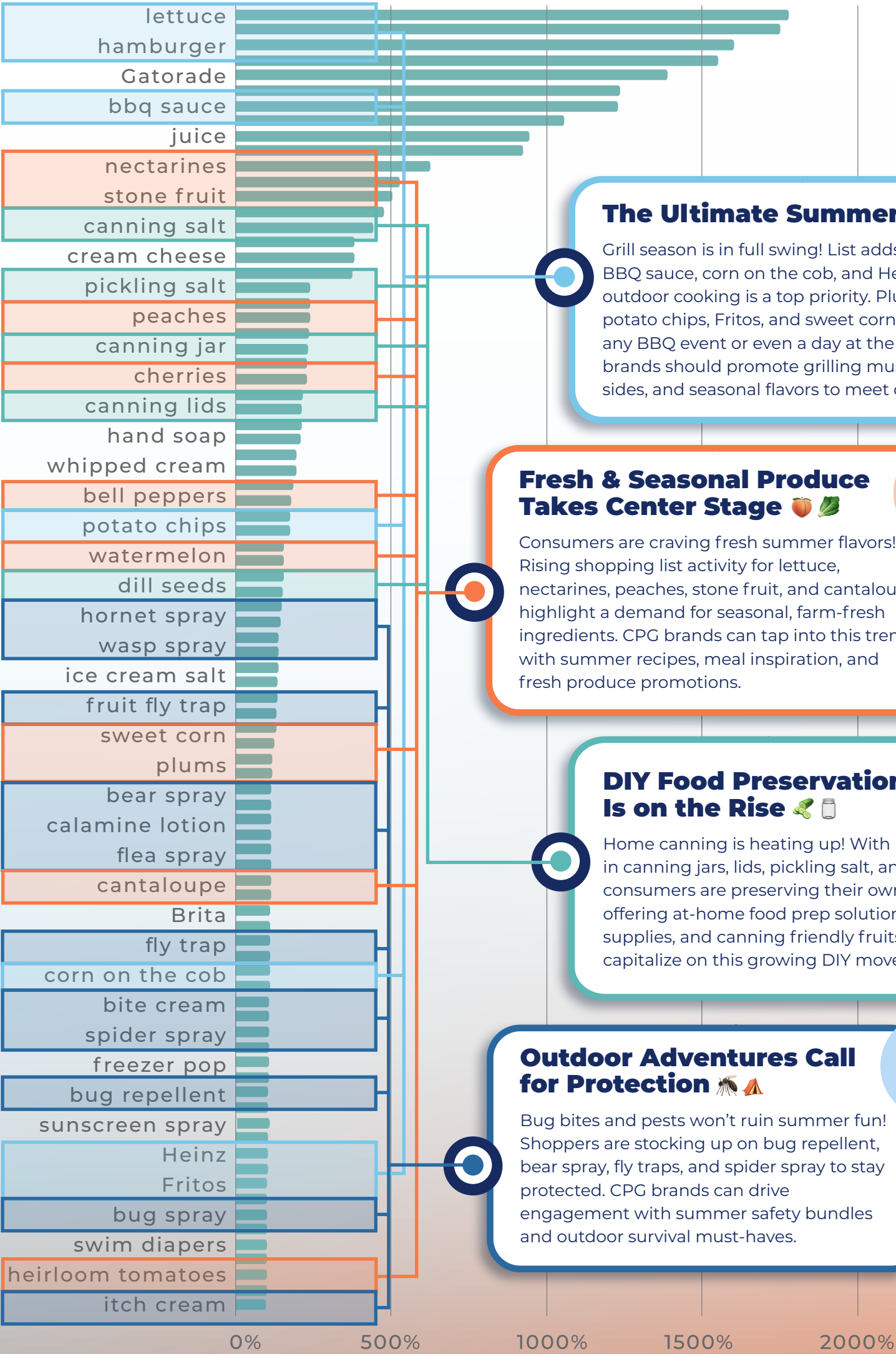


SIZZLING CPG SUMMER TRENDS

Summer CPG Shopping List Insights from AdAdapted

TRENDING SUMMER TERMS

Comparing Summer 2024 to Spring 2024



The Ultimate Summer BBQ 🍔🔥

Grill season is in full swing! List adds for hamburgers, BBQ sauce, corn on the cob, and Heinz show that outdoor cooking is a top priority. Plus, all the sides like potato chips, Fritos, and sweet corn are essentials for any BBQ event or even a day at the beach. CPG brands should promote grilling must-haves, easy sides, and seasonal flavors to meet demand.

Fresh & Seasonal Produce Takes Center Stage 🍓🥬

Consumers are craving fresh summer flavors! Rising shopping list activity for lettuce, nectarines, peaches, stone fruit, and cantaloupe highlight a demand for seasonal, farm-fresh ingredients. CPG brands can tap into this trend with summer recipes, meal inspiration, and fresh produce promotions.

DIY Food Preservation Is on the Rise 🥒🫙

Home canning is heating up! With increased interest in canning jars, lids, pickling salt, and dill seeds, consumers are preserving their own food. Brands offering at-home food prep solutions, canning supplies, and canning friendly fruits and veggies can capitalize on this growing DIY movement.

Outdoor Adventures Call for Protection 🦋🏕️

Bug bites and pests won't ruin summer fun! Shoppers are stocking up on bug repellent, bear spray, fly traps, and spider spray to stay protected. CPG brands can drive engagement with summer safety bundles and outdoor survival must-haves.

% CHANGE FROM SPRING TO SUMMER