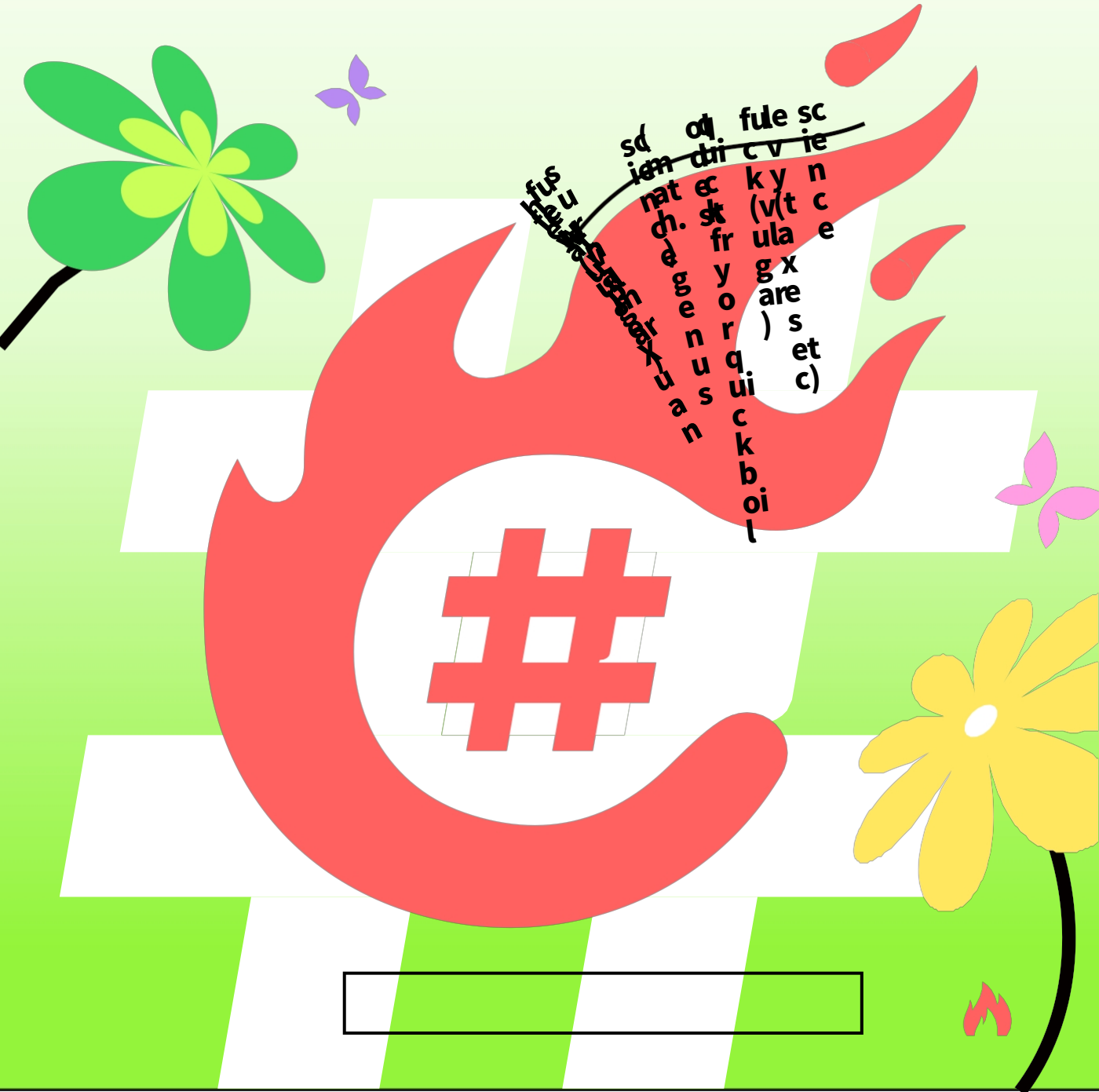


SPARK 火种 科学追热点



sd of fule sc
ien dri cv ie
nat ec ky n
ch. st (v t c
e men us are) s et c
an s
a quick boi



**March-May
Spring Issue**

**Industry :
Apparel/Daily-
chemical/Parent-Child**

FOREWORD

A small hit is based on metaphysics. A big hit is based on science.

