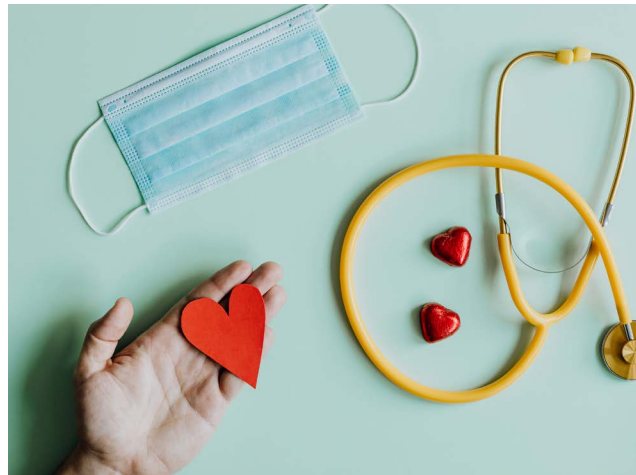




SOURCING TRENDS: 2020 and beyond

What's Inside?

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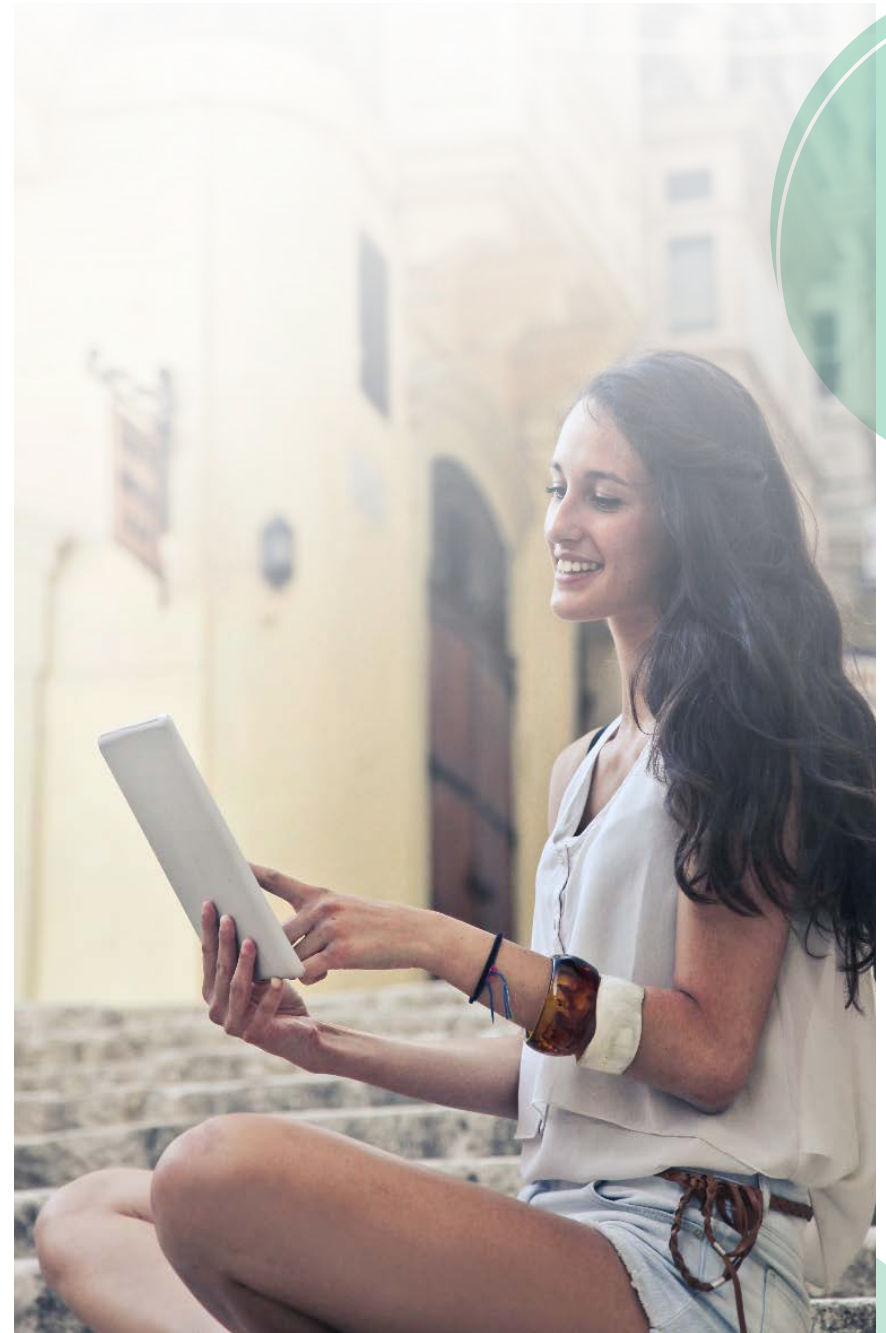


