SPATE
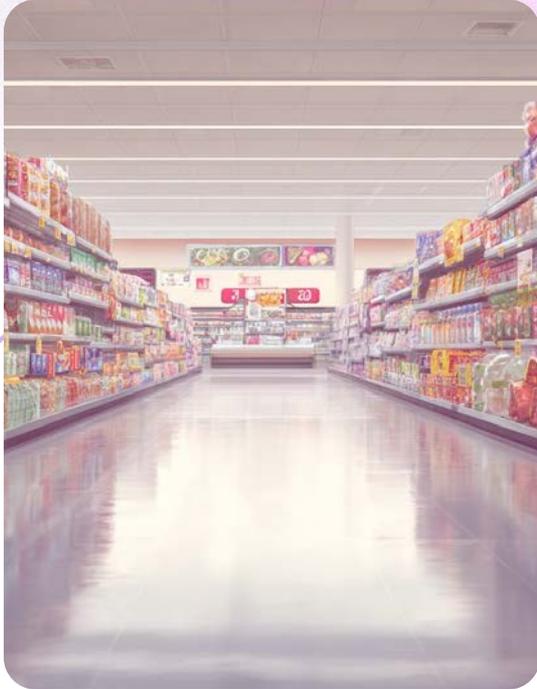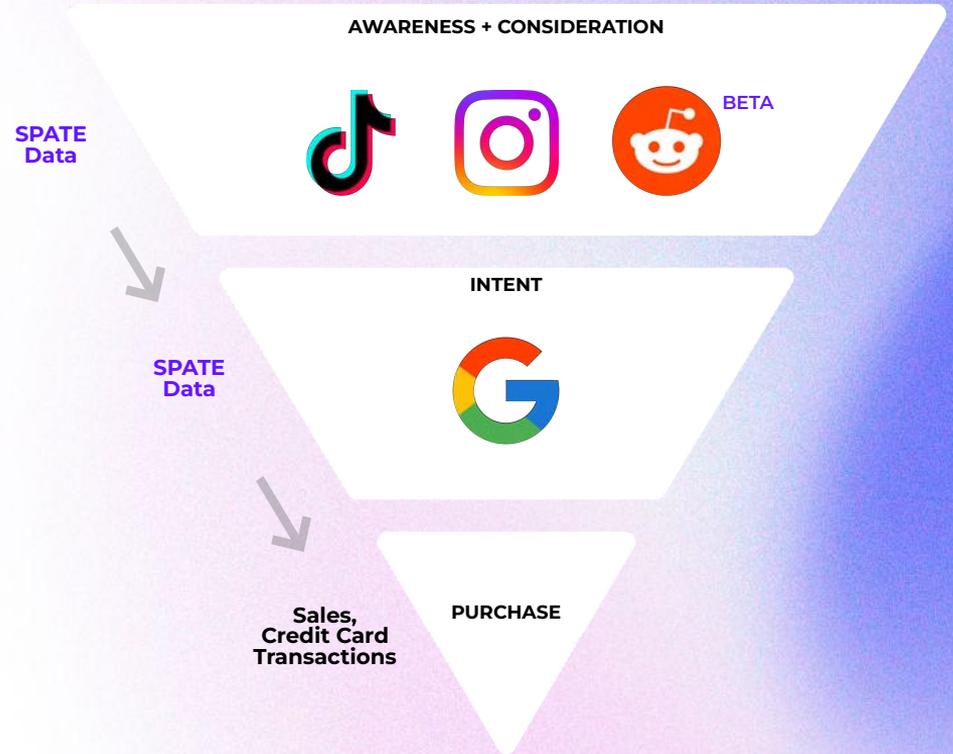
USING AI-POWERED
CONSUMER INTELLIGENCE
TO DRIVE FASTER, MORE
CONFIDENT CPG DECISIONS

PRE-SALES DATA
## TO STAY AHEAD OF CONSUMER TRENDS

Social Media is about consumers' aspirations. Consumers are building the persona of who they want to be, not necessarily reflecting their actual behaviour.

Search, a "digital truth serum," reveals an honest picture of consumer desires. People will search something they may not be comfortable asking their mother or best friend. According to a correlative study, search is a strong indicator of future sales.

