

SHOPPEROO

A modern living room interior with a light-colored sectional sofa, a wooden coffee table, and a sideboard with decorative items. The room is bright and airy, with large windows and indoor plants.

THE LIVING ROOM ISSUE

About to Trend

A monthly read of
what shoppers want next.

What new trends
are just getting started

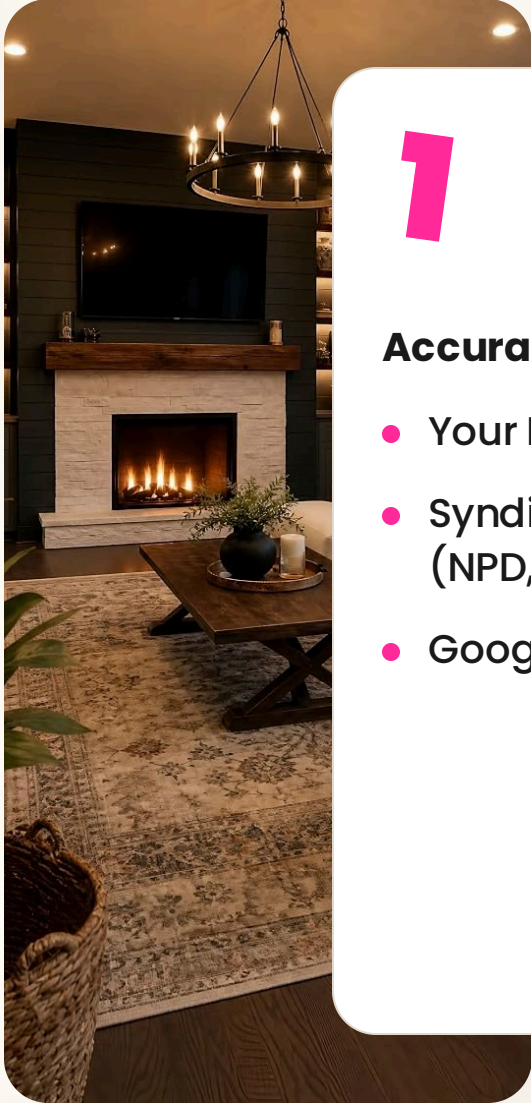
Which big trends are rising,
and which are cooling

TIKTOK • INSTAGRAM • PINTEREST • REDDIT

MAR-SEP 2026 • ~3K POSTS • ~177K SHOPPER COMMENTS

You bet inventory money months ahead of demand—and pay for the misses in chases, cancels, and eventually markdowns.

Every tool you'd bet with today fails one of two ways.



1

Accurate, but late.

- Your POS and sales history
- Syndicated panels (NPD, Circana)
- Google Trends

2

Early, but not evidence.

- Trend forecasters (WGSN, Pantone)
A call ahead of time is an opinion, with no underlying data to check it against.

Shopperoo

Early and evidence-based.

The only in-season assortment tool that reads real shopper demand months before POS, and tells you what to change in your catalog.

Gets you up to 3× more margin.

Shopperoo answers the three questions that decide the season.

1

EMERGING

What new trends are just getting started, while you still have time to react?

2

RISING & COOLING

Which big trends are still rising, and which are already cooling?

3

CATALOG EXPOSURE

How much of your catalog and open orders are exposed to cooling trends?



EMERGING

Boucle barrel
accent chairs



RISING

Low wood TV
consoles +143%



COOLING

Round pouf
ottomans -41%



COOLING

Linear electric
fireplaces -42%

Demand forms on social, long before POS. So we run a structured AI read of social to answer the assortment questions.

Not counting likes, but studying the images and shopper comments — to learn which looks are just getting started, which big ones are rising or cooling, and how it all maps to your catalog.

THIS IS WHAT WE ANALYZED FOR THIS READ:

~3K posts. **~177K** shopper comments.

Across TikTok, Instagram, Pinterest and Reddit.

A

@apr....

Instagram





1,294 comments

Happy Memorial Day weekend! For exact links to everything in this space, comment SHOP and I'll send over all the details ...

THE COMMENTS BENEATH IT

Pink = buying intent

C

I love your sofa! Where is it from?

J

Do you have a link for the console?

A

Such a cozy space ✨

M

Nesting coffee table link!!❤️

T

Beautiful,where is your coffee table from?

First, the rooms: which living-room styles are rising and which are fading.

