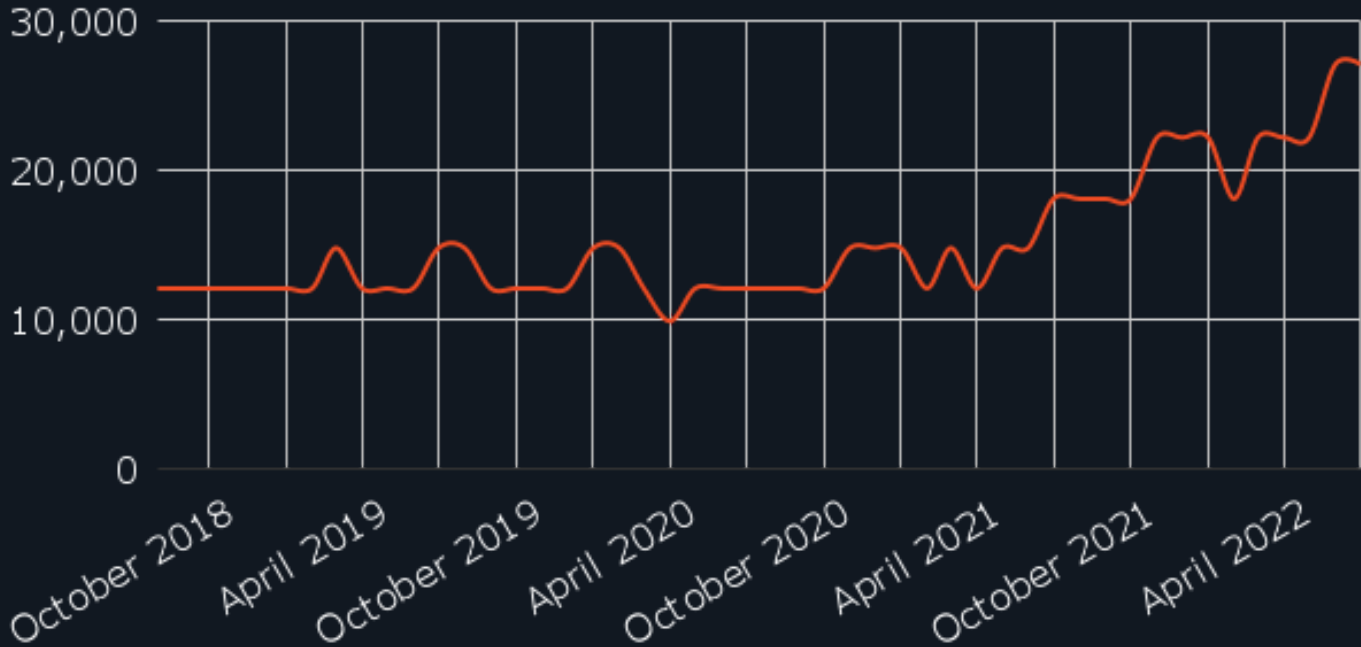
## Black French Tip Nails

- Nail colors and styles change with each season. Fall brings back **darker nail colors** such as blacks, browns, greys, and reds. Sometimes solid colors can be boring, so why not **try something different** instead of opting for classic white french tip nails?
- We're already seeing a **50% increase** in search volume in July 2022 compared to July 2021. With the most recent data matching the search volume of Sept. 2021, we predict the interest in "black french tip nails" this season will be **even larger**.

## Lip Stains

### — Search Volume

Source: Google Keyword Planner



## Lip Stains

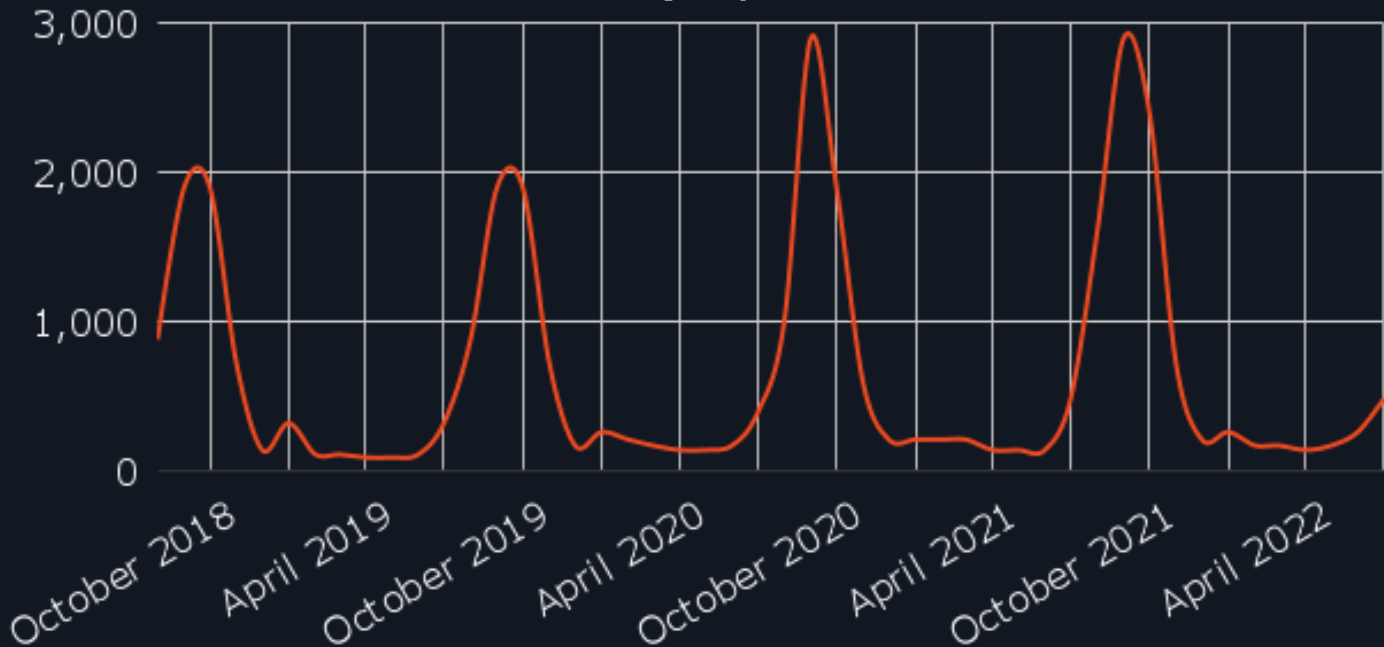
- Lip stains are easier to use and **less messier** than traditional lip sticks(they also don't have to be reapplied as often). In line with the **clean girl makeup** beauty trend, lip stains offer that **natural lip look** that a traditional lipstick can't provide.
- The search volume for "lip stains" is currently 27,100 in July 2022 which is an **83% increase** compared to last July. It is also **39% higher** than the average search volume for lip stains from September 2021 to November 2021. This Fall, lip stains will see a **new high peak** in popularity.

# Home Decor

## Plush Pumpkin

### — Search Volume

Source: Google Keyword Planner



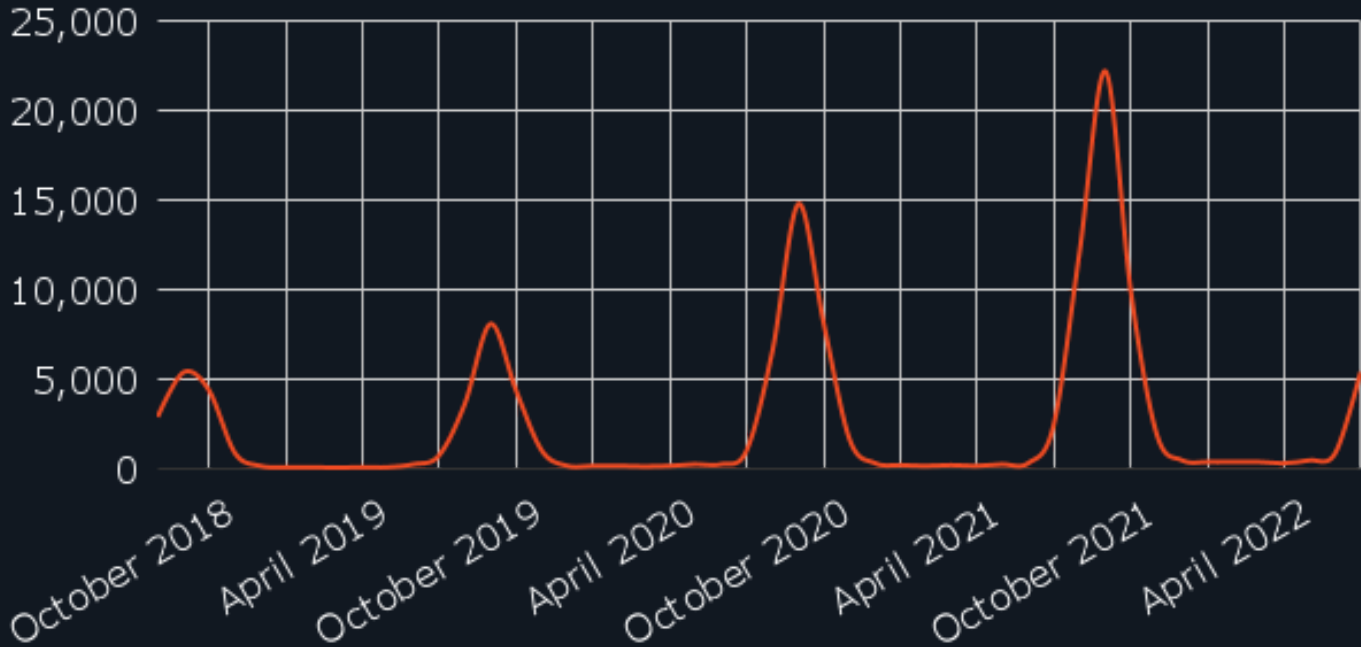
## Plush Pumpkin

- With Fall comes pumpkins and who wants to deal with a **the hassle** of a real pumpkin for decor? Plush pumpkins are way less **maintenance**, cuter, and can be **reused each season**. They also typically come in a variety of colors so they can fit into your homes aesthetic.
- Looking at the trend data, we can see that the current monthly search volume for June and July has already surpassed the search volume from June and July of last year **by 20%**, meaning we are on track to see an even **larger peak** in search volume this Fall.

## Pumpkin Pillow

### — Search Volume

Source: Google Keyword Planner



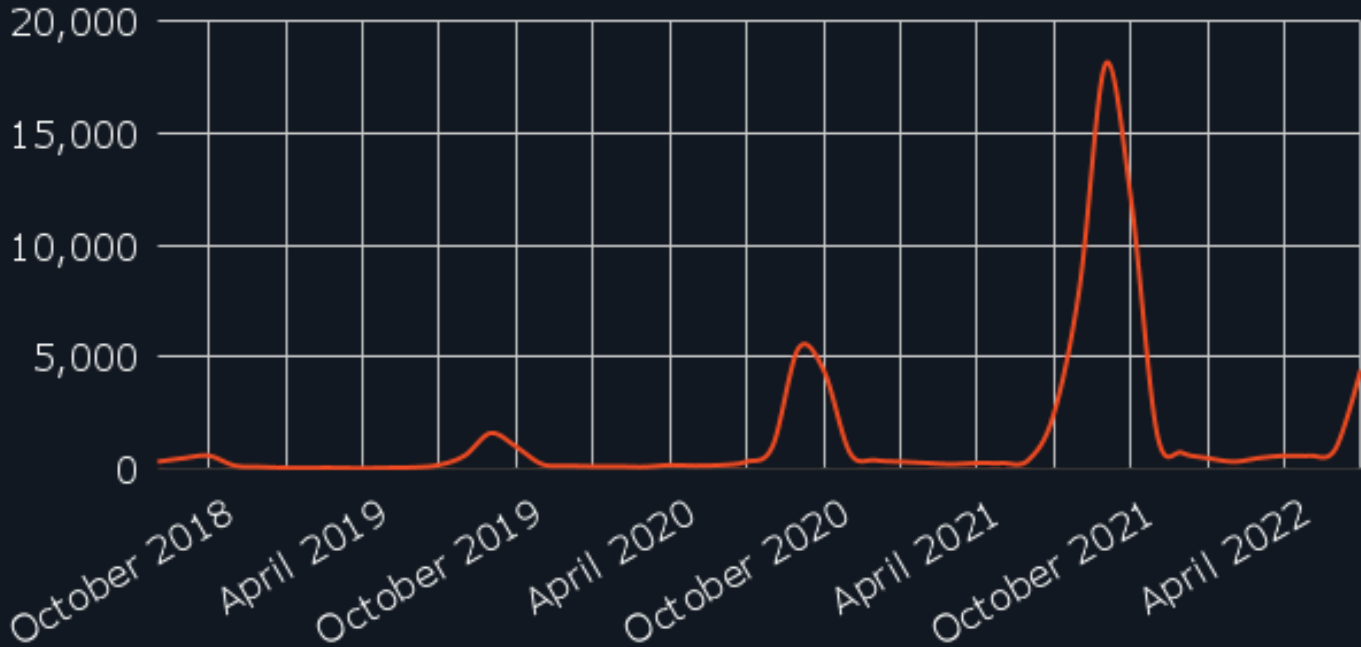
## Pumpkin Pillow

- Changing your throw pillows on your couch is the perfect way to get ready for any season. This season, **pumpkin shaped pillows** are what's going to transform your house from **summer to Fall** and make for a cozy, inviting home.
- The current monthly search volume for the keyword "pumpkin pillow" is **up 125%** compared to this time last year. Based on these numbers, pumpkin pillows will reach an **all time high** in search volume this Fall and become a **Fall decor staple in homes**.