AWARENESS + CONSIDERATION

SPATE Data

BETA

INTENT

SPATE Data

PURCHASE

Sales, Credit Card Transactions

METHODOLOGY

Spate is an innovative data platform that helps users discover and detect trends across Google Search and TikTok. The Spate dashboard analyzes more than **900 billion search signals**, **150 million TikTok posts**, and **50 million Instagram posts** worldwide to answer three crucial questions for the consumer goods industry: What's the next big trend? Who's owning the space? And how should you position the trend?
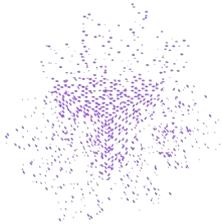
900 billion search signals, 150 million posts on TikTok, and 50 million Instagram posts
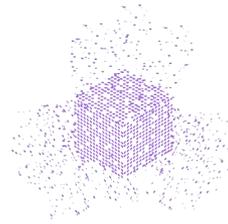
Unsupervised machine learning to identify clusters
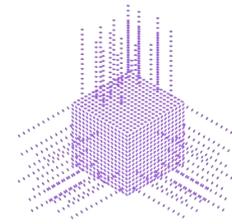
Trends classification for insights and implications

WHAT IS THE POPULARITY INDEX?

The Popularity Index combines data from Google, TikTok and Instagram to show how popular a category or trend is.
For example, looking at the graph on the right, the trend for "Matcha" in the US grew by 148.7% over the past year.

The index measures how "Matcha" compares to all other food and beverage trends on TikTok, Instagram and Google. It adjusts for growth differences on each platform to accurately reflect the increase in popularity.
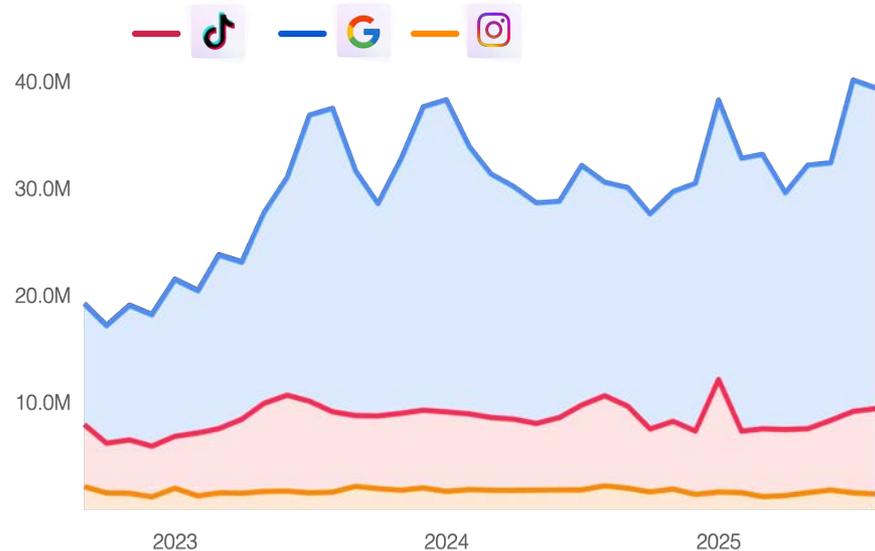
The Popularity Index for "Toner" for Google Searches, TikTok Views & Instagram Posts in the US.

NOT EVERY TREND DESERVES INVESTMENT.
SPATE PROVIDES DECISION SIGNALS.