Get the trend right and you are the hot spot itself!

A brand new section of Mega Arithmetic 2024 is up! This time, together with the MegaStar Chart, and with the help of the Arithmetic Spark model, we are Predicting the popular content winds ahead of time for all you creators, mavens and merchants. Hopefully, everyone will be able to

Dabble and pop!

Spring travel season, 520, summer, mid-autumn, fashion trends, lifestyle... Everything you care about in the direction of content. All the secrets of the four seasons of fire.

Follow the fire with the science of chasing hot spots!

First Spring Issue Predicts Hot Trends for

March-May

Including Spring Tour, Women's Day, 520

**can not miss the hot content of each
industry will also be released, welcome
to continue to pay attention!**



Wear spring on your back

Spring will always be colorful, but to shine in the crowd, you still need to pick your spring wear and outfit.

#Spring dresses can be coordinated to look great



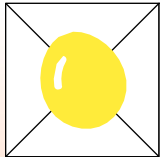
#OutdoorEffective Wear

#HardcoreSunscreener
#ImmersionOutdoor

Let's play the national wind

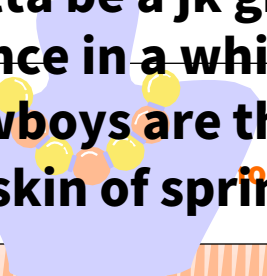
Gotta be a jk girl once in a while

Cowboys are the hot skin of spring



WOW Heavy Eggs

Follow the hot topics and bring #FireSparkScience topics, and have a chance to get the platform's traffic



The billion-dot role of #accessorizing

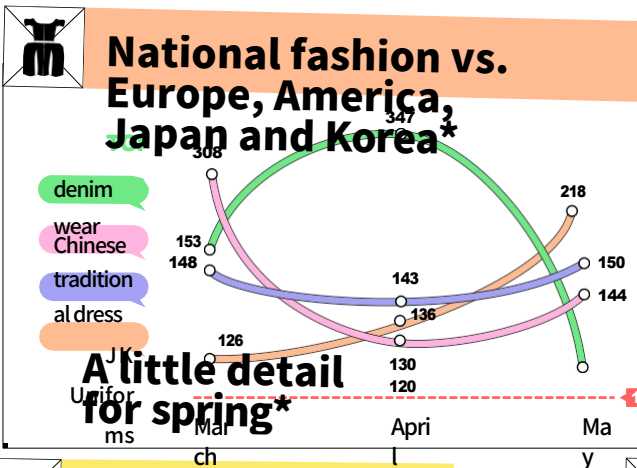
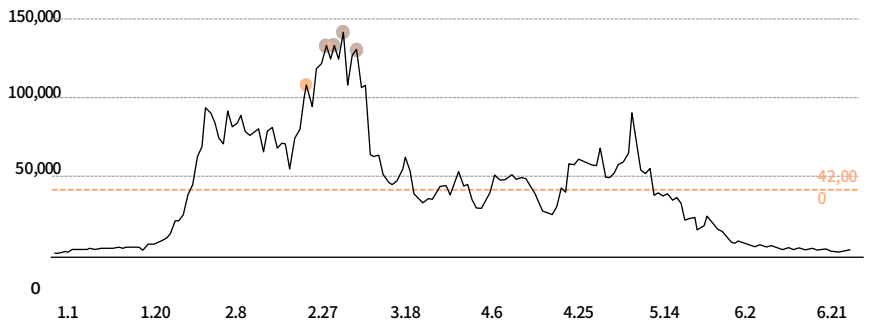
**#Electronic Wear
applying to go to
war**

