



How to Find Trends

THE COMPLETE DIGITAL PRODUCT
TREND HUNTING CHEAT SHEET

How to find Trends for Digital Products

To get ahead of the competition it can be beneficial to jump on trends before they even hit Etsy as they tend to have much less competition. Here are a few places to keep an eye out on trends so you can keep your designs

Social Media

Platforms like Pinterest, Instagram, and TikTok are great for spotting visual trends, including colors, themes, and styles.

Google Trends

Use Google Trends to see search trends over time. This can help predict demand for certain themes or styles.

Pantone Color Institute

Offers color trend forecasting and insights. Their Color of the Year announcement is influential in design and consumer products.

Google Fonts

A good resource for finding trending fonts that are free to use. Look at the "Trending" section to see popular choices.

Branding Style Guides

If you like to see branding that is currently popular and how it is being used then the website branding style guides is a great resource.

Etsy Search

Regularly check Etsy's trending searches and explore pages. This can give you insight into what buyers are currently interested in.

Design Blogs and Magazines

Websites like Behance, Dribbble, and design magazines often showcase cutting-edge design work and can be great sources of inspiration.

Adobe Color

Explore popular color schemes and create your own palettes based on current trends.

Font Squirrel

Offers a curated collection of free fonts suitable for commercial use. Check their "Hot New Fonts" section.

Eye on Design

To keep up to date with popular design trends then eye on design is a great website to reference.



Niche Specific Trend Cheat Sheet

Weddings

The Knot: Offers insights into current wedding trends, from themes to color schemes.

WeddingWire: Provides trend reports and articles on upcoming wedding styles.

Planners

Etsy: Search for best-selling planners to see what styles and features are currently popular.

Pinterest: A wealth of visual inspiration for planner designs and layouts.

Websites

Awwwards: Features cutting-edge web design trends and is great for digital inspiration.

Behance: Showcases professional portfolios, including web design projects.

Business

Envato Elements: Features trending business templates under graphics/print templates.

Forbes: Publishes articles on business trends, which can inspire relevant digital products.

Event Stationery

Oh So Beautiful Paper: A blog dedicated to stationery trends and inspiration.

Minted: While it's a marketplace, Minted often showcases trending designs in event stationery.

Activities

Teachers Pay Teachers: For educational activities, see what's trending in the "Top Resources" section.

Activity Village: Offers insight into popular kids' activities and crafts.

Clipart

Creative Market: Check out the top-selling and trending clipart designs.

Design Cuts: Offers deals on high-quality design resources, including trending clipart.

Wall Art

Society6: Look at what's trending in the art prints section.

Saatchi Art: Offers insight into contemporary art trends, which can inspire digital wall art.

General Tips

Seasonal Trends: Align your product development with upcoming seasons or holidays. Etsy provides insights on seasonal trends that can inform your product planning.

Customer Feedback: Engage with your customers to learn what they're looking for or interested in next. Customer requests can be a goldmine for trend insights.

Competitor Analysis: Keep an eye on successful competitors in your niche. Note any shifts in their product offerings or marketing strategies.