Emerging



Mid-century modern
+166% · 3.2% of rooms



Coastal grandmother
+35% · 2.8% of rooms

Rising



Warm minimal
+81% · 7.6% of rooms



Japandi
+76% · 6.4% of rooms



Organic modern
+32% · 17.2% of rooms

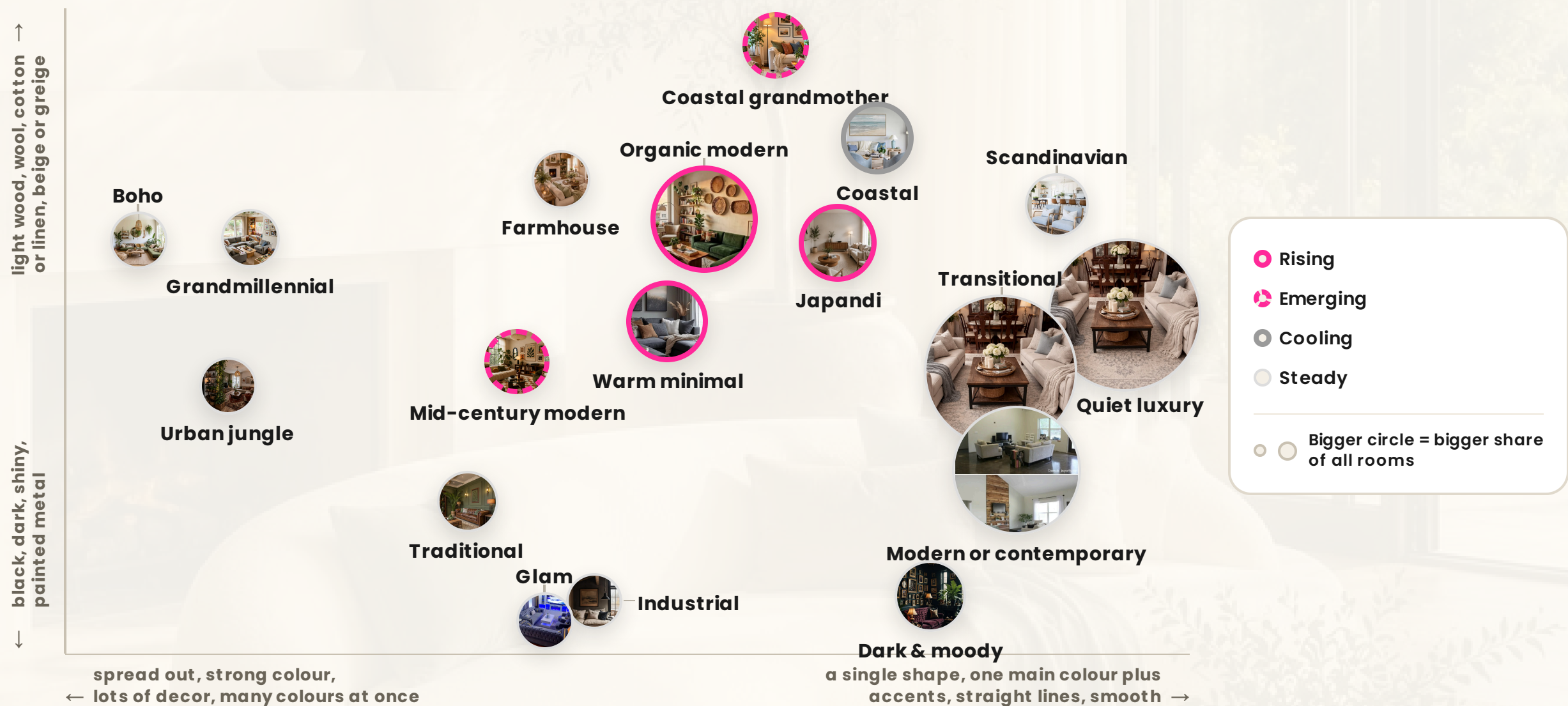
Cooling



Coastal
-55% · 2.8% of rooms

The room map: styles that sit close together appeal to the same shopper.

Four of the five rising and emerging styles sit in the lighter, natural half of the map. That is where the living room is heading.



Now, the products: the five product looks rising fastest — ranked by voiceshare growth over the six-month read.

Rising



01
Low Wood TV Consoles



02
Deep Seat Linen Sectionals



03
Cream Curved Sofas



04
Jute & Sisal Area Rugs



05
Wood Frame Accent Chairs

And the three product looks cooling fastest — buy less of these and sell through inventory now to avoid markdowns.

Cooling



06
Linear Electric Fireplaces



07
Round Pouf Ottomans



08
Solid Neutral Area Rugs

Each trend has two measures: voiceshare — how much of the living-room feed shows it — and buying intent — how much people want to buy it.

