

FAIRE LOOKBACK

2021 year in review

2021 was an eventful year in the world of retail —from holiday supply chain disruptions to everchanging consumer behavior through the ongoing pandemic. Despite it all, independent retail once again proved its resilience.

Here's our lookback tracking this year's trends from Faire's global community.



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Introduction

We're excited to share our 2021 year in review—our way for us all to reflect on this momentous year and celebrate the accomplishments of Faire's growing global community of independent entrepreneurs. We've rounded up fun facts and insights from the Faire marketplace to look back on the biggest trends from another year full of the unexpected. Let's dive in!



Darling Clementine

Connecting across continents

This year, Faire expanded to 15 new countries in Europe—from France, Germany, the United Kingdom, and beyond—leading to thousands of new connections between retailers and brands around the world. Welcome!

113K

New transatlantic relationships between the US/CA & Europe

205K

New international relationships between brands and retailers

1.7M

Total new brand & retailer relationships formed globally

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Bestsellers

What products were people crazy about this year? From cupcake bites and soothing satin pillowcases to beard oils and mindfulness cards, here are some of 2021's bestsellers.



Top products of 2021

United States	Canada	United Kingdom	France	Germany
Rainbow Sour Belts by Candy Club	Petite Wood Bowl by Forever Green Art	LSW Mind Cards by LSW London	Huile à barbe (Beard Oil) by Sapiens	BIO JAMU No7 by JAMU GmbH
				

In the U.S.— cocktails & candy

America indulged its sweet tooth this year—in fact, the word “candy” was one of the top 5 most-searched terms in the U.S. Additionally, in 10 out of 12 months, the bestselling products in the U.S. were sugary snacks and sweet drinks, with items like gummy bears, cupcake bites, and ready-made cocktail jars topping the list.



Candy Club
Rainbow Sour Belts

In Canada— comfort and plants

Canadian consumers favored all things comfort in 2021, from soft, luxurious pillowcases to healthy beverage blends. They also spent many months tending to their plants, with products like vitamins for plants and propagation kits ruling the bestsellers list from February through May. Finally, merchandise inspired by a favorite Canadian sitcom landed among the bestsellers this year.



In the U.K.— chocolate, mindfulness, & plush pumpkins

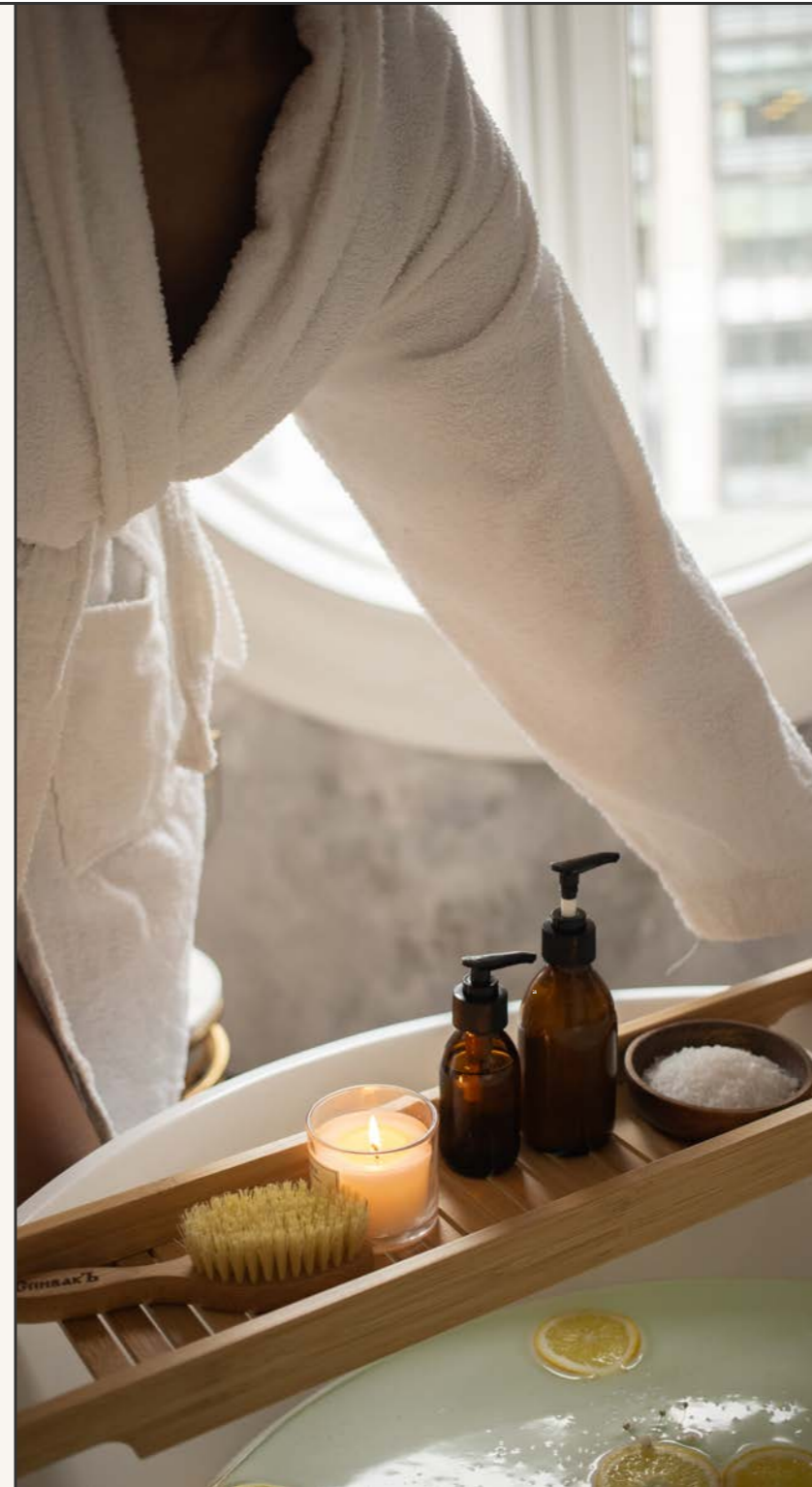
The U.K. devoured fruity chocolate and mindfulness cards this year, and these self-care ingredients ruled the bestsellers list in February, March, April, and June.



