



shōgun presents

28 Top Products to Sell in 2022

The guide to finding trending products for your Shopify store

Ecommerce success depends on the right product

You can do everything right with your business and end up watching your sales wither on the vine. If the people aren't clamoring for what you are selling, all the other details won't really matter.

An essential part of running an ecommerce business is being tapped into what customers want to buy when they want to buy it.

So, whether you are an existing brand that needs to pivot or a brand in the making, you need to find the products that are trending with shoppers.

Since brands are often defined by the niche they choose, you want to make sure your niche is adaptable enough to accommodate a shifting product line.

Don't go too narrow based on the power of a peaking product trend. But, be mindful not to define yourself too broadly and risk becoming a forgettable general store.

The most successful niche markets are those that are adaptable to change.

Skincare brands can easily update their products to include the latest ingredients—be it snail mucin or ceramides. And, men's accessory brands can quickly move from bulky wallets and keyrings to the trending minimalist offerings now taking over.


In this guide, we'll talk you through how to find trending products and show you some of the top trending products to keep an eye on.

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Know exactly what you are looking for? Jump straight to the section you want to read.

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A large, abstract graphic at the bottom of the page consisting of overlapping light blue and light purple shapes with soft, wavy edges.



How to find the hottest new products to sell

Wanting to sell the hottest new product and figuring out what that product is are worlds apart. You have to pull on your research pants and start finding the trends.

It's OK—we've got some tips to help you get started.

If you know what product vertical you want to sell—say beauty products or home-wares—your research won't be too extensive. You've already narrowed your search down significantly.

If you just want to sell something that people love, buckle up for a long ride. You'll want to hone in on a popular niche, to begin with, then further narrow in on the products you want to sell in that niche.



Dig into industry publications & review sites

To stay in the know about the coolest new products, you need to get immersed in the ongoing conversations about consumer trends and product innovations.

There are a ton of great trend publications that you can bookmark for regular reading, such as:

- [Trend Hunter](#): Using researchers and AI, this site is an endless source of the most popular products in the market.
- [Cool Material](#): A treasure trove of new products for men.
- [Cool Hunting](#): Covering the latest trends in design, culture, and tech, this publication can keep you keyed in on what's cool.

Adding to that, stay on top of the products that are catching on with these review sites:

- [Werd](#): A curated list of the best new products for men, updated daily.
- [Gear Patrol](#): Product-focused publication dedicated to keeping consumers informed about the best products on the market.
- [Bless This Stuff](#): A web magazine that covers their favorites in the latest gear and tech products.
- [GearMoose](#): The latest and greatest in what's wearable, drinkable, and rideable.

Finally, you can keep an eye on sites that curate the best products from popular marketplaces:

- [Thieve](#): Curated roundups of the best products on AliExpress.
- [Canopy](#): Cutting out the noise of Amazon with only the best products featured.



— FINDING TRENDING PRODUCTS TO SELL

Research marketplace best sellers

Another way to find products that sell is to look to the most popular marketplaces.

Most platforms helpfully have a bestsellers section, which shows what product categories sell best.

The biggest online marketplace in the world, **Amazon**, updates their [Best Sellers](#) page hourly, with top products shown by category. They also have a page for the biggest gainers in the last day—called [Movers & Shakers](#)—and their [Most Wished For](#) products.

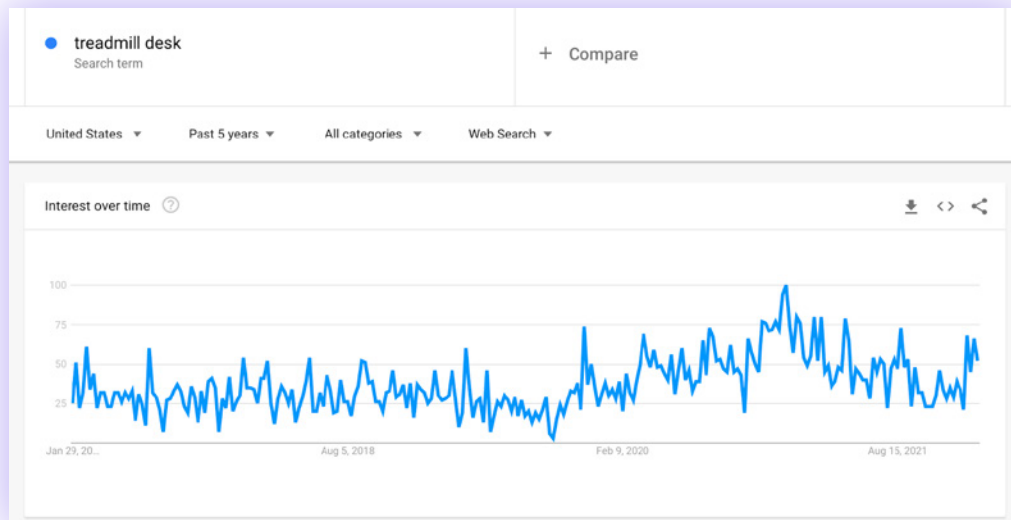
eBay shows its [best-selling items](#) less granularly, showing the most popular categories and subcategories for the year. You can also find the most watched items on eBay using [Watch Count](#).

For learning more about the market for handmade items, **Etsy** is easily the most prominent name. While they don't have their own best sellers page, [eRank](#) details top sellers by category for their members, showing just a taste for free.

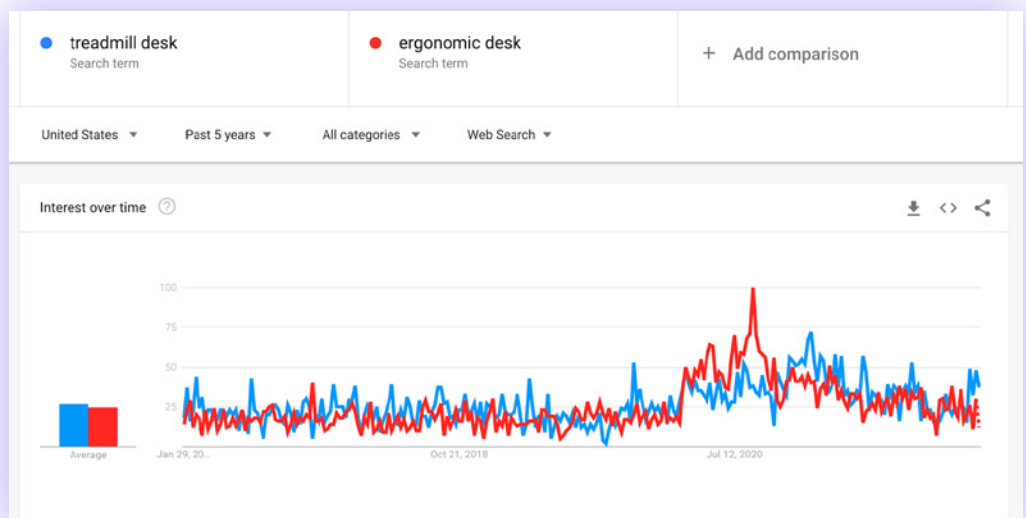
Verify your findings

When your notebook has started to fill up with a handful of products you may want to sell, it's time to start verifying the popularity of your picks.

Google Trends is a free tool for seeing the search popularity of any particular topic. Since you can type in just about anything, it helps to come into it with some existing ideas.



Not only can you see the trendlines for whatever topic you type in, but you can compare it to other topics to better understand the scale of its popularity.



They also include interest by subregion, related topics, and related queries.