Rising and cooling is the direction the mainstream conversation is moving.

Rising			
	VOICESHARE GROWTH · 6 MO	CURRENT VOICESHARE	BUYING INTENT
1. Low Wood TV Consoles	+143%	14.3%	23%
2. Deep Seat Linen Sectionals	+116%	22.2%	23%
3. Cream Curved Sofas	+56%	3.8%	21%
4. Jute & Sisal Area Rugs	+31%	4.5%	36%
5. Wood Frame Accent Chairs	+14%	5.6%	13%

Cooling			
	VOICESHARE GROWTH · 6 MO	CURRENT VOICESHARE	BUYING INTENT
1. Linear Electric Fireplaces	-42%	3.1%	19%
2. Round Pouf Ottomans	-41%	2.6%	12%
3. Solid Neutral Area Rugs	-29%	10.5%	23%

BUYING INTENT LIFE CYCLE

Buying intent lags the trend. High buying intent on a cooling trend is expected until the mainstream fully cools.





RISING · NO. 1

Living Room Trend · the fastest-rising mainstream conversation

Low Wood TV Consoles

About the trend

Low wood TV consoles hold 14.3% voiceshare in the last 30-day window, up from 5.9% in the first — up 143%, the fastest riser we track — and 23% of comments on the look are classified as active purchase intent, above the 20% corpus average. Our proven-predictor panel — accounts with a verified record of being early — posted it 10 times this window, and 984 comments show shoppers actively asking where to buy. The play: build depth ahead of the crowd and let sell-through confirm the slope.

+143%

voiceshare growth · 6 mo

14.3%

current voiceshare

23%

buying intent

TOP TRENDSETTERS POSTING THIS LOOK

- 1 @int....
- 2 @sin....
- 3 @_qa....
- 4 @arc....
- 5 @udh....

TOP BRANDS & RETAILERS IN THIS CONVERSATION

- 1 Amazon
- 2 Etsy
- 3 IKEA
- 4 Benjamin Moore
- 5 Ashley



COOLING · NO. 1

Living Room Trend · the fastest-falling mainstream conversation

Linear Electric Fireplaces

About the trend

The fastest-cooling look in the read: 5.4% voiceshare in the first 30-day window, 3.1% in the last — down 42%. Purchase intent runs 19%: real demand remains, but it is late-cycle demand. The play is discipline: hold core depth, stop chasing breadth, and time reorders and markdowns before POS confirms what social already shows.

-42%

voiceshare growth · 6 mo

3.1%

current voiceshare

19%

buying intent

TOP TRENDSETTERS POSTING THIS LOOK

- 1 @ear....
- 2 @swe....
- 3 @aes....
- 4 @ant....
- 5 @ayl....

TOP BRANDS & RETAILERS IN THIS CONVERSATION

- 1 Amazon
- 2 Burlington
- 3 Dollar General
- 4 Ross
- 5 Walmart

Every influencer claims to be a trendsetter, but almost none are.

But we can use the data to find the few accounts that are consistently early at posting tomorrow's trends. These are the internet's true trendsetters. Seeing where they're going next gives us the emerging trends.



No. 1

@ehd

Early on 2 trends · 2.5-window lead
TikTok · 4.0K followers



No. 2

@hhd

Early on 2 trends · 2.5-window lead
Instagram · 2.0K followers



No. 3

@hom

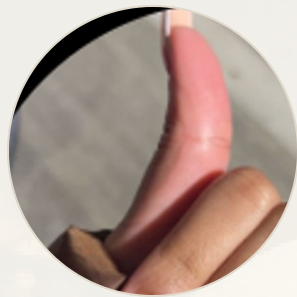
Early on 2 trends · 2-window lead
Pinterest · 348K monthly views



No. 4

@rea

Early on 2 trends · 2-window lead
Pinterest · 9.2M monthly views



No. 5

@_qa

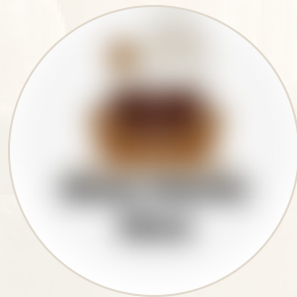
Early on 2 trends · 1.5-window lead
TikTok · 12.5K followers



No. 6

@eff

Early on 2 trends · 1-window lead
Pinterest · 3.6M monthly views



No. 7

@hav

Early on 2 trends · 1-window lead
Pinterest · 7.2K monthly views



No. 8

@sun

Early on 2 trends · 1-window lead
Pinterest · 427K monthly views

A true trendsetter doesn't have to be a professional influencer — a store, a stylist, or just someone with a great eye. All that matters is they were early. Six windows produced three mainstream crossings, so two early calls is the ceiling of this read; the panel deepens as history extends.

