

# Trendspotter: Friends & Family, Social Media Inform Product Discovery

From popular finds via #TikTokMadeMeBuyIt to recommendations from friends and family, consumers are tapping into a variety of sources to help discover new products and trends. As social media and online platforms play a larger role in people’s lives, we took a closer look at where people go to find inspiration and what’s informing product discovery and purchase decisions in 2022.

PMG’s latest proprietary research offers insight into how people are discovering new products. Catch up on our latest insights at [www.pmg.com](http://www.pmg.com).

For all inquiries, please connect with us at [insights@pmg.com](mailto:insights@pmg.com)

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2036 adults. Fieldwork was undertaken between September 8th-27th, 2022. The survey was carried out online. The figures have been weighted and are representative of all U.S. adults (aged 18+).

## How Do People Discover New Products & Trends?\*

Americans reported that their most popular sources for discovering new products and trends were friends and family (38%), followed by social media (28%) and brick-and-mortar retail locations (25%).



\*Top 6 factors listed

## Where Do Shoppers Go to Learn More About Products Before They Buy?\*

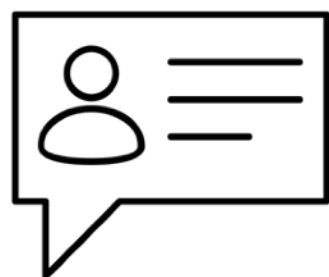
With so many methods for finding inspiration and more information about products, 1/3 of Americans said they went to their friends and family for more information before making their most recent retail purchase, followed by 24% opting to visit the retailer’s direct website for more details on a product or service. Whether it’s reading customer reviews or getting a recommendation from friends and family, many shoppers seek social proof before making their purchases.



33%  
Friends & Family



24%  
Retailer Websites



23%  
Customer Reviews



22%  
In-store at Retailer



17%  
Ecommerce Platforms



16%  
Social Media

\*Top 6 factors listed

In 2022, consumers are turning to both their friends and their feeds to discover new products and brands,” said Anastasia Nairne, consulting & strategy senior principal at PMG. “With overwhelming choice, consumers are showing an increased need for pre-purchase research before heading to the checkout. For retailers, these insights illustrate just how many potential sources people have at their disposal to discover and evaluate a product before purchasing.”