

SPARK

火种 科学追热点



March-May
Spring Issue

Industry
Food & Beverage/Beauty/Home Appliances

DISCOVER
HOT TOPICS
WITH
SPARK 

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 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!

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!**



Springtime is a good Prediction

time to eat wine and tea

#

Food, wine and tea are the best antidotes to life.

Songhua Brewing seeks to make progress, eating north and south to see the earth, spring water and fried tea to see the years.

Spring for a tea drink



Did you learn to scrap the tea ceremony?

I'm sober and I'm drunk



Low sugar life
high sweet
memories

One look at spring and

Follow
the ho

at topics and bring #FireSparkScience to catch up with
cs, and have a chance to get the platform's traffic boost!

everything's new #

**# Can't get over
the freshness #**



**# This spring we'll
do it the hard way,
but not the soft way**

#The spring that doesn't cost a tooth

!

TRENDED Trend Interpretation INTERPRETATION

Life is all about food and drink! The ceiling of spring romance is, of course, the seasonal food, wine and tea.

2023

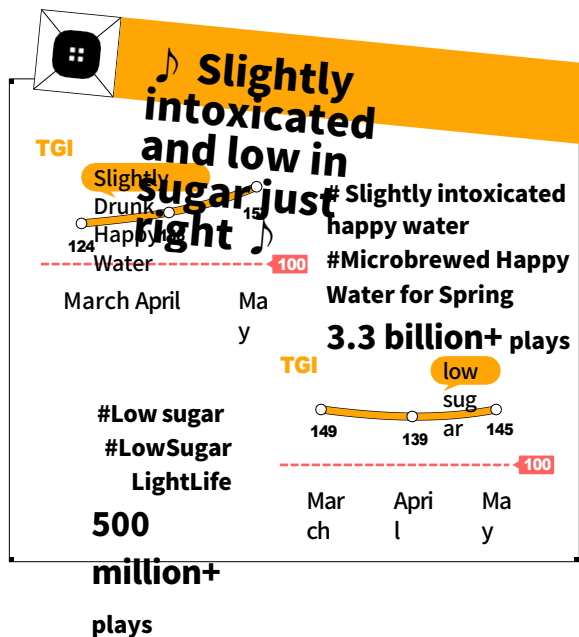
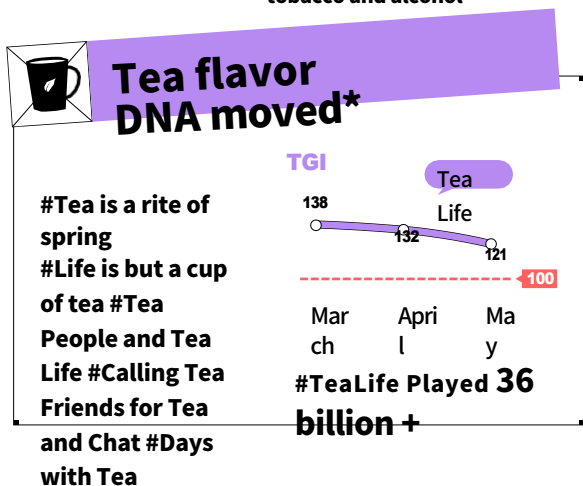
7983
dollars.

a resident of China
Per capita consumption
expenditure on food,
tobacco and alcohol

29.8%

Percentage of
population expenditure
come first

Source: National Statistical Office



Trends the way the wind is blowing

and sticky and #NUOKIKI with 3.4 billion+ plays.
sweet #So good
you can't stop eating it
Source: Juniper Intelligence, Juniper 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

Spring's topsy-turvy fruits*

♪ **This spring,
we'll do it the hard
way, but not the
soft way** ♪



MAKE UP

Hot

Spring makeup is new Prediction

Seeing the growth of beauty in the spring, and even more so, the tone of the year's makeup, spring makeup is on the way to help you get to your appointment for the year!

#Spring Going Out Three Piece Suit



The girl's eyes are glowing



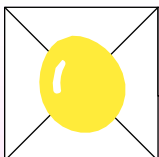
Spring

#Whitening an
whitening animal
whitening and
whitening

From pure
lust to pure
wildness



Who doesn't have their own sunscreen



WOW Heavy Eggs

Increase

TRENDED Trend Interpretation INTERPRETATION

In just the right weather, just the right time for spring makeup to hit the market, everything is in place and ready to update your beauty!