SWANSON HEALTH
CASE STUDY
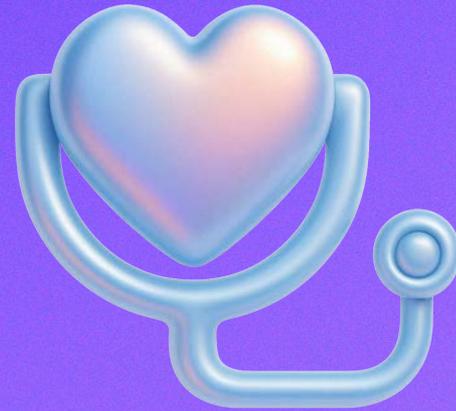
THE CHALLENGE

Wellness culture moves faster than traditional research cycles

SWANSON®

Trends are born on TikTok, often bypassing traditional channels

Conversations shift weekly, making monthly reports obsolete

Internal teams need conviction to act early on signals

Resources can't be wasted on chasing declining trends

SPATE BECAME SWANSON'S REAL-TIME WELLNESS INTELLIGENCE ENGINE

Always-on monitoring of search and social signals

Rapid signal-to-activation workflow

Shareable insights for cross-functional alignment

SPATE

SIGNALS
Search & Social
Data Streams

INSIGHTS
Real-time
Intelligence

ACTIVATION
Market
Authority

🌱 SWANSON®

SPATE 8
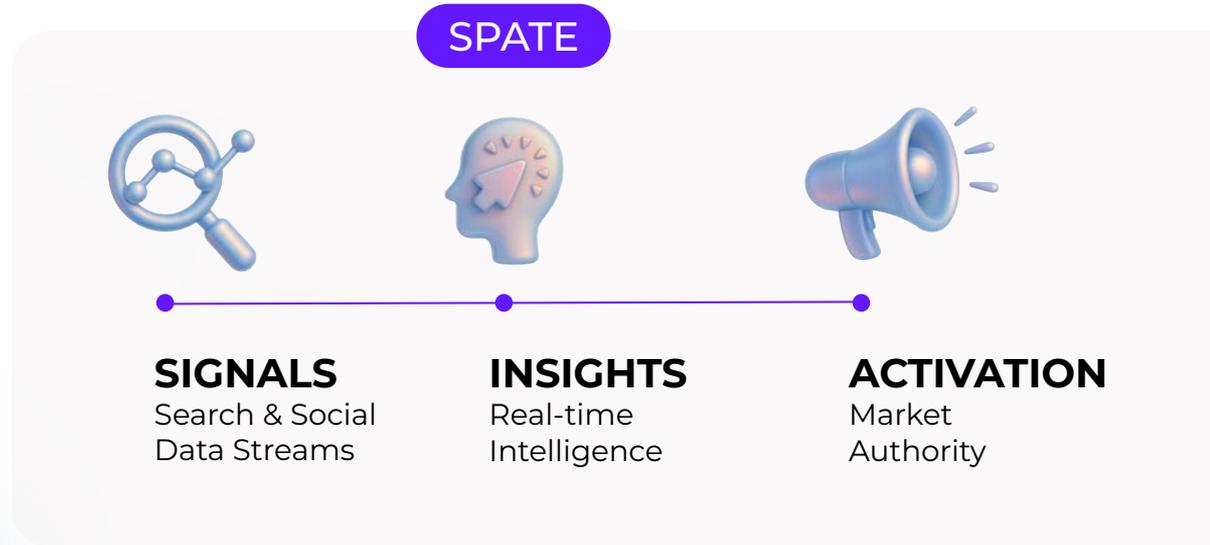
DECISION FRAMEWORK

Data over instinct. Categorizing trends to allocate resources effectively

RISING STAR

Activate Immediately
Sudden growth within
the past month, these
trends might not
last long

SUSTAINED RISER

Strategic Build
Steady growth over
the past years,
these trends are
safe bets

FALLING STAR
OR SUSTAINED
DECLINER

Fads that have reached
their peak and have
already started to
decline rapidly

REAL WORLD APPLICATION: Swanson Health used this built in framework to shift focus from colostrum to fiber in Q3 of 2025

SWANSON®

SPOTTING SIGNAL EARLY

Fiber began rising alongside protein, not replacing it, creating a dual-trend opportunity

TikTok reveals specific "fiber maxxing" language, signaling a cultural shift

Swanson Health identified fiber as the logical follow-up to the protein craze

Consumer native language from TikTok allowed the team to create communication that strongly resonated with consumers

Fiber   + Add To Watchlist ⌄

⬇ Export Data ⌄

✦ Fiber refers to the indigestible part of plant-based foods that promotes digestion, offers a feeling of fullness, and supports a healthy bowel movement.