## Ghost Mug

### — Search Volume

Source: Google Keyword Planner



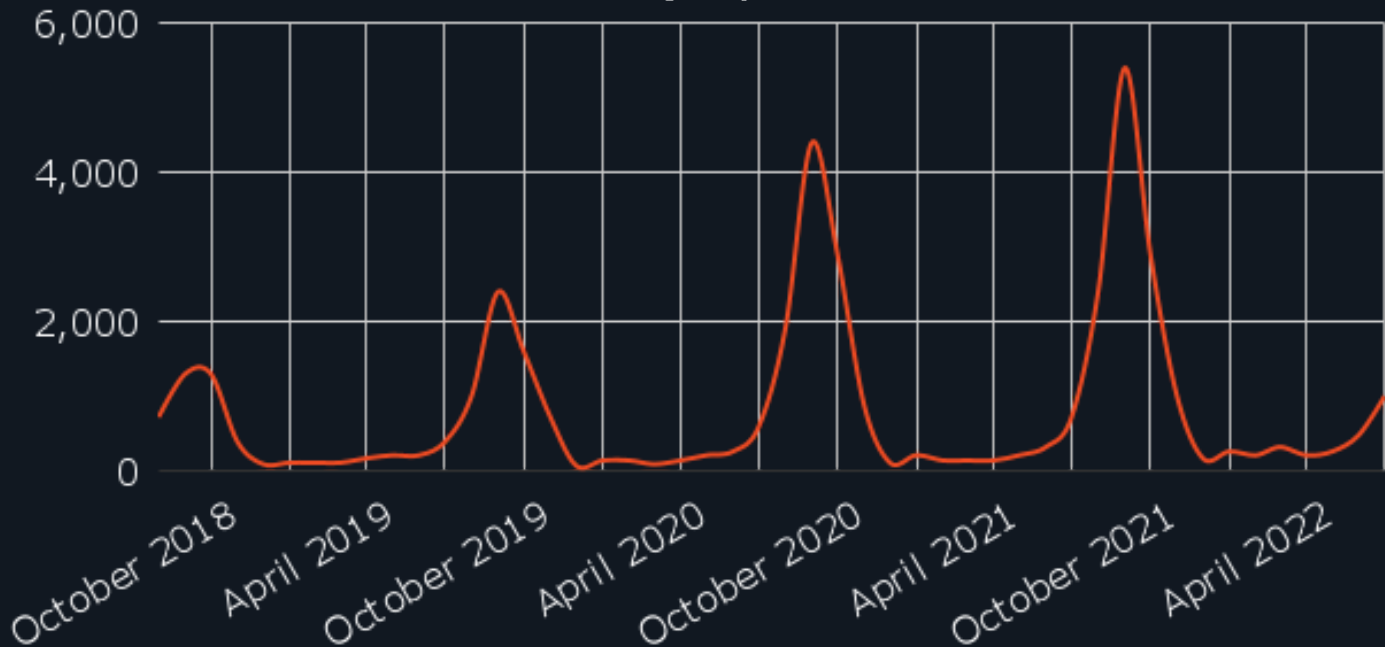
## Ghost Mug

- The cute ghost mug from Target blew up last Fall and it's back again this Fall. It's no wonder **search volume skyrocketed** as they immediately sell out after being restocked. In order to get your hands on one this year you'll have to **keep searching** and staying up to date with the latest restocks.
- Search volume for the ghost mug is **currently up 83%** compared to last summer, people are eager to get their hands on one now that Target's Fall decor is back in stock. Considering people missed out on getting one last Fall, it's looking like search volume will **surpass last year's highest peak** of 18,100.

## Artificial Fall Flowers

### — Search Volume

Source: Google Keyword Planner



## Artificial Fall Flowers

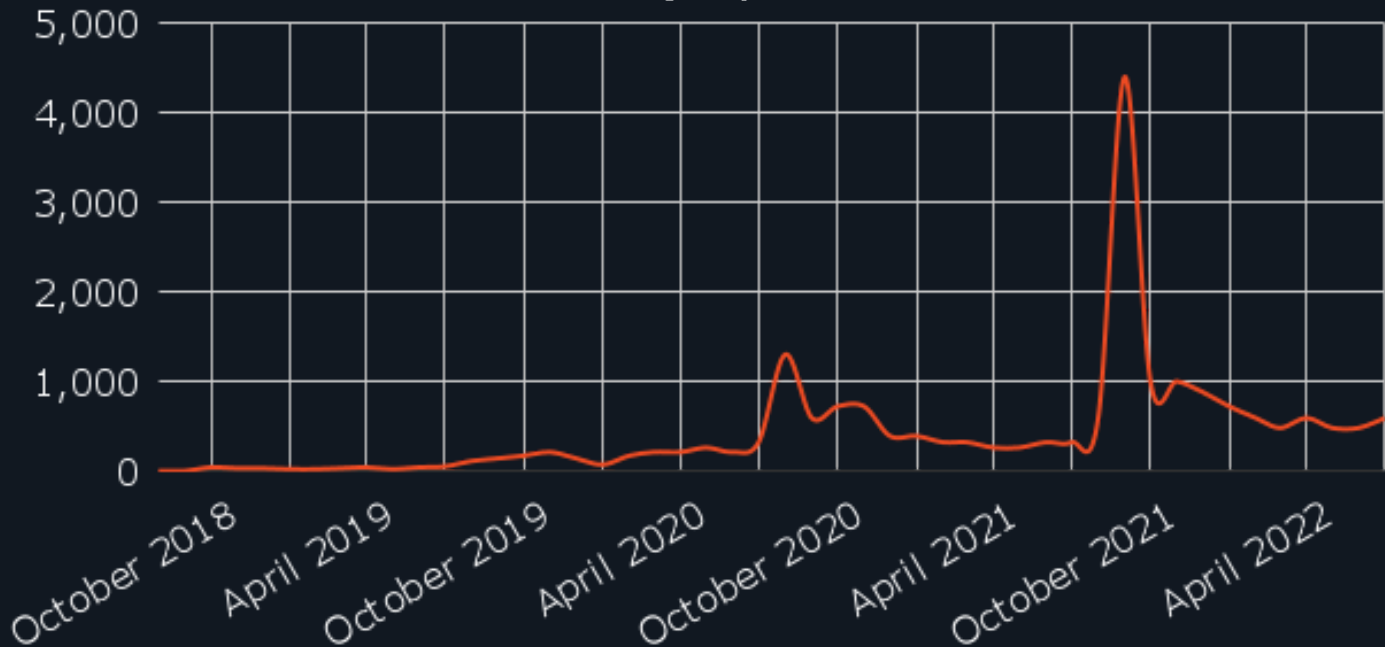
- Real flowers can be a lot of maintenance and **expensive to buy** consistently every year. With artificial flowers, you can store them away and bring them out each Fall season to **bring those Fall vibes** into your home without having to worry about them dying.
- The current search volume for artificial Fall flowers is up **almost 40%** compared to last summer and **up 70%** compared to the summer of 2020, proving that artificial Fall flowers are on track to **surpass last years peak** search volume of 5,400 for a new all time high.



## Sweet Water Decor Candles

### — Search Volume

Source: Google Keyword Planner



## Sweet Water Decor Candles

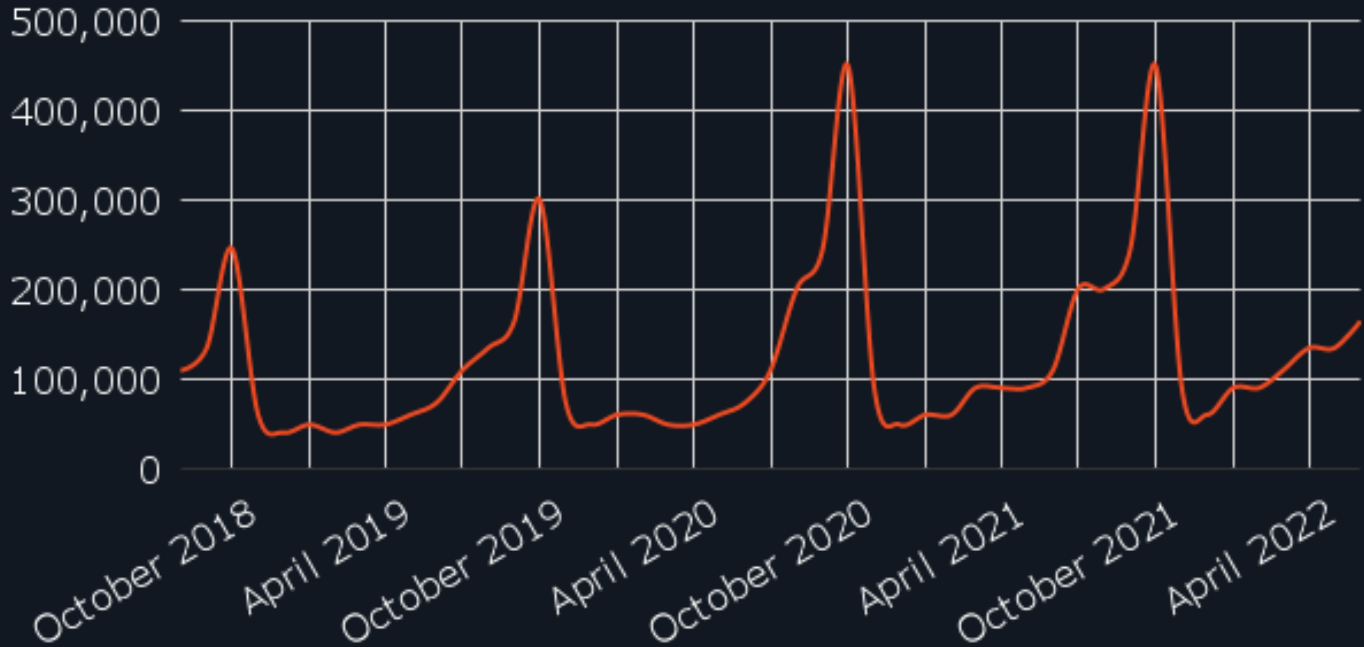
- The best thing about Fall are the candle scents like pumpkin spice, apple pie, cinnamon, and more. But sometimes **regular store bought candles** don't mesh well with your decor. Sweet Water decor candles are the **perfect combination** of yummy scents and style to match your decor.
- The current monthly search volume is **up 84%** compared to the last two summers and up **over 1,000%** compared to summer of 2019. Based on the numbers, it looks like Sweet Water decor candles will hit a new **all-time high** this Fall.

# Entertainment

## Salem, MA

### — Search Volume

Source: Google Keyword Planner



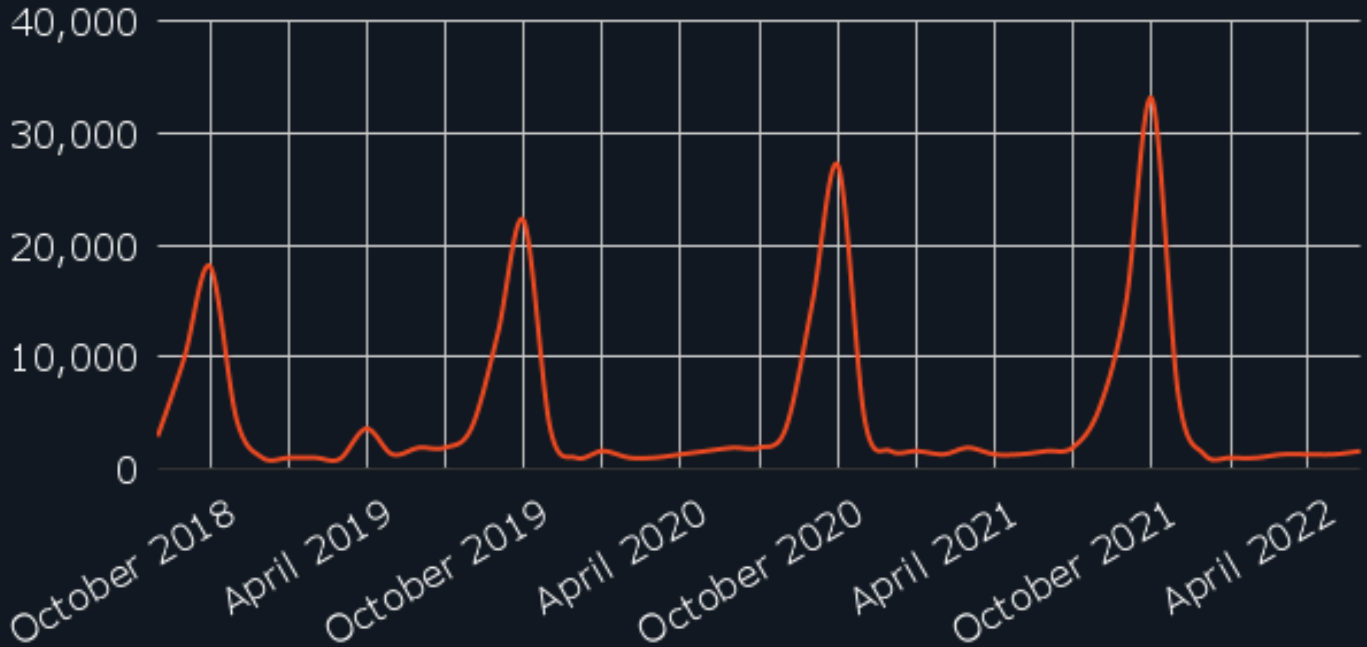
## Salem, MA

- Salem, MA in October is one of the **most visited spots** in New England. Known for the popular Salem With Trials, people love visiting the **Salem Witch Museum** and other attractions. Also known for its great foliage, it makes for the perfect trip for **fall photos**.
- Search interest for Salem, MA peaks in the **second week of October**. Searches for Salem, MA in October 2020 & 2021 had a **50% increase** compared to October 2019. Query volume has continuously increased since October 2018, so we predict that this year's tourism to Witch City will be the **largest of all time**.

# Leaf Peeping

## — Search Volume

Source: Google Keyword Planner



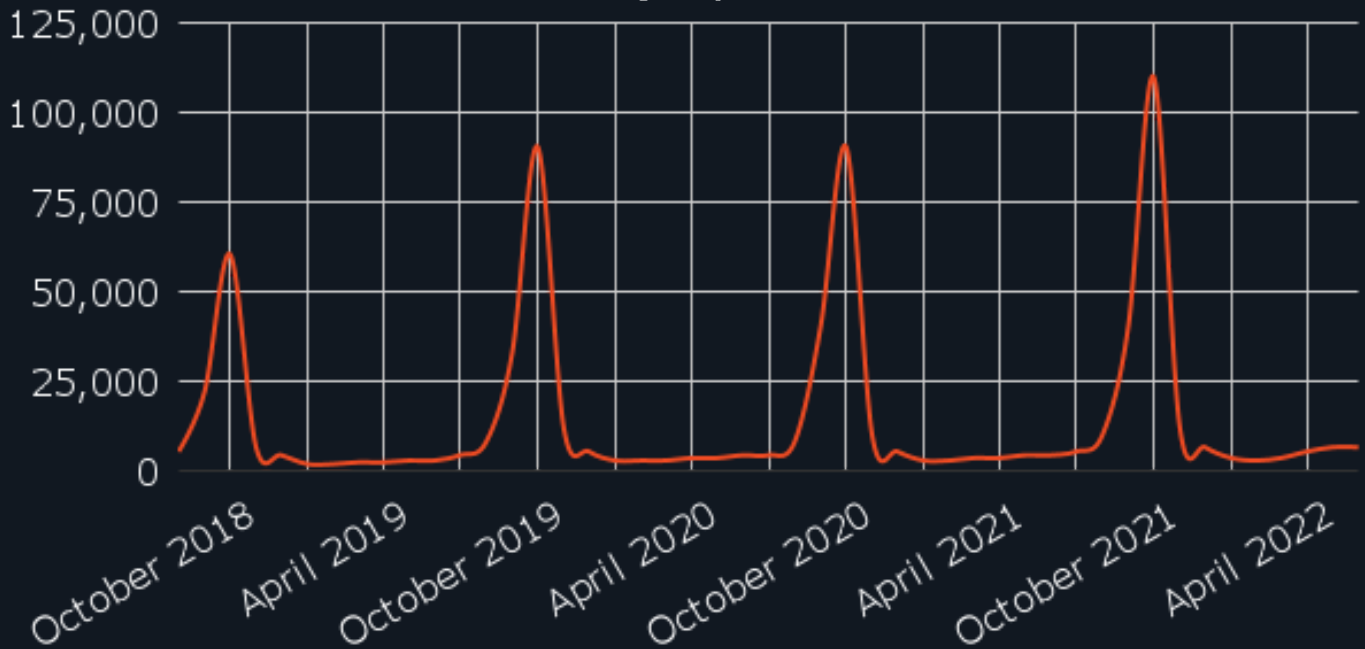
## Leaf Peeping

- Thousands of people each year drive to New England to participate in "leaf peeping," or watching the leaves change colors. In this post-pandemic world, people are still seeking outdoor activities. Leaf peeping provides that opportunity, while also giving you some **new Instagram photos**.
- Leaf peeping saw a search volume **22% increase** in search volume from October 2020 and a **49% increase** in search volume from October 2021. Based on past query volume, Fall foliage and leaf peeping will be a very **popular activity** in 2022.