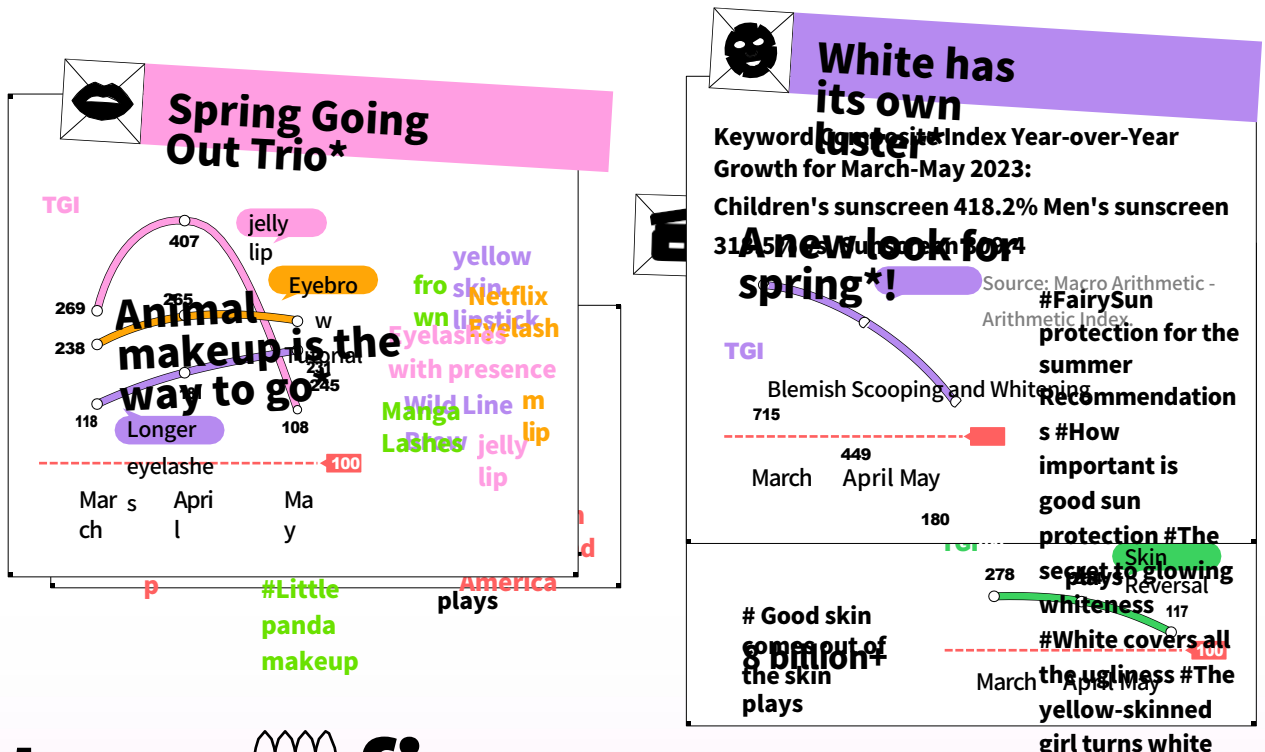
414.2
billion
dollars

China Cosmetics Retail Sales
2023

5.1% vs 24.3%

Year-on-year growth in 2023 Highest year-over-year growth in April 2023

Source: National Statistical Office



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

Let spring live in my ^{Prediction} house

Every "home" click and search, want to put the breath of spring into the home, even a small house, but also to have the warmth of spring.



