

**2021**

# **Trend Forecast**



**The coronavirus pandemic has impacted every facet of our lives**, from the dishes we craved at home to the home improvements we made to the beauty treatments we couldn't live without. With 2020 being a year like no other, it's no surprise that we'll continue to feel the palpable impact of COVID-19 in our local communities and in the trends we expect to dominate the year ahead.

With the help of our Yelp community that contributed more than 21 million new reviews over the past year, we are thrilled to release next year's trend forecast, highlighting what's shaping the world of food, beauty, travel, home and beyond.

Whether you're looking for a new dish to try, hobby to take up, or inspiration for your next home renovation project, Yelp's 2021 Trend Forecast has you covered.

In order to predict a whole year's worth of trends, Yelp's data science team used our review data to find words and phrases that were rising the most significantly between 2019 and 2020, in a manner indicative of further growth, to help predict what Yelpers will be looking for and writing about in 2021. Finally, we consulted with [Yelp Trend Expert Tara Lewis](#) to zero in on the hottest trends for the year ahead.



# The Trends

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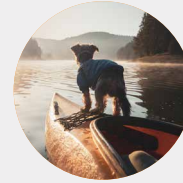
**P5** ..... Restaurants



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# Values-Driven Spending



6,500%



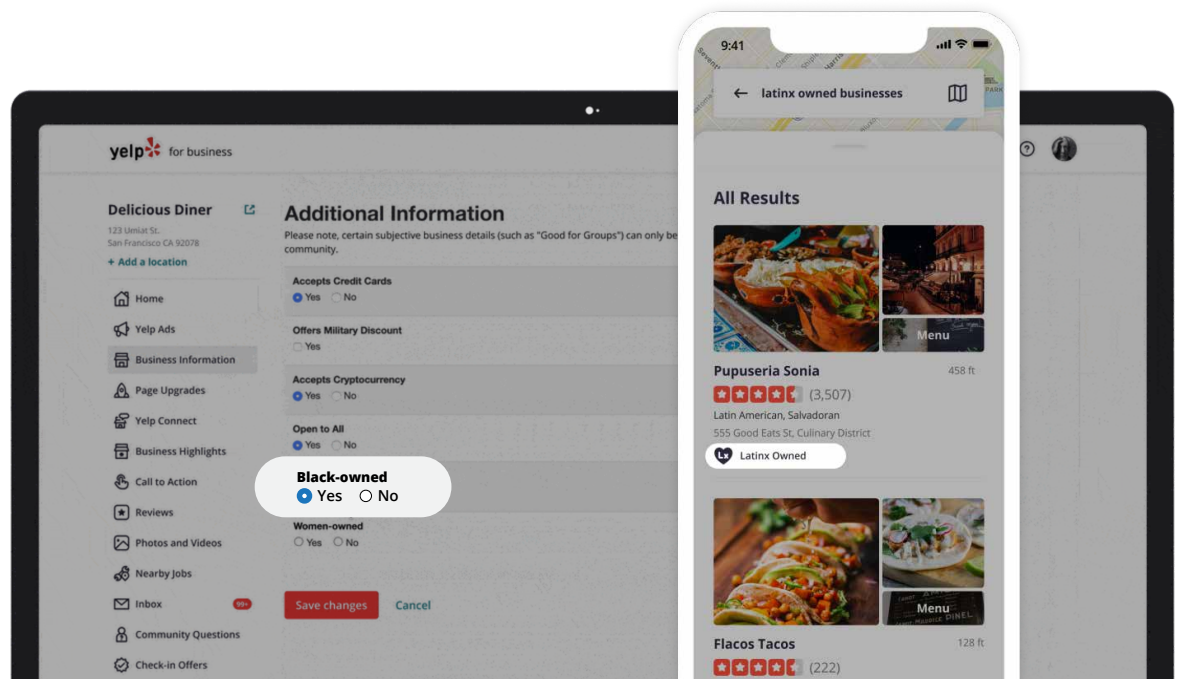
114%

Supporting local businesses has always been core to the mission of Yelp and this year, we saw people use Yelp to find and support Black-owned, Latinx-owned and Women-owned businesses in unprecedented numbers. Searches for Black-owned businesses spiked **6,500%** and mentions of women-owned businesses in reviews are up **114%** since last summer\*.

Every day millions of people turn to Yelp when making a decision about what to do, where to shop and, of course, what to eat and Yelp makes it easy for consumers to support businesses that align with their values.