TRENDED Trend Interpretation INTERPRETATION

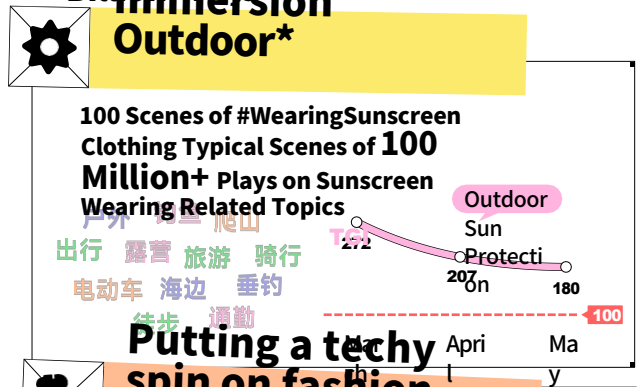
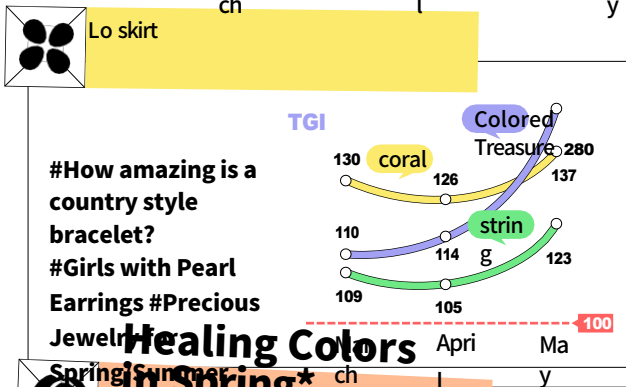
The change of season starts with a change of clothes, choose your favorite style, color, style, wear, change into spring clothes, spring is officially here!

Source: Macro Arithmetic - Arithmetic Index.

2023 the first half of the "spring clothing" keyword composite index trend



#ChineseAestheticWear #NewChineseWear
How great is it **2.3 billion+** plays
#YourJKGirls #JKGirlsOnline **2.7 Billion+** Plays
#ChineseLolita #lolita #weedji #600 million+ plays
Hardcore Sunscreen Immersion Outdoor*
#JeansCoiling #TheRightWayToDenim **1.9 Billion+** plays



Spring 2024 Primary Colors: **vital**

600 million+ plays

Vital colors in the 2024 Shanghai Apparel Industry

Headphones, cell phones, smartwatches and other tech items are gradually becoming part of the outfit.

80,000+ **XX 2.4**

2024 Number of...



The dark scent of a bright spring day

What can give consumers peace of mind is that the smallest questions in life can be answered privately and thoughtfully by daily chemical products.

What's wrong with you today?

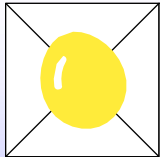
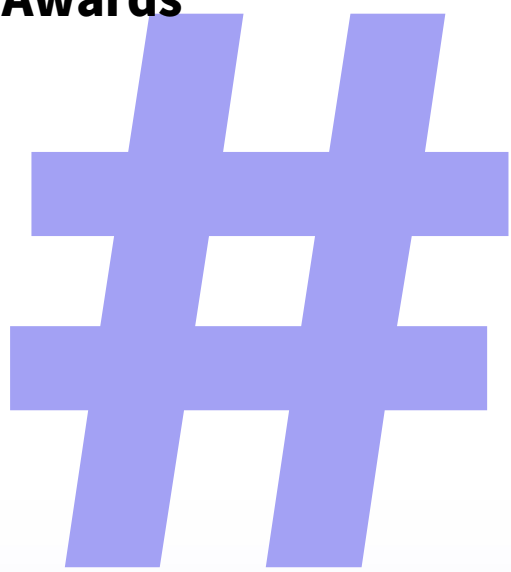
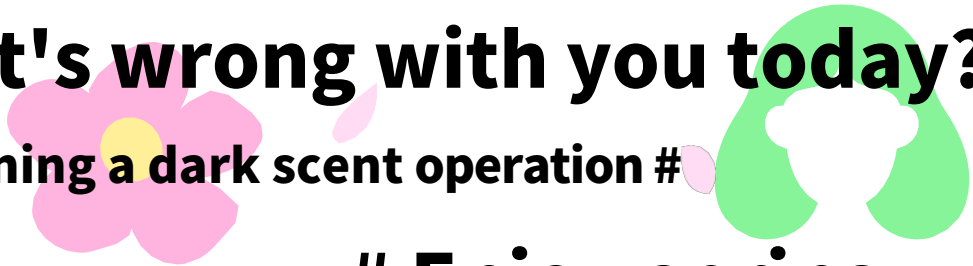
Maintaining a dark scent operation

#Manchu Lifestyle Awards

Awards

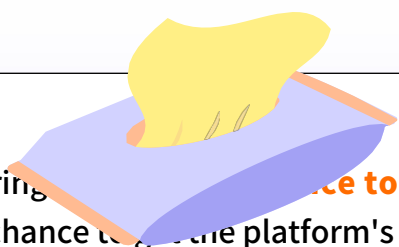
Enjoy spring from the ground up

#Say goodbye to fuzzy hands and feet in spring



WOW Heavy Eggs

Follow the hot topics and bring **the hot** topics, and have a chance to **catch up with** the platform's traffic boost!