Introduction

Sourcing never stops, even in the midst of a pandemic and a few setbacks. 2020 is all about adapting, surviving, and thriving in your business. With the right strategy, buyers can still get their much-needed ROIs.

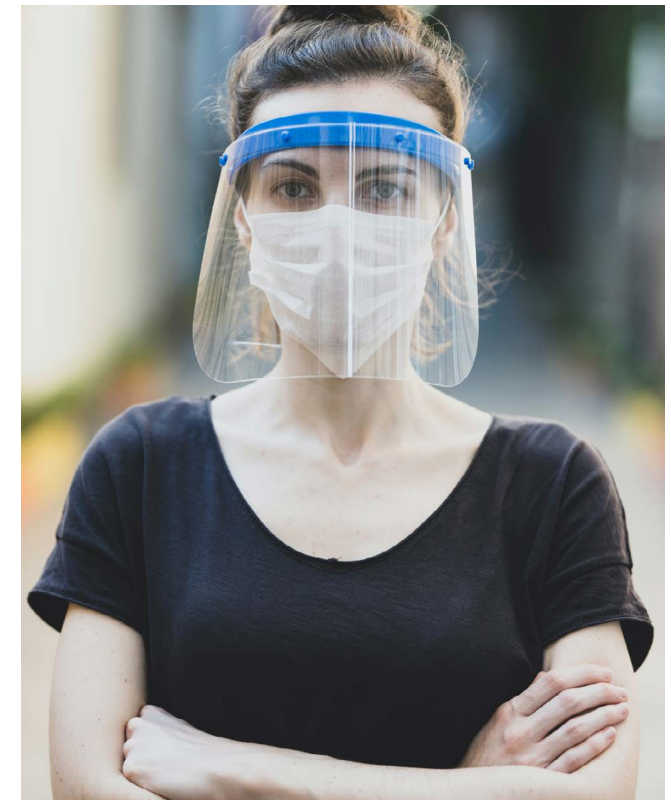
By knowing in-demand products and staying up to date on the latest trends, buyers will be equipped with the right sourcing knowledge and tools as they navigate their way to achieving their business' maximum potential.

Global Sources' e-books serve to guide buyers in making the best possible sourcing decisions they can make.



About this Book

Sourcing Trends discusses the must-know trends in health & wellness, home & kitchen, the 2020 holiday season, and medical & healthcare. The e-book takes into account the recent lifestyle changes people have made due to the pandemic. Some of these 2020 consumer trends include the setting up of home offices, upgrading home decors and investing in smart fitness wearables. Products related to these new lifestyle assimilations are expected to grow in demand. This book serves as a buying guide to products attracting consumer attention. You'll get ideas on what's hot in your industry, understand what's driving these trends, and find the right products to source to build a high-profit catalog for your business.



The prevalence of health & wellness in today's markets

Ever since its debut in the early 2000s, the wellness revolution has not shown any signs of slowing down – especially now amid the global pandemic. The industry continues to display a promising growth trajectory that will most likely remain unperturbed thanks to health-conscious consumers around the globe.

What makes health & wellness a popular industry?

Simply said, health & wellness products give consumers a more tangible approach as to how they can enrich and prolong their lives. They can tweak, choose, and design their own strategy according to their personal preferences compared to what they receive from, say, public health care providers or their doctors. It's as if the more they invest in health & wellness products, activities or services -- the less they have to worry about not living their life to the fullest and healthiest.