# Hayrides

## — Search Volume

Source: Google Keyword Planner



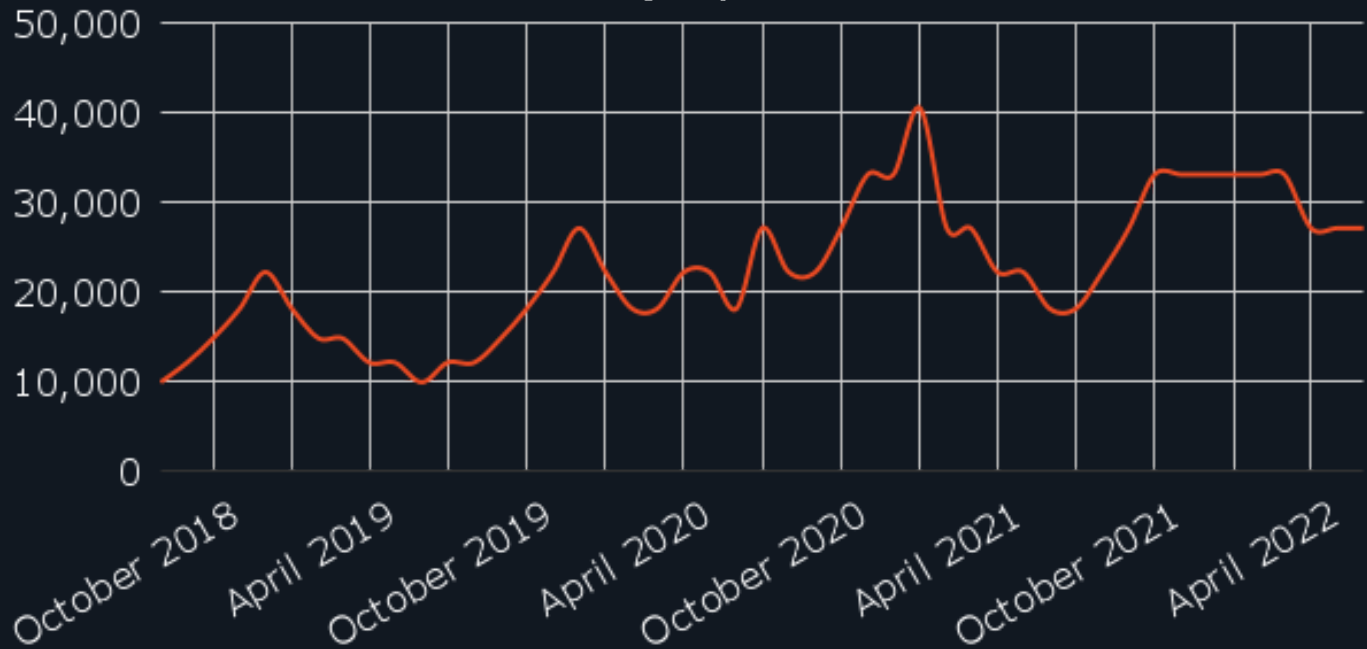
## Hayrides

- Hayrides are a **classic staple** for Fall activities, and this year is no different. In this post-pandemic world, people are looking for **fun activities to do outside**. Hayrides give the chance to get outside and check out the Fall scenery.
- In October 2021 we saw the search volume for hayrides **increase by 22%** compared to search volume in October of 2020 and 2019. Based on the current search volume, we predict hayrides will be one of the **top outdoor activities** this Fall.

# Candle Making

## — Search Volume

Source: Google Keyword Planner



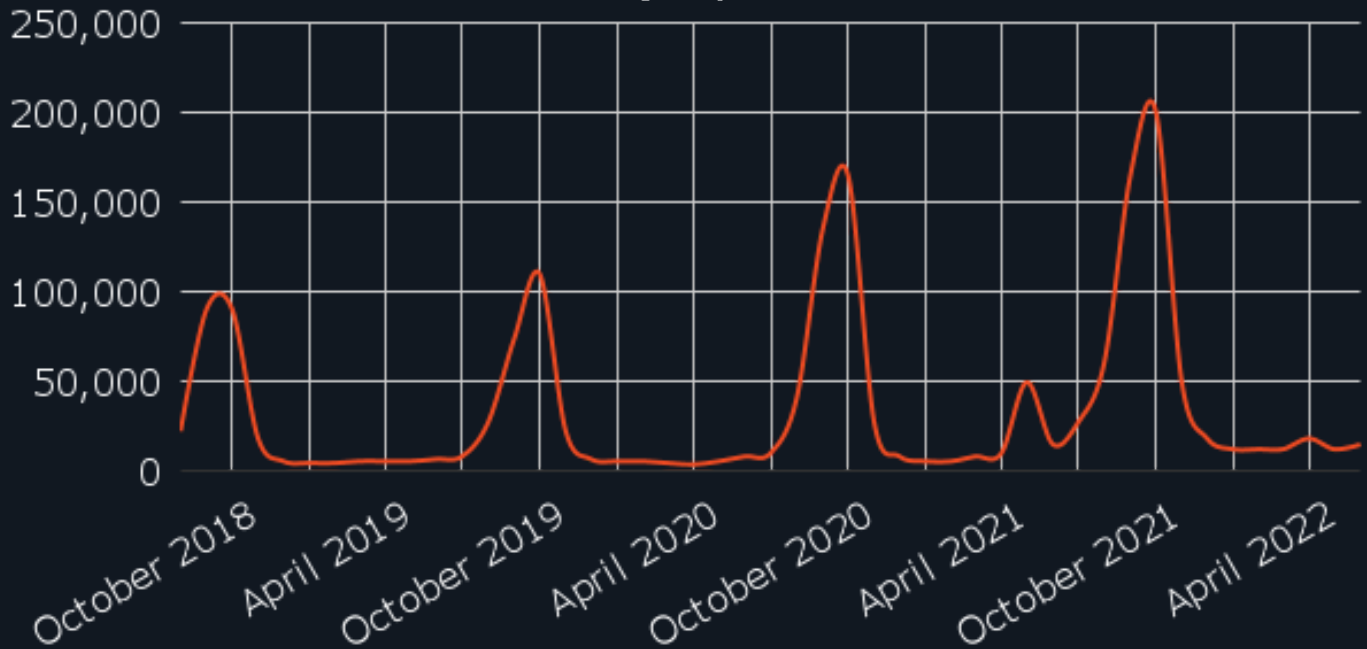
## Candle Making

- There's nothing like **lighting a candle** to get that “Fall” feeling especially with some Fall scented candles, but have you ever considered making your own? People are finding that making your own candles are **surprisingly easy** to do and more **cost effective** than buying candles from your local store.
- Searches for "candle making" have continued to trend upward, with search volume in July 2022 having **3x the amount of searches** compared to 2019. Candle making searches also **increased 22%** in October 2021 compared to October 2020. We believe search interest this Fall will **outpace** that of 2021 & 2020.

## Cider Mill

### — Search Volume

Source: Google Keyword Planner



## Visiting A Cider Mill

- Consumer interest in cider as a beverage has **skyrocketed** over the last few years, and consumers are interested in seeing how it all gets made at a cider mill. Just like how visiting a brewery can a fun, cider mills provide the same experience yet with a **delicious fall drink**.
- Searches for Cider Mill **increased 22%** from October 2020 to October 2021, and **increased 83%** from Oct 2019. Based on these numbers we predict **more people** will be enjoying fresh cider and a cider donut this Fall!

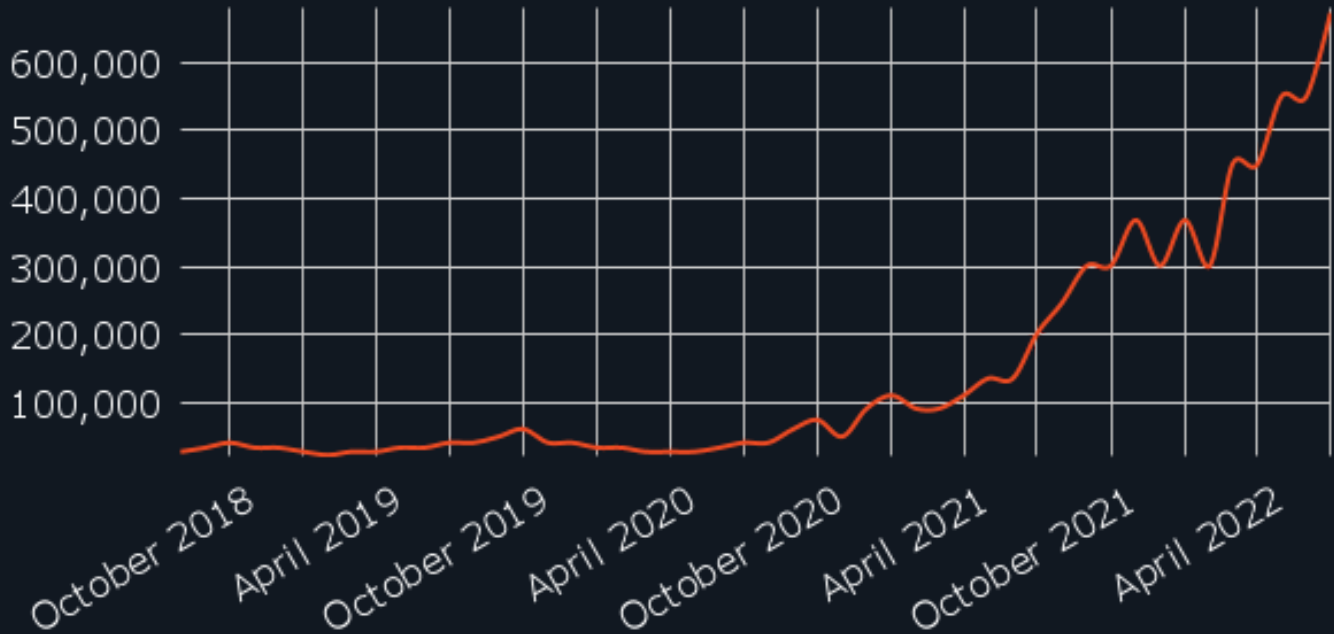
# Food & Drink



## Cider

### — Search Volume

Source: Google Keyword Planner



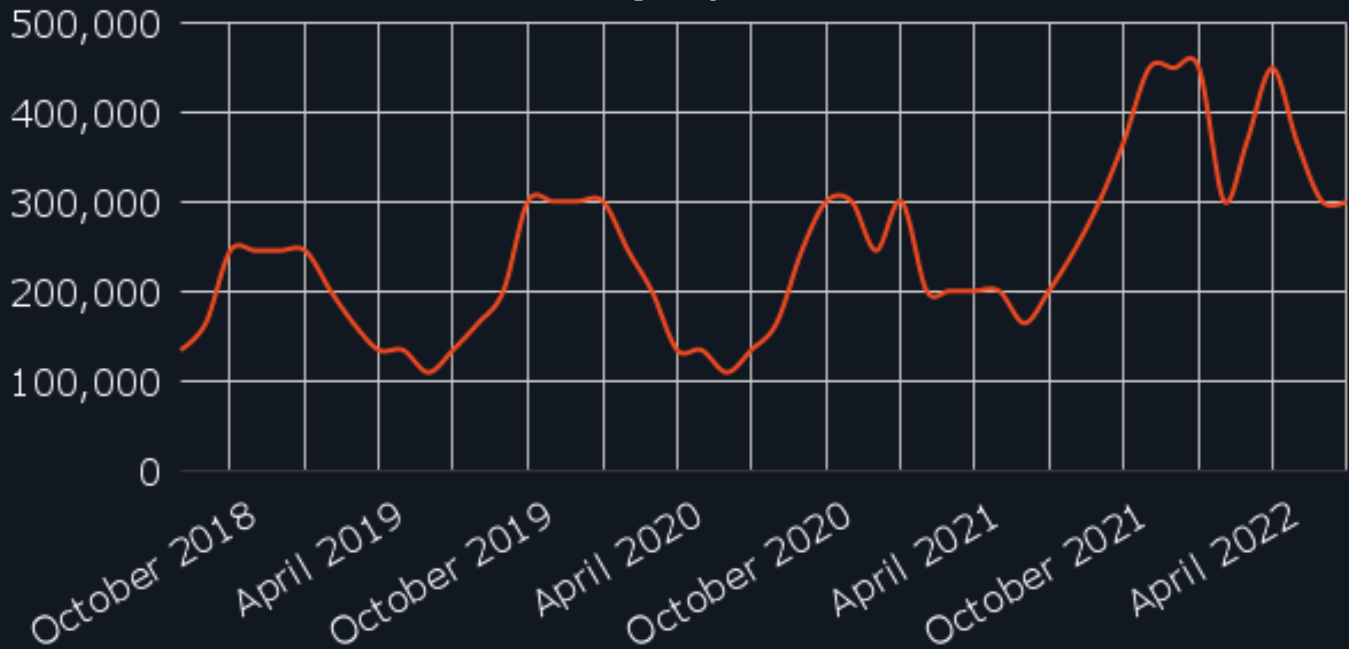
## Cider

- Now, we're not talking about the hard stuff - we are examining the search volume for **pressed apple juice**, also known as cider in the USA. This beverage has seen a **meteoric rise** in popularity since Fall of 2021.
- The query volume for cider has **more than doubled** since October 2021. With this trend line going up, AMP foresees a huge demand for this Fall favorite in 2022. Maybe you can have a glass at your **next visit to a Cider Mill!**

# Soup

## — Search Volume

Source: Google Keyword Planner



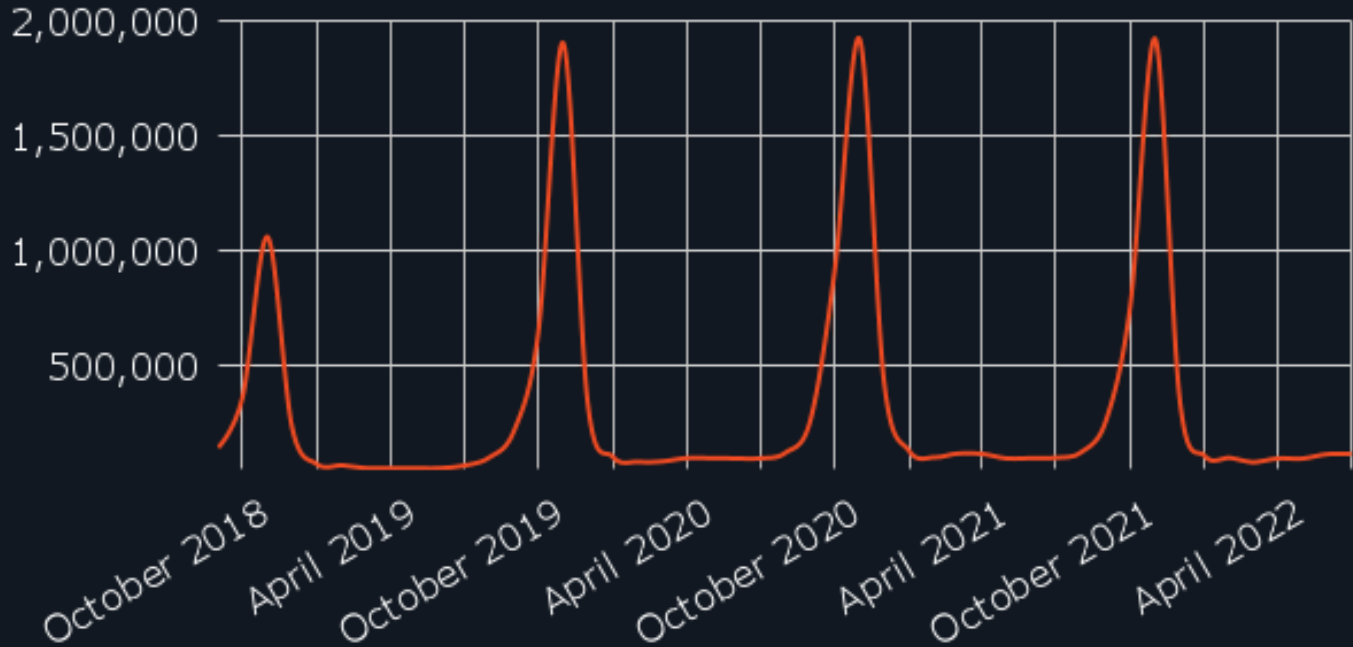
## Soup

- With colder weather, meals that warm the **body and soul** become more popular in search. One meal in particular has grown in interest since the **last Autumn season: Soup**.
- According to Google Trends, the first spike of search interest in “soup” happens in the **first week of November**. In 2022, the search volume for this cold weather staple is up **50% YoY** and is poised for a huge surge in popularity later on this Fall.