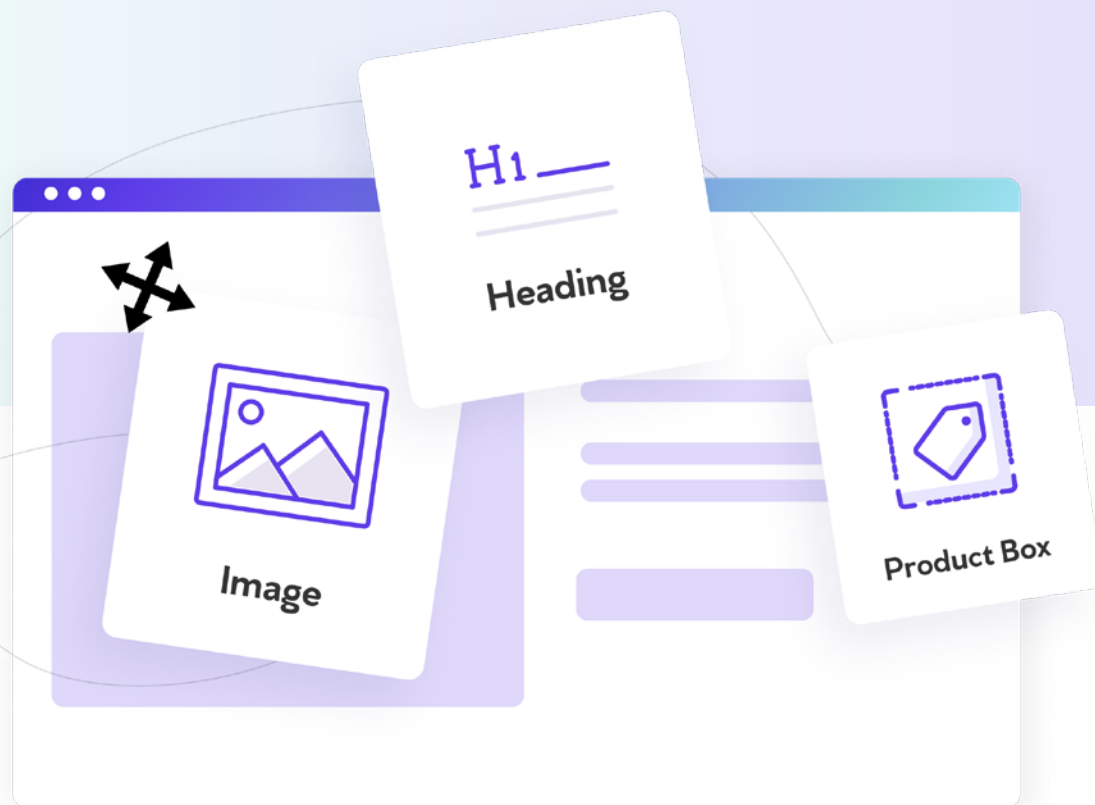
This opens up the brands, shoulder topics, and regional relevance to broaden your understanding of the particular niche.

A companion to Google Trends is [Exploding Topics](#), which explores trends just as they are blowing up and gives insight on topics that have peaked in interest.



By using these tools for your list of potential products, you can verify whether they are sales winners or past their ecommerce prime.

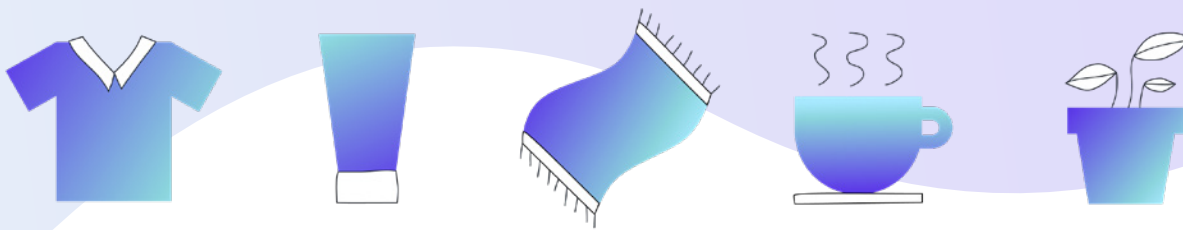
Understanding how to do this research helps you as you narrow down what you will sell and as your brand grows, allowing you to adapt to changing consumer demands.



Customize your Shopify store for conversions

Once you've found your winning product line, customize your Shopify store to wow shoppers and drive sales.

[Try Shogun Page Builder for Free](#)



28 top trending products to start selling now on Shopify

While you can (and should) do your own research to find the products that work best for you and your brand, it's also nice to have a readymade roundup of trending products on hand.

One of the following products may well be your next big ecommerce success. Or, these examples could serve to kickstart your product research journey.

Since product popularity depends on larger overall movements in ecommerce, we've broken this up by product niche, which helps explain why any particular product is trending.

Each of the following trending products includes trendlines from Google Trends and the monthly search volumes from Keywords Everywhere.

This should give you a good sense of what popularity you can expect from a product and its potential for organic traffic growth.

Apparel & accessories

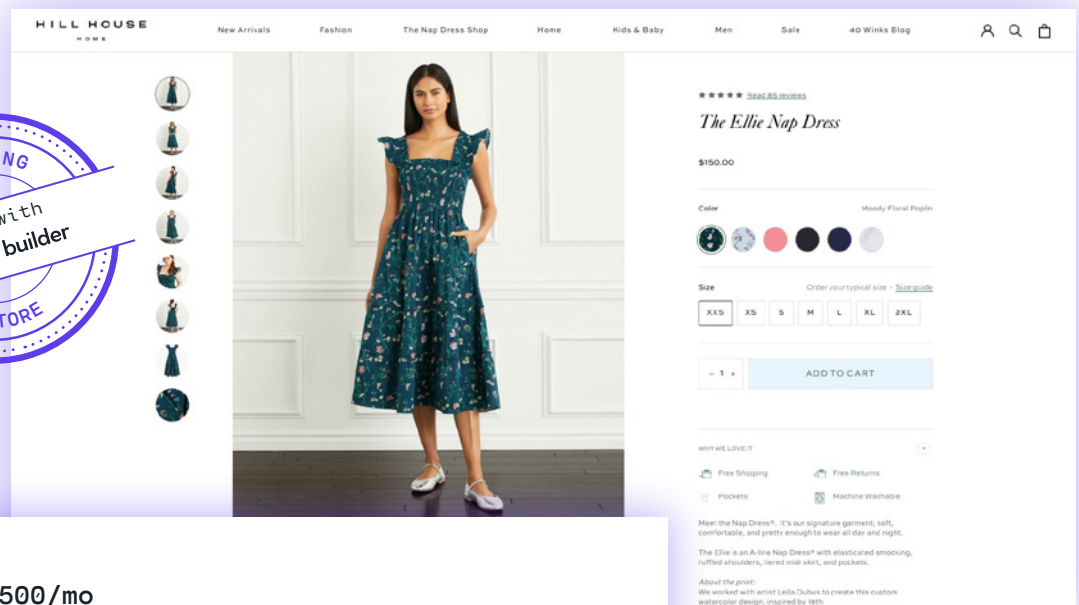
Easily the most popular product niche in the world (outside of nudist colonies) is apparel.

While clothing and accessories are popular all the time, you need to know the trending types at any particular time to be successful.

For staying Zoom-ready

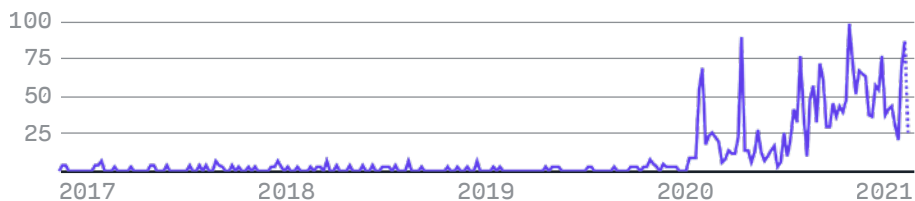
In response to the neverending pandemic and our new WFH reality, the idea of the **nap dress** took off. The idea is simple—the dress looks nice, but it is also so comfy that you can just drop right down for a midday nap if you like.

It must be noted that Hill House owns the trademark to the term “nap dress”. To emulate their success, you need to coin a product name that is a perfect fit for the moment. In this instance, they understood what the customer needed in light of pandemic life changes.



"nap dress"

Search volume: 49,500/mo



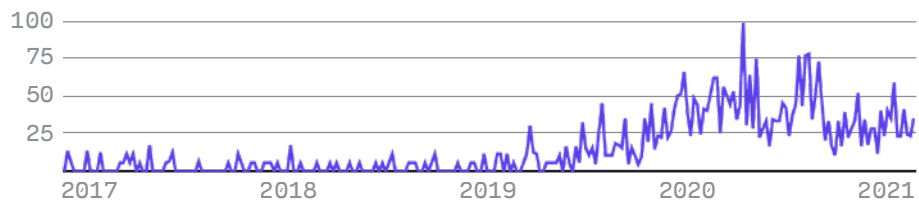
APPAREL & ACCESSORIES

Zoom meetings allowed many to get dressed up from the waist up, complete with jewelry that pops on screen.

Lately, **polymer clay earrings** have gained popularity. Given how easy the material is to work with and mold, it allows for some bold statements in those team video calls.

"polymer clay earrings"

Search volume: 33,100/mo



Build stunning product pages

Once you've found the perfect products to sell, customize your product pages for better conversions.