LSW London
LSW Mind Cards

In France— bath & body

Consumers in France favored all things personal grooming this year, with products like natural shaving gel, nail polish, and bamboo toothbrushes proving popular.



In Germany— wellness drinks

In Germany, 4 out of 5 of the bestselling products were from wellness drink brand JAMU GmbH.



JAMU GmbH

BIO JAMU - Natural Medicine for Everyone

And some cross-country appeal

Plush velvet decorative pumpkins from Your Heart's Content appeared on bestsellers lists in the U.K., France, and Germany.

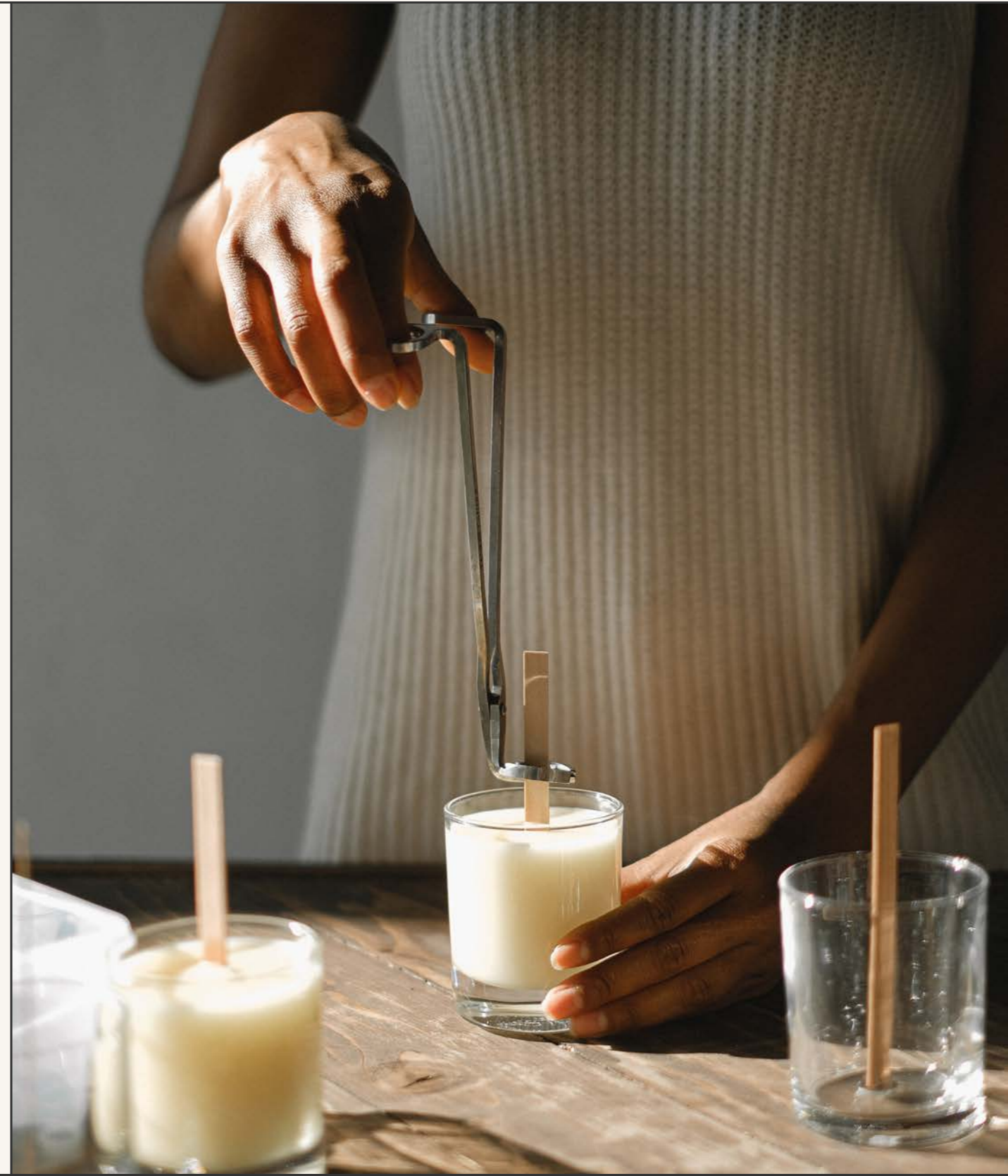


Your Heart's Content
Decorative Pumpkins

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People are searching for...