In the year ahead, expect to see a continued shift to people shopping with their core values in mind.

- [Open to All](#) search rate is up over **15x**
- Veteran-Owned search rate is up **57%**
- Support Local search rate is up **209%**
- [Black-Owned](#) search rate is up about **25x**
- [Women-Owned](#) search rate is up about **50x**
- [Latinx-Owned](#) search rate is up more than **300x**



\* From 6/18/2020 to 8/23/2020, we saw a 6,520% increase in search frequency for Black-owned businesses (and related terms) vs over the same days last year; in the summer of 2020 (June, July, August), we saw a 114% increase in review mentions of women-owned businesses vs the same months in 2019



# Restaurants

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# The 5 Biggest Changes Coming to Restaurants

Despite facing the pressure to stay open and operational, restaurants are going above and beyond the new normal by creatively rethinking operations including their seating arrangements and menu offerings. Restaurants innovated by offering cocktails and wine to-go, and pivoted to operate as local grocery stores amid fast-moving local guidelines. In the year ahead, we expect that restaurants will continue to inspire us with their ability to adapt to the current environment without missing a beat.

## Digital Dining and Restaurant Technology

From QR codes on menus to remote waitlists like Yelp Waitlist to curbside pickup, 2020 saw restaurants embrace new technologies to serve customers safely and adapt to new customer expectations. Digital dining is here to stay and we foresee new technologies enhancing the customer experience next year, like contactless pickup, to inform customers about [COVID-19 health and safety measures](#). More than **160,000 restaurants** have added features on Yelp showing consumers at least one of contactless payment, contactless delivery, and curbside pickup.



## Groceries

Restaurants thought outside of the box this year in many ways, including adapting their pantries into mini-grocery stores. Restaurants will continue to create unconventional takeout opportunities, letting customers “shop” from their supply for essentials like toilet paper and wine. (Mentions of ‘grocery stores’ in restaurant reviews rose **22%**)

## Meal Kits and Catering To-Go

When local health and safety guidelines restricted traditional dining, restaurants re-invented the takeout game and moved to offer meal kits and catering to-go for customers. Meal kits, whether they’re heat-and-eat or creative specials, offer a fun alternative to typical takeout fare while supporting favorite local businesses. (The rate of review mentions of meal kits is up **60x**)

## New Takes on Takeout

Long gone are the days where takeout meant ordering a pizza on the way home. With dining rooms closed for much of the year, consumers took **#TakeoutTuesday** to the next level and spiced things up with Indian and Thai food. Turmeric cocktails and drinks were a popular add-on for those looking to upgrade their takeout game. (Consumer interest in Thai food is up **15%**; and while overall interest in both delivery and takeout surged, takeout’s growth from a year earlier in search interest was **71%** greater than delivery)

## Gratitude

Mentions of gratitude and thankfulness in reviews peaked in April as many took a minute to express gratitude at the businesses that kept us fed amid this year of uncertainty. As Yelpers looked for ways to show their support for small business during a difficult year, the rate of mention of words of gratitude within reviews is up **32%**, and the average rating among Elite users rose to **4.12 stars** this year. In 2021, we expect Yelpers to continue to show their appreciation for the restaurant industry.





# Food



# 8 Food Trends To Try Next Year

As the go-to guide for all things local, people are constantly searching Yelp for the answer to the eternal question ‘What should I eat?’ This year, many of us flocked to familiar flavors as we sheltered in place but looking ahead to 2021, foodies will continue to discover the next great food and drink trends on Yelp.



## Birria

Birria is a juicy, spiced meat stew from the state of Jalisco, Mexico. This year, it made waves in the food truck scene and in the year ahead, we expect to see traditional birria tacos and spins like birria quesadillas, fondly called “quesabirria,” and birria pizza hit plates everywhere (The rate of review mentions of Birria is up **235%**).



## Detroit-Style Pizza

Detroit-Style Pizza has gone national. With the popularity of restaurants like [Brooklyn's Emmy Squared](#) and [Detroit's own Pie-Sci](#), this Sicilian pizza recipe with a Motor City twist is having a moment (The rate of review mentions of Detroit style pizza is up **52%**).



## Hard Seltzer

[Spiked seltzer had a huge 2019](#) and it continued its meteoric rise in 2020, with the rate of review mentions of hard seltzer up **189%**. Expect to see popular beer brands like Corona, Coors Light and Michelob Ultra get in on the hard seltzer trend next year.