Build it with Page Builder

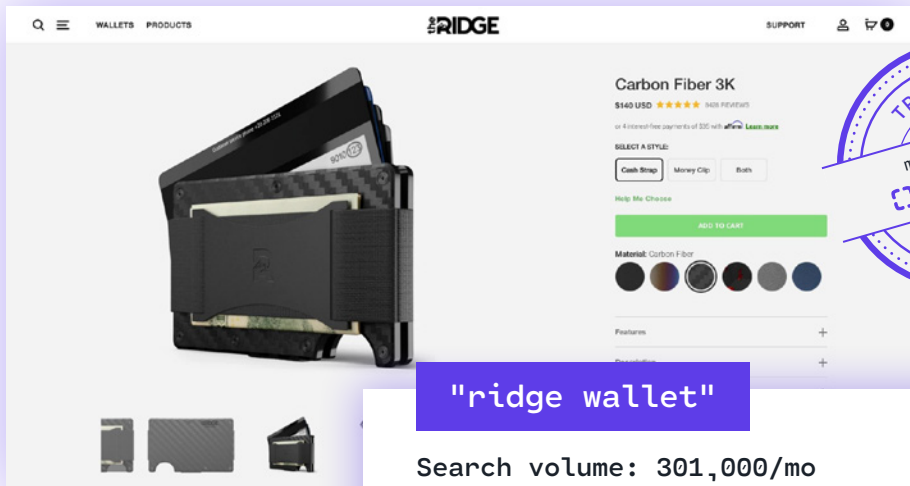
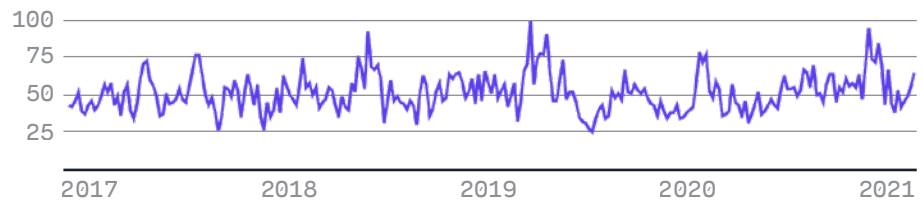
Everyday carry & travel

Everyday carry is a niche in and of itself. It's all about being mindful of what you keep in their pockets, with an emphasis on preparedness for whatever you encounter.

A big player in this space is The Ridge, a brand that so popularized the **minimalist wallet** that they became synonymous with the product. The term "**ridge wallet**" continues to grow in search volume each year.

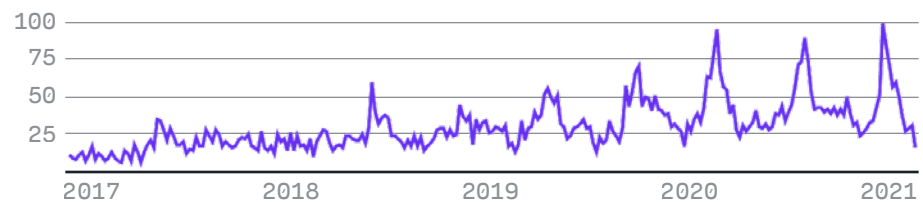
"minimalist wallet"

Search volume: 33,100/mo



"ridge wallet"

Search volume: 301,000/mo



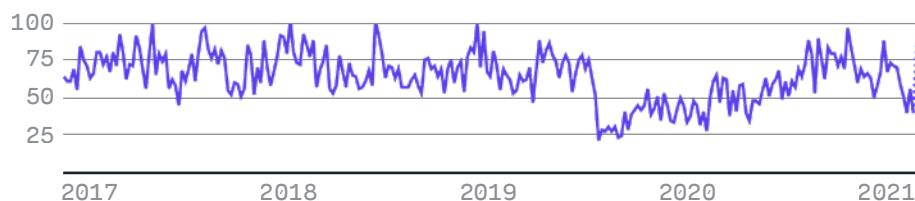
APPAREL & ACCESSORIES

In a shoulder niche, **travel bags** have also gained momentum. From the hardworking everyday backpack to the airplane-friendly weekend bag, the demand is there.

People are, understandably, anticipating the end of COVID and the beginning of their new life of travel. These bags are all about smart organization so that getting where you are going is as simple as possible.

"travel bags"

Search volume: 246,000/mo



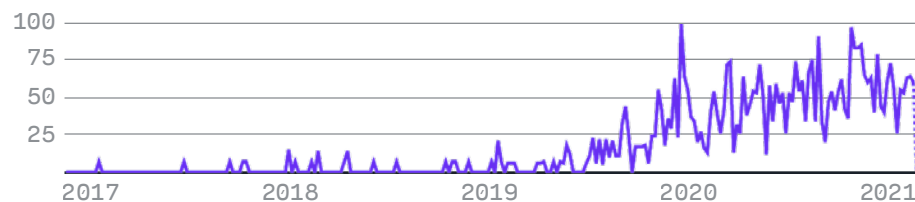
The new retro

The styles of the past never stay in the past. They reliably come back, making time machines out of many a closet.

So, it shouldn't be a surprise to see **Y2K aesthetic** trending, filling our Instagram feeds with velour tracksuits, pleated skirts, and butterfly hair clips.

"y2k aesthetic"

Search volume: 110,000/mo



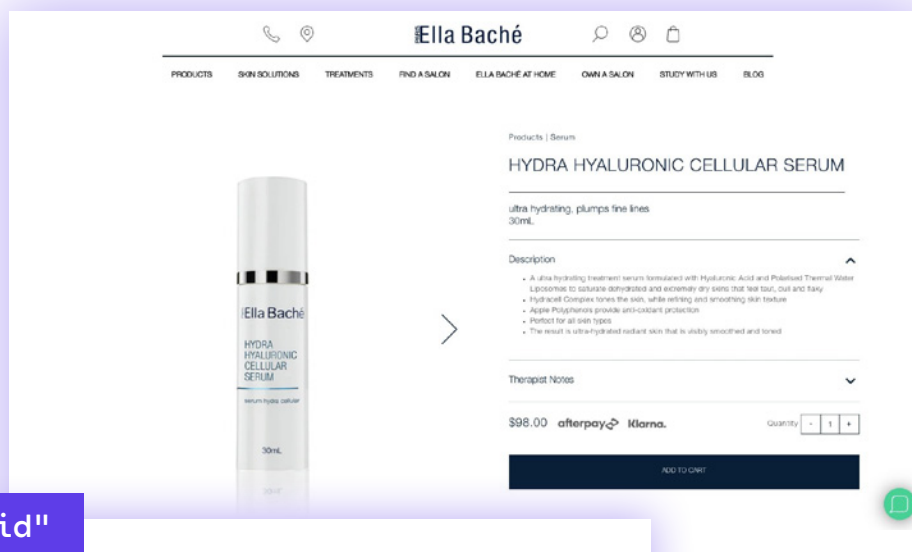
Skincare

Aging is the enemy that humans can never quite defeat. Nevertheless, we've done our best to fend off its offenses by taking great care of ourselves and, more specifically, our skin.

Innovative approaches to healthy skin

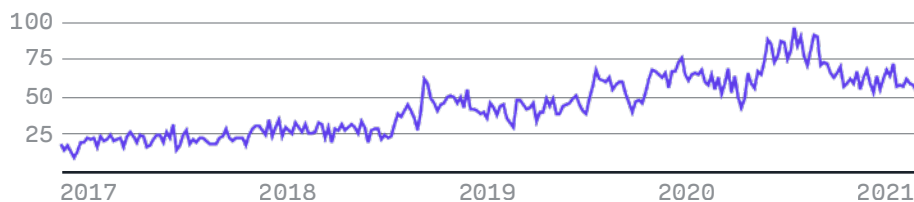
Bathroom vanities have become veritable laboratories filled with small vials of the latest skincare miracles.

One such ingredient increasingly being used in popular serums is **hyaluronic acid**, a substance naturally occurring in our bodies that helps decrease swelling and retain skin moisture.



"hyaluronic acid"

Search volume: 550,000/mo



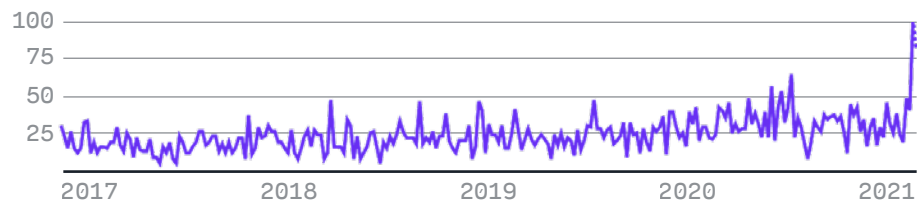
SKINCARE

Another naturally-occurring ingredient in trending skincare products is mucin. **Snail mucin**, to be exact.