## Pumpkin Spice

### — Search Volume

Source: Google Keyword Planner



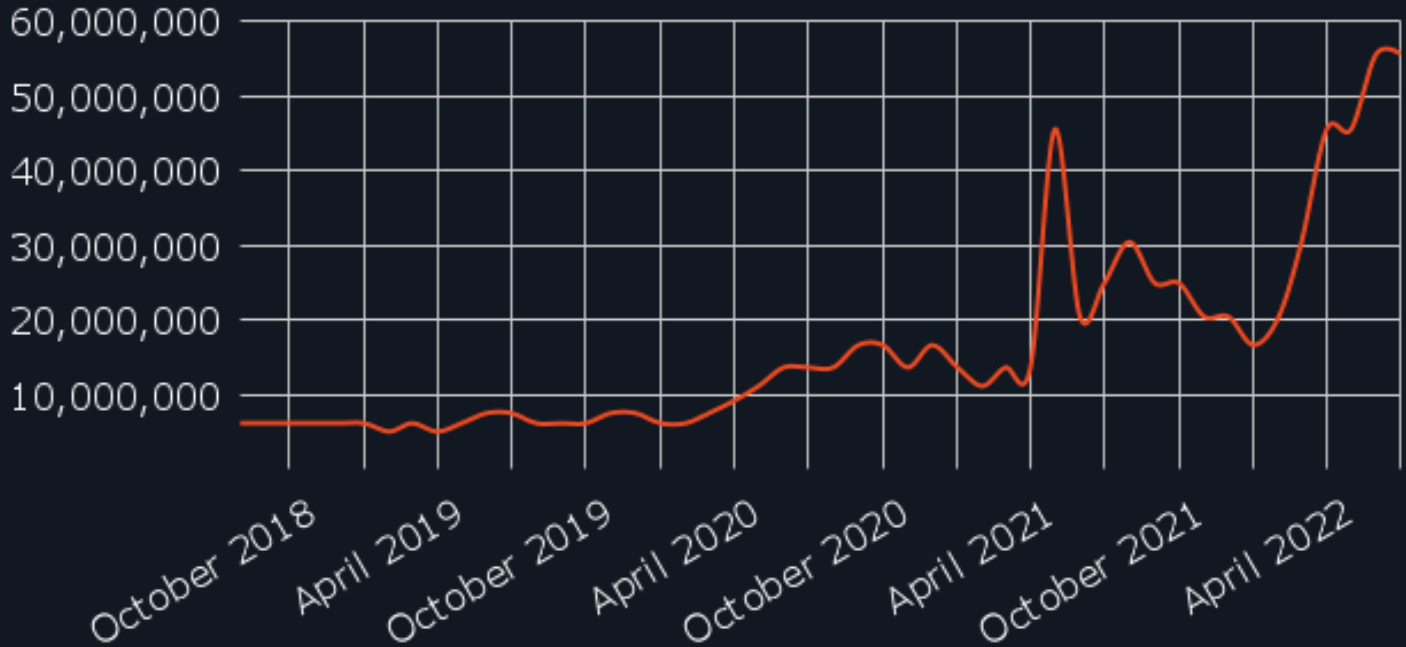
## Pumpkin Spice

- The flavor trend of Fall **still has a lot of life left in it.** From coffee drinks to beer to deserts, Pumpkin Spice is quite popular and it's appearing that 2022 will be a **bigger year** for this topic's search interest.
- Driving the start of this **search interest spike** is the August release of pumpkin spice flavored beverages and peaks with queries for Thanksgiving pies. This Fall, AMP predicts there will be a **20% increase** in queries for this flavor.

# McDonald's

## — Search Volume

Source: Google Keyword Planner



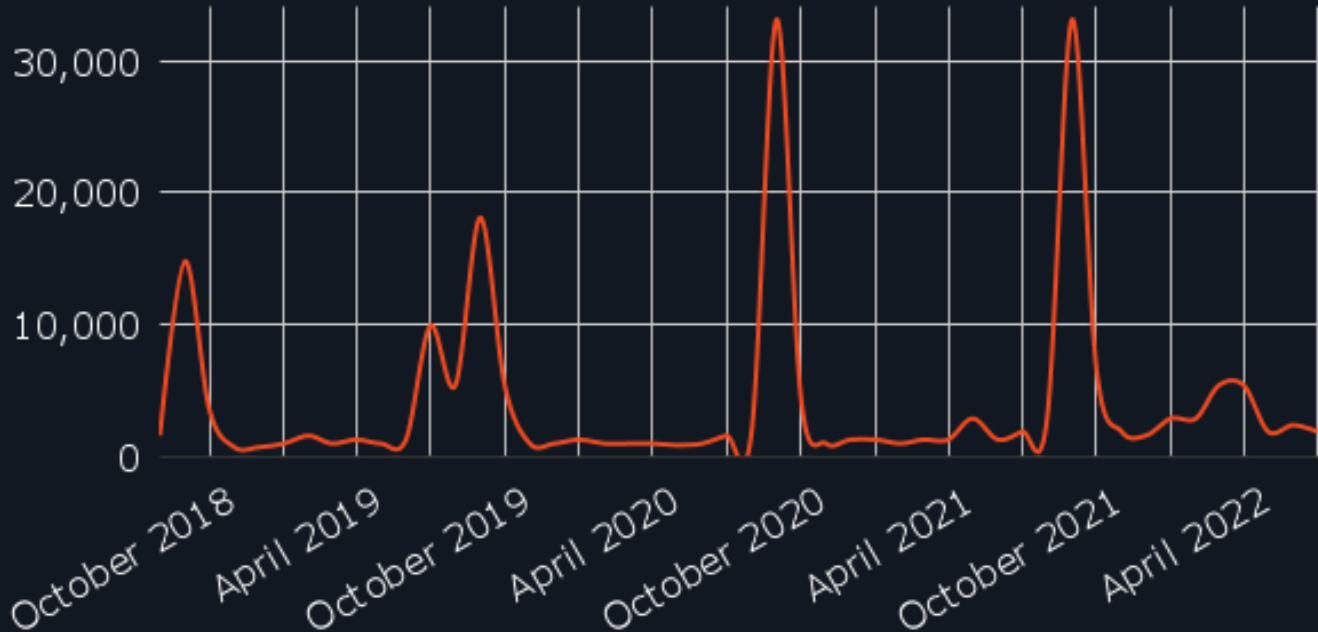
## McDonald's

- When economic times get tough, the **popularity of fast food goes up**. Well, that is a story we heard. With **inflation on the rise**, the AMP team explored the search volume of the brand phrase of “McDonald’s”.
- Since the beginning of 2022, queries on the **fast food chain’s name has increased 3.5x**. With growing economic concerns forecasted into next season, we predict McDonald's will **continue to grow** in search interest.

## National Coffee Day

### — Search Volume

Source: Google Keyword Planner



## National Coffee Day

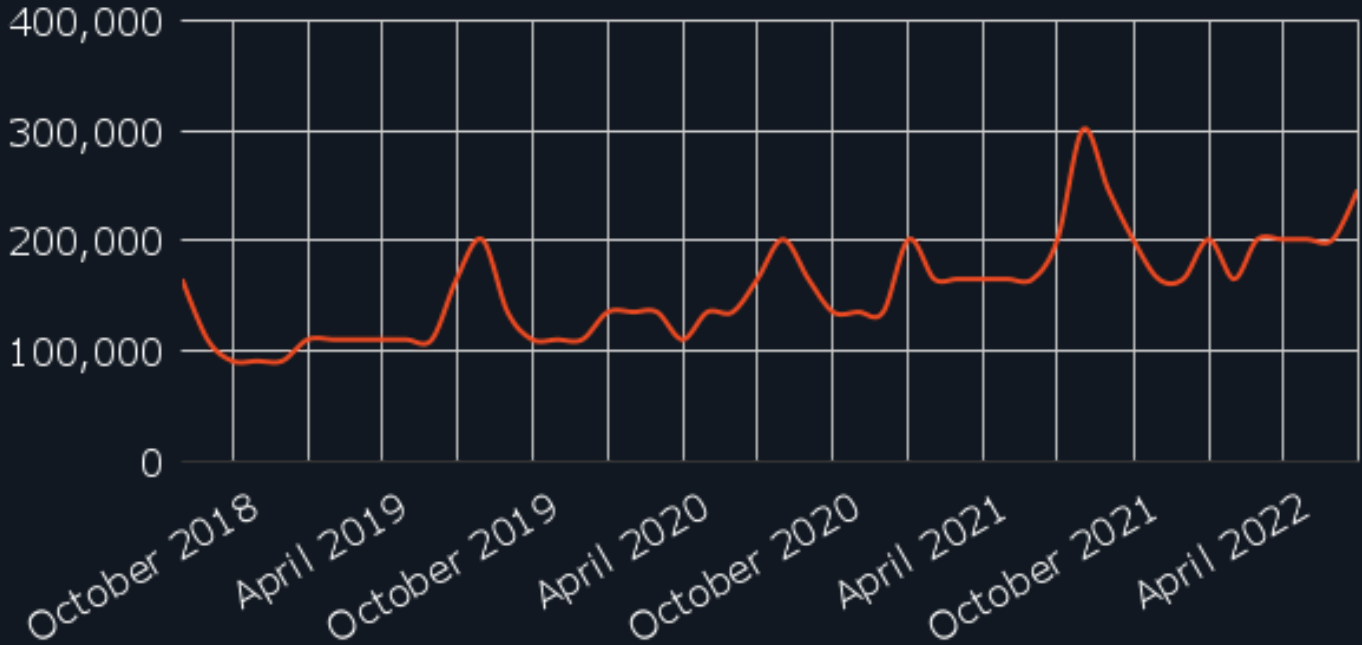
- Over the past 4 years, the annual celebration of a cup of Joe has **gained popularity**. Looking at the data in the first half of the year, this holiday appears primed for the **biggest observance yet**.
- Summing the search volume of phrases related to Coffee Day holidays, 2022 has seen a **130% increase** compared to the same time period in 2021. This Fall, get ready to celebrate National Coffee Day on **September 29th** or International Coffee Day on **October 1st**!

# Back to School

# Bento Box

## — Search Volume

Source: Google Keyword Planner



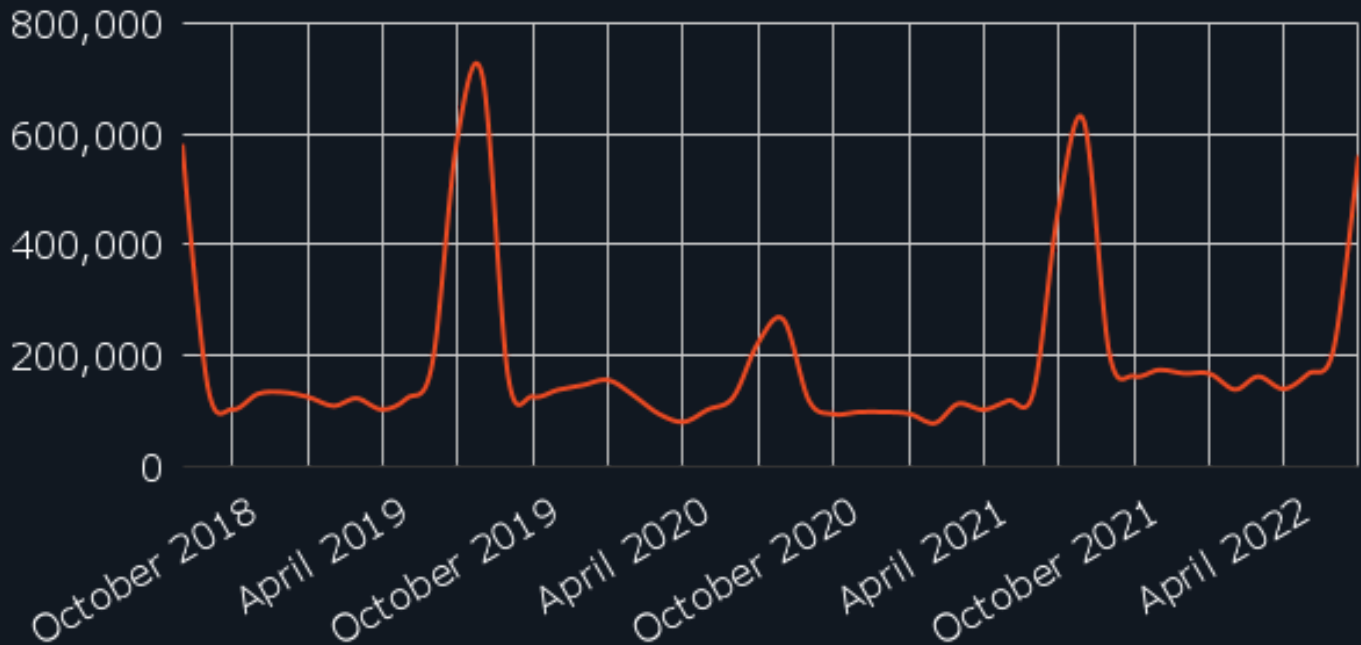
## Bento Box Lunch Box

- The popularity of the **Japanese single portion meal** has grown over the last 5 years and now this style of lunch box attributed to the meal is **ready to be a top choice** this Fall.
- As Back to School research started to heat up in July 2022, the increase in search volume for “bento box lunch box” was **up 22% YoY**. We expect that kids will be seeing this type of meal carrier **all over** their school’s cafeteria.