## Hot Honey

Whether you enjoy drizzling it over pizza, on waffles or in a favorite cocktail, hot honey provides a fresh spin on old favorite foods (The rate of review mentions of hot honey is up **48%**).





# 8 Food Trends To Try Next Year



## Fried Chicken

The Japanese version is crispy and light as air. In Korea, it's fried twice and brushed with sauce. Americans brine it in buttermilk and fry until golden brown. Korean fried chicken (The rate of review mentions up **26%**) and [Nashville hot chicken](#) (up **60%**) are poised to be must-order dishes in 2021.



## Japanese sandwiches or "sandos"

Japanese sandwiches, fondly called "sandos," have started to dominate menus and are making their way into our photo feeds. This year, expect katsu sandos to be *everywhere*. (The rate of review mentions of Sandos is up **97%**)



## Seafood Boils

Whether dining in or taking home, seafood boils proved to be a fun, hands-on dining experience for many this year. Restaurants like [Angry Crab Shack](#) are helping customers embrace the mess and we predict more people will don their bibs and gloves this year. (The rate of review mentions of Seafood boil is up **65%**)



## Boba

Boba, also known as bubble tea, is a year-round favorite drink. In the year ahead, flavors like brown sugar are emerging as a go-to for those in-the-know as well as fusion desserts like boba flan, popsicles and ice cream. (The rate of review mentions of Brown sugar boba is up **185%**)





# Beauty

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## 5 Beauty Trends We Won't Be Able to Avoid in 2021

Despite the importance of brick and mortar locations to the beauty industry, we've seen that beauty businesses have been resilient, with many pivoting to offer virtual consultations, mobile salon treatments like manicures and waxing, and to-go hair color kits, as they work to stay in business and continue to provide valuable services to their customers. COVID-19's impact will continue to be seen as safety and cleanliness remain top of mind for service providers and clients alike.



### DIY and At-Home Fails

Coronavirus quarantines upended beauty routines this year. When salons shut down, some bravely attempted their own hair maintenance, resulting in botched bangs, bad bleaching and many at-home haircut fails. The rate of review mentions for color-correcting was up **29%** this year and we predict more hair fails in the year ahead as people continue to bravely attempt doing their own hair at home.



### COVID-19 Safety Protocols

As salons reopened with new safety protocols, many salons adapted by offering services outdoors and offered new protocols like temperature checks, plexiglass dividers and digital check-in to maintain the health and safety of customers and employees alike. Safety protocols will remain a priority for many next year. Nearly **80,000 beauty businesses** have adopted features on their Yelp business pages showing that they are taking safety measures to protect consumers against COVID-19.



### Acne Treatment

If you noticed an acne flare-up this year, you weren't the only one. Irritation caused by face masks, poor dietary choices, increased screen time and elevated stress levels can lead to skin irritation and inflammation. Hormonal Acne and maskne were top searches and unfortunately, we expect the skin issue to continue into next year. (The rate of review mentions for hormonal acne is up **104%**)



### Melasma Treatments

Dark spots can be a sign of melasma, a mask-like pigmentation disorder, and blue light has been known to aggravate the condition. With people spending more time on devices this year, it's no surprise that Yelp users found themselves searching for help treating the condition. With many continuing to work-from-home, we predict many will seek help from local dermatologists to manage the condition. (The rate of review mentions for melasma is up **58%**)



### The Rise of Zoom Face

Weeks of looking at ourselves on video-conferencing calls has taken a toll on the minds of many and concerns of "Zoom Face" are on the rise. Yelpers flocked to the platform to investigate elective, cosmetic procedures to help address their concerns like crow's feet, jawline filler and nose jobs. Similarly, consumer interest in plastic surgery rose **20%** as many take advantage of newfound time at home to help heal. Next year, we foresee more nip tuck transformations.





A close-up photograph of a person's hand resting on a wooden floor. The hand is wearing a gold beaded bracelet with a circular charm. The person is wearing a teal top and white pants. The background is a blurred wooden floor.

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**Wellness**

# 5 Trends To Keep You Entertained and Fit in the New Year

As Americans found themselves observing social distance guidelines in an effort to flatten the curve, many added new physically distant hobbies, parklets for their outdoor workouts, and silent discos to their exercise routines. From tennis to social biking clubs to the resurgence of the drive-in movie theater experience, Yelpers are getting creative with their free time.

