



## **Business Fortune Telling**

By Linda Rink, President, RINK Consulting. May 2024

Don't wait until next January to think about what macro- or micro- trends might impact your business! We're almost to mid-year – it's a good time to share some great "Fortune Telling" websites. These sites identify and track trends for diverse interest areas – some general, some specialized. They make for fascinating reading, and may give you some useful insights, no matter what kind of business you're in.

### **Here are 8 websites that report on trends:**

- 1) [Trendwatching](#), one of the world's leading consumer trend firms since 2002, tracks global consumer trends compiled by numerous AI-tools and a network of 100+ dedicated spotters from across the globe. You can subscribe to free trend updates and reports.
- 2) [Trendhunter](#) claims to be the world's #1 trend database "fueled by 221,000 people, big data & Trend Hunter AI." Free trend reports are available.
- 3) [Euromonitor](#), one of the world's leading consumer research organizations, offers free whitepapers and reports on diverse global trends and economic analyses.
- 4) [Google Trends](#) will give you the day's top-ranking trends, as measured by Google searches.
- 5) [Digital Trends](#): Read it for tech trends and product reviews.
- 6) [Exploding Topics](#)' algorithm analyzes millions of searches, conversations and mentions across the internet. Its database of 750,000+ trends can find trends by industry or topic. You can sign up for free weekly newsletters.
- 7) Highly-respected [Pew Research Center](#) is "a nonpartisan fact tank that informs the public about the issues, attitudes and trends shaping America and the world." Its website covers social trends, politics, religion, media, and more.
- 8) "Innovation That Matters" is [Springwise's](#) motto. It pulls together new business ideas from around the world. In addition to for-fee services, it offers free timely "innovation stories" plus newsletters, webinars and reports .

*Need help identifying trends that impact your business? Contact me at [lrink@LindaRink.com](mailto:lrink@LindaRink.com).*