The slimy secretion that shows us where snails have been is also beneficial to our skin, helping soothe irritation, stimulating collagen production, and moisturizing the skin.

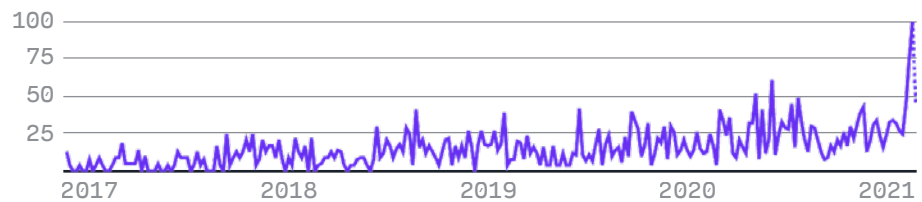
"mucin"

Search volume: 27,100/mo



"snail mucin"

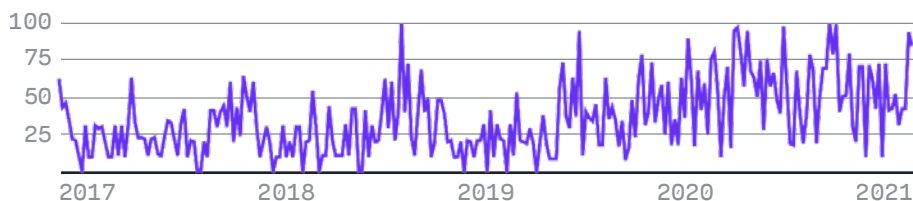
Search volume: 18,100/mo



Moisturizing the skin doesn't have to involve ingredients that come from creatures. **Whipped body butter** is an increasingly popular way to cover every inch of one's body in moisturizing plant-derived oils or butters.

"whipped body butter"

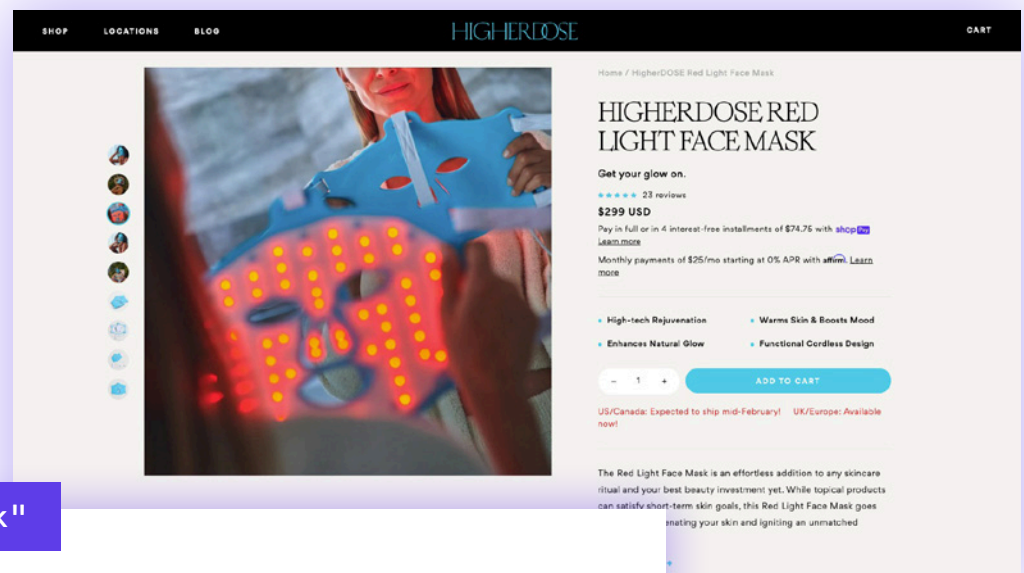
Search volume: 12,100/mo



SKINCARE

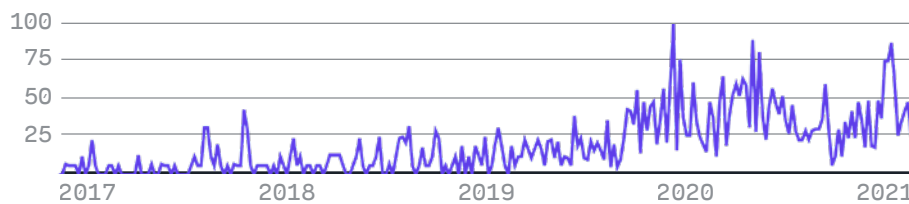
Skincare isn't just about creams and serums—it's also about light. While staying out of the sun helps keep your skin healthy, specific light sources can help it repair.

LED face masks are a trending beauty product that uses a spectrum of light wavelengths—from red to blue—to increase collagen production, boost circulation, and reduce acne bacteria.



"led face mask"

Search volume: 12,000/mo



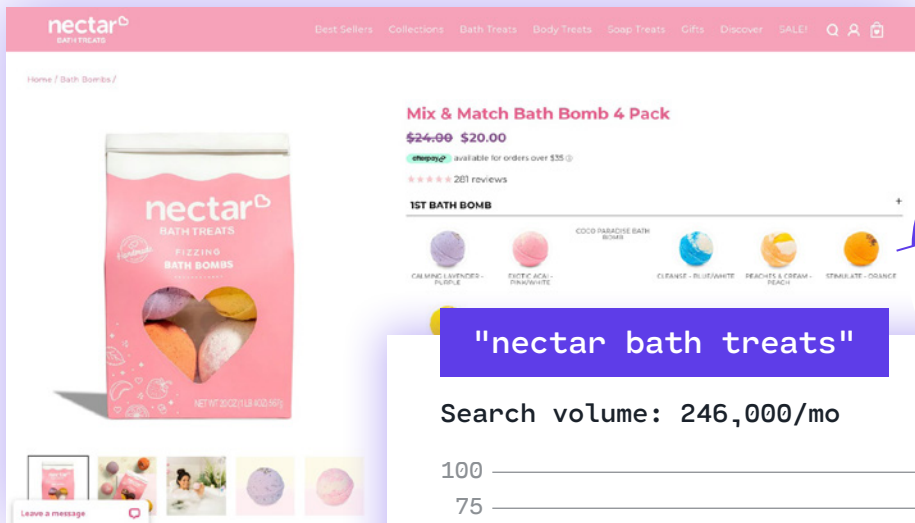
Self care

The future is here, and it can be a bit exhausting. To avoid being burnt out by all the demanding pressures of our lives, we turn to self-care.

And why shouldn't we?

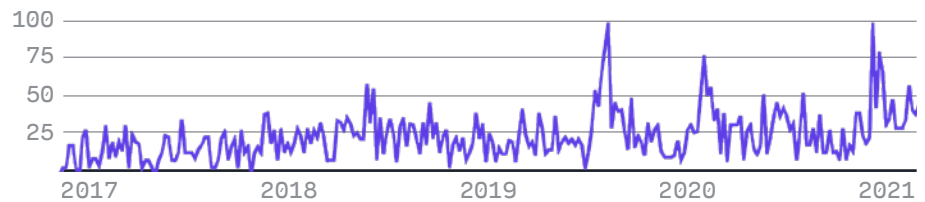
A little bathtime rejuvenation

Self-care means different things to different people. Some people prefer long hot baths bubbling with bath bombs from brands like **Nectar Bath Treats**, while others like a good shower complete with fizzy, aromatic **shower bombs**.



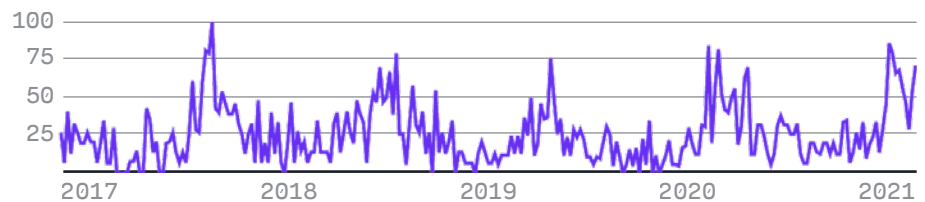
"nectar bath treats"

Search volume: 246,000/mo



"shower bomb"

Search volume: 18,100/mo



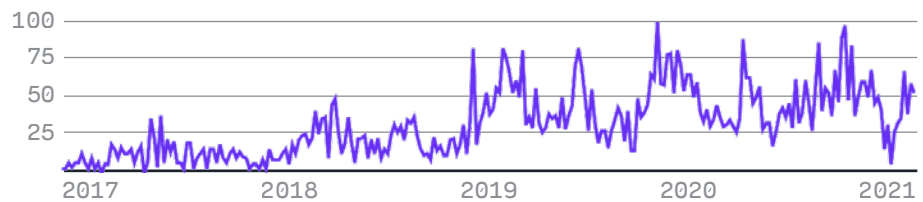
SELF CARE

Getting cozy under the covers

Others find their peace in a good night's rest. Hot sleepers can get some relief with **cooling blankets**, while the colder folk can pull on a **sherpa blanket**.

