PinnacleCart

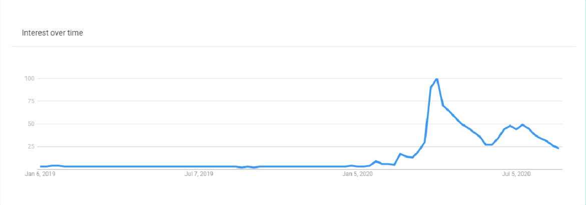
10 Trending Products to Sell Online in 2020

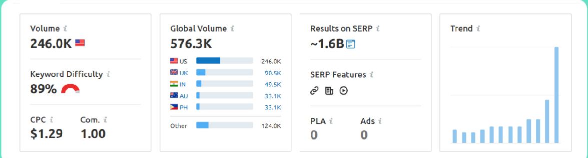
You may ask why we're releasing 10 Trending Products to Sell Online when, in fact, the year is almost over. Two reasons. First, I think we can all agree 2020 could use a reset. Second, it's about that time to start thinking about Christmas sales.

So without further ado, here's some of the top trending products to sell in 2020.
(All data are gathered using GoogleTrends and SEMrush).

Face Mask

It's not exactly surprising that face masks have seen a spike in interest. According to Google, "Face Masks" reached 100 (peak popularity) in April and currently averages about 246k searches a month.





Volume 246.0K

Keyword Difficulty 89%

CPC $1.29

Com. 1.00

Global Volume 576.3K

US	246.0K
UK	90.5K
IN	49.5K
AU	33.1K
PH	33.1K
Other	124.0K

Results on SERP ~1.6B

SERP Features

PLA 0

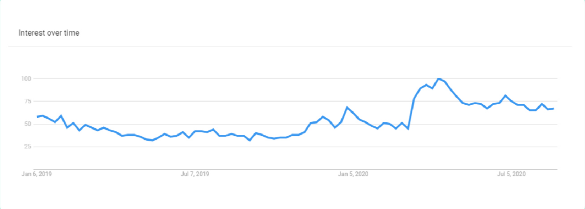
Ads 0

Trend

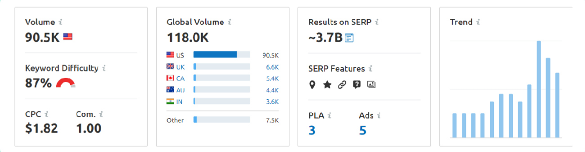
Exercise Equipment

With gyms still not at 100%, exercise aficionados have turned to the internet to help them stay in shape. According to Google, the term peaked at 100 in March to April and is slowly trailing.

It averages about 90k searches a month



Interest over time



Volume 90.5K

Keyword Difficulty 87%

CPC $1.82

Com. 1.00

Global Volume 118.0K

US	90.5K
UK	6.6K
CA	5.4K
AU	4.4K
IN	3.6K
Other	7.5K

Results on SERP ~3.7B

SERP Features

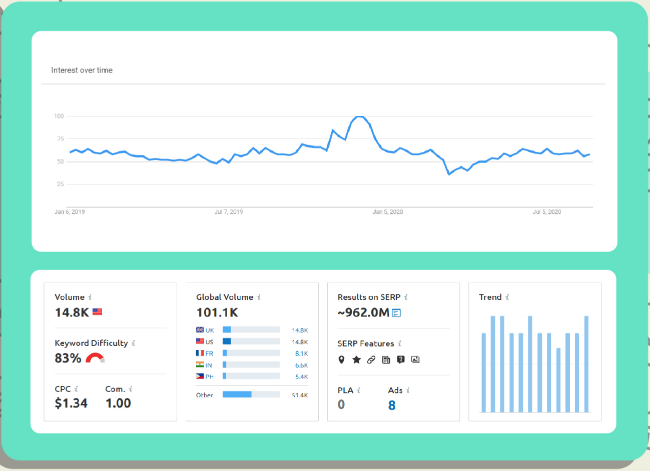
PLA 3

Ads 5

Trend

Sportswear

Even though they're not going to the gym, people still want to look great which is why Sportswear peaked at 67 from June to July. It currently gets about 14.8k average monthly searches.