Popularity ⓘ ∿ Sustained Riser

+44.0%	+32.0%	+30.3%	+161.7%	+25.4%
COMBINED YoY ⌄	GOOGLE YoY ⌄	TIKTOK YoY ⌄	INSTAGRAM YoY ⌄	PREDICTED YoY

100.0M

50.0M

2024   2025   2026
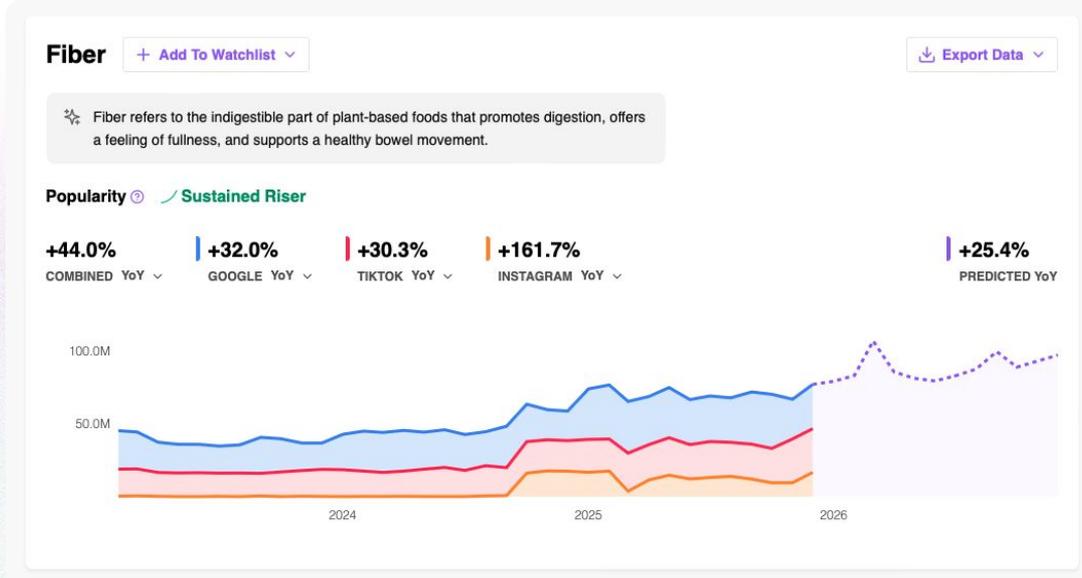
Top Posts for Fiber

Total Views ⌄   ☺ Positive 0   😐 Mixed 2   ⊗ Negative 0

🔒 Paid   🔒 Paid   🔒 Paid

| | Views | 69.0 | Views | 24.3K | Views | 11.3K |
| | Total Views | 31.7M | Total Views | 28.9M | Total Views | 22.4M |

+ Show More Posts

SWANSON®

BUSINESS & BRAND IMPACT

Speed created authority.

- Among first wellness brands to own the fibermaxxing conversation
- Licensed nutritionist added clinical credibility to trend content
- Top editor predicted fiber as a top 2026 trend following launch
- Significant increased internal alignment and campaign velocity

Impact Area	Key Outcome
Thought leadership	Captured "first mover" status in emerging fiber category before peak saturation
Credibility	Leveraged licensed nutritionist content to validate trend claims
PR/Media	Secured placement as a "Top 2026 Trend" by Industry editors
Ops Speed	Reduced signal-to-activation time; unified cross-functional teams

SWANSON

"*Spate helps us spot wellness trends and consumer conversations as they're born or as they're happening... Spate is so unique in that you're truly viewing things as they're being searched and posted about. That enables us to not only act early, but create timely content and position ourselves as thought leaders within the VMS space.*"

Darby Hogan, Social Media Manager, Swanson Health

SWANSON®

ELF CASE STUDY

As longtime Spate users, the e.l.f. Cosmetics team monitors the dashboard to track consumer behavior. Recently, they discovered a surprising TikTok trend: **creators were refilling their Halo Glow Liquid Filter containers with custom lip gloss blends to make jumbo DIY glosses.**

Top examples from @jenna..kollmann (19.7M views) and @makeupbyrosangel (9.5M views) illustrate the trend. This creative, fast-growing, organic trend was a perfect opportunity for e.l.f. to engage its customers.

ELF COSMETICS

E.l.f. is seeing strong engagement as **consumers refill empty Halo Glow Liquid Filter bottles with lip gloss** — transforming them into custom gloss containers.

The trend highlights the appeal of refillable packaging and its potential as a content-driving opportunity on social media.
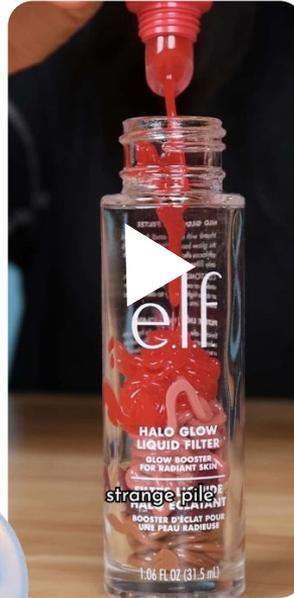
3.4M Views

1.2M Views

1.0M Views

ACTIVATION TIMELINE

TREND IDENTIFICATION

e.l.f. Beauty identifies the rising DIY beauty trend on TikTok, signaling a shift in consumer preferences.

PRODUCT DEVELOPMENT

The team rapidly develops the DIY Jumbo Halo Lip Gloss Kit, leveraging trending Glow Reviver Lip Balms.

MARKET LAUNCH

e.l.f. successfully launches the product, resulting in an astonishing 19-hour sellout, showcasing effective engagement and marketing strategy.

THE RESULT

e.l.f. Beauty achieved an **impressive milestone** by selling out their DIY Jumbo Halo Lip Gloss Kit within just 19 hours of launch, showcasing their effective market strategy.

"At e.l.f., our innovation engine is powered by our community. When we saw the viral lip gloss TikTok trend using e.l.f. Halo Glow Liquid Filter bottles, we moved at the speed of culture to create e.l.f.ing entertaining content for our community. Spate helped to validate this trend, fueling us to then launch our DIY Halo Gloss Lip Kits that sold out in just 19 hours, allowing us to co-create with our community in real time."

Laurie Lam, Chief Brand Officer, e.l.f. Beauty

HOW TO TURN CULTURAL SIGNALS INTO SYSTEMATIC GROWTH
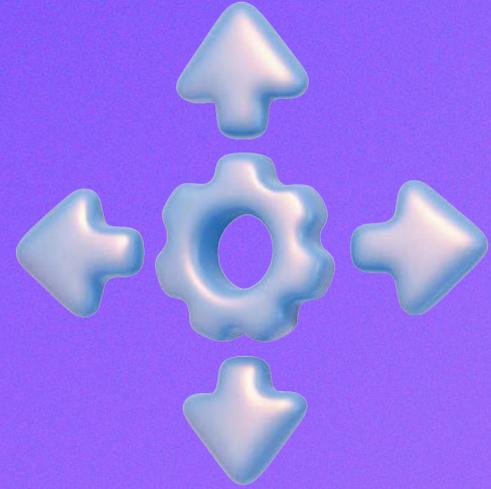
SPATE USE CASES

EARLY STAGE TRENDS

COMPETITIVE BENCHMARKING

CONSUMERS' TOP FLAVORS & DIETS

WHITESPACE OPPORTUNITIES

EARLY STAGE TRENDS

Our Dashboard can be used as a risk management tool for trends using Spate's Benchmarks backed by AI.

- Confidently launch new products that are in line with up & coming trends

- Determine the lifestage of a trend

- Predict where a trends will be in the next 12 months

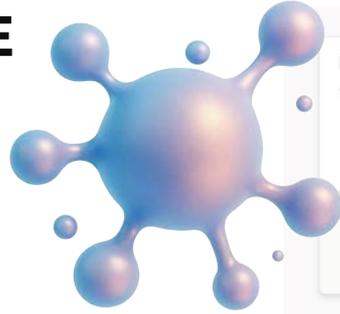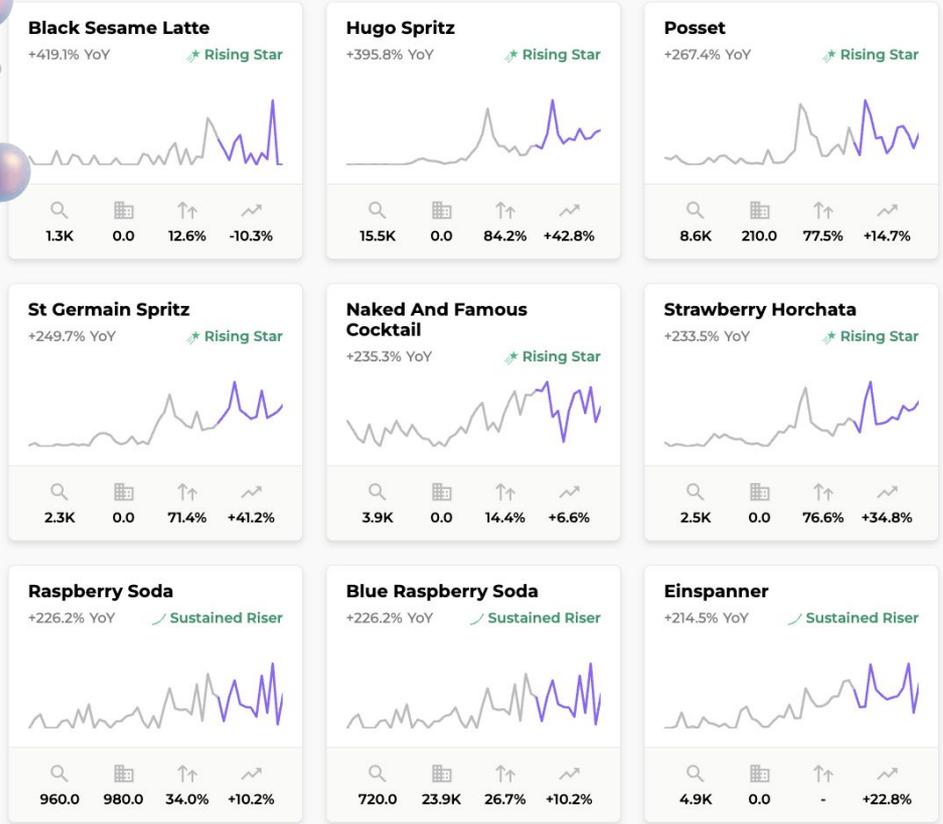| Black Sesame Latte	
+419.1% YoY	🚀 Rising Star