**# Going out in the
wild with a clean
slate**

**#Outdoor
Refreshment
Tips**

**# The good life
is never, ever
paper**

**# Spring trip to meet
people with paper
The decency of a
spring trip is given by
the hitchhiker's paper
#**

TREND Interpretation

INTERPRETATION

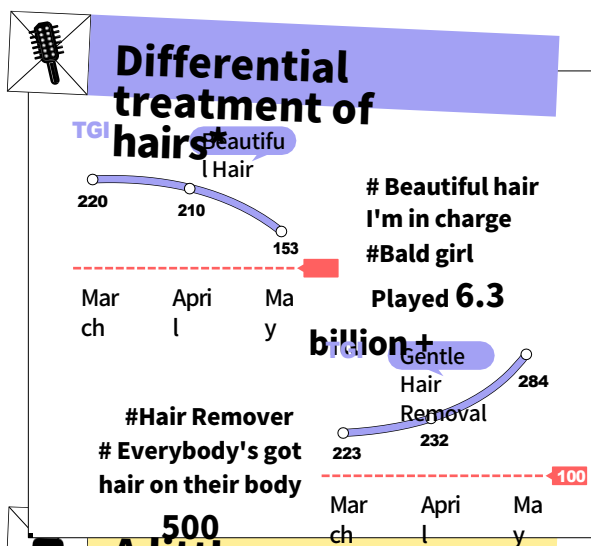
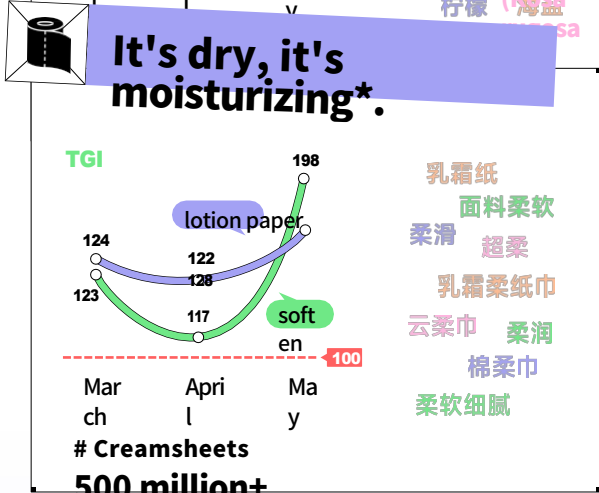
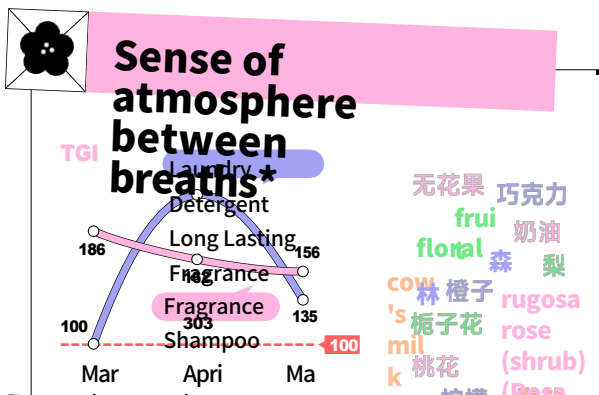
More and more people are beginning to pay attention to daily chemical products, which help the comfort and convenience of daily life. Thoughtful and good products can give consumers real peace of mind.

2023
March-
May

170
billion +

Jitterbug daily chemical industry video plays

14.1%
year-on-year increase



ten fig.
den tre

Source: Jumbo Count & Count E-Commerce Research Institute,
March-May 2023

Data description: TGI = Monthly average daily broadcast volume ÷
Annual average daily broadcast volume * 100, base value = 100, the
larger the value indicates that the month compared to the annual
characteristics of the more obvious

Growing together in the limelight

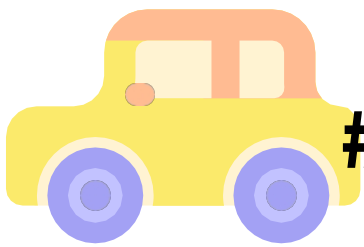
Prediction

Parents are the teachers of their children and children are the teachers of their parents. A good parent-child relationship makes a family grow up happily.