Volume
14.8K

Keyword Difficulty
83%

CPC
$1.34

Com.
1.00

Global Volume
101.1K

UK	14.8K
US	14.8K
FR	8.1K
IN	6.6K
PH	5.4K
Other	51.4K

Results on SERP
~962.0M

SERP Features

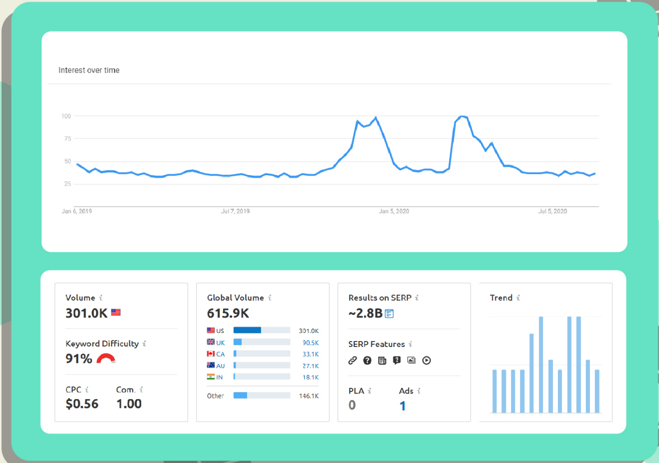
PLA
0

Ads
8

Trend

Board Games

Countries that introduced lock-downs saw a spike in searches related to board games. Interest peaked in March at 94 and the term currently gets about 301k average monthly searches.



Volume 301.0K

Keyword Difficulty 91%

CPC $0.56

Com. 1.00

Global Volume 615.9K

US	301.0K
UK	90.5K
CA	33.1K
AU	27.1K
IN	18.1K
Other	146.1K

Results on SERP ~2.8B

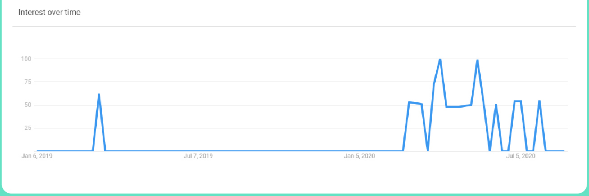
SERP Features

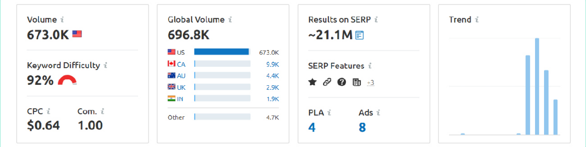
PLA 0

Ads 1

Disinfectant Wipes

Another decidedly COVID related search, "Disinfectant Wipes" blew up from March to April reaching 100 on Google Trends. The term is still pulling in a whopping 673k average monthly searches weighted over the last 12 months.





Volume
673.0K

Keyword Difficulty
92%

CPC $0.64
Com. 1.00

Global Volume
696.8K

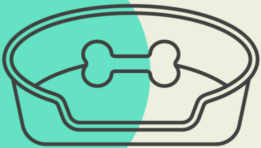
US 673.0K
CA 9.9K
AU 4.4K
UK 2.9K
IN 1.9K
Other 4.7K

Results on SERP
~21.1M

SERP Features
+3

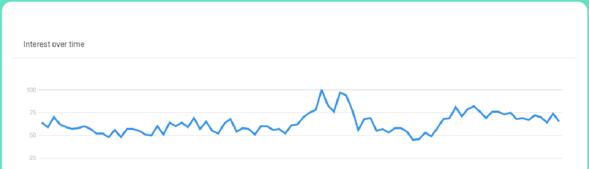
PLA 4
Ads 8

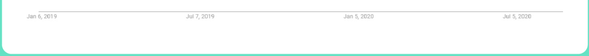
Trend

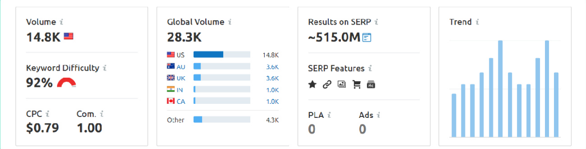


Pet Bed

Comfort in the home wasn't reserved for just humans. Pet bed interest reached 83 (peak popularity) in May, with an average of 14.8k monthly searches weighted over the last 12 months.