It's not going to be springtime

Love your home without watering

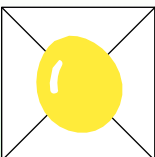


Grow a little

forest at home



Have a spring sample



WOW Heavy Eggs

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

**# 🎵 I'm ai my
home**

**#Spring guide to
popping up old
houses**

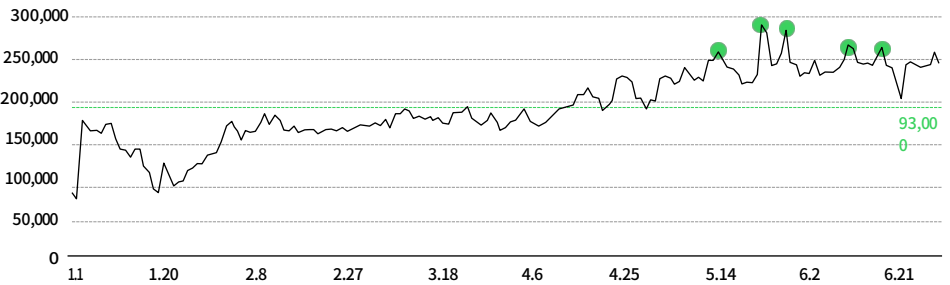
**#Minimalism is
more cost-
effective**

TRENDED Trend Interpretation INTERPRETATION

Home needs to be run, a table, a chair, a flower, a grass, pile up the appearance of spring. The most beautiful spring, it turns out to live in your home, my home.

Source: Macro Arithmetic - Arithmetic Index.

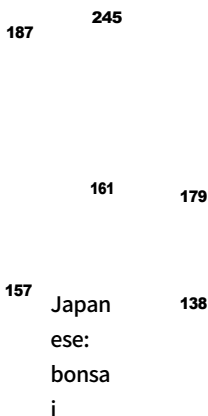
2023 first half of the "home" keyword composite index trend



One spring per capita*

TGI

lit. flowers bloom and fall



March April May

Love life and flowers

Grow your own flowers and love yourself
#Healing life with succulents #My little balcony garden

37.3

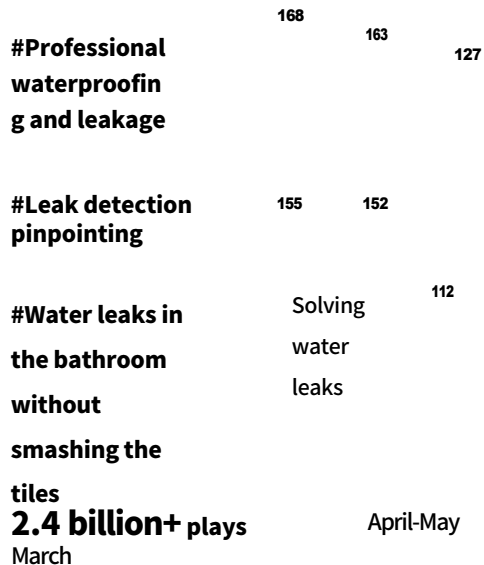
billion+

plays

People can be hip, homes don't have to be

TGI

Water Leak Detection and Repair



2.4 billion+ plays
March

April-May

tendencies

lai my house*

TGI

364

smart screen

Intelligent

Lighting 134

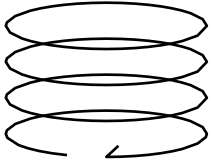
System

132 126

Whole House Intelligence

114

115



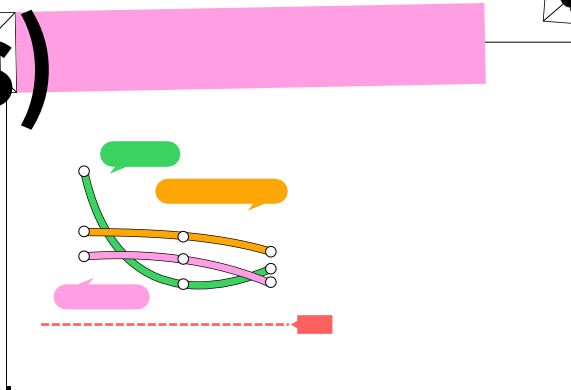
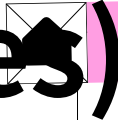
March April May

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

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fig. trends (esp. unpredictable ones)



Spring Renewal*

TGI

401

Remodeling of old houses

425

minimal

136

202

159

ist

130

130

1286

cream

y wind

March

April May

#smarhome

18.4

billion+

#SmartChan

playe

Smart home

smart life

#Happiness-

boosting

goodies

This little

toilet's got my

heart

#House Remodeling Played

3.5 Billion+

#SpaceAesthetics

#DesignChangesLife

#decorating diary vlog #home look

Live in a romantic atmosphere # It's the kind of home a girl wants, right?