The Emerging Trends List: the top emerging looks trendsetters and shoppers are engaging with right now, before they're big enough.

This is where the bets go: early positions on the looks our trendsetters say are next.

🔥 Heat = current voiceshare: how much of the living-room feed shows the look right now. More flames, more of the feed.



Boucle Barrel Accent Chairs

Round boucle chairs that swivel, on a small base.



Buying intent · 27%



Wood Slat Wall Panels

A wall of vertical wood slats, usually behind the TV or the sofa.



Buying intent · 47%



Travertine Coffee Tables

Coffee tables cut from thick stone or travertine — one heavy, simple block.



Buying intent · 15%



Floor Cushion Lounge Seating

Low floor cushions that stack into a lounge — no frame, no legs.



Buying intent · 18%

The top 30 brands & retailers shoppers name across the rising, cooling and emerging conversations.

Rising			Cooling		
BRAND / RETAILER	SHARE OF BRAND MENTIONS	MENTIONS GROWTH TREND	BRAND / RETAILER	SHARE OF BRAND MENTIONS	MENTIONS GROWTH TREND
1 Amazon	25.9%	→	16 Flexsteel	1.2%	↗
2 IKEA	10.0%	↗	17 HomeGoods	1.1%	↘
3 Wayfair	5.2%	↗	18 Pottery Barn	1.0%	↗
4 Etsy	4.0%	↗	19 Dollar General	0.8%	↘
5 Sherwin-Williams	3.7%	↗	20 Loloi	0.8%	↘
6 Facebook Marketplace	3.6%	↗	21 Ross	0.8%	↘
7 Walmart	3.4%	↗	22 Big Lots	0.8%	↗
8 Benjamin Moore	3.4%	↗	23 Bed Bath and Beyond	0.7%	↘
9 Costco	2.1%	↘	24 Herman Miller	0.7%	↘
10 LTK	1.9%	↗	25 Arhaus	0.7%	↗
11 H&M Home	1.6%	↗	26 Quince	0.7%	↗
12 Ashley	1.5%	↗	27 Rug Direct	0.7%	↗
13 Target	1.5%	↘	28 Birch Lane	0.5%	↗
14 Burlington	1.2%	↘	29 PureCozy	0.5%	↗
15 Farrow and Ball	1.2%	↗	30 Serena & Lily	0.5%	↗

Share = share of all cleaned brand mentions in look-matched comments. Growth compares mentions per 1,000 comments in the last three windows with the first three.

Get your brand’s demand breakdown — which looks shoppers attach your brand to, and where demand is forming without you.

namrata@shopperoo.us



WHAT TO STOCK

You have seen what is trending.
Now let's help you curate the SKUs matching these looks.

Real listings from Wayfair, Amazon, Walmart and Target — priced, linked and ready to brief.

How we found the SKUs — and how many of them are out there.

1 Where we looked

Wayfair

Amazon

Walmart

Target

top few pages of search results

2 What we kept

Only SKUs matching one emerging room look and one emerging product look.

3 How we cut it

Your shelf against the market, at each price point, so you can build a ladder.

These are the **top** SKUs, not the full set — we can go as deep as you want. Market here is Amazon, Walmart and Target — swap in **any** competitor set you choose.



TOP EMERGING ROOM LOOK

Mid-century modern

RELEVANT SKUS FOUND

SKU COUNT BY PRICE TIER — FOR LADDERING

	OPENING		MID		PREMIUM		TOTAL SKUS	
	WAYFAIR	MARKET	WAYFAIR	MARKET	WAYFAIR	MARKET	WAYFAIR	MARKET
Sofa	18	320	35	318	41	306	94	944
Accent chair	5	251	47	208	75	189	127	648
Coffee table	7	292	40	256	86	215	133	763
End table	18	232	34	215	88	159	140	606



TOP EMERGING PRODUCT LOOK

Bouclé barrel accent chairs

RELEVANT SKUS FOUND

SKU COUNT BY PRICE TIER — FOR LADDERING

	OPENING		MID		PREMIUM		TOTAL SKUS	
	WAYFAIR	MARKET	WAYFAIR	MARKET	WAYFAIR	MARKET	WAYFAIR	MARKET
Accent chair	10	104	24	79	35	110	69	293



CURATED ROOM LOOKS

**Now the real thing:
mid-century modern
rooms Shopperoo built
from live SKUs.**

Four curated looks, each a sofa, accent chair, coffee table and end table that work together. These are the top picks, not the full list.