# Backpacks

## — Search Volume

Source: Google Keyword Planner



## Backpacks

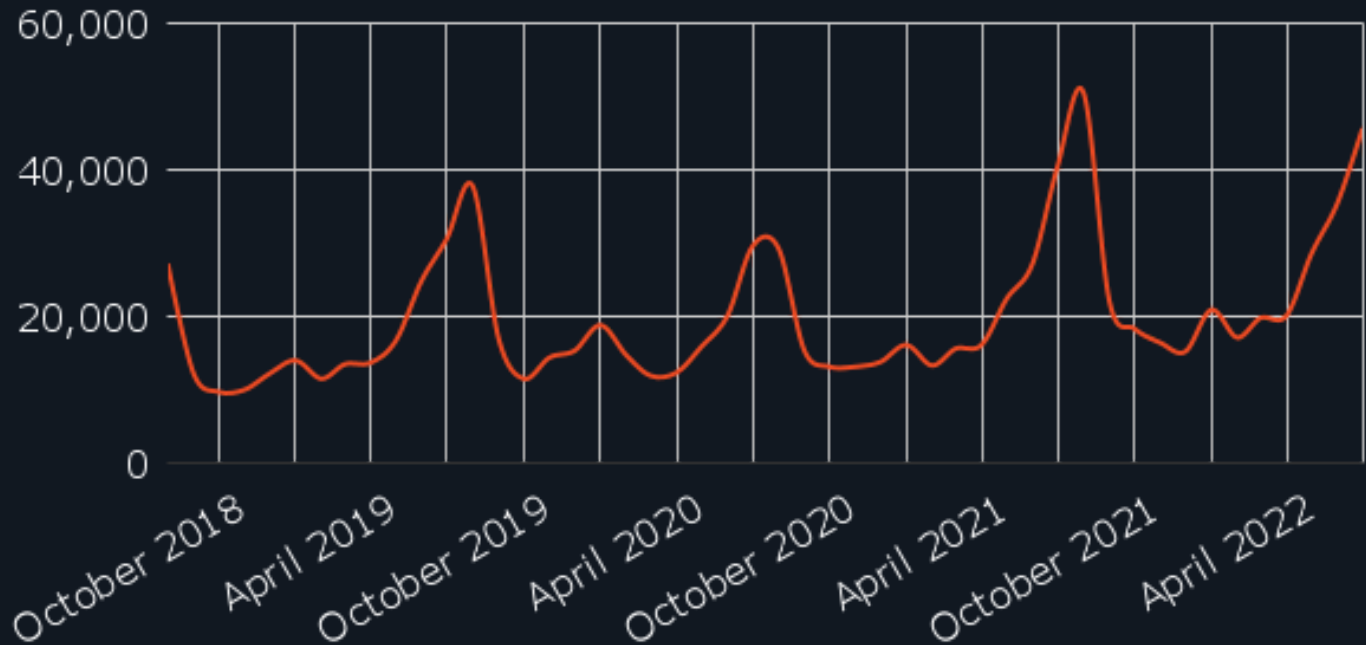
- Always a school staple, backpack search interest **took a dive during 2020** and came back somewhat to pre-pandemic levels last year. This year, the trend line **looks promising for growth** over 2019 volume.
- Comparing the search volume for “backpacks” leading up to the Back-to-School shopping month of August, there has been a **14% increase** over same time period in 2019. Be on the lookout for **Loungefly, The North Face, Jansport, and Hershel** brands.



## Shower Shoes

### — Search Volume

Source: Google Keyword Planner



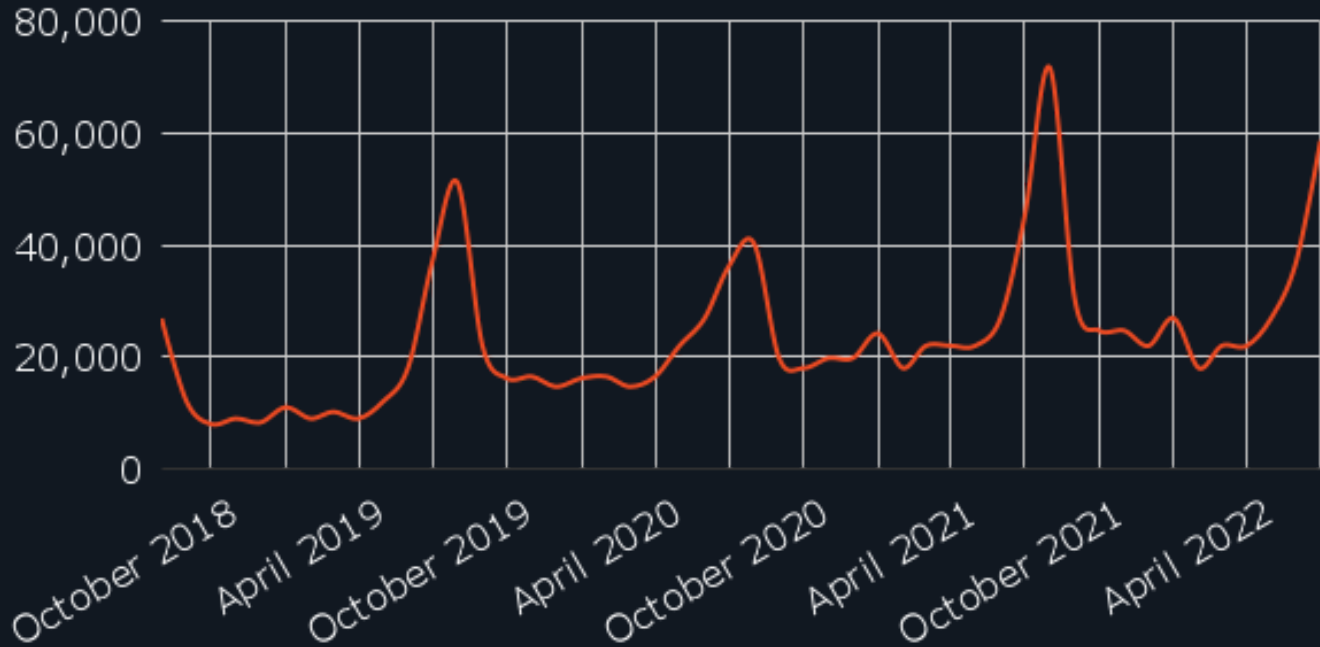
## Shower Shoes

- As students get ready for dorm life, new supplies and, in this case, footwear become **necessary** to purchase. Coming out the pandemic, it appears that “shower shoes” is **going to have a moment** in 2022.
- Based on the rise in search volume last Back-to-School shopping season and **20% increase** in search interest in June & July 2022 over June & July 2021, the sales of this protection from public shower issues should be **even higher** this year.

## Twin XL Bedding

### — Search Volume

Source: Google Keyword Planner



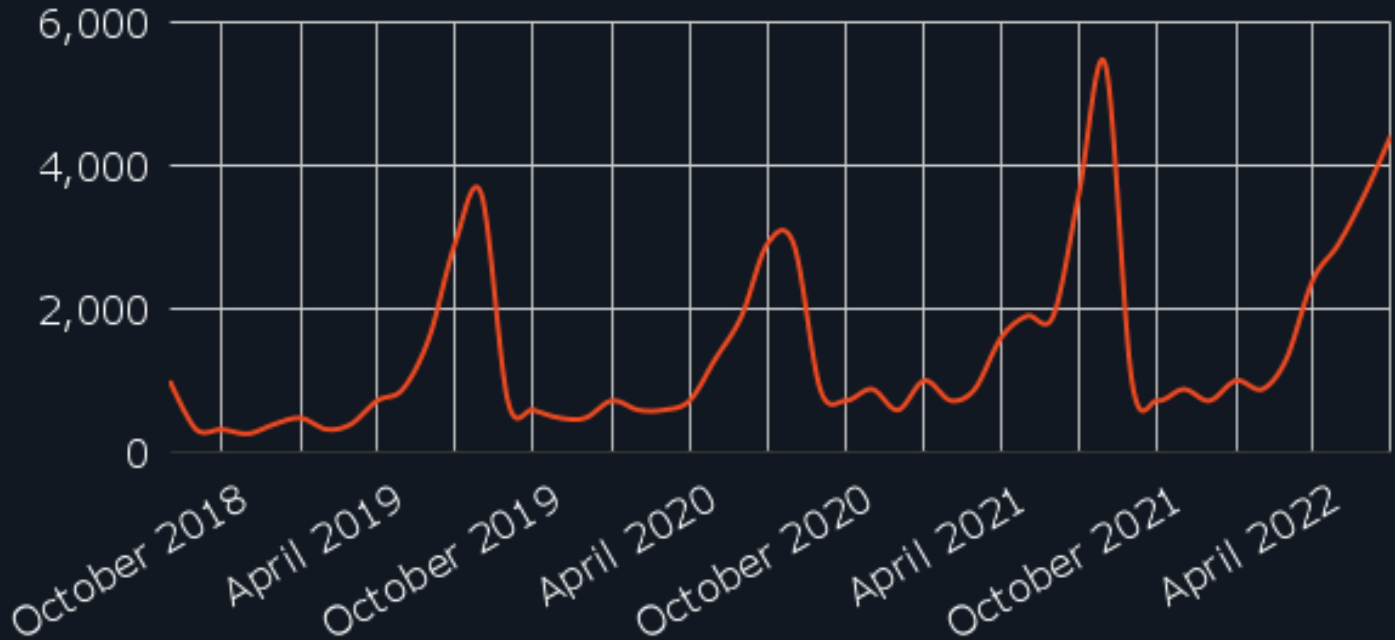
## Twin XL Bedding

- Did you know that the search volume for phrases related to Twin XL Bedding **spikes in the first week of August**? That's just a little nuance of Back-to-School shopping that **we uncovered** when we researched this topic.
- As with many other topics related to in-person school activities, this type of bedding saw a **drop in 2020** but is seeing a resurgence now. We are seeing a **30% increase** in search volume YoY and that bodes well for college dorm shopping in 2022.

# IKEA Frakta Bag

## — Search Volume

Source: Google Keyword Planner



## IKEA Frakta Bag

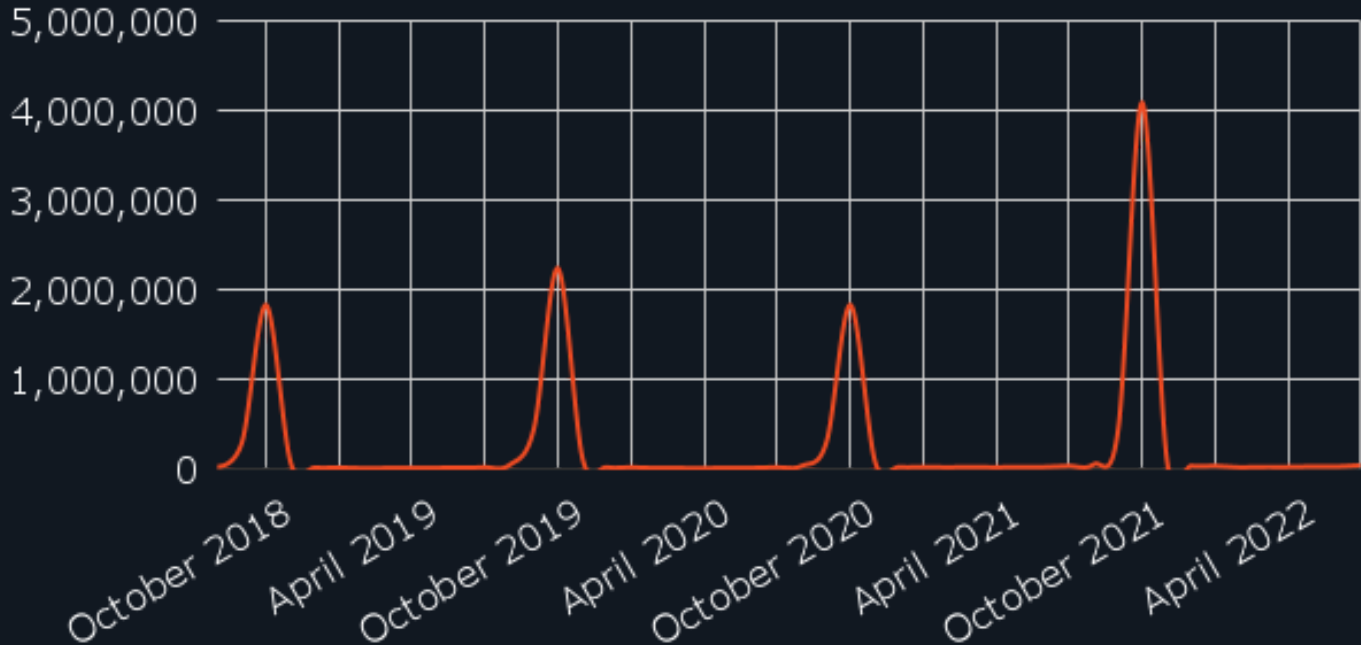
- When you need a cheap, sturdy bag to **help you move** into your housing for the school year, the IKEA Frakta bag is **a popular choice** and is trending to be even more sought after this Fall.
- Comparing July 2022 vs. July 2021 search volume on this topic, there has been a **22% increase**. Be on the lookout for this blue storage bag during the **move-in for Fall semester** this year.

# Halloween

## Haunted Houses Near Me

### — Search Volume

Source: Google Keyword Planner



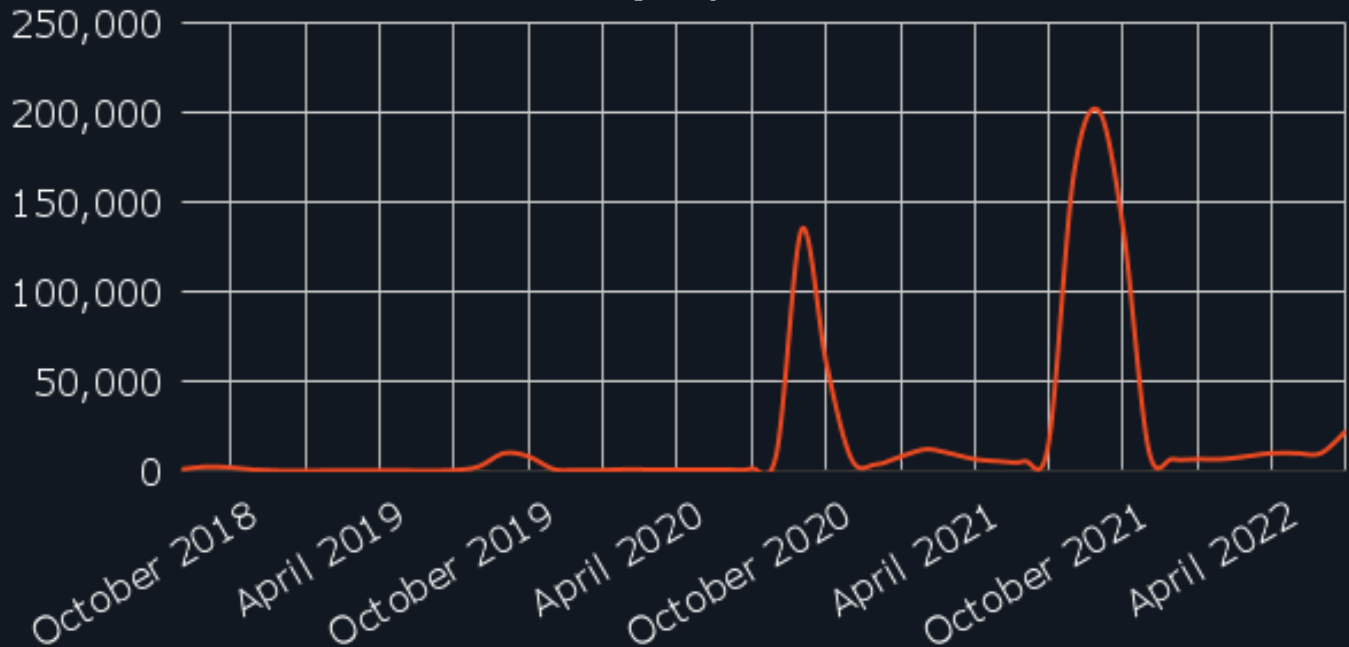
## Haunted Houses Near Me

- Thrill seekers and Halloween fanatics are no strangers to this season's biggest attraction: **Haunted Houses**! A true haunted house experience consists of people dressed up in scary costumes and giving visitors an **adrenaline-filled, chilling encounter**.
- Haunted Houses are a **trending search** every Halloween and even generated a surprising search volume during the pandemic in 2020! This Halloween, due to the **increased possibility** for even larger group activities, haunted houses are in for a treat!

