

WATCHING BRAND TRENDS AND CHANNEL PERFORMANCE

A strategic guide for marketers, buyers, and business leaders who want to stay ahead of shifting demand by understanding what products are trending, where they sell best, and how to act on emerging insights across in-store and online environments.

Dasha Randlett Consulting

01

Staying Visible Means Staying Relevant

Consumer preferences change quickly, and product popularity can vary widely between physical stores and online channels.

Monitoring both helps prevent missed opportunities, overstocking, or poor positioning across key sales platforms.





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Early Signals Are Everywhere if You Know Where to Look

Pay attention to trending search terms, influencer content, and sudden spikes in interest across social platforms and digital communities.

Track how competitors adjust messaging or visuals to stay current and gain insights from emerging customer behavior patterns.

03

Understanding Where Products Perform

In-Store and E-Commerce Play Different but Complementary Roles

Items that depend on touch, seasonal relevance, or last-minute purchases often do better in physical stores.

Online channels are more effective for niche, high-repeat, or bulk purchases. Product strategy should reflect where each item naturally thrives.



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Reading the Right Data from the Right Place

In-store metrics such as point-of-sale data and inventory turns highlight what's selling now.

Digital insights, like search volume and bounce rates, show consumer curiosity and intent.

Analyzing both types of data creates a clearer picture of your brand's momentum.

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Turning Trends Into Revenue Opportunities

If a product is trending online, consider running a flash promotion or highlighting availability in nearby stores.

If something is selling out in stores, feature it in targeted emails or social ads. Being flexible with creative and inventory strategy drives conversion across touchpoints.



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Tools That Help You Move Faster and Smarter

- Use platforms like Numerator, Circana, and Nielsen for retail trend data.
- Supplement with GA4, Shopify, or Amazon reporting for digital insights.
- Look ahead with tools like WGSN, TrendHunter, or Pinterest Predicts to guide inventory and messaging before trends peak.

07

Let Your Data and Brand Strategy Work Together

Not every trend is a fit, and not every channel is equal.

By pairing brand alignment with current consumer signals, you can optimize what products you push, how you promote them, and where you invest time and resources for the highest impact.