Volume
14.8K

Keyword Difficulty
92%

CPC
$0.79

Com.
1.00

Global Volume
28.3K

US	14.8K
AU	3.6K
UK	3.6K
IN	1.0K
CA	1.0K
Other	4.3K

Results on SERP
~515.0M

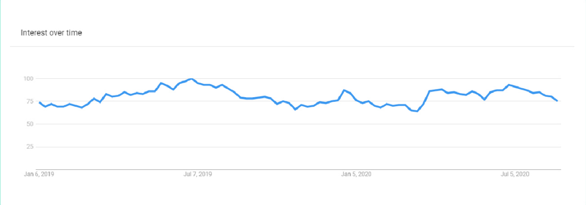
SERP Features

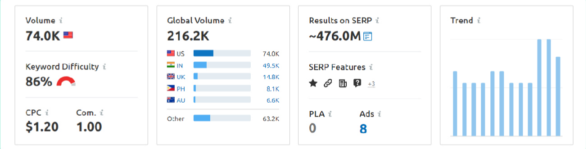
PLA
0

Ads
0

Nail Polish

Nail polish began trending up again last March thanks to designer nails becoming a trend among the younger population. Interested reached 93 in July, with 74k average monthly searches over the last 12 months.





Volume
74.0K

Keyword Difficulty
86%

CPC
$1.20

Com.
1.00

Global Volume
216.2K

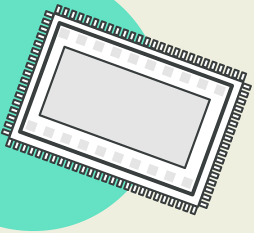
US	74.0K
IN	49.5K
UK	14.8K
PH	8.1K
AU	6.6K
Other	63.2K

Results on SERP
~476.0M

SERP Features
+3

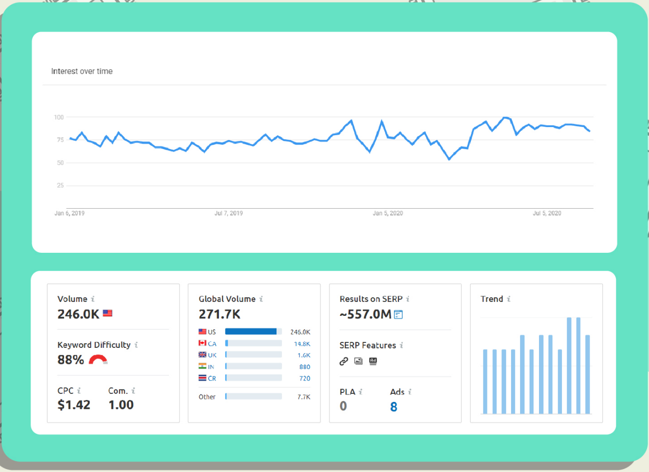
PLA
0

Ads
8



Area Rugs

People are now decorating their homes as area rugs interest reach 82 in May, with 246k average monthly searches over the last 12 months.



Volume
246.0K

Keyword Difficulty
88%

CPC
$1.42

Com.
1.00

Global Volume
271.7K

US	246.0K
CA	14.8K
UK	1.6K
IN	880
CR	720
Other	7.7K

Results on SERP
~557.0M

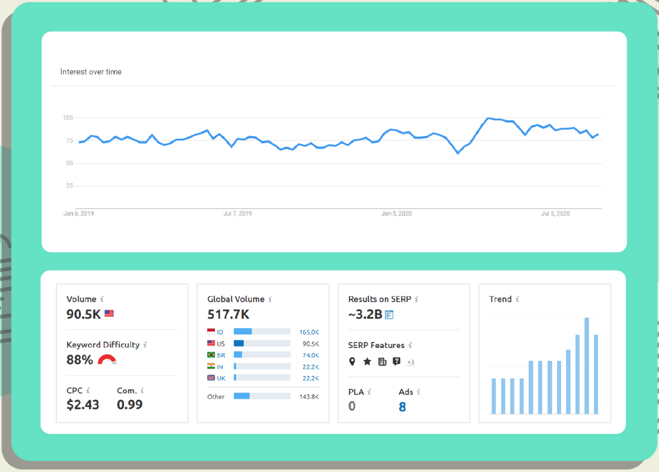
SERP Features

PLA
0

Ads
8

Skin Care

People seem to spend more time in front of the mirror lately as skin care is trending upwards. Interest peaked at 100 in May and the term currently averages 90.5k monthly searches.