## Halloween Squishmallow

### — Search Volume

Source: Google Keyword Planner



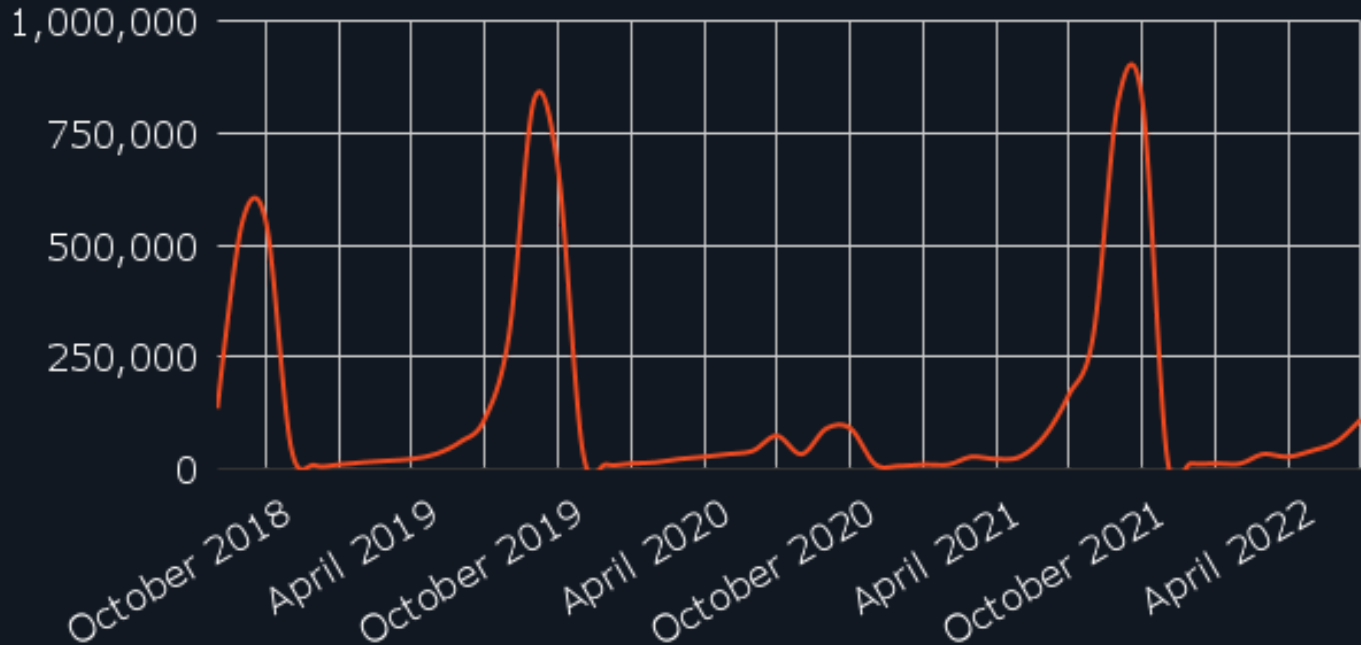
## Halloween Squishmallow

- From little kids who love imaginary play to college students to adults, Squishmallows have become a very **trendy topic in recent years**. People have even begun creating Instagram accounts **solely devoted** to showing off their plushy collections.
- Due to their monthly releases, this Halloween season people are anxious to get their hands on the latest collection. Last year, over **350,000 people** searched for Halloween Squishmallows during the Fall months, that's **42% higher** than 2020! Based on these numbers we're predicting an **even higher peak** in search volume this fall.

## Halloween Horror Nights

### — Search Volume

Source: Google Keyword Planner



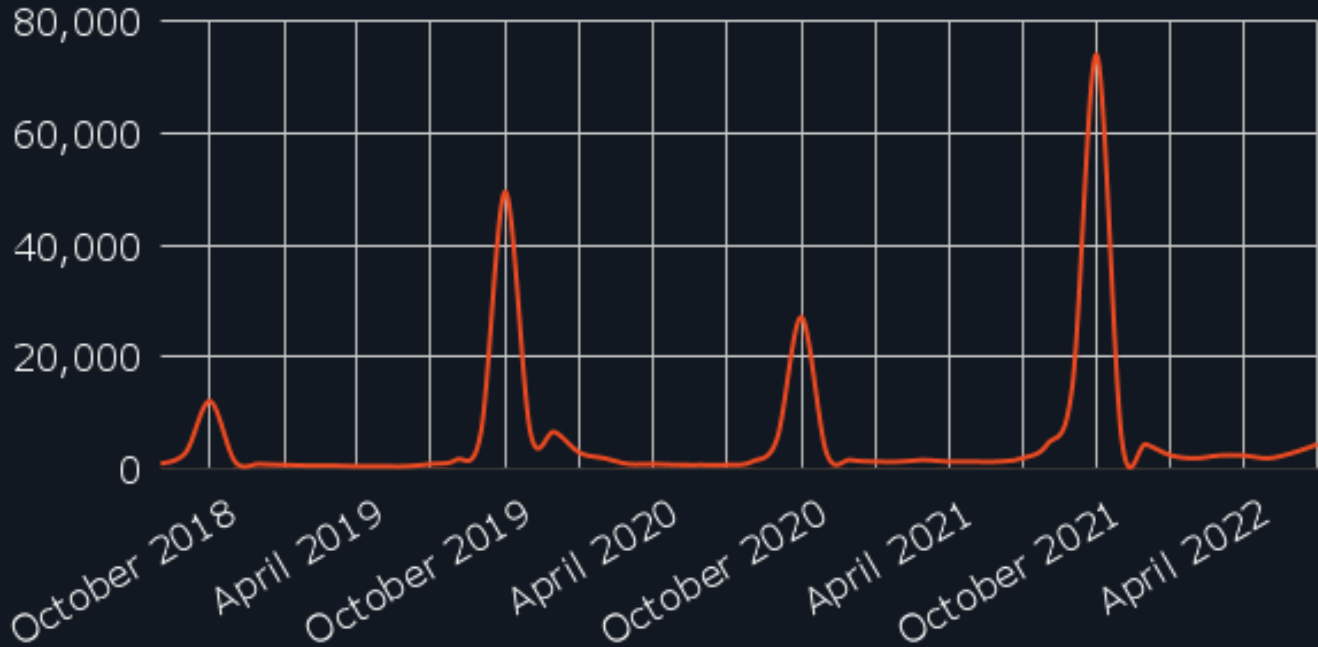
## Halloween Horror Nights

- Universal Studios hosts an **annual Halloween event** where the whole park is transformed into a **Halloween fanatic's dream**. From seasonal food and outrageous live shows to the most terrifying haunted house attractions, Halloween Horror Nights **covers it all**.
- The search volume for this event reached **over 780,000 queries** last Fall. This year, as excitement increases and with the recent COVID related restrictions being lifted, AMP predicts an even **greater show-out** this Halloween season.

## Peaky Blinders Costume

### — Search Volume

Source: Google Keyword Planner



## Peaky Blinders Costume

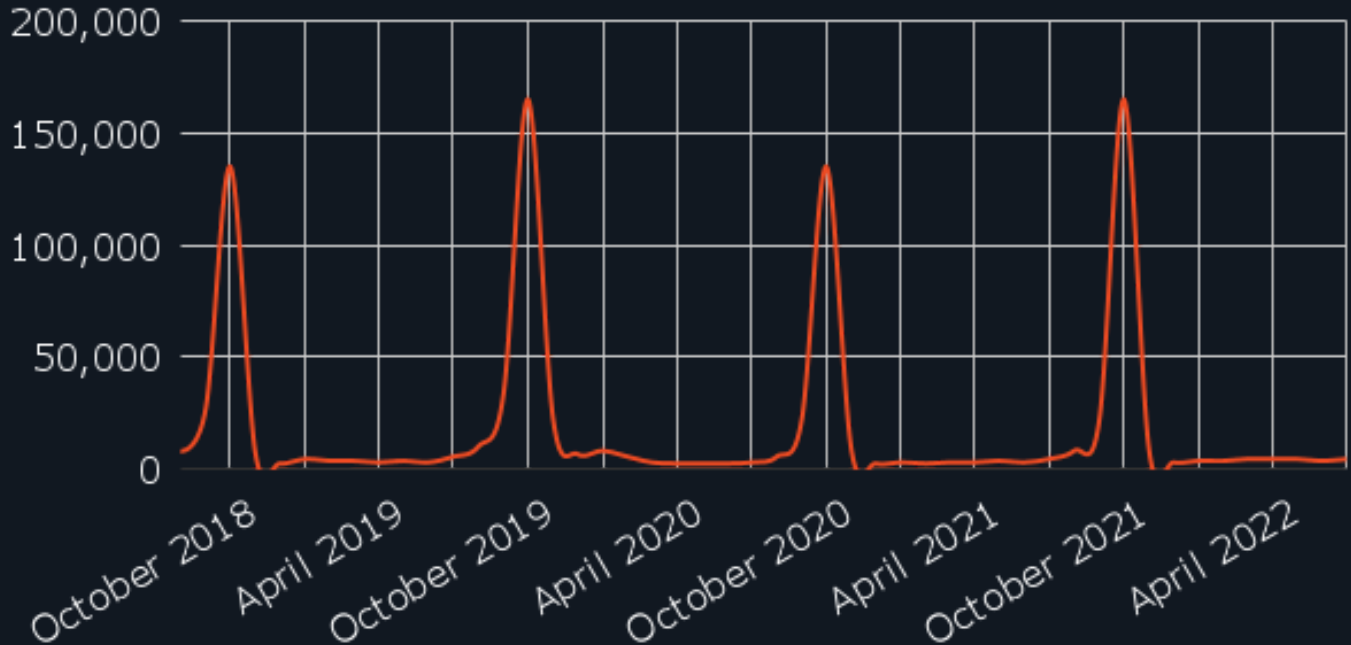
- The Netflix original fan favorite series “Peaky Blinders” follows a crime gang during the aftermath of World War I. Since its release in 2013, people have gravitated towards the characters’ **traditional 1800 outfits** and their **signature newsboy cap** as a Halloween costume.
- Just last year, search volumes for this costume reached nearly **75k in October** - that’s a **63% increase** in comparison to the previous Halloween season! For this year’s Halloween, AMP predicts an even greater popularity given their **final season** was released in the summer months.



## Grease Costumes

### — Search Volume

Source: Google Keyword Planner



## Grease Costumes

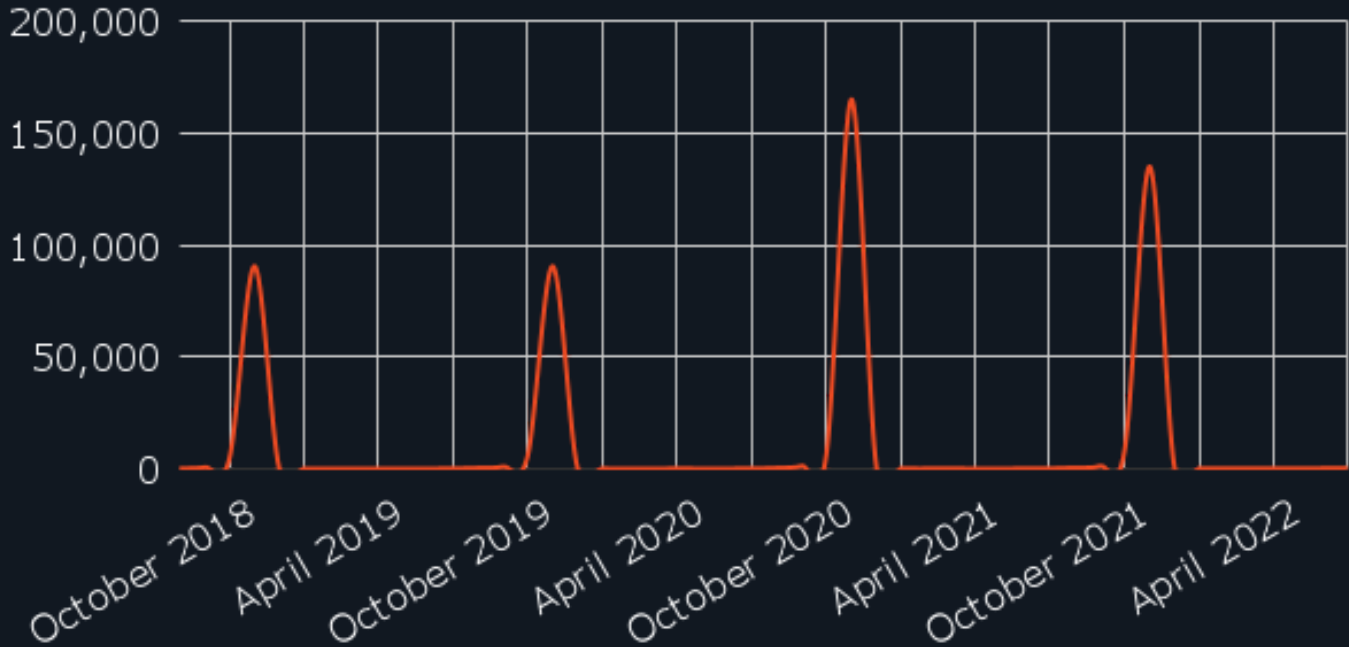
- The classic 1950's clothing worn in the movie Grease has been used as a **popular Halloween costume** since its release. This costume is **perfect for a last minute idea** - a plain white tee, a black leather jacket, some black jeans, and of course, plenty of hair grease.
- Every Halloween season, the search volume for Grease costumes remains high. This year we have already seen a **29% increase** in search volume compared to the same time frame in 2021. Also, due to the passing of the **iconic Olivia Newton-John** (Sandy in Grease), AMP predicts even more greasers this season.