Relevant and highly in-demand

The “wellness mindset” has been so deeply ingrained in people's lifestyle choices that the industry amounted to a \$4.2 trillion market in 2019. From the food they eat to the clothes they wear, to how they spend their free time – all are taken into consideration whether these contribute to their entire well-being or not. And as a buyer, it's safe to say that this industry is going to be worth the venture and investment because it's here to stay. If you are looking to update your health & wellness catalog, it's necessary to keep up on the notable trends in the industry.



5 biggest health & wellness trends of 2020

Based on the key sectors of health & wellness, below are the trends that are dominating the industry and will be valuable for your business.



1. Beauty & anti-aging

As the biggest contributor to the industry with \$1.083 trillion, beauty & anti-aging products are very much in demand. Consumers are all about enhancing their physical attributes and looking younger. Social media has encouraged consumers from all walks of life to prioritize their image to make them look and feel their best. Cosmetics, anti-aging machines, creams, and serums – the list goes on, are among the most sought-after products, as is the quest for youthful and healthy beauty. Click here to source the latest [anti-aging](#) and [beauty products](#).

2. Body fitness & weight loss

One of the most popular sectors of the health & wellness industry, products in this category range from gym equipment to yoga wear, sports footwear, wearable tech like smartwatches and pedometers. Different kinds of weight-loss machines and fabrics also belong to this trend. Due to the global pandemic, consumers might find it necessary to buy their own sports or workout equipment, so they can resume their fitness regimen indoors. Source in-demand [fitness and weight-loss products here](#).



3. The sleep market

Perhaps the underdog in the health & wellness industry is the growing sleep market. According to a report from McKinsey & Company, billions of dollars are being spent for sleep betterment in the US alone. Insufficient sleep, after all, leads to low productivity and other health problems. Investing in this particular trend is more exciting than just bed frames and mattresses. Sleep market products include luxury comforters, sleep wear, white noise sleep machines, mood lights and room temperature control. To review what you can source, you can click here for more [sleep-related products](#).



4. Healthy sabbaticals

Just because the entire world is mostly in a study or work from home set-up, it doesn't mean a wellness getaway is not possible. Consumers still need to set a time to relax and unwind from their busy work schedules, as there may be a tendency to overwork due to the new hours brought about by the "new normal". Having a relaxed and refreshed body and mind leads to better productivity and outlook in life, after all. Products for these include body massagers, essential oils with air humidifiers, cooling eye masks, comfortable chairs, stress balls and more. To explore more of this trend, you can click here for [wellness sabbatical products](#).

5. Personalized health care

Finally, the list would not be complete if it doesn't include this trend. While not supposed to replace going to the doctor for professional advice, personalized health care products have gained popularity as people attempt to monitor and stay vigilant about their health choices. Now, there are plenty of available smart wearables that help consumers keep track of their health – from their heartbeats, blood pressure, body temperature, and even the amount of exercise they do in a day. What's even better is that all of these devices are mostly digital (synced to apps in their phones or smart watches), which makes tracking one's fitness very convenient. Find ready to ship [personalized health care products on this link](#).

The industry is strong and here to stay

If anything, buyers can expect the health & wellness industry to grow further in the near future. If its previous performance would say anything, it's that it has been increasing in popularity and revenue since 2015, and this is expected to carry over into the next two years. Judging from the trends presented above, one can also expect that these items will remain staple searches from consumers worldwide.



Top 10 home & kitchen trends 2020/21

One of the biggest impacts of the COVID-19 situation is that it has made people spend more time at home. It has also redefined tastes or preferences for interior design, furnishings and more for the home, which in turn also affects trends importers must keep an eye on when sourcing products. Here is a handy list of home and kitchen trends, including those brought about by the pandemic:

1. Multifunction spaces

Boundaries between work or study and living spaces are overlapping. [The New York Times](#) cites this lifestyle change as one of the top ways the virus may change homes. Furniture and other products that help organize office and educational essentials are some examples of product types that can match people's changing needs based on the trend.

2. Home office items

Telecommuting as a business continuity solution is the new normal. [Hawaiilife](#) sees it to be one of the biggest trends brought about by the pandemic. Home products that make work-from-home convenient and boost productivity, including lamps, desks and ergonomic seats, could be what buyers have at the top of their minds.