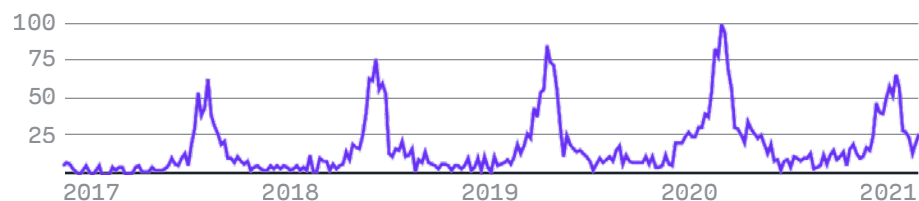
"cooling blanket"

Search volume: 60,500/mo



"sherpa blanket"

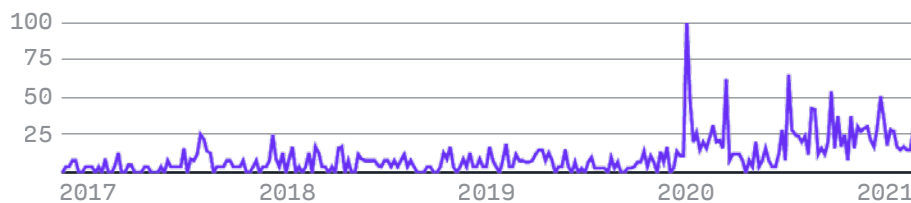
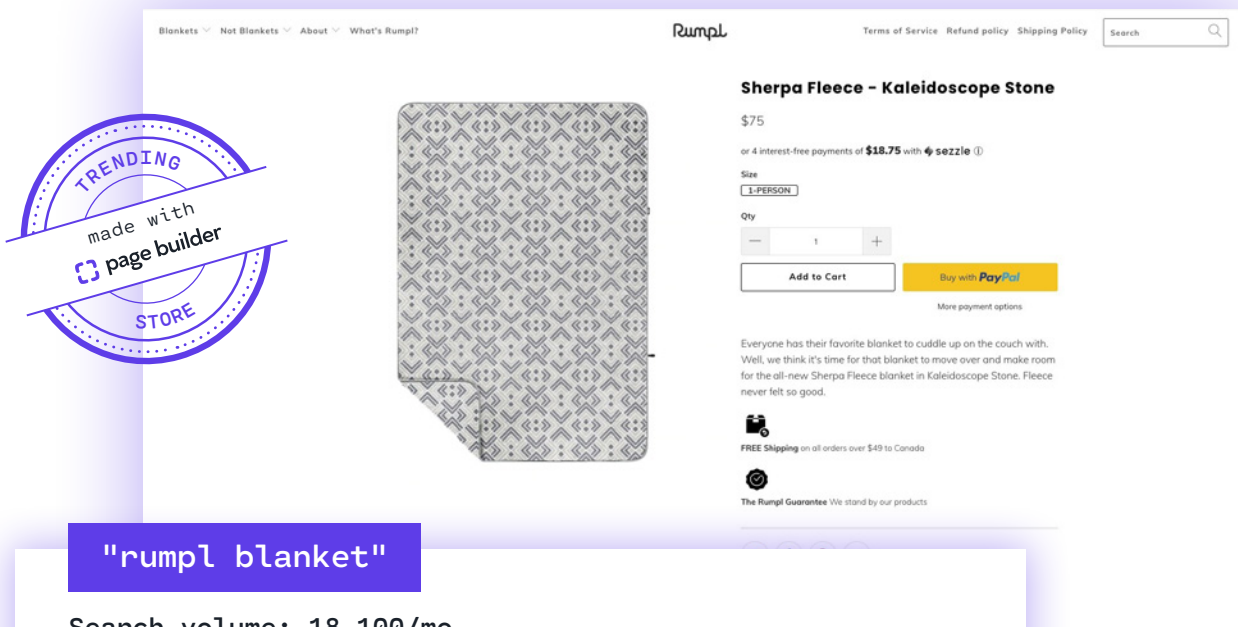
Search volume: 40,500/mo



SELF CARE

Brands like Rumpl not only create brand-new products (like their sleeping bag blankets), but they've also been so successful in building and marketing their store that they've turned a broad product trend into a trending brand search (the ultimate goal for your product).

They corner the market on blankets to the degree that searches for '**rumpl blanket**' are trending ever upward.



At-home spa treatment

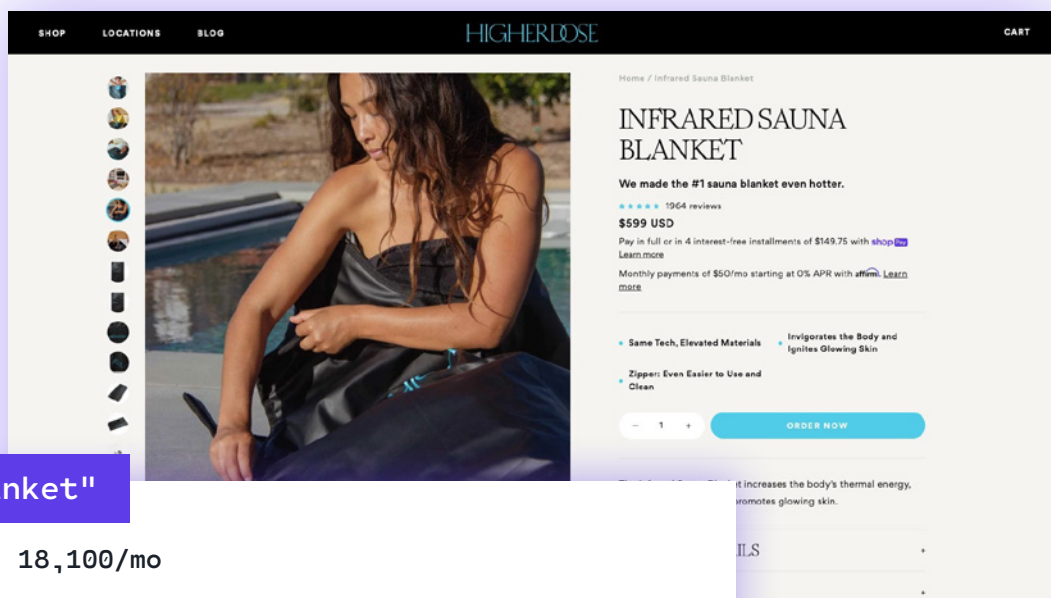
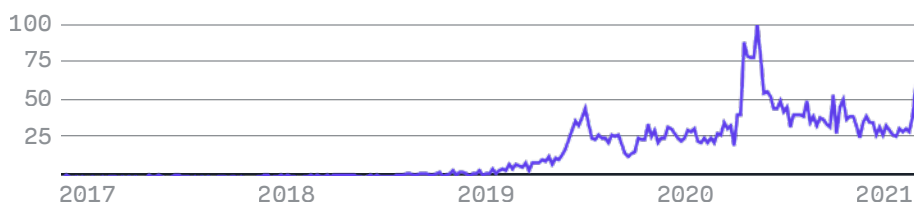
Then there are the aching muscles. Massage is fantastic, but the costs can really add up. **Massage guns** are gaining in popularity for the self-soothing of sore bodies.

Adding to the at-home spa treatment are **sauna blankets**, which are infrared body wraps that'll have you sweating it all out in no time.

People are rationalizing upfront costs of these items in favor of the long-term savings they'll get out of owning.

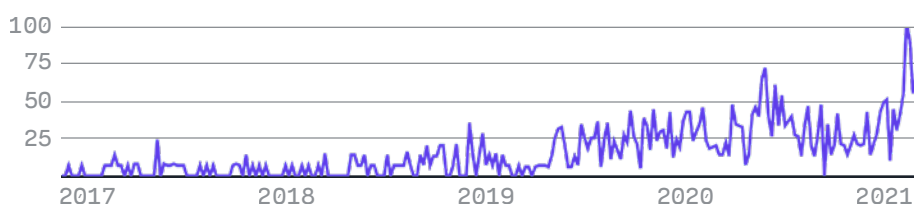
"massage gun"

Search volume: 673,000/mo



"sauna blanket"

Search volume: 18,100/mo



Food & beverage

Selling food and drinks has its downsides, but at least you know that everyone has to eat and drink. The demand is undeniably there!