Volume
90.5K

Keyword Difficulty
88%

CPC
$2.43

Com.
0.99

Global Volume
517.7K

ID	165.0K
US	90.5K
BR	74.0K
IN	22.2K
UK	22.2K
Other	143.8K

Results on SERP
~3.2B

SERP Features
+3

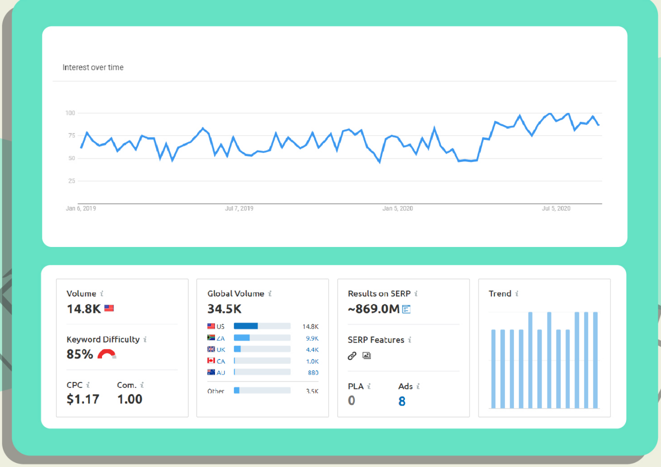
PLA
0

Ads
8

Trend

Dining Room Furniture

Dining at home is back in style and families realize the need for dining room furniture. Interest trended upward to 79 in August and now averages 14.8k monthly searches.



Volume
14.8K

Keyword Difficulty
85%

CPC
$1.17

Com.
1.00

Global Volume
34.5K

US	14.8K
ZA	9.9K
UK	4.4K
CA	1.0K
AU	880
Other	3.5K

Results on SERP
~869.0M

SERP Features

PLA
0

Ads
8

How to Effectively Promote Your New Products

These methods will help your product become a bestseller.

Make an introductory offer people can't refuse

Don't just announce your new product or service. Instead, make it part of a special introductory deal such as:

- Buy one get one free product
- Free gift for each referral
- Free voucher or coupon with every purchase
- Discounted pricing for bundle or package

Share customer testimonials

Let your customers promote for you. Ask your most loyal customers to create an online testimonial. After all, 89% of consumers trust online reviews as much as personal recommendations.

Create a social media post

Spread the word about your new products or offerings through your social media accounts. This is one of the easiest ways to reach your target market as followers can easily share your post or ask questions about the product.

Write a blog

Writing a blog allows you to go into depth on your product's details and instantly share the link of your blog posts via different social media channels. This plays a crucial role in a buyer's journey, as 60% of consumers see blog posts as valuable in the early stages of the buying process.

Run ads

Ranking organically will take some time, so if you want fast results, paid advertising is the way to go. According to a survey from Clutch, 75% of people say that paid search ads make it easier to find the information they need. By running ads you can reach your target customers and obtain more qualified leads.

What's the best way to promote new products?

The best way to promote will always depend on the buyer's online behavior and what channels your intended audience frequently visits. Whatever promotion strategy you use, be sure to emphasize that it's not forever - customers whose purchase power is limited will feel more sense of urgency to buy.

Ready to grow your online sales? Sign-up for a FREE 14-day trial of PinnacleCart

GET STARTED

20%
40%
40%
75
100%

Resources:

https://www.semrush.com/analytics/keywordmagic/start
https://trends.google.com/trends/?geo=US
https://www.statista.com/statistics/379046/worldwide-retail-e-commerce-sales
https://www.brightlocal.com/research/local-consumer-review-survey/#personal-recommendations
http://view.ceros.com/g3-communications/dg096-surv/p/17
https://clutch.co/seo-firms/resources/search-engine-marketing-why-people-click-paid-search-ads

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