🔍	🏢	↑↑	∿
1.3K	0.0	12.6%	-10.3%

Hugo Spritz	
+395.8% YoY	🚀 Rising Star

🔍	🏢	↑↑	∿
15.5K	0.0	84.2%	+42.8%

Posset	
+267.4% YoY	🚀 Rising Star

🔍	🏢	↑↑	∿
8.6K	210.0	77.5%	+14.7%

St Germain Spritz	
+249.7% YoY	🚀 Rising Star

🔍	🏢	↑↑	∿
2.3K	0.0	71.4%	+41.2%

Naked And Famous Cocktail	
+235.3% YoY	🚀 Rising Star

🔍	🏢	↑↑	∿
3.9K	0.0	14.4%	+6.6%

Strawberry Horchata	
+233.5% YoY	🚀 Rising Star

🔍	🏢	↑↑	∿
2.5K	0.0	76.6%	+34.8%

Raspberry Soda	
+226.2% YoY	📈 Sustained Riser

🔍	🏢	↑↑	∿
960.0	980.0	34.0%	+10.2%

Blue Raspberry Soda	
+226.2% YoY	📈 Sustained Riser

🔍	🏢	↑↑	∿
720.0	23.9K	26.7%	+10.2%

Einspanner	
+214.5% YoY	📈 Sustained Riser

🔍	🏢	↑↑	∿
4.9K	0.0	-	+22.8%

SPOTTED BY SPATE BEFORE THE SPIKE

Spate successfully identified several trends ahead of their spike, with velvet lips, jelly lips, retinal serum, and lip plumping serum serving as notable examples.

VELVET LIPS — Micro Trend

+935.7% YoY
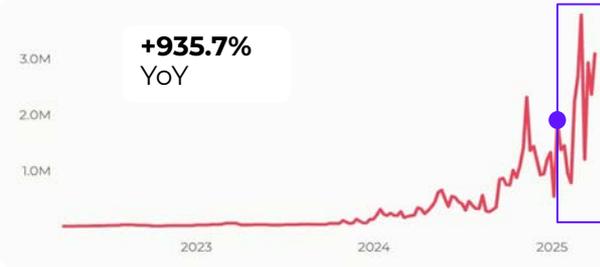
JELLY LIPS — Micro Trend

+242.2% YoY
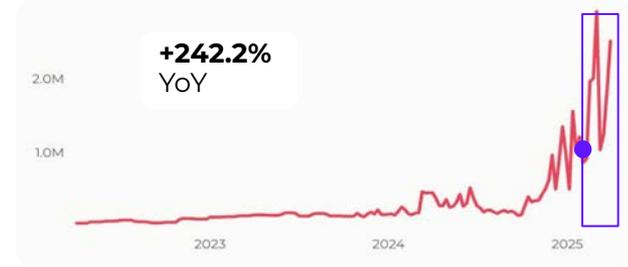
RETINAL SERUM — Nano Trend

+549.1% YoY
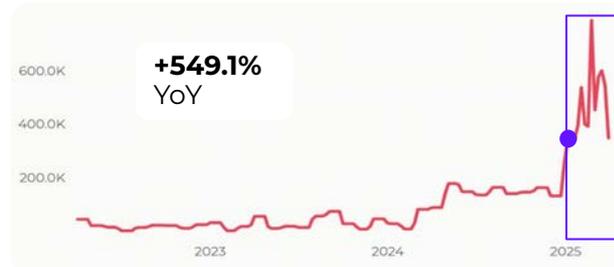
LIP PLUMPING SERUM — Nano Trend

+311.5% YoY

Source: US TikTok, data ending March 30, 2025.

COMPETITIVE BENCHMARKING

Know which brands consumers are associating with a new trend.

— Identify which brand is owning the trend and who are the new emerging brands.

— Track up to 6,000 brands including DTC brands

— Spot new whitespace opportunities

Ryze

Poppi

Olipop

Celsius Drink

Smoothie King

Oreo

Lamar's Donuts

Arizona Hard

Reign Storm

CONSUMERS' TOP FLAVORS & DIETS

Understand how your consumers are talking about trends & brands in the beauty & wellness space.

- Identify new consumer needs by looking at the keywords that consumers are searching alongside a trend

- Spate contextualizes the keywords into groups like concerns, benefits, ingredients, & product format

Related Searches 6307 total ⓘ
What is driving consumer interest?

⬇ Export Data ⌄

| Ingredients | Product Format | Benefits | Concerns | | ☰ More Filters ❶ ⌄ |

Q Search In Non-Alcoholic Beverages	Group ⇕	Volume ⇕	↓ Increase ⇕	YoY ⇕
Non-Alcoholic Beverages+Non Alcoholic	Diet	384.7K	+30.3K	+8.5%
Non-Alcoholic Beverages+Superfood	Diet	27.8K	+19.1K	+217.9%
Non-Alcoholic Beverages+Protein Free	Diet	14.8K	+3.1K	+26.6%
Non-Alcoholic Beverages+High Protein	Diet	25.9K	+1.6K	+6.8%
Non-Alcoholic Beverages+Plant Based	Diet	4.1K	+351.0	+9.3%
Non-Alcoholic Beverages+Low Sugar	Diet	18.2K	+128.0	+0.7%

WHITESPACE OPPORTUNITIES

Understand where there are gaps in the market. Spate shows trending spaces where there is room for brand development

- Identify up and coming trends that have low branded search

- Helps you understand which trends are over saturated and which trends have opportunity for growth

Carnivore Diet			
+80.0% YoY		Sustained Riser	
286.1K	160.0	-	+32.0%

Anti-Inflammatory Diet			
-2.7% YoY		Sustained Riser	
275.9K	280.0	23.9%	+4.6%

Low Fodmap Diet			
-1.9% YoY		Sustained Riser	
233.4K	340.0	32.9%	+9.5%

Brat Diet			
-10.0% YoY		Sustained Riser	
229.1K	0.0	56.2%	+4.9%

Low Cholesterol			
-7.1% YoY		Sustained Riser	
159.3K	90.0	39.0%	+12.9%

Vegetarian Dinner			
-9.8% YoY		Seasonal Riser	
125.8K	320.0	43.1%	-4.5%

Low Calorie Snacks			
-6.4% YoY		Seasonal Riser	
118.1K	480.0	60.2%	+2.5%

Gluten Free Dessert			
+1.1% YoY		Seasonal Riser	
114.5K	750.0	43.9%	+16.1%

Mind Diet			
+3.4% YoY		Sustained Riser	
114.0K	400.0	17.4%	+20.8%

FROM SIGNAL TO STRATEGY

Signal alignment creates sustained demand.

Signal	What it Confirms
Platform Acceleration	Cross-platform growth across TikTok, Instagram, and Google Search signals that momentum is expanding beyond early virality and moving into sustained discovery and intent
Search Lift Intent	A shift from exploratory queries ("What is it?") to comparative and branded searches ("Best...", brand names) confirms rising consideration and purchase intent.
Condition anchoring	When a trend is framed around symptoms, life stages, or outcome-driven goals, it sustains longer than ingredient-only narratives and embeds into daily routines.
Competitive Ownership	Identifying which brands own the trend, which challengers are emerging, and where whitespace exists reveals whether the market is consolidating or still open for scalable entry.
Commerce Activation	TikTok Shop penetration, branded search growth, and paid creator amplification indicate that attention is converting into monetizable demand.

Download today's presentation

SPATE