

# Retail Roundup

Q3 2022

July—September

Our quarterly recap of emerging trends, brands, keywords, and more!

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As we head into the home stretch of 2022, we decided to take a deeper look at what has really been going on in the consumer packaged goods industry as of late. Startup and private label brands are winning over consumers who continue to look for more inclusive, sustainable, and budget-friendly products.

Meanwhile, retailers are focusing on customized products, omni-channel marketing, and in-store shopping experiences to create a more personalized and seamless transaction process. Quick delivery continues to be a priority for retailers of all sizes, and working with suppliers and distributors who can offer this is a must. And lastly, the elephant in the room: inflation. In Q3, most consumers, retailers, and distributors felt the weight of rising prices more than they ever have before, with no end in sight. During these troubling circumstances, it's essential to prepare your business for success by staying on top of the latest industry trends.

Here's a sneak peek of what we saw during Q3; new keywords emerged including "incontinence", "shower steamers", and "jute bags" which ranked highest among searched keywords while "candle" made the list for the second quarter in a row.

As for product collections, Startup Brands and Trending on RangeMe were most popular among buyers in every category! Top searched certifications focused on supplier diversity and food standards, a great indication of what buyers want to see when adding products to their assortments.

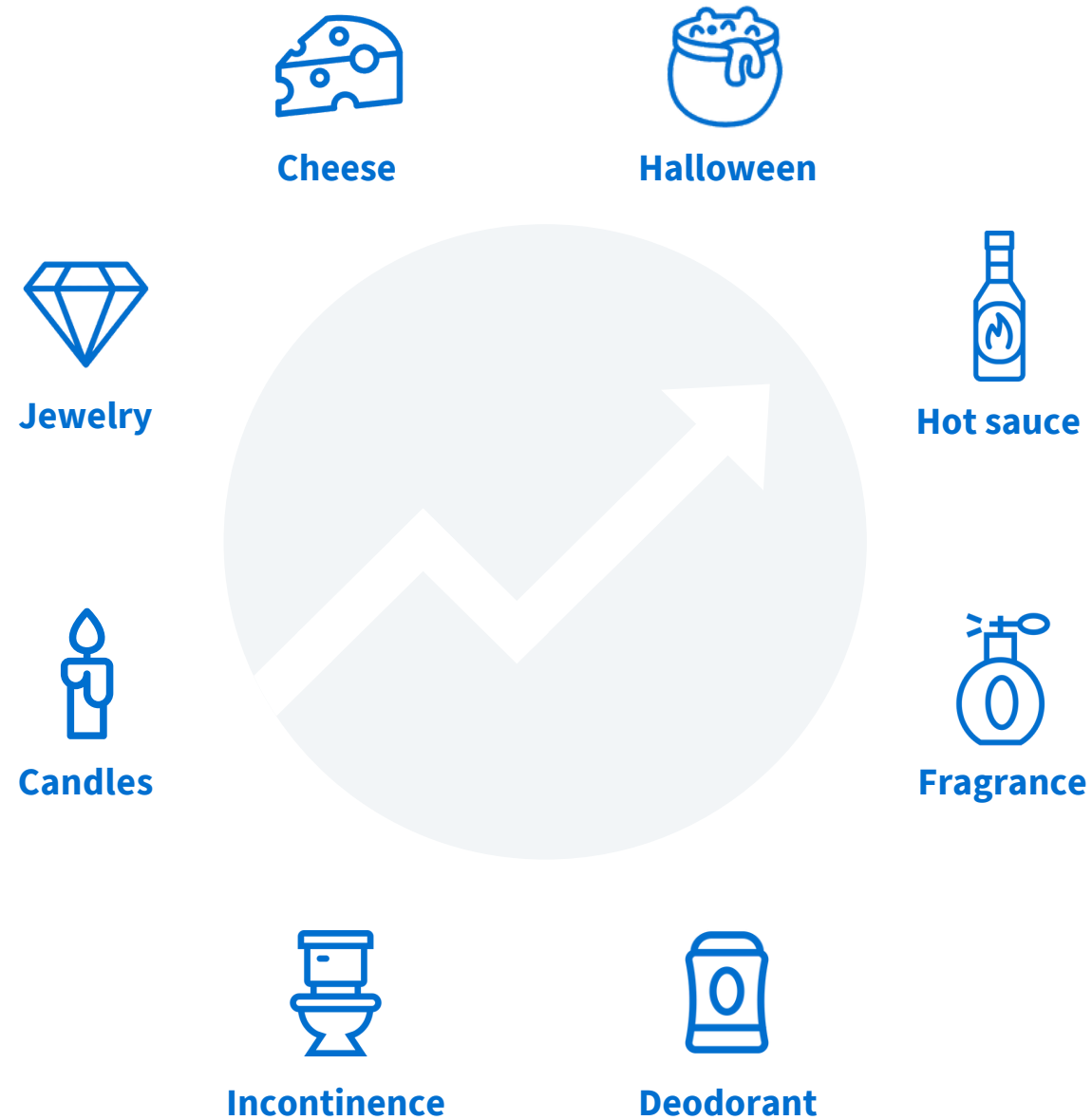
Whether you're a buyer looking to discover the best products for your customers, or a supplier looking to catch the attention of retailers, find out what other retail trends emerged on RangeMe after analyzing buyer and supplier data from July through September 2022 in our third quarter report of the year.