#Moms and Dads are the baby's growing hitchhikers



#Playing with water and washing incense



Captured by this little toy

Little princess, little prince, please



WOW Navy Eggs

Follow hot topics and bring #FireSparkScience to chase the hot chance to get the platform's traffic support!

We're Mom and Dad's trainees

**#Hot mom's name
takes the cake**

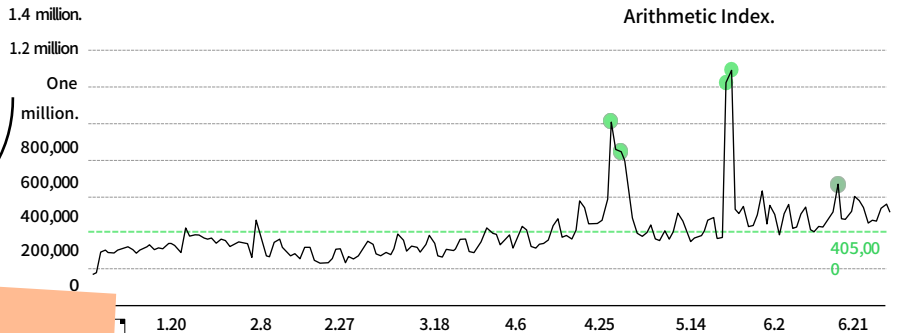
!

TREND Interpretation

INTERPRETATION

Being a parent is a practice. While learning, having fun, and experiencing life with your child, mom and dad are growing and becoming better versions of themselves together.

Source: Macro Arithmetic - Arithmetic Index.



2023 first half of the "parent-child" keyword composite index trend

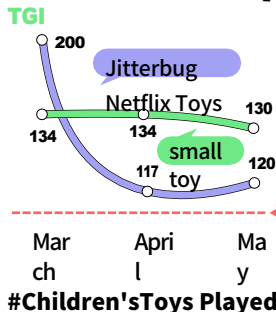


An introductory lesson in exploring the world*

Baby Bus, Little Duck Quack Quack Children's Song, Super Baby jojo
Nearly 3 million keyword searches in January 2024



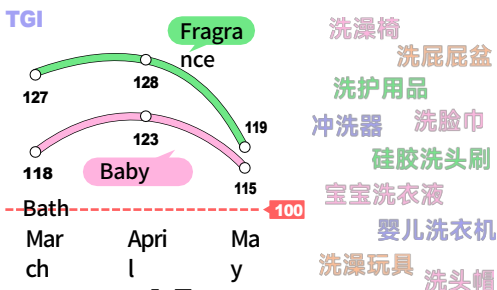
Playing and growing up



- 不倒翁 飞机 摇摇车
- 警车 挖掘机 钓鱼
- 拼图 轨道车 打地鼠
- 切切乐 过家家 汽车
- 火车 蜘蛛侠 超级飞侠
- 小猪佩奇 恐龙 扭扭车
- 滑板车



Growing up in happiness*

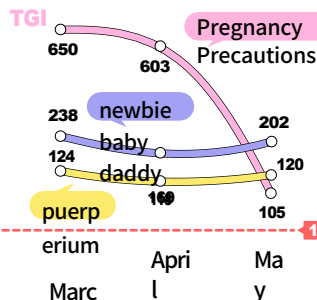


- 洗澡椅 洗屁屁盆
- 洗护用品 冲洗器 洗脸巾
- 硅胶洗头刷 宝宝洗衣液
- 婴儿洗衣机 洗澡玩具 洗头帽

#babybath 4.7 billion+ plays



Guide to meeting human cubs*



#NewMomLookingOver has 1.2 billion+ plays. It's also a first-time dad 300 million+ plays

Source: Jumbo Count & Count E-Commerce Research Institute, March-May 2023

Data description: TG = Monthly averaged daily broadcast volume ÷ Annual averaged daily broadcast volume * 100, base value = 100, the larger the value indicates that trend is more significant.