

20 Trends that Gained Traction in 2020

"Quarantini" Recipes

March



Inspired by COVID-19, this homemade cocktail hit the spot for those at home—especially in Vermont. The Green Mountain state had the most searches for this popular drink.

DIY Face Masks & Hand Sanitizer

March

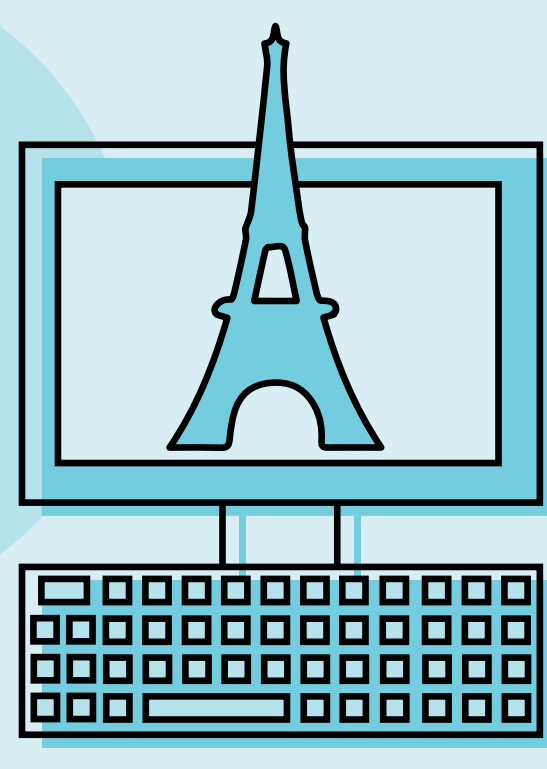


When the COVID-19 outbreak happened in the US, there was an 81 percent sales growth in drug stores for hand sanitizer.

Online Tours

March

Nineteen different museums worldwide offered free online tours, including The Louvre, The Metropolitan Museum of Art, and The National Museum of Anthropology in Mexico City.



Animal Crossings: New Horizons

March



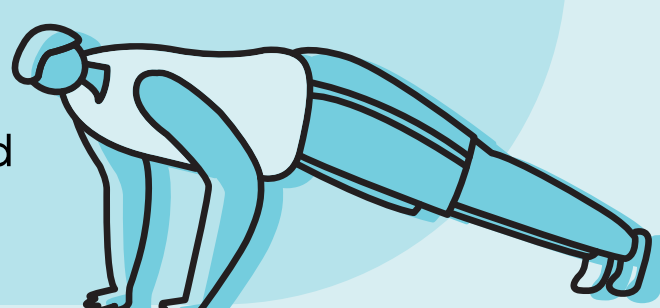
Nintendo officially launched *Animal Crossing: New Horizons* on March 20, 2020, and quickly became a quarantine favorite with the record-setting five million digital copies in a single month.



#See10do10challenge

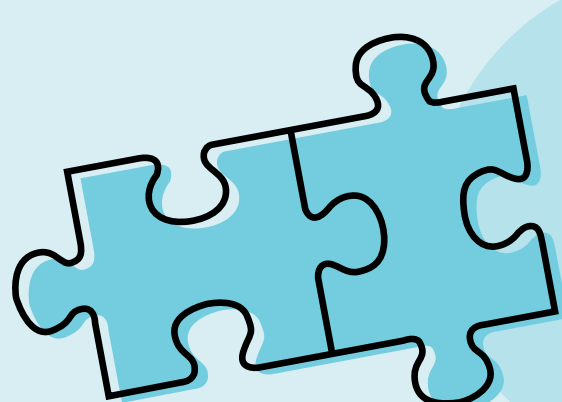
March

This trend urged people to stay fit by performing ten physical exercises and then tagging friends to do the same. The hashtag garnered over 9,000 posts on Instagram and two million views on TikTok.



Puzzles

March



The word "puzzles" reached a global search volume of 586,000 searches, with the US leading 32 percent of the traffic.