## Tennis

For those looking for a sport that will allow you to social distance, tennis is proving to be a popular choice as it provides a full body workout, at a distance. (Consumer interest in tennis is up **14%** and up even more so in big cities like Las Vegas, up **59%**, New Orleans, up **49%**, and Savannah, up **43%**)

## Social Biking

At a time when social activities are limited, biking groups provide a safe, socially distant and active way to connect with others. (Consumer interest in Bike shops is up **90%**)

## Golf

Golf may seem like a complicated sport to learn but it's also proving to be one of the more popular outdoor sports you can play. (Consumer interest in golf is up **37%**)

## Roller Skating

Roller-skating is back in a big way. Whether you were able to nab a pair of skates this summer or watched people enviously at your local rink, it was hard to ignore the ubiquity of roller skates this year. Roller skating and skateboarding will continue to be a popular way of expressing yourself and getting outside in 2021. (Consumer interest in skate parks is up **62%**, and skate shops are up **50%**.)

## Drive-in Movies

Due to restrictions on large gatherings, many have turned to old school drive-in movie theaters as an option for safe, socially distant weekend plans. Drive-ins have been on the decline in recent years but looking ahead, these retro venues are proving to be a favorite to provide a relaxing night under the stars. (Consumer interest in drive-in movie theaters is up **233%**)



This year's pandemic also brought new concerns, with many deliberating whether to grow their families. The review mention rate for **fertility and family planning** is up **28%**, suggesting that children are top of mind for many, whether they're expanding their family soon or planning for the future. Many people also expanded their households in a different way; consumer interest in **pet breeders** was up **57%**.

# Travel





# 3 Travel Trends to Book ASAP

Amid shelter-in-place and social distance guidelines, many people were able to discover their own backyards and embraced #lakelife. Consumer interest in boat dealers was up 33%, and boat charters was up 26%. For those who were looking for a change in scenery, travelling responsibly was top of mind. For some travelers, state parks and a return to the great outdoors was of utmost importance. For others, discovering local wine countries was paramount.

## The Great Outdoors

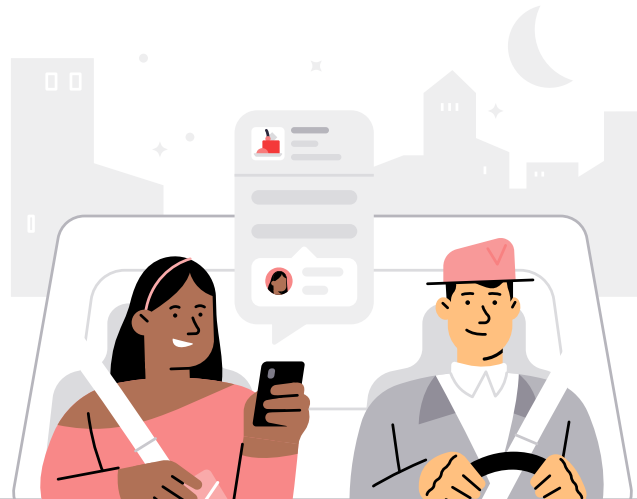
From [Acadia National Park](#) to [Yellowstone](#) to [Grand Teton](#), 2020 proved to be a year of embracing the great outdoors and spectacular nature. Next year, expect the trend to continue as Yelpers check more public parks off their bucket lists as well try services like Hipcamp to book unique outdoor stays. (Consumer interest for RV dealers is up **17%** and the rate of review mentions for state parks is up **85%**.)

## Wine Country

Though bachelorette weekends in wine country were out of the picture for many this year, wine country was still top of mind for Yelpers as they planned getaways. Local wine experiences and tourism were up in places like Seattle (consumer interest is up **39%**), Dallas (up **25%**) and DC (up **28%**).

## Glamping

[Glamping was one of the biggest travel trends of 2020](#), providing an easy way for those who need to scratch their travel itch, discover new destinations and remain socially-distant. The emergence of modern cabin and cottage rentals, like [Getaway](#), are sure to make the great outdoor adventure a popular choice in 2021 as well. (The rate of review mentions of glamping is up **73%**.)



**What trends are you excited to try in 2021?**  
**Tell us on Twitter, Facebook, and Instagram @yelp!**

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**Methodological note**

Review mention rate is calculated as the rate of mention of a trend per million words in recommended U.S. reviews.  
Consumer interest is measured by a category's share of U.S. page views, reviews, and photos in the relevant root category.  
Search interest is the share of U.S. search queries in the relevant root category that are for a trend. To compute year-over-year change, all measures were calculated from Jan. 1 through Oct. 27 in 2020, then compared to the same dates in 2019.