# Thanksgiving

## Thanksgiving Cocktails

### — Search Volume

Source: Google Keyword Planner



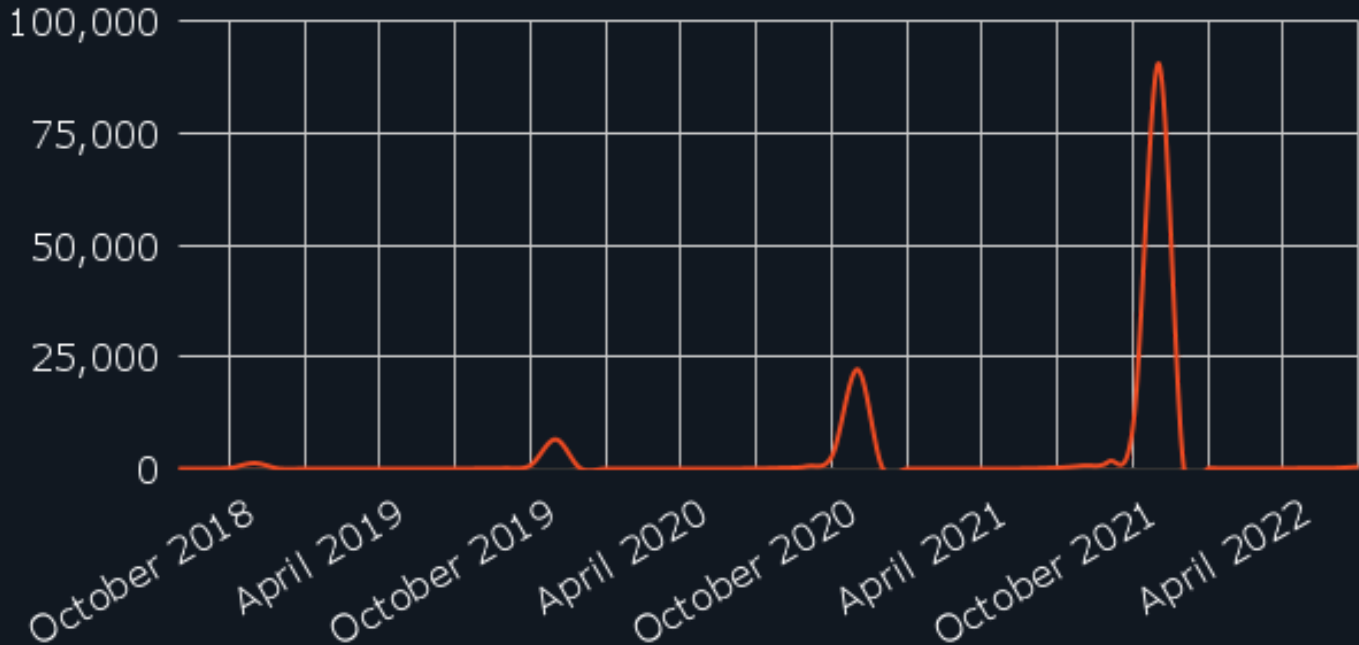
## Thanksgiving Cocktails

- This food-centered holiday is **a staple for many families**, but the paired drinks are often just as important. These cocktails made from cranberries, pecan pie, pumpkin, apple cider, and other **Fall-favorite flavors** are excellent to sip on during the holiday!
- In previous Thanksgiving seasons, people have generated over **150k queries** in search of the perfect Thanksgiving cocktail. From 2019 to 2020 there was an **82% increase** in search volume, indicating an rise in popularity for this year's celebrations!

## Thanksgiving Charcuterie Board

### — Search Volume

Source: Google Keyword Planner



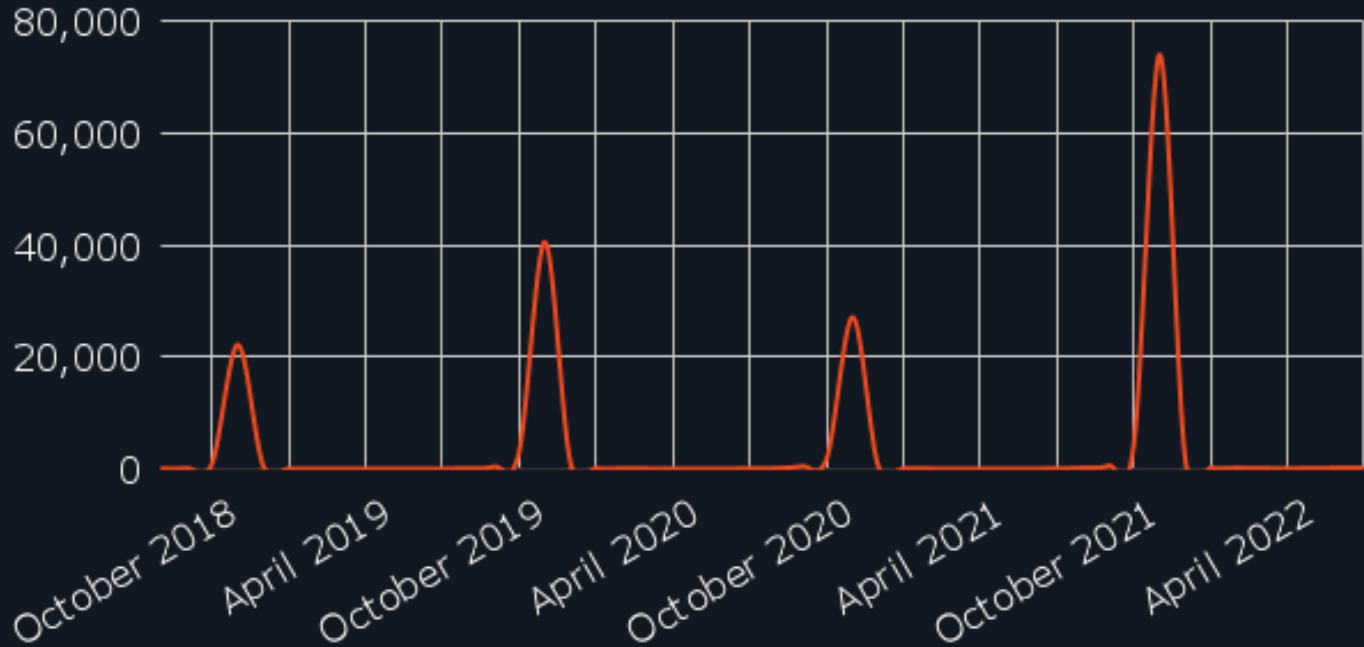
## Thanksgiving Charcuterie Board

- Charcuterie boards have been a staple to many holiday meals in recent years. This board can be the **perfect addition** to a traditional feast - keeping your **guests entertained** while they wait for the meal to be ready.
- Last year, search queries for this seasonal treat **tripled in volume** compared to every season before it. Since January of 2022, there has been a **115% increase** in search volume compared to the same time in 2021. This season, be sure to expect this on-theme appetizer at your Thanksgiving celebration!

## Friendsgiving Food Ideas

### — Search Volume

Source: Google Keyword Planner



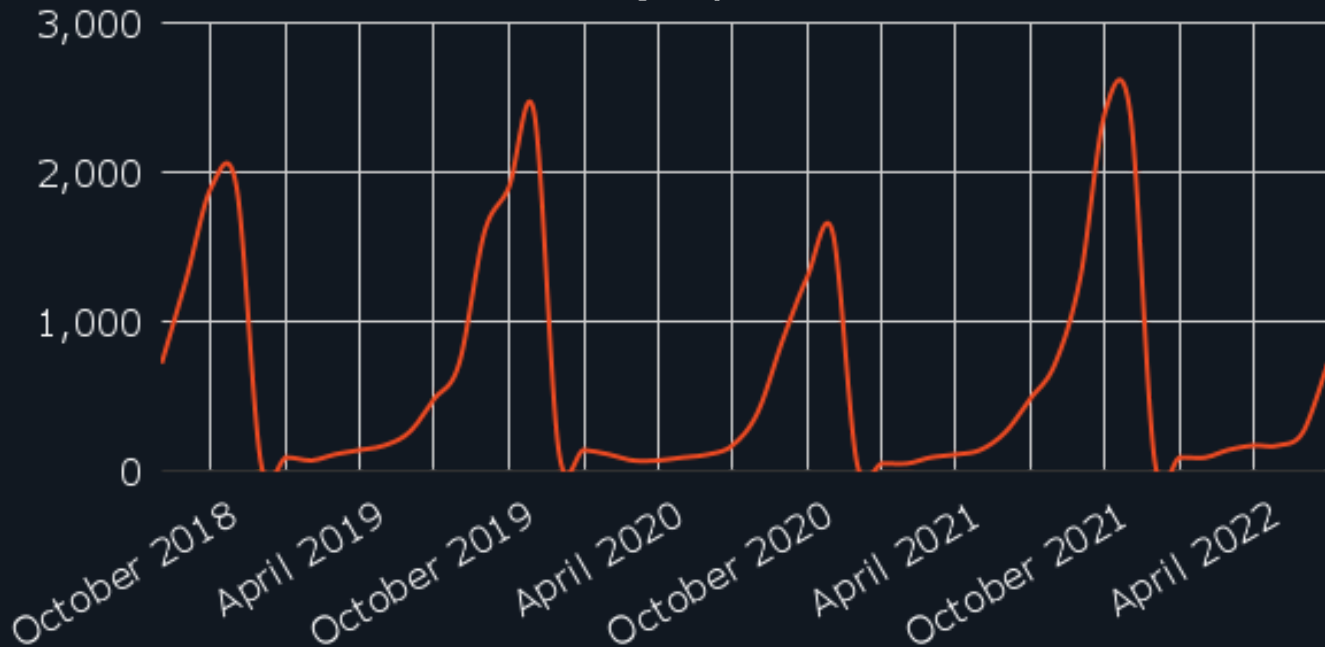
## Friendsgiving Food Ideas

- Friendsgiving offers a **fun twist** on the classic Thanksgiving tradition by spending the holiday with your friends. With an **increase in popularity** in recent years, people begin searching for ideas to bring to the table since early in the Fall season.
- Just this year, there is a **70% increase** in search volume for friendsgiving food ideas than ever before, making this year's holiday season even more likely to be spent among friends. With search trends **more than doubling** in volume, AMP suggests you start thinking of a dish to bring to the table this year!

## Best Places to Go for Thanksgiving

### — Search Volume

Source: Google Keyword Planner



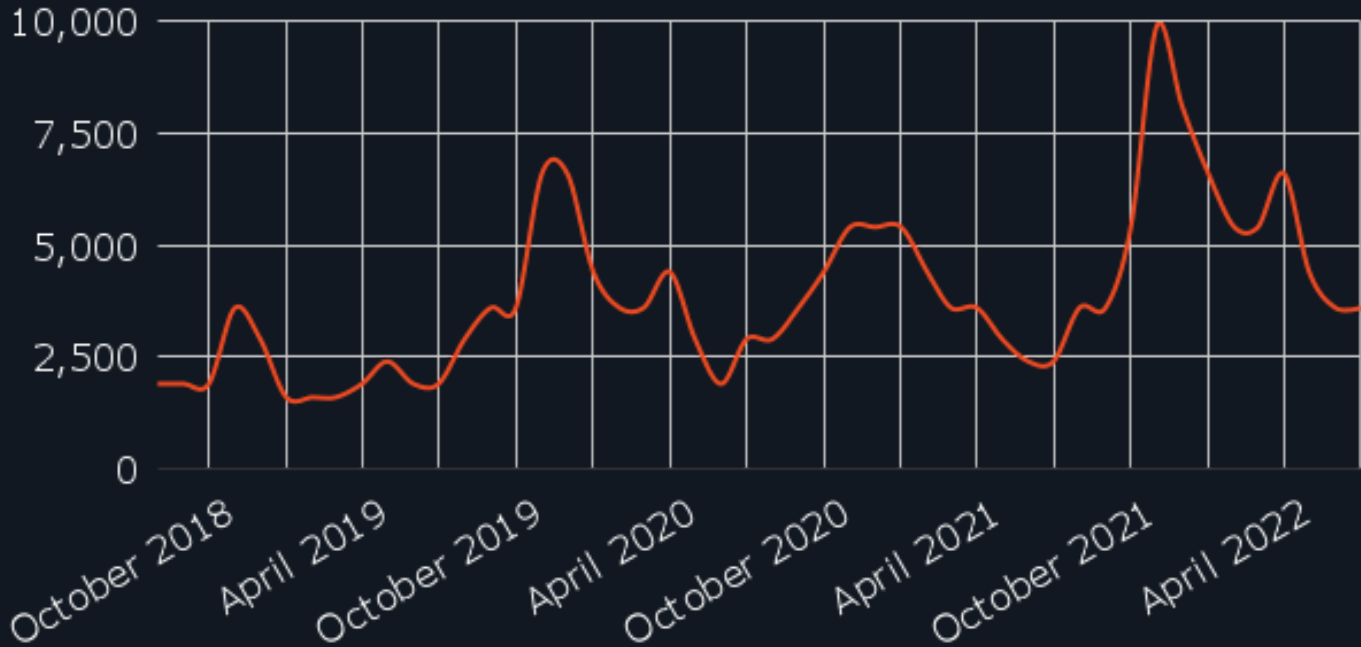
## Best Places to Go for Thanksgiving

- What could be better than a holiday season filled with delicious food? **A beautiful destination** and delicious food! Weather it's a quick getaway or a longer vacation, **this season is popular** for many to visit somewhere new!
- There's a rise in search volume for a place to visit **each Fall**. The rise begins around September and peaks in November, as people search for a last minute destination. From 2020 to 2021 there was a **50% increase** in search volume. With travel opening back up we predict **even more** folks will be looking to escape!

## Vegan Casserole Recipes

### — Search Volume

Source: Google Keyword Planner



## Vegan Casserole Recipes

- A delicious casserole is a staple to every thanksgiving feast, even people following a **vegan diet** find ways to incorporate this dish into their holiday menu. Vegan casserole recipes have been consistently searched for as people find ways for this **hearty meal** to form part of their celebrations.
- The search for vegan casserole recipes begins to rise in October and peak every November. With a **31% increase** in search volume this year alone, AMP predicts that Thanksgiving feasts could feature a vegan casserole in **many households!**