Tiger King

March

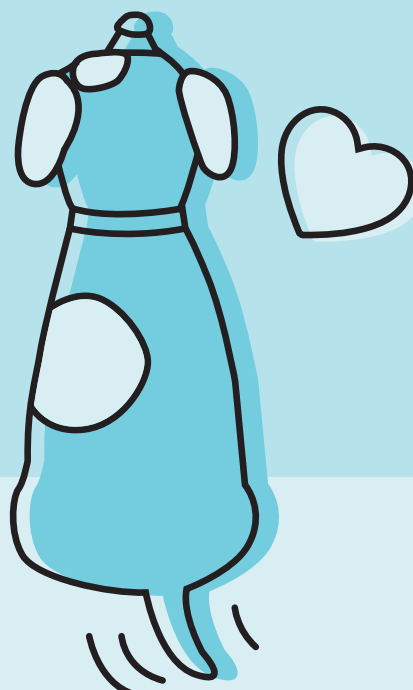


Tiger King reigned supreme with 34.3 million viewers when the Netflix show premiered on March 20 with the highest viewership in Oklahoma.

Adopting/Fostering a Pet

March

March was a good month for animals in need of a home. Overall, this month saw a 47 percent increase in dog adoptions and a 55 percent increase in cat adoptions in the US, along with a 21 percent rise in pet fostering.



Dalgona Coffee

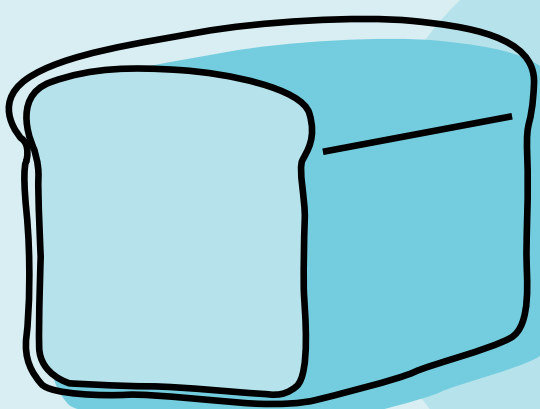
April

With people staying at home as much as possible, many learned how to make their own luxury coffee—a whipped coffee blend called Dalgona. Hawaiians searched for this recipe the most in April.



Bread Baking

April



Baking show binging finally paid off. April saw an uptick in baking bread at home, which caused yeast producer Red Star to issue a written apology for the lack of yeast availability due to unprecedented sales.

TikTok Dance

April

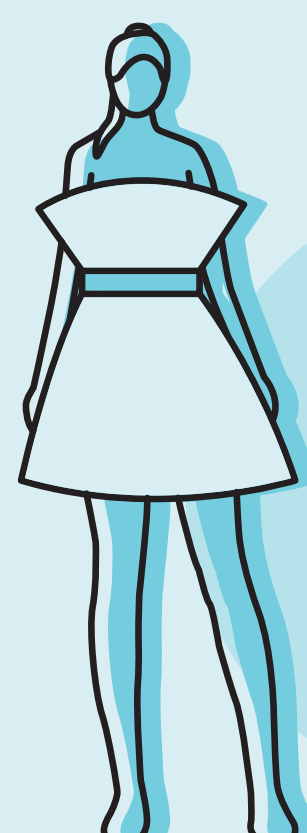
Once this popular trend hit the TikTok universe, it was here to stay. TikTok dancing was the only fad that remained relevant throughout the year.



#PillowChallenge

April

The Pillow challenge took over the month of April with TikTok users putting themselves in pillow dresses. Uploaded videos reached 751 million views on TikTok and almost 300,000 on Instagram.



#StrawberrieswithSaltChallenge

May

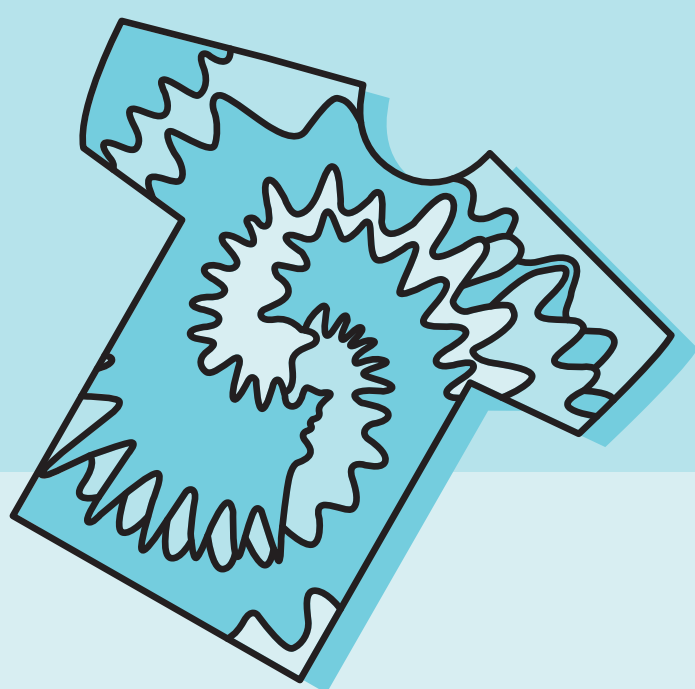
The strawberry challenge amassed 4.3 million views on TikTok, where users would film themselves extracting tiny bugs from strawberries using saltwater.