But, as with everything, there are peaks and valleys of popularity for consumables. Watch for the big trends, and it could pay off big for your brand.

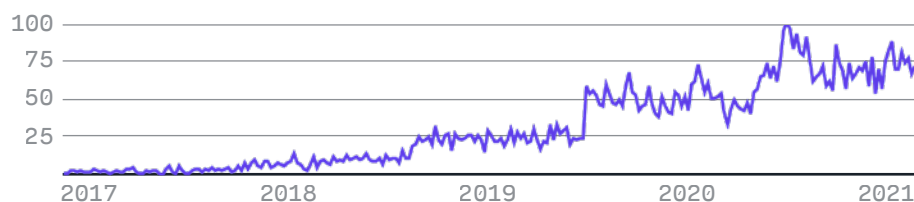
Oat milk on the rise

It seems like you can make milk out of just about anything these days. The last few years have seen the rise of **oat milk** as the next big thing in non-dairy.

It tastes good and froths like few others. No wonder **oat milk lattes** and creamers are trending so well.

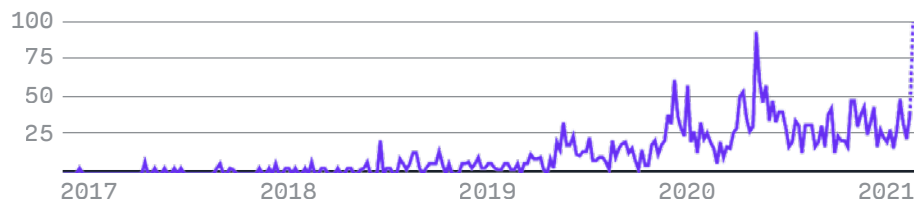
"oat milk"

Search volume: 246,000/mo



"oat milk latte"

Search volume: 5,400/mo



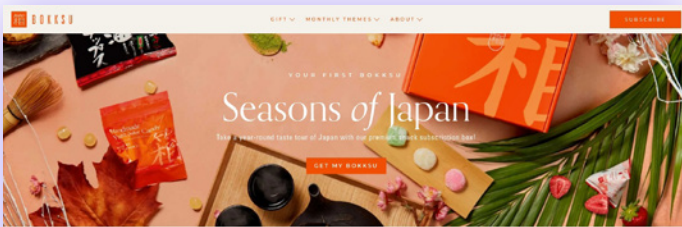
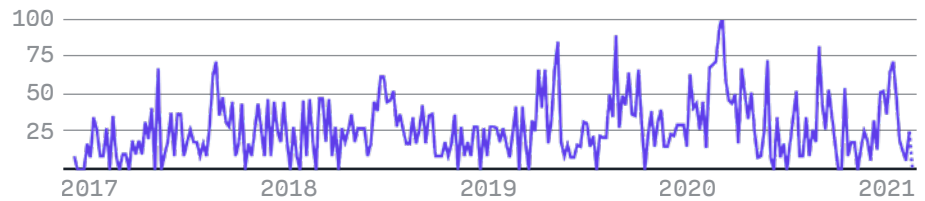
Getting our snack fix

As more of us have cut our commutes down to the length of a hallway, we've gained time but lost the office cupboard full of snacks.

Snack subscription boxes have had some popularity over the years, but they are becoming more specialized to appeal to those looking for something a bit more obscure than the traditional.

"snack subscription box"

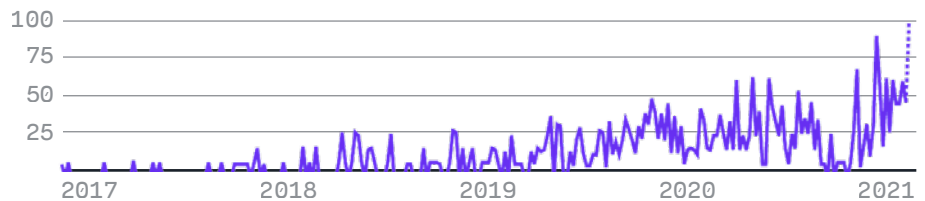
Search volume: 14,800/mo



That's why brands like **Bokksu** are trending. They sell a mix of curated Japanese snacks, which customers would be unable to get elsewhere.

"bokksu"

Search volume: 49,500/mo

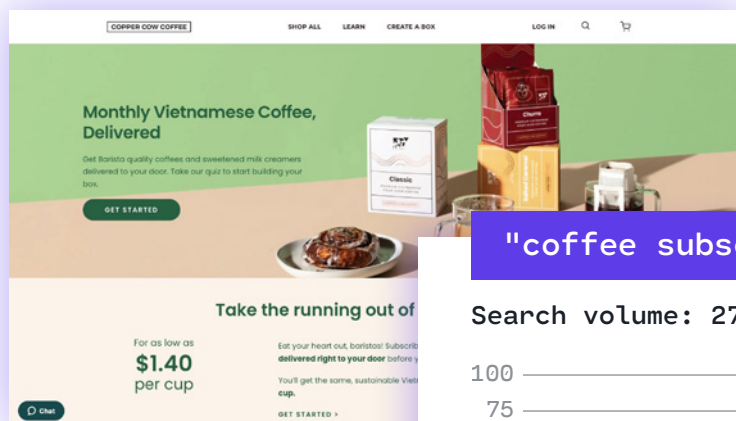


Be your own barista

Coffee subscriptions have also gotten more popular, with home office workers needing their daily boost without dishing out all the money for cafe visits.

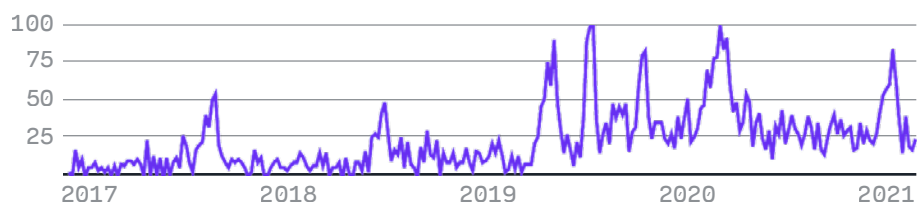
In search of convenience, they pursue simple coffee solutions like **single-serve coffee makers** that take the complexity out of their sluggish morning routine.

While k-cups are still popular, consumers are looking for less wasteful options, like compostable k-cups and [Copper Cow's single-serve Vietnamese pour-over lattes](#).



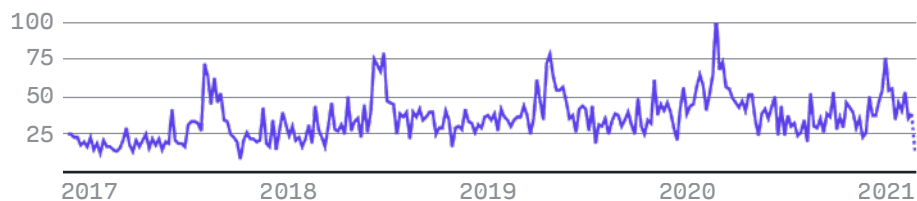
"coffee subscription"

Search volume: 27,100/mo



"single serve coffee maker"

Search volume: 22,200/mo



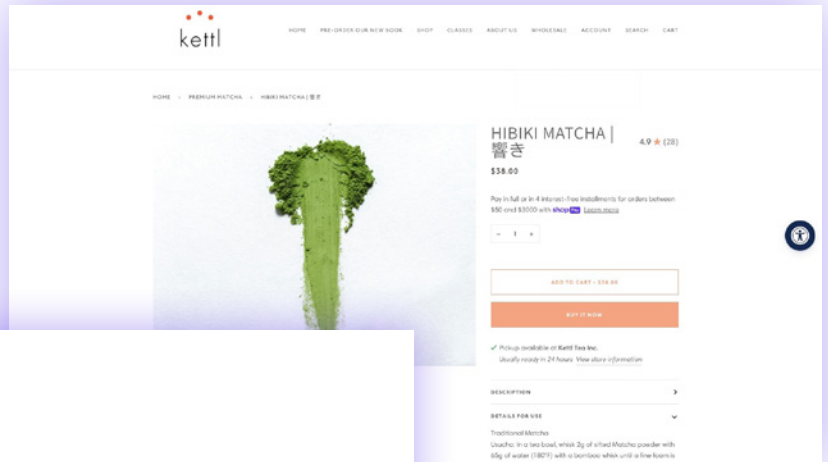
Want your store to look this good?