Want the full list? namrata@shopperoo.us

Curated look 1: All four pieces are already on your site.

ROOM TOTAL

\$1,826



SOFA
George Oliver 3-seater, green chenille
\$900 **WAYFAIR**



ACCENT CHAIR
Ivy Bronx lounge chair, sled base
\$330 **WAYFAIR**



COFFEE TABLE
George Oliver round table, wood and glass
\$304 **WAYFAIR**



END TABLE
AllModern Silhouette, solid wood
\$292 **WAYFAIR**

WHY THESE FOUR HOLD TOGETHER

Forest-green velvet against cognac leather — complementary, not competing. The walnut coffee table and end table share the grain of the chair's sled base, and the glass inset keeps the middle of the room open.

Curated look 2: Two of the four pieces are yours. Two are not.

ROOM TOTAL

\$2,914



SOFA
Steelside leather sectional
\$2,500 WAYFAIR



ACCENT CHAIR
ModernLuxe armchair, navy chenille
\$140 TARGET



COFFEE TABLE
George Oliver large oval table
\$190 WAYFAIR



END TABLE
GDFStudio Magdalena round side table
\$84 TARGET

WHY THESE FOUR HOLD TOGETHER

Cognac leather and navy chenille sit on the same dark-stained wood. Both walnut tables carry that tone into the surfaces, and the navy cools what the leather warms.

Curated look 3: These four pieces exist on competitor sites.

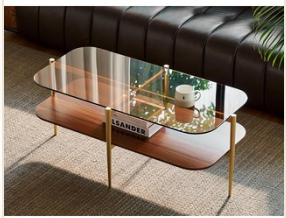
\$701



SOFA
Rophefx sofa, emerald velvet
\$370 WALMART



ACCENT CHAIR
Karl Home floral velvet barrel chair
\$54 TARGET



COFFEE TABLE
Shrine oval glass table, gold legs
\$157 AMAZON



END TABLE
Threshold adjustable brass side table
\$120 TARGET

WHY THESE FOUR HOLD TOGETHER

Gold legs on the sofa and chair, brass on both tables — one finish at four points. Emerald velvet and teal floral collide on purpose, with the coffee table’s walnut shelf as the one warm note.

Curated look 4: Another look with four pieces that exist on competitor sites.

ROOM TOTAL

\$1,592



SOFA
Tina's Home tufted sofa, metal legs
\$1,000 WALMART



ACCENT CHAIR
Costway curved-back chair, PU leather
\$140 TARGET



COFFEE TABLE
Cloud walnut table, two drawers
\$342 AMAZON



END TABLE
Tribesigns two-tier round end table
\$110 AMAZON

WHY THESE FOUR HOLD TOGETHER

Blackened steel under all four pieces, so the upholstery is free to differ. Velvet sofa and leather chair carry the weight; the tables keep the centre light.



CURATED PRODUCT SKUS

And the product look:
bouclé barrel accent
chairs curated by
Shopperoo.

Your shelf beside the market, at two price points. These are the top curated SKUs, not the full list.

Want the full list? namrata@shopperoo.us

Top curated SKUs: multiple opening price options to choose from across your shelf and the market.

Your shelf

\$168–\$200



\$200 WAYFAIR
Latitude Run Charley, round arms



\$190 WAYFAIR
Wrought Studio 33in, three legs



\$168 WAYFAIR
Everly Quinn Emiline, 24in



\$177 WAYFAIR
Wrought Studio Xavier, wooden legs

The market

\$57–\$160



\$98 AMAZON
Yaheetech sherpa barrel chair, blue



\$160 WALMART
Tacleekii swivel barrel chair, yellow



\$57 WALMART
Bouclé vanity chair, gold legs



\$63 AMAZON
Adjustable bouclé vanity chair

Top curated SKUs: multiple mid-premium price options to choose from across your shelf and the market.

Your shelf

\$294-\$450



\$294 WAYFAIR
Ivy Bronx swivel barrel, 360°



\$450 WAYFAIR
George Oliver brown bouclé, wood accents



\$340 WAYFAIR
George Oliver bouclé accent chair



\$307 WAYFAIR
George Oliver Aveline swivel barrel

The market

\$219-\$627



\$219 WALMART
UIXE swivel club chair, rusted orange



\$246 AMAZON
Merax barrel armchair, olive green



\$627 TARGET
Kinwell 32in swