

h p g

2021

TREND GUIDE





TRENDS FOR 2021

Peek into the future with what we believe will be the top trends for 2021, organized into five themes that reflect the biggest opportunities in the year ahead. How do we pick the trends? First, we poured over data from customer surveys, industry research, intense market listening, and our own patterns. Then we identified five topics with significant influence and paired them with products from our HPG family of brands to show you exactly how to help your customers succeed.

As we've learned, when everything changes, so do the norms. This year won't be about "back to normal" or even "the new normal" (Does anyone care about "normal" anymore?) but rather about a reinvention of what matters most. We hope you will use this guide as we intended - to educate and inform yourself and your customers on how to thrive in a post 2020 world.



BatchandBodega.com



BCGcreations.com

BeaconPromotions.com



BestUSA.com

DebcoSolutions.com

HandstandsPromo.com



HubPen.com

OrigaudioPromo.com



HPGPremiumBrands.com

WebbCompany.com



ECO-NOMICS

Sustainable products that won't damage our planet.



MULTIFUNCTIONAL HOME

Take a conference call from the couch, join a workout from your living room, then enjoy an adventure in your backyard. Because these days, there's truly no place like home.



MIND YOUR MIND

Mental wellbeing is front and center in 2021.



MICRO TIMESAVERS

Every second counts; saving time is more important than ever.



OMNI-CLEAN

PPE still reigns supreme in 2021 as we continue to battle the germs that lurk around every corner.



NOW STREAMING

Custom catalogs, custom product videos and live streaming from HPG!

ECO-NOMICS

Sustainability has mainstreamed. Whether it be buying USA Made, business giveback programs, eco material versions of bestsellers, or just buying something designed to be reused instead of replaced. Consumer awareness and expectation continues to grow greener.

Did You Know?

HPG carbon offsets everything we ship on our UPS account.

+ Temblor™ Speaker & Wireless Charger 99026 Origaudio



+ Nimoy Bamboo Spork KP9729 Debco



+ NoWire™ Wood 10W 67012 Handstands



+ Wood Bottle Opener WDBO3 BCG



+ NEW! Javalina® Eco 311 Hub



+ NEW! The San Ramon Bamboo Cutting Board HW51CB Beacon

+ The Kamloops Bottle WB9702 Debco



Sustainable solutions have arrived. In collaboration with the non-profit organization One Tree Planted, we have committed to planting one tree for every order of select wood, cork and Stick & Stone Collection items. For more information on One Tree Planted's current global reforestation efforts, please visit onetreeplanted.org.

Wait, what is sustainability again? / the ability to meet our... / ...current needs without compromising the... / of future generations to meet their own needs / maintained at a certain rate or level / the ability to meet our...

MULTI-FUNCTIONAL HOME

Home is no longer just where we live. It is where we work and work out, study and hobby, “eat out” by ordering in, and do most of our shopping. New products designed to help us adapt will continue to emerge in 2021. Higher-value product features will include multifunctional and easy-storage items. Desk tech, kitchen gadgets, and exercise equipment will be in high demand as working from home continues.

“ You are guaranteed to increase productivity 100% if you keep your desk (aka dining room table) clear of crumbs. ”

Home is where the heart is / and where we spend the bulk of our time
 ...play in-house IT Director. Desktop vacuums / that clean up crumbs from the eighth snack session of the day. ...play in-house IT Director. Desktop vacuums / that clean up crumbs from the eighth snack session of the day.

+ Crumbee Desktop Vacuum 98230 Origaudio



NEW COLOR!

+ 12oz Buckaroo Mug SCM12 Best



+ NEW! Parlor Vibes Ice Cream Scoop HW11IC Beacon



+ NEW! Mamma Mia Pizza Cutter HW79PC Beacon



Product search engine results within the “Exercise Equipment” category grew 43% year over year in Oct. 2020 while other top categories shrank over 50%.

43%

50%

MINIMIZE YOUR MIND

PLAY. TRAVEL. RESTORE.



+
Torchist LED Lantern
L240LED
Beacon



+
Wood Poker Chips
WDPC
BCG



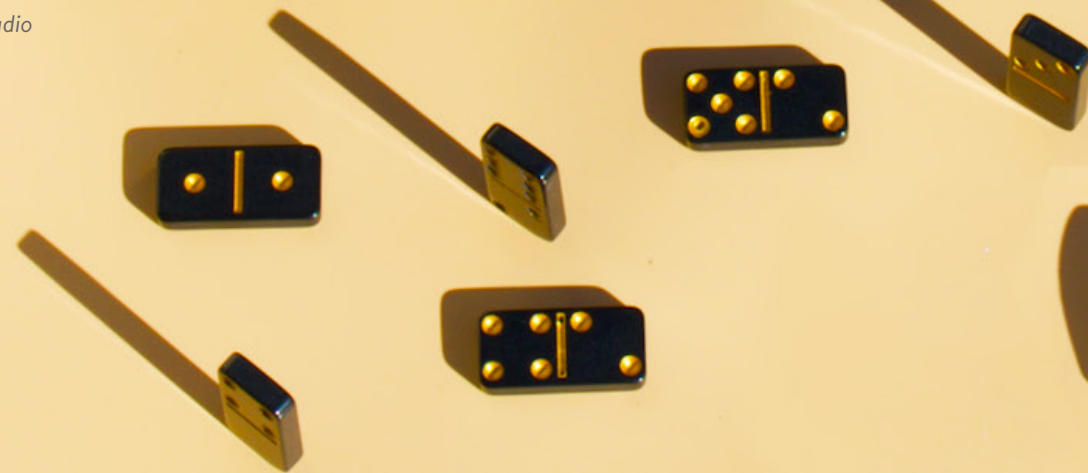
+
Games Kit™ Signature Collection
96019
Origaudio



+
Silicone Spoon/Spatula
HW21SS
Beacon



+
NEW!
Baby Blue Eyes Blue Light
Blocking Glasses
700010
Handstands



78%

78% of Americans surveyed agreed that COVID-19 was a major cause of stress in their life according to the American Psychology Association. Activities and behaviors that support mental wellbeing and drive down stress will continue to gain in popularity.