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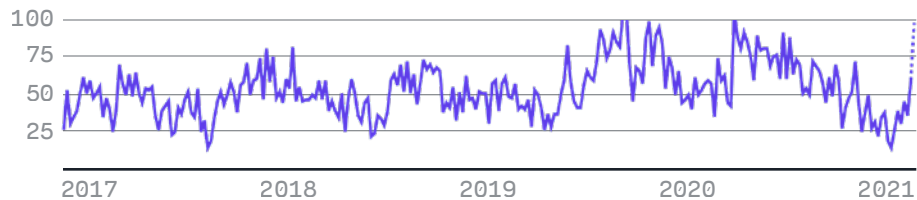
Those that go for tea over coffee have flocked to **matcha powder** increasingly over the years. Rich in antioxidants and calming L-theanine, matcha doesn't just taste incredible as a latte—it also is good for you. Win-win!

Again, trying to find ways to have their daily matcha without spending at the cafe, people started buying **milk frothers** to whip up their own delicious oat milk **matcha lattes** quickly.



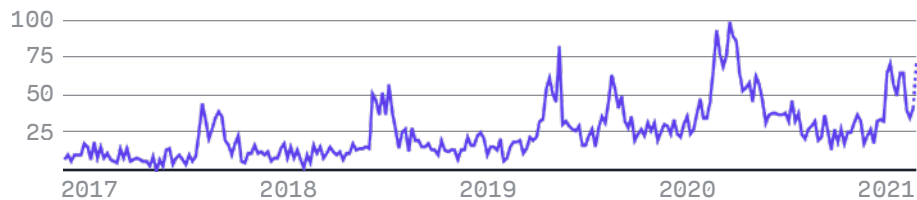
"matcha powder"

Search volume: 135,000/mo



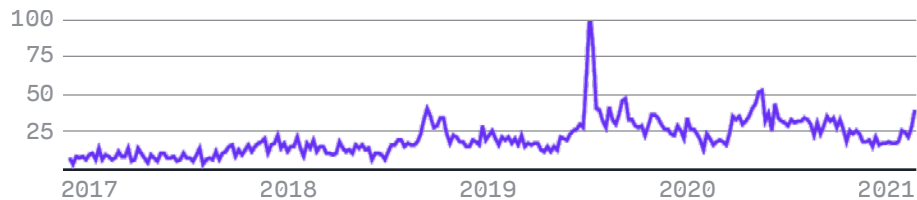
"milk frother"

Search volume: 246,000/mo



"matcha latte"

Search volume: 201,000/mo



Home & office

Again, staying home has been a trending theme over the last two years. Be it our remote workspaces or the living room that never seems to stay clean; we're investing more in all things home and office.

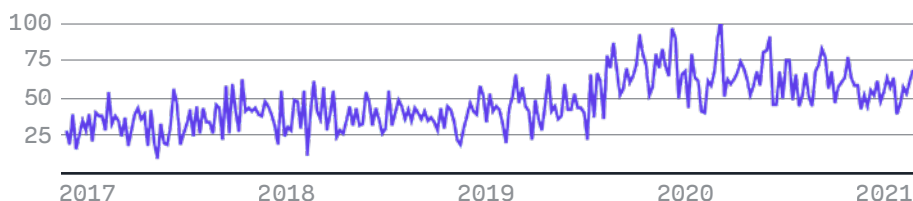
Office ergonomics

For the office, ergonomics is everything. Spending 40 hours a week at a desk can be taxing with the wrong setup.

So, people search for the best **monitor arms** and **office chairs** to make their work-life more comfortable. Brands like Autonomous and Fully have led the way with **ergonomic chairs** and movable monitor arms to keep our spines happy.

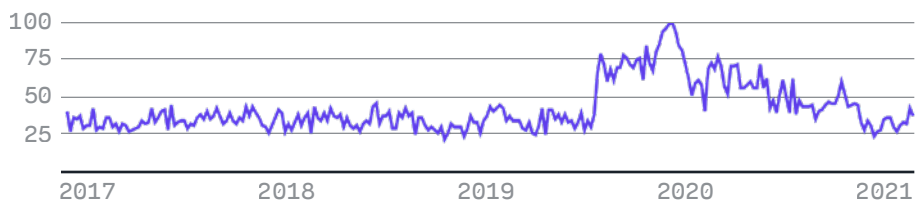
"monitor arm"

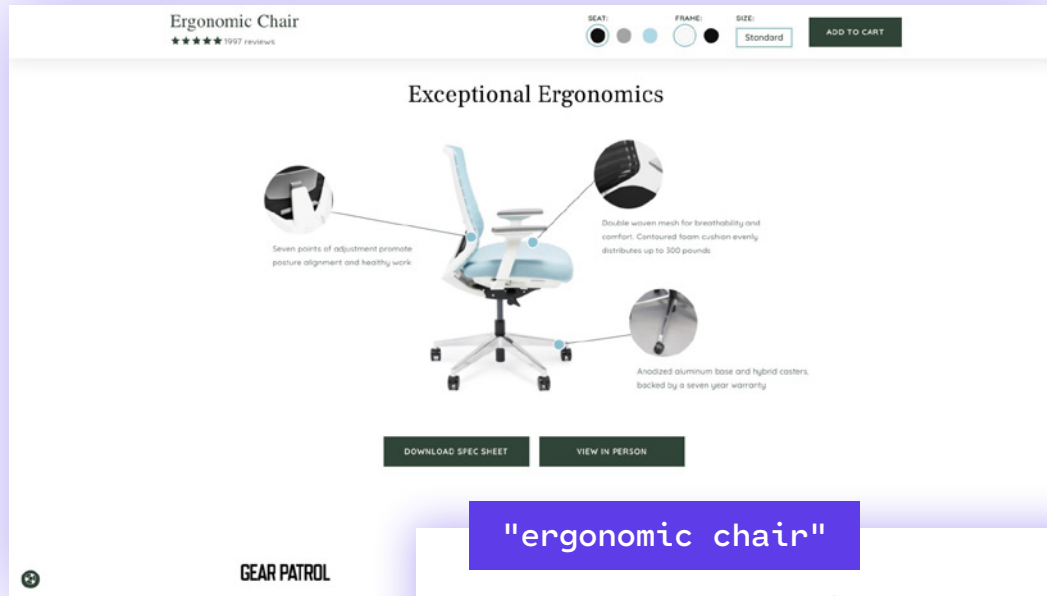
Search volume: 74,000/mo



"office chairs"

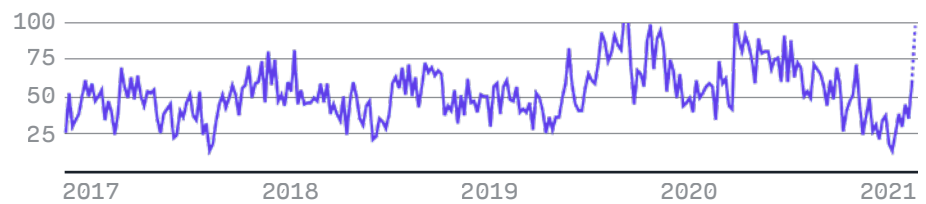
Search volume: 1,000,000/mo





"ergonomic chair"

Search volume: 246,000/mo

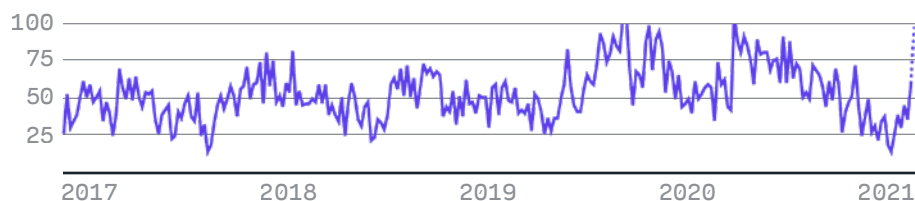


Work-life meet plant life

It isn't all about ergonomics though—it's also about ambiance. The easiest (and healthiest) way to achieve great ambiance is with **indoor plants**.