Top search terms of 2021

We took a look at the most popular search terms of the year on Faire to see what's been on our customers' minds. The answer? More candles—the word placed first or second in every market for most-searched term of the year.

United States	Canada	United Kingdom	France	Germany
<ul style="list-style-type: none"> Christmas Candle Valentines Halloween Candy 	<ul style="list-style-type: none"> Christmas Candle Made in Canada Crystals Tea 	<ul style="list-style-type: none"> Christmas Candle Crystals Bath bombs Halloween 	<ul style="list-style-type: none"> Bougie (Candle) Noel (Christmas) Savon (Soap) Bijoux (Jewelry) Disney 	<ul style="list-style-type: none"> Weihnachten (Christmas) Kerzen (Candles) Christmas (in English) Seife (Soap) Adventskalender



Anecdote Candles

Speaking of candles...

170K orders

for candles placed in the U.S.

182K orders

for candles were placed across all markets on Faire

40K searches

for the word "candle" in the U.S.

70K searches

for the word "candle" across all markets on Faire

Topping the charts

Number 1 bestselling product in Canada, France, & Germany.
 Number 2 bestselling product in the U.S. and U.K.

Favorite candle scents around the world

United States & Canada	United Kingdom	France	Germany
<p>Teakwood & Tobacco P.F. Candle Co.</p>	<p>Toasted Coconut Jungle Culture</p>	<p>Eggnog: Cinnamon, Clove, & Apple Samo Paris</p>	<p>Arctic Sea Ethics Supply Co.</p>

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Wardrobes get an upgrade

In 2021, as Covid-19 lockdowns were lifted for a brief period of time, consumers around the world traded in their sweatpants for timeless wardrobe staples like jeans and blouses.



Insane Gene USA

Jean sales increased by 50% globally

Time to button up. Consumers started dusting off their more form-fitting and fashion-forward attire.



Also trending—shirts & blouses

The U.S. prepared to dress to impress with “shirts & blouses” ranking first place for most popular category and “hoop earrings” coming in 5th.

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Feel-good moments

This year, our community continued diversifying their brand portfolio and shopping by their values, with zero-waste gifts, women-owned brands, and Black-owned businesses ranking among the top collections and brand values.





Ola

Top 3 global
brand values






Made in the USA

Women-owned

Eco-friendly

Top 5 global collections

Our curated collections feature products spanning the marketplace, from holiday stocking stuffers to beauty. This year, retailers continued diversifying their brand portfolio and shopping by their values, with Zero-Waste Gifts and Black-owned Businesses ranking among the top 10 most visited collections.

Holiday	Based in Europe	Based in the U.K.	For the Foodie	Black-owned businesses
				

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Pop culture influence

The power of pop culture and social media continued to be evident in 2021, with trends emerging based on viral products featured on TikTok and celebrity moments.



People are talking about...



Britney Spears

In July of 2021, following Britney’s highly publicized conservatorship hearing, searches for “Free Britney” products increased by almost 1,500—up 105% from June and 744% from May.



Squid Game

The breakthrough hit Squid Game snuck its way onto Faire, with almost 5,000 searches for “squid game” surfacing after the show’s debut.

As seen
on social
media



Nailfluencers!

“Nailfluencers” first became popular on Instagram in 2020, when people began doing their own press-on manicures at home during quarantine. This year “press on nails” was searched almost 4.5k times on Faire.



Smiley face!

Smiley face adorned apparel and accessories was another trend that exploded thanks to circulation on Instagram and TikTok. As a result, the term “smiley face” was searched over 37k times in 2021.



Bike shorts!

Bike shorts made a comeback with over 87 million views for the hashtag on TikTok. On Faire, bike shorts were searched for almost 14k times.

Thank you for
the great year!

We can't wait to see
what next year brings.

Also special thanks to
our featured partners—

Anecdote Candles	OAT COLLECTIVE
Candy Club	Ola
Create Good Company	Paper Rehab
Darling Clementine	Phoebe Grace
Ethics Supply Co.	P.F. Candle
ÉTICA Denim	Plant Vitamins
Forever Green Art	Pexels
Insane Gene USA	Samo Paris
JAMU GmbH	Space 46
Jungle Culture	Sapiens
KITSCH	The Handloom
Kreafunk	THIS IS A LOVE SONG
LSW London	Vielö
Lush Clothing	Your Heart's Content
MidWest Tees	