Mental wellbeing is a rapidly growing trend as consumers search for indoor escapes and virtual connections. We crave experiences that lower stress and offer comfort. Home baking and BBQ'ing, DIY projects and gardening, camping and road trips have all grown in popularity. Products that encourage or enhance these meaningful experiences will continue to be more appreciated in 2021.

MICRO TIMESAVERS

The trend of increased connectivity has only intensified with the increase in working from home. Second savers can become hour savers over the course of a day. New tech accessories to enhance productivity are on the rise.

HPG BRANDS

NOW

Time is Money - Ben Franklin

HPG BRANDS

NOW

Time is an illusion - Albert Einstein

HPG BRANDS

NOW

Time is long but life is short - Stevie Wonder

45



On average, a smartphone user in the US receives 45 mobile push notifications in one day, as reported by Wonder, a leading analytics firm. 40% of users interact with push notifications within 1 hour of receiving them according to digital marketing platform E-goi.



NEW!
Rolo Powerbank
7003
Handstands



NEW COLOR!
Docksy™ Charging
Station
96023
Origaudio



NEW!
Textari® Comfort Cloud
702
Hub



Moniclip™ Phone Holder
9812
Origaudio



LostNFound
18835
Handstands

OMNI-CLEAN

In 2021 the PPE market will continue to mature with or without a vaccine. The pandemic has imposed some new behavioral norms which are likely to stay with us, especially as large venue events return. The market will begin to segment into sub-categories that compete on convenience, comfort, performance, aesthetics, and, as always, affordability. Expect to see many more styles of mask and PPE accessories in 2021.



85% of Americans say they regularly wear a mask all or most of the time.

Pew Research Center August, 2020



NEW!
Active Mask
ACT4CP
Best



+ Contour Face Cover
30004
Handstands

NEW!
Credit Card Sanitizer Spray
30013
Handstands



NEW!
Purity Pen w/
Antimicrobial Properties
216
Hub



+ Mask Refresher Spray
Webb

Clean hands, full hearts, can't lose / Handshake? How about an elbow bump instead?
Antimicrobial around here / Sorry, can you speak up? ...can't hear you from behind the mask....



▶ NOW STREAMING

HPG obsesses over being fast. Fast to respond, fast to serve, fast to deliver. In 2021 HPG is launching a suite of cutting edge sales tools and services to enable distributors to win business faster.

Fewer in-person meetings makes richer video content even more important. Try our new video customizer tool that lets you brand premium quality product videos.

▲ CUSTOM CATALOGS!

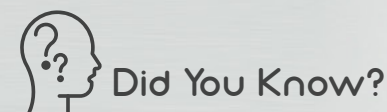
Add your logo on ALL PRODUCT images



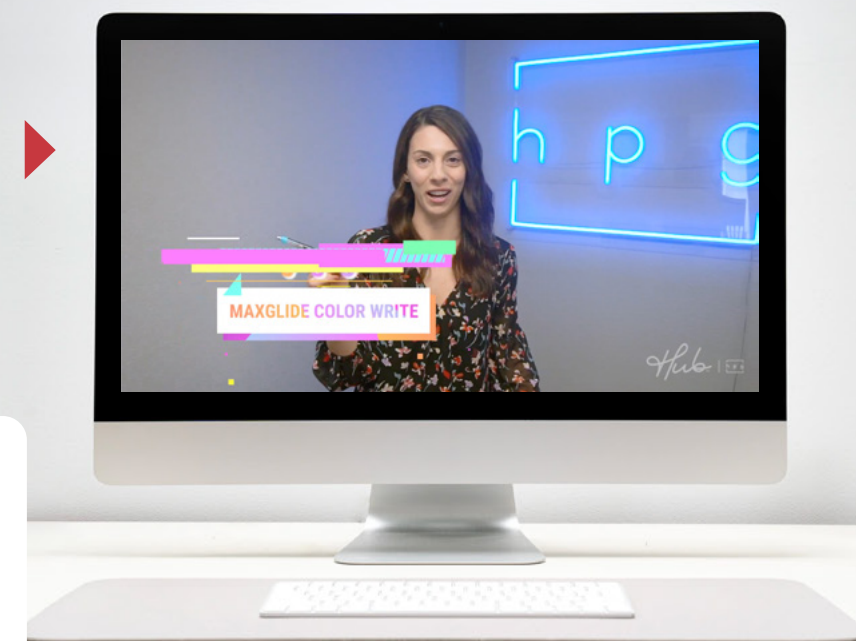
▲ CUSTOM PRODUCT VIDEOS!

Add your logo on ALL PRODUCTS

VIRTUAL TRADE SHOWS ▶



HPG streamed 100's of hours of live virtual events in 2020 and added over 700 YouTube subscribers. Visit youtube.com/hpgbrands to view and subscribe.



Video content will represent 82% of all internet traffic by 2022, up from 67% in 2016.
Source: Cisco Annual Internet Report (2018-2023)



hpgbrands.com