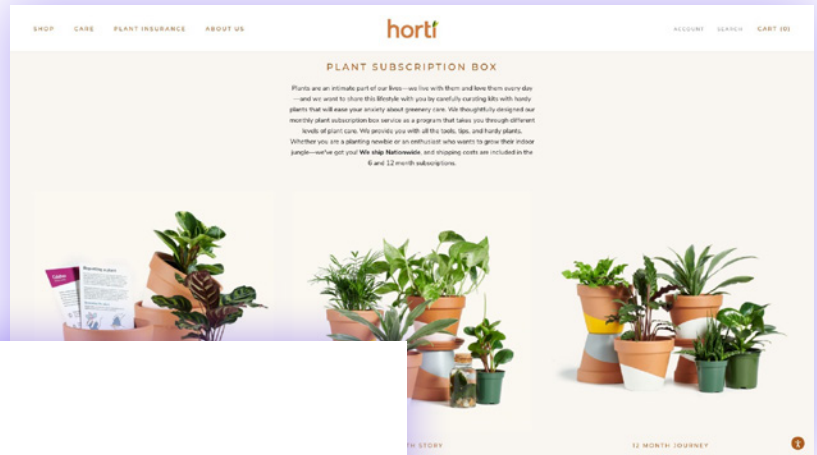
"indoor plants"

Search volume: 550,000/mo



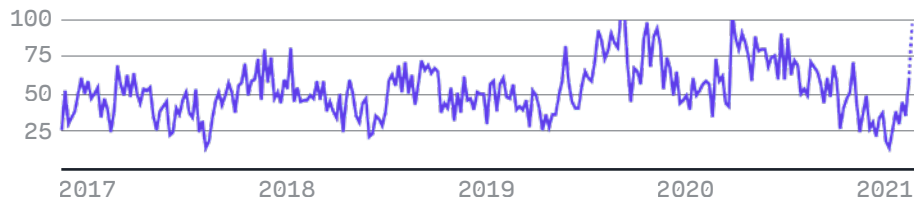
They make your Zoom background look more lively, and they provide you with much-needed oxygen. And, people have been searching out the prettiest plants, like the **Monstera** (AKA **Swiss Cheese Plant**).

Brands have popped up to serve this demand by selling and shipping straight to you. Some, like The Sill and Horti, even offer subscription plans.



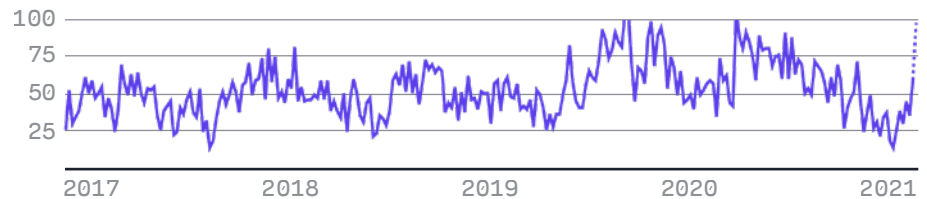
"swiss cheese plant"

Search volume: 135,000/mo



"monstera"

Search volume: 1,000,000/mo



Build better landing pages with Shogun Page Builder

Guide your shoppers through the sales funnel with strategic informational landing pages.

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Equipping the kitchen

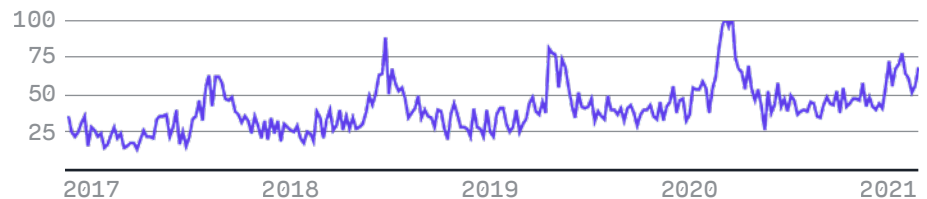
No office would be complete without the fuel that drives us—be it coffee or tea. Over the years, **electric kettles** have steadily increased in popularity.

And, for good reason. They are versatile machines, heating water not only for our French presses and cups of tea but also for that midday ramen snack.

Then, when you need to clean it all up, there's no need to waste a paper towel when you've got **kitchen towels**—yet another versatile and useful product that any home (or office) needs.

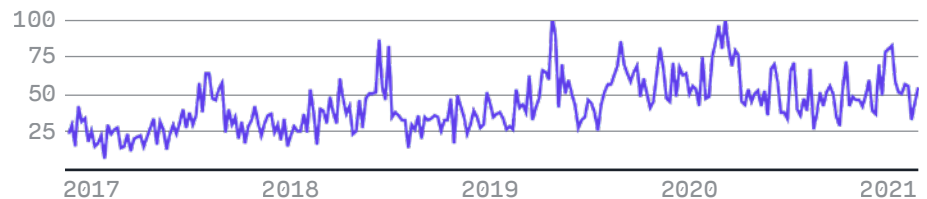
"electric kettle"

Search volume: 201,000/mo



"kitchen towels"

Search volume: 49,500/mo





Sell exactly what shoppers want

When you run an ecommerce business, you want to have the best possible chance for success.

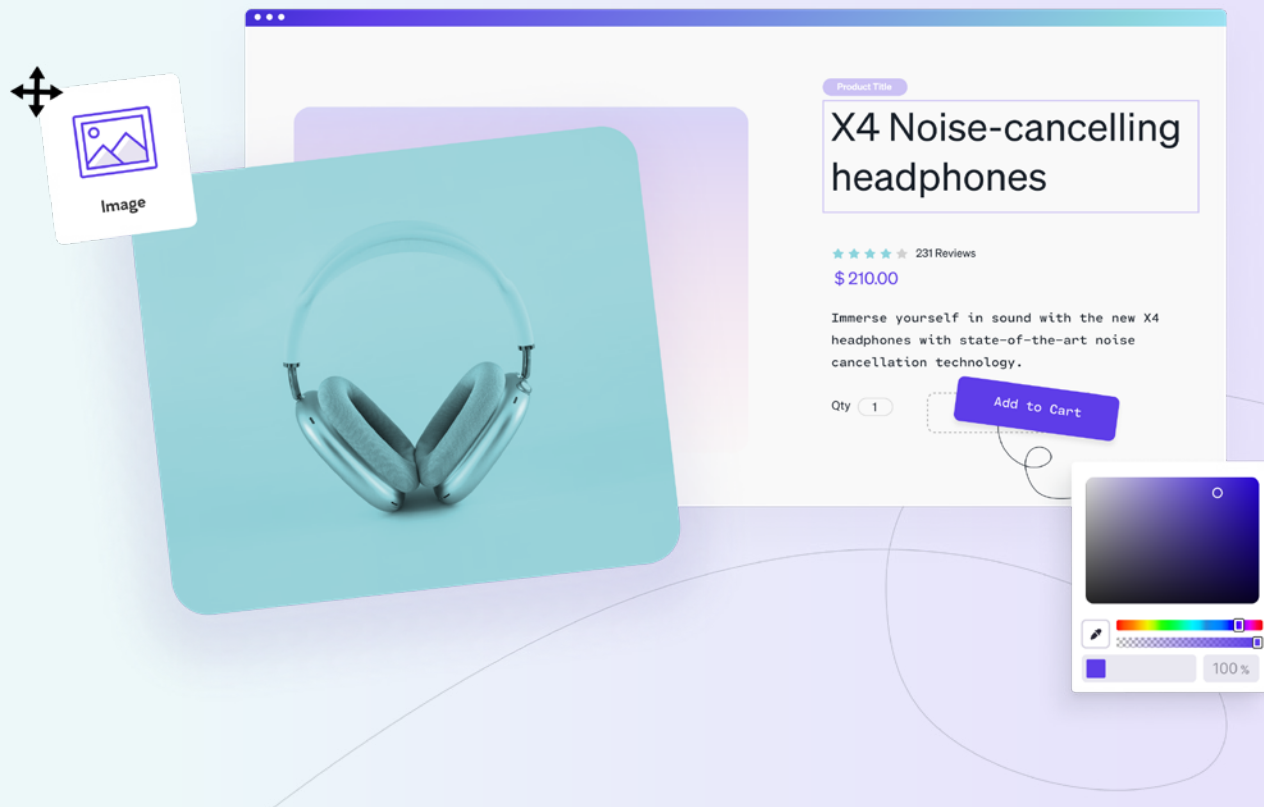
You can go a long way with great marketing and a beautiful storefront, but you need to sell a product that people are clamoring for to really see your sales rocket.

As we've covered, it isn't about one single product but rather the shifting tides of how people buy and why.

The world is constantly in flux. People's needs change in response to that and retailers must adapt to those changes.

With some great product ideas to get you started and a plan for continuous product research in your pocket, you'll be able to keep your brand relevant in a world of changing needs.

And, as your product line adapts to meet the market, you'll want to be able to quickly modify your product pages for the best possible customer experience.



Make your Shopify store stand out

Show your shoppers why they should buy that trending product from you with a customized Shopify store that drives visitors to convert.

[Start building for free](#)