3. Stylish wall hangings

Various types of wall hangings for sprucing up the home are trendy as people need their spaces to look good for video conferencing thanks to the pandemic. [Real Homes](#) reports #macramewallhanging to be the most popular search term on Instagram in 2020 and expects it to continue to be so due to the pandemic.

4. Need for more cookware

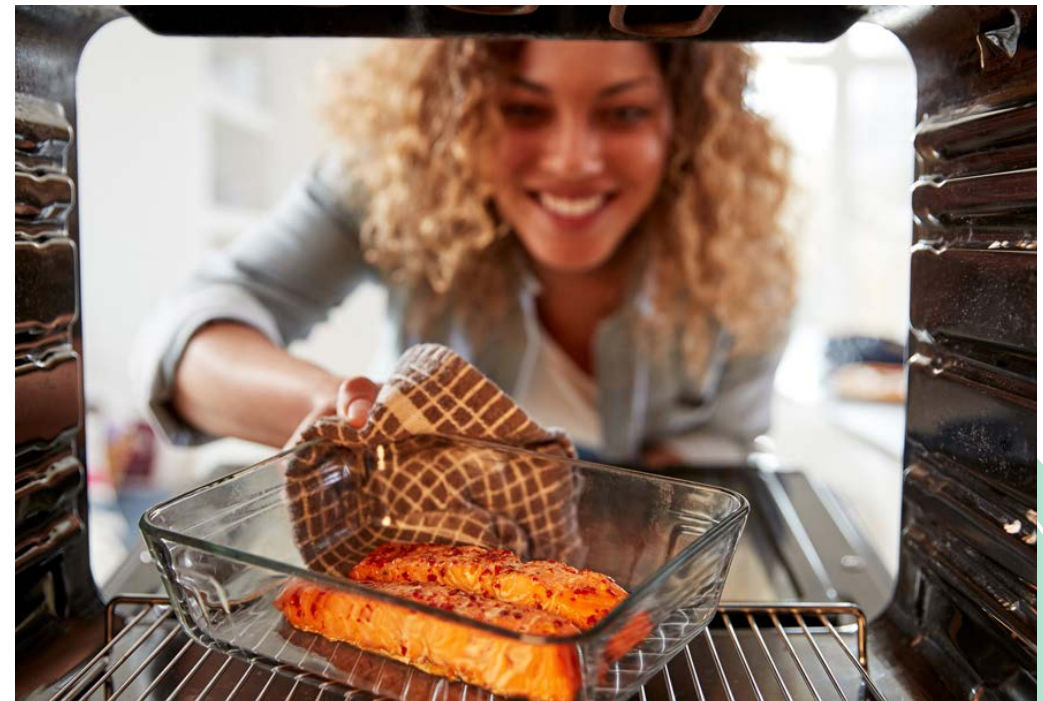
Restaurants' biggest rival during these times is home cooking, a [QSR Magazine](#) article says. With dining out not an ideal option with social distancing as a new norm, people are preferring to cook their own meals at home, which is likely to push demand up for cooking essentials.

5. Kitchen countertops

More cooking and time in the kitchen could also mean people continuing to improve their countertop styles. Real Homes lists #kitchenisland as second most popular Instagram search term this year.

6. Pantry organization must-haves

Real Homes' fourth most popular search term for 2020, #pantry, affirms how kitchen organization matters this year especially during these times when people are mostly at home preparing their meals.



7. No-touch fixtures

[Fox Business](#) lists popularity of touchless tech as one effect of the pandemic on home design. More buyers will be on the lookout for automatic fixtures, including garbage cans and flushers

8. Eco-friendly

Products from sustainable sources have gone mainstream, per a [Los Angeles Times](#) 2020 trends article. From the home to other aspects of living, people have been on constant lookout for sustainable alternatives.

9. Nature-inspired items

Another 2020 trend listed in the Los Angeles Times article is nature. Whether in terms of color choices, plants or home fixtures, products that make homeowners feel closer to the outdoors while staying indoors are expected to remain popular this year.

10. Good in blue

Household products that adopt or match [Pantone's](#) Classic Blue, the Color of the Year 2020, are high in supply. Described by Pantone as bringing "a sense of peace and tranquility," the mood the color gives could be what homeowners are seeking in these difficult times.



Product trends for the 2020 holiday season

With the world still facing COVID-19 as the holiday season approaches, a question gifts and home items importers have in mind is “What to source now that the pandemic is changing how and where will people spend special occasions?” Global Sources’ recent Virtual Summit brought [together industry experts online](#) for the best insights. Here are five hot holiday product trends the pros recommend buyers to focus on:



1. Home comfort essentials

Amy Wees, CEO of Amazing at Home Business Consulting, sees “making your home a homey place to be” being a big trend for the upcoming season. With staying at home one of the new norms the pandemic has created, people will want to augment their living spaces with products for home comfort during and after these difficult time.

2. Brick and mortar to change

People stuck at home will still want to experience going out. Wees expects this will change homeowners’ preference for brick and mortar. Home design products that give the feeling of being outdoors is a trend to watch out for.

3. Fitness products for kids

Holidays were always about toys, but the upcoming season could be the start of the fitness trend for youngsters, product development and sourcing expert Kian Golzari thinks. Kids, who are used to being active, have also been limited to indoor activities as a safety measure during the pandemic. Children's fitness products that are fun to use at the same time could be a top gift option parents have in mind.

4. Pet products galore

A happy pet is an entertained pet. Pets need playthings to keep them busy, active and fit daily while their owners are spending more time at home. Pet adoption is also on the rise as this has been a way people are finding happiness and coping with the stress caused by the pandemic, Golzari observes, so importers should be on the lookout for more pet toys and care products.

5. Art is hot

Platforms for staying connected, such as Zoom, have become the new spotlight for home decor. People want their videoconferencing backgrounds to look good. Hence, homeowners are sprucing their houses up by adding art to their walls. This is why art could be one hot item to source for the holidays, per Golzari.

For more holiday trends and sourcing tips from the experts, watch the [full video](#).



3 top non-tech medical & healthcare trends

Just two years ago, the global healthcare market reached a value of nearly \$8.452 trillion. In fact, it has shown a compound annual growth rate of 7.3 percent since 2014 and is projected to keep climbing at least until 2022. By then, the industry is expected to be worth \$10 trillion. Although these numbers may not be set in stone – especially now that a pandemic has threatened economies and human life in general, the medical & healthcare industry continues to surge. With digital health starting to shine via wearables and AI technology, what are other prominent medical and health trends that will be prominent in the industry?

Mental health

The pandemic has given mental care a brighter spotlight due to the long cycles of social distancing and isolation for most. As a buyer, you might want to source products that let your customers relax and take a breather from their stressful lives – physical or otherwise. From air humidifiers, salt lamps, comfortable sofas or chairs to Zen-inspired furniture, these products can help homeowners make their spaces more tranquil and relaxing. The goal is to be able to provide a stress-free and soothing selection to guarantee that their comfort and well-being always come first.





Protective gear

In relation to the pandemic, you can expect a consistent need to provide protective clothing. Whether it's face masks or respirators, surgical masks and gloves, face shields, disposable body suits and aprons – these medical essentials are being bought left and right even by those who don't work for the medical industry. What's more is that protective gear is also evolving. For instance, other suppliers also provide versions of these products using specific, sturdy fabric to provide fashionable yet protective gear for their customers. Check our website for [more protective gear](#) choices.



Anything “antibacterial”

Everyone wants to prioritize safety during the pandemic and is on the lookout for other health threats. Showcasing different types of antibacterial products is likely to boost your sales. From antibacterial solutions, there are also antibacterial wipes, screen protectors and cases for phones, to socks – the list goes on and on! Click this link to view more options for [antibacterial products](#).

About Global Sources

Driving global trade

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Committed to facilitating trade between Asia and the rest of the world, Global Sources bridges suppliers with more than 1.5 million buyers in 240 countries, including 95 of the world's top 100 retailers, through trade shows, online marketplace (GlobalSources.com), magazines, and apps.

Our mission

To connect global buyers with Asian suppliers through highly efficient online-to-offline sourcing platforms that adapt to changing market needs.