# Trending High-Growth Keywords



These keywords and phrases were searched the most by U.S. buyers across product categories from July through September 2022.

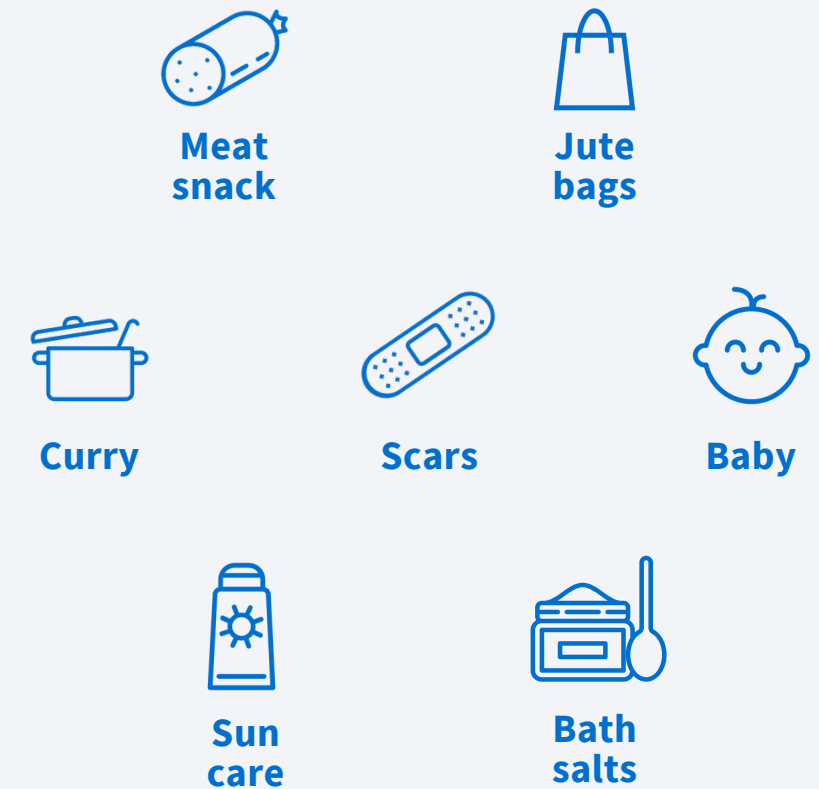
# Trending High-Growth Keywords



## International Intrigue

RANGE **me**

In the United Kingdom and Netherlands some of the top trending keywords and phrases included:



Meanwhile, retail buyers in the APAC region searched for the following keywords and phrases:



## Why "fragrance"?

Last quarter, the keyword “fragrance” was trending among health and beauty care buyers around the globe. On RangeMe, there are almost 14,000 brands and 60,000 products that fall under this category. In relation, the keywords “deodorant”, “bath salts”, “shower steamers”, and “candles” also made our trending high growth keywords list for Q3. After taking a hit in 2020 due to COVID-19, fragrance sales have surpassed pre-pandemic numbers. In the U.S., the market for fragrance products is expected to grow by 3.08% annually until 2025 and saw \$7.97 billion in revenue during 2021. As for the U.K., fragrance generated \$2.3 billion in revenue in 2021.<sup>1</sup>

While the industry appears to be going strong, it is certainly changing. Recently, consumers have become more aware of the aromatic ingredients found in everyday health and beauty products that may be toxic to the planet and themselves. Many consumers are swapping these products for fragrance-free or naturally fragranced alternatives. One retailer leading this movement is Target. The retailer recently added a *No Fragrance Added: Skin Care & Wellness Trends* section to its website in effort to help shoppers find the scent-free product they’re looking for.<sup>2</sup>

## Why "jute bag"?

Jute bags, made of the coarse and durable vegetable fiber “jute” are regaining popularity to replace plastic bags as consumers and retailers continue to prioritize sustainability. The global jute bag market is expected to grow from \$2.3 billion in 2021 to \$3.38 billion by 2026.<sup>3</sup> There are many reasons consumers and retailers are choosing to use jute bags over popular alternatives such as cotton totes and reusable plastic bags. Jute is quick and easy to grow, does not require pesticides or fertilizers, and is 100% biodegradable. According to EcoSacks, jute absorbs huge amounts of carbon dioxide from the atmosphere and when combined with reduced deforestation it may help reduce or reverse some signs of global warming.<sup>4</sup>

Primarily grown in India, jute isn’t just used for bags, it can be found in every CPG category including packaging for coffee, rice, potatoes, or makeup accessories. Jute is also used to make rugs, curtains, and other home decor. So why were jute bags trending on RangeMe last quarter specifically among health, beauty care, and general merchandise buyers from the Netherlands? Jute bags are used to pack presents for the annual Dutch Sinterklaas event held on December 6th.

## Why "deli"?

The deli industry has been on quite a rollercoaster these past few years. When the pandemic struck, prepackaged lunchmeat and meat snacks like jerky were cast aside in favor of specialty deli items. Fewer consumers were packing lunch for the office or dining out at restaurants, instead; they were choosing to indulge in such comfort foods at home. While many shoppers continued to browse specialty deli products after pandemic restrictions were lifted, today’s rising inflation rates are causing consumers to revert back to budget-friendly alternatives.

So what trends are we currently seeing in the deli market? When it comes to cheese, Winsight Grocery Business highlights bold flavors, grab-and-go options, and plant-based alternatives. While plant-based options only account for 1% of total cheese sales, deli-presliced cheese gained 9% in the last year and 69% vs. two years ago.<sup>5</sup> As for meat snacks, The Shelby Report says jerky, protein lunch snacks, and pork rinds are making a comeback.<sup>6</sup> With grocery retailers prioritizing consumer in-store shopping experiences, we expect that deli sections and their products will be a main focus, especially when it comes to prepackage options.

# Most Visited Collections



These are the product collections that received the most buyer visits. In order for suppliers to be featured in these Collections, they must meet the set criteria of the Collection such as certifications, unique selling propositions, or buyer engagement.

# Most Visited Collections



## Trending on RangeMe

Brands that are receiving the most engagement from buyers on RangeMe.

*Trending in: All categories*



## Startup Brands

The newest brands and products on the consumer packaged goods market.

*Trending in: All categories*

Both the **Trending on RangeMe** and **Startup Brands Collections** were trending among buyers in the United States and the United Kingdom. The **Startup Brands Collection** was also trending among APAC buyers. We'd like to give a notable mention to the **Plant Based Certified Brands and Members Collection**, which was also trending with food and beverage buyers in the U.S., Netherlands, U.K. and APAC region.



# Most Searched Certifications

In Q3, the most searched certifications by retail buyers on RangeMe proved supplier diversity is still a top priority for retailers and consumers. Here are the most-searched certifications by U.S. buyers across product categories last quarter.

# Most Searched Certifications



Certified Women Business Enterprise (WBE)  
**MWBE**

*Trending in: All categories*



Certified Organic  
**USDA**

*Trending in: All categories*



Certified Ethnic Minority Owned  
**NMSDC**

*Trending in: All categories*

## International Intrigue



Surprisingly, **Certified Organic - USDA** was also the most searched certification among APAC buyers across categories and Netherland health and beauty buyers. This could be due to the fact that the USDA currently has organic equivalence with a handful of countries and regions, including Japan, Korea, Taiwan, and the European Union. Meanwhile, searches for the **BRCGS Global Standard Certification** dropped among U.K. buyers after claiming a place on top in Q1 and Q2.



# Top Trending Brands & Best Selling Products



Here are the top trending brands on RangeMe in their product categories last quarter. Top trending means these suppliers received the most buyer engagement, including page visits, saves, messages, and sample requests.

Plus, take a look at the best selling products on RangeMe last quarter. Bestsellers mean these products in eligible categories across food and beverage, health and beauty care, and general merchandise received the most purchase orders from retailers directly through RangeMe.

# Top Trending Brands



**POWERLYTE**

**Evergreen USA**

**1839 Mānuka Honey**

*Trending in: Food and Beverage*



**Joy Lane Farm**

**Pluggerz Earplugs**

**Novomins®**

*Trending in: Health and Beauty Care*



**Little Genie Productions**

**Instachew**

**Make Believe Ideas**

*Trending in: General Merchandise*

# Best Selling Products



**Di Bruno Bros.  
White Truffle  
Honey**

*Trending in: Food and Beverage*



**Rosita Real Foods USA  
Extra Virgin Cod Liver  
Oil - 150ml**

*Trending in: Health and Beauty Care*



**Cedar Crate Market  
I'd Take A Bullet For  
You Soy Candle**

*Trending in: General Merchandise*

# Supplier Spotlight: Blanor Products

**Founders:** Monya Faye Pryor & Cynthia Pryor

**Year founded:** 2019

**Made in:** Hendersonville, Tennessee

**Mission:** Blanor Products LLC designs and markets innovative, effective, and cost-efficient products, enhancing daily function for maximum independence in caring for self or assisting others.

**Product categories:** Beauty/Personal Care/Hygiene > Personal Care > Adult incontinence Health > Home Health Care > Daily Living Aids

**Products:** The Potty Cap - A portable urinal aid for women designed to give women urinal independence in all instances of daily living, especially when getting to the bathroom in a timely manner is not an option.

**Unique selling propositions:** Easy to use, reusable, convenient, built for women by a woman

**Certifications:** Certified Minority Business Enterprise (MBE) – NMSDC, Women’s Business Enterprise (WBE) Certification – WBENC, Women-Owned Small Business (WOSB), Federally Certified Small Business - SAM (USBR)

**RangeMe Verified™:** Yes

**Retail interest:** Department stores, specialty stores, health and wellness retailers

Learn more about Blanor Products by reading their Supplier Success Story [here](#).



# Index

Information presented in this report is based on RangeMe product data pulled from July 1, 2022 through September 30, 2022

<sup>1</sup> <https://trulyexperiences.com/blog/perfume-industry-statistics-trends/>

<sup>2</sup> <https://www.target.com/c/skin-care-wellness-trends/no-fragrance-added/-/N-2i8y6Z35smk>

<sup>3</sup> <https://www.nytimes.com/2022/10/10/business/india-jute-reusable-shopping-bags.html>

<sup>4</sup> <https://www.eco-sacks.com/post/advantages-of-jute-bags>

<sup>5</sup> <https://www.winsightgrocerybusiness.com/fresh-food/2022-annual-report-cheese-sees-return-balance>

<sup>6</sup> <https://www.theshelbyreport.com/2021/09/03/as-nation-reopens-three-meat-snacks-are-making-a-comeback/>

**Stay tuned to discover  
more trends in our 2022  
Retail Recap report**

**RANGE**  **me**



[www.rangeme.com](http://www.rangeme.com)