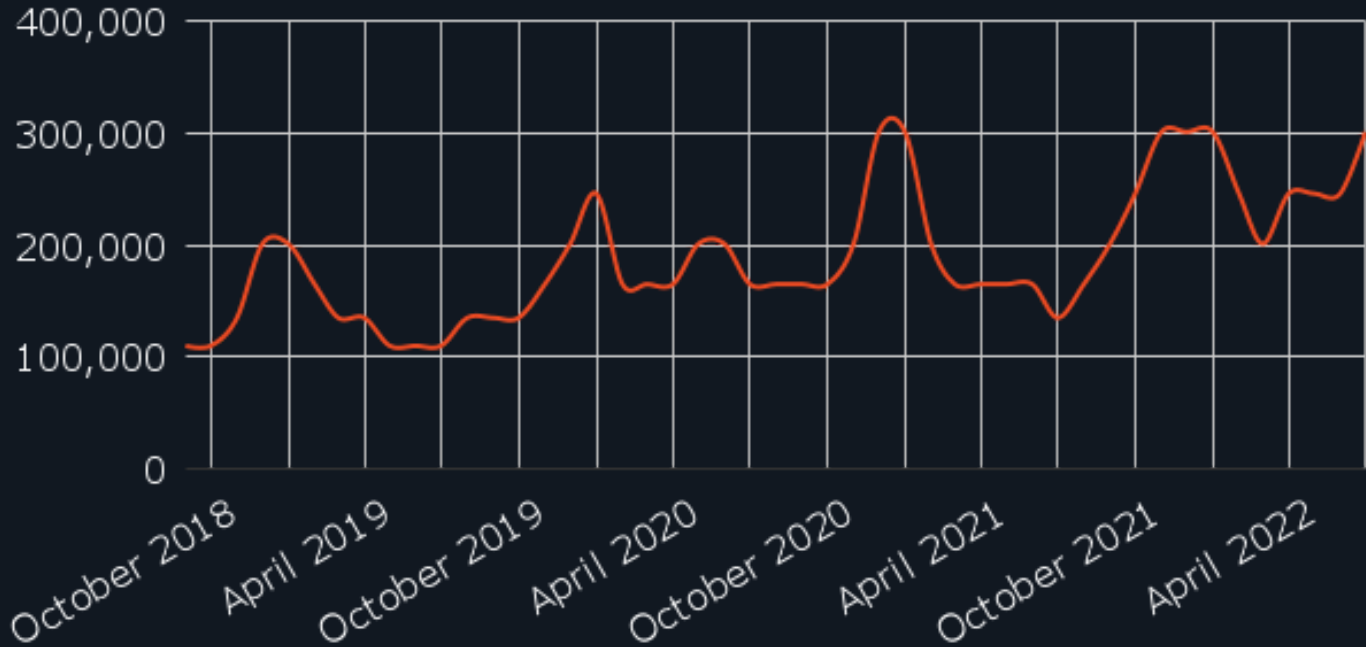
# Black Friday



## Coffee Maker

### — Search Volume

Source: Google Keyword Planner



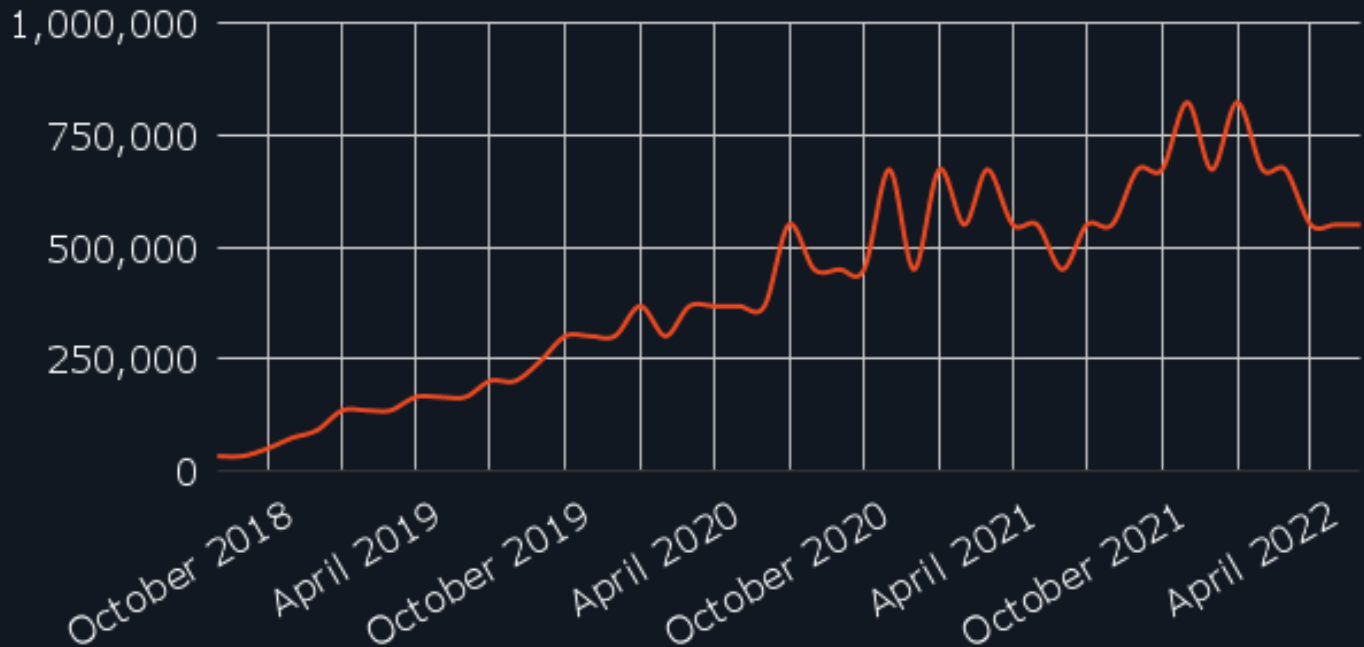
## Coffee Maker

- Become a master barista with your own **coffee maker** this Fall, whether you like iced, hot, or cold brew coffee drinks. Coffee maker search interest initially spiked during the pandemic shutdown, but has continued to rise as consumers have enjoyed **making their own coffee**.
- Searches for "coffee maker" saw a **50% increase** from July 2020 to July 2022, and we expect this trend to continue this Fall. Making your own coffee can also help with rising costs from inflation. We predict that searches for "coffee maker" will **continue to rise** this Fall.

## Ruggable

### — Search Volume

Source: Google Keyword Planner



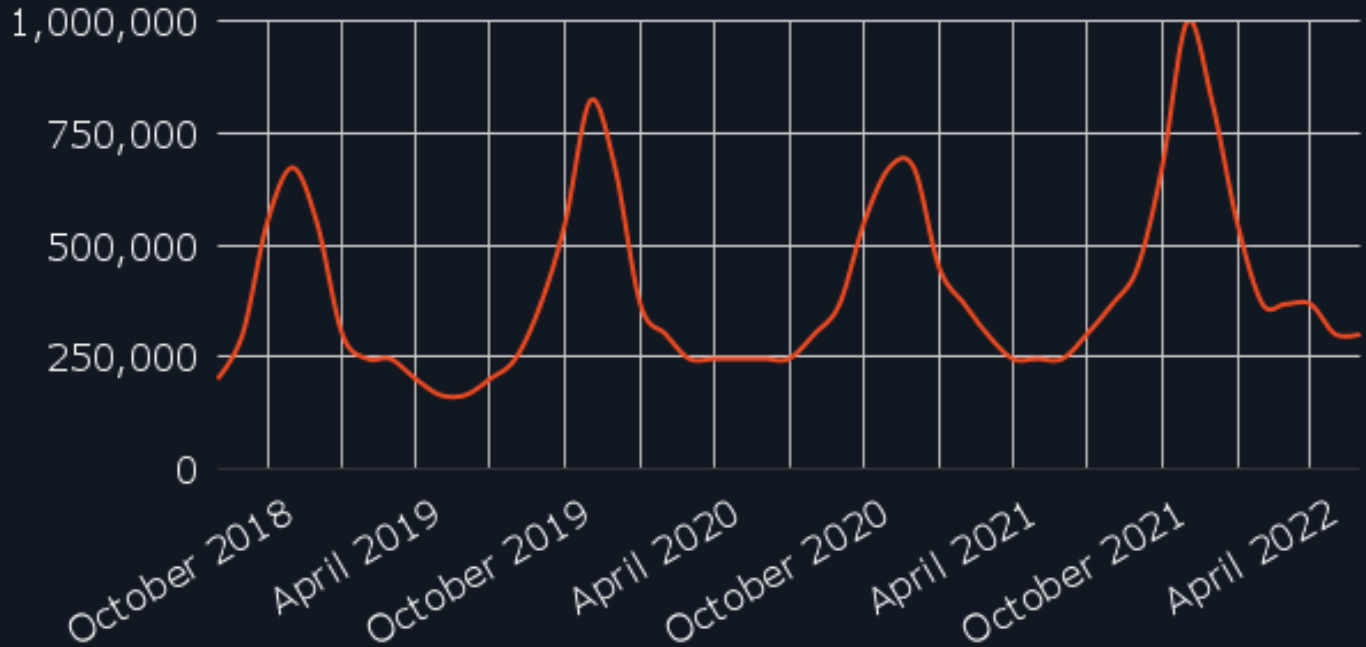
## Ruggable

- Don't worry about spilling on your expensive shag carpet - Ruggable is made to be **machine washable**. Ruggable has designs for everyone from kids to adults, so it's no wonder why they're such a **big hit**.
- Searches for Ruggable **increased 22%** in November 2021 compared to November 2020 and **increased 173%** compared to November 2019. Ruggable continues to **trend upward** as of July 2022, and we predict it will be the **most searched** decorative item this Black Friday.

## Boots

### — Search Volume

Source: Google Keyword Planner



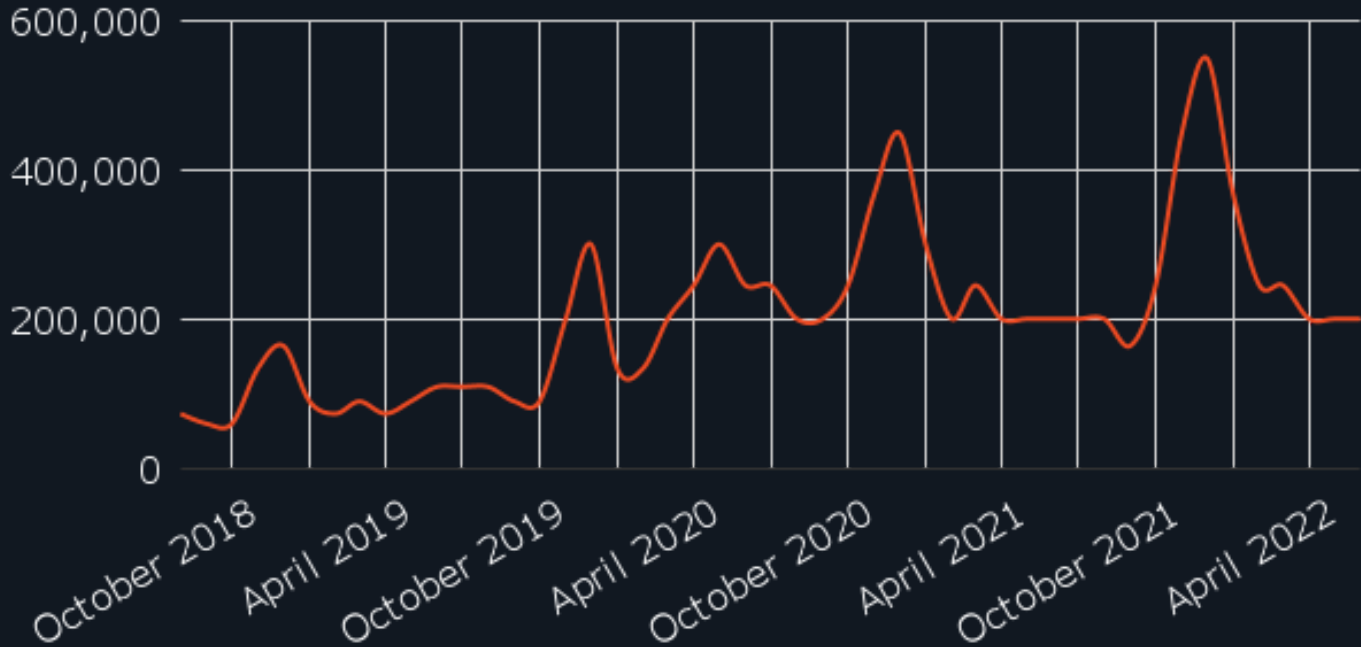
## Boots

- Black Friday is a great time to **purchase new boots** for the season. We noticed the top trending boot brands were Tecovas Boots & Thursday Boots, which **increased 174% and 22%** respectively over October 2020.
- July 2022 has already seen **45% increase** in searches compared to July 2019, and a **22% increase** compared to July 2020. Consumers are looking for functional but stylish boots, and this Fall is no different. 2021 saw a **large increase** in searches after the pandemic year, and we expect this trend to **continue in 2022**.

## VR Headset

### — Search Volume

Source: Google Keyword Planner



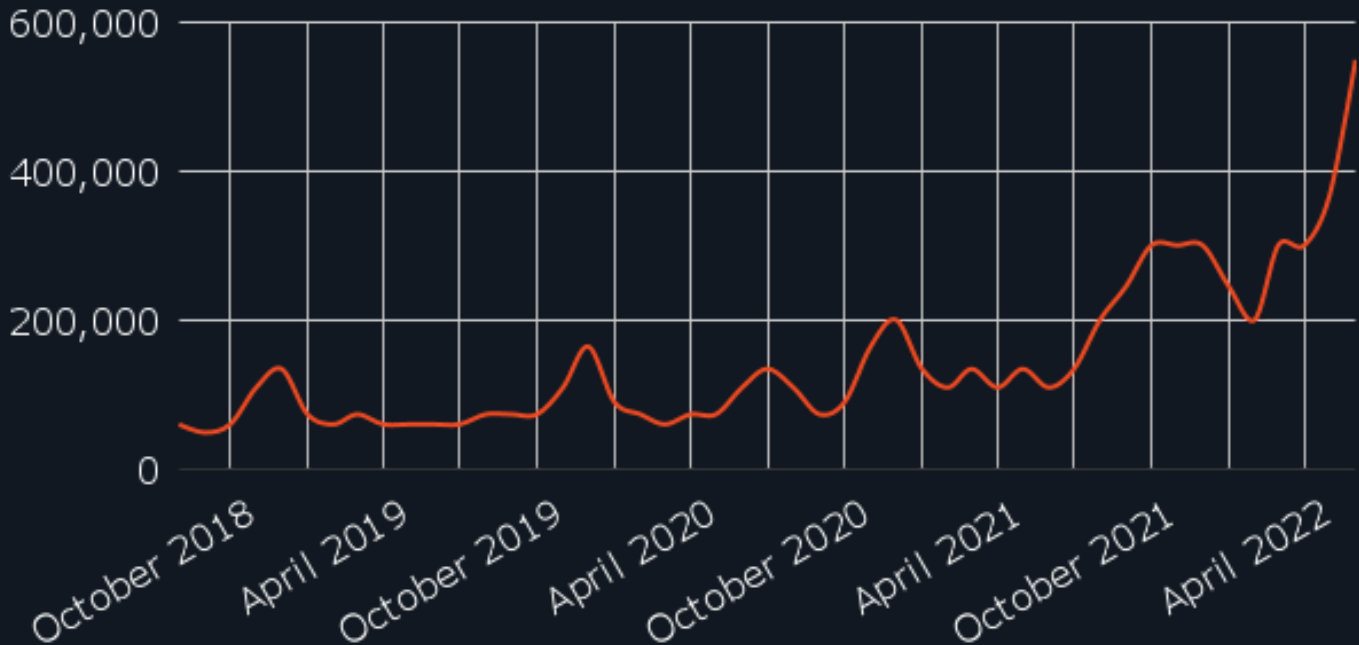
## VR Headset

- As we venture closer to having the metaverse be a part of our **everyday lives**, consumers are looking to purchase a VR Headset to get the **full experience**. However, not everyone wants to pay full price for one, which is why Black Friday is the **best time** to do so.
- Searches in November 2021 **increased 22%** from 2020 and **increased 124%** from 2019. Based on the current search volume and with consumers being more likely to buy new tech gadgets **during the Black Friday holiday season**, we expect this trend to continue into the 2022 holiday season.

## Electric Toothbrush

### — Search Volume

Source: Google Keyword Planner



## Electric Toothbrush

- Black Friday is a perfect time to **replace your old toothbrush** that you've had for years. Why not **upgrade** to an electric toothbrush to keep those pearly whites clean? And even better, why not get a good deal on one instead of **paying full price** during the regular season?
- Searches for electric toothbrush **increased 82%** in November 2021 compared to 2020. There was an even larger spike in July 2022, **increasing 233%** compared to July 2021. Dentists will be happy to hear our prediction that electric toothbrush will be **one of the top searched items** this Black Friday season.

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# Fall Search Trends 2022