Tie Dyeing

June

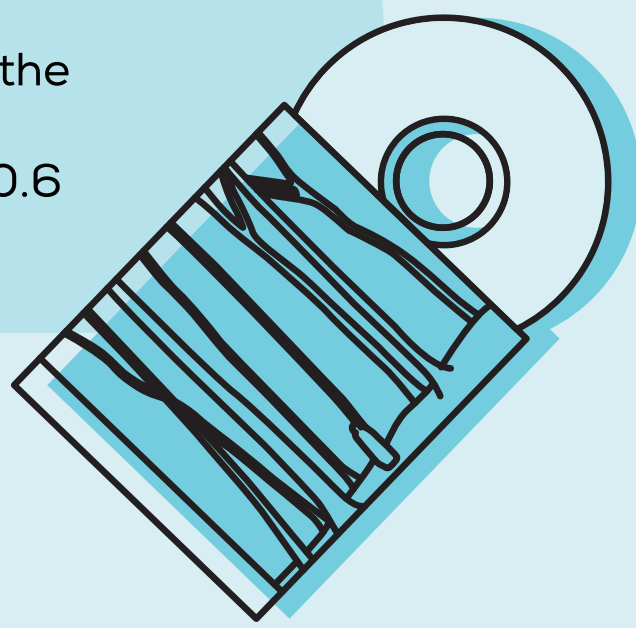
Tie Dyeing made an unexpected comeback during quarantine with people searching how to make this colorful clothing, resulting in the craft store Michael's seeing an upswing in traffic for tie-dye kits.



Folklore by Taylor Swift

July

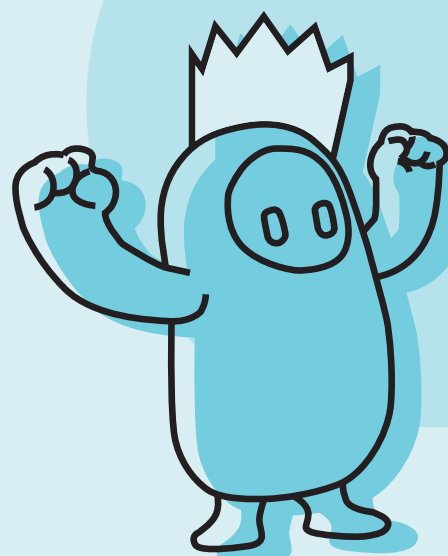
According to Republic Records, Taylor Swift's *Folklore* became the biggest debut album ever for a female artist on Spotify with 80.6 million streams globally.



Fall Guys: Ultimate Knockout

August

August was the official release time for the PlayStation Plus game *Fall Guys: Ultimate Knockout* with a record-selling seven million units sold on Steam—making it the most downloaded Plus game of all time.



Laundry Stripping

September

Initially started earlier in the year, the cleaning hack #LaundryStripping peaked in September with 37 million TikTok views. The challenge included people soaking their laundry for heavier removal of dirt build-up and then washing.



Early Voting

October

Voters turned out in droves to cast their ballots early for the 2020 presidential election, reaching a total of 101 million early votes.



PS5

November

With the release of the highly coveted PlayStation 5 gaming console, Google searches for "PS5" soared to a search volume of 4.6 million, peaking on its release date on November 12.



Spotify Wrapped

December

Spotify's "2020 Wrapped" initiative kept listeners happy in December with its customized playlists and most-streamed artists of the year. In Q3 of 2020, the audio streaming service had 144 million premium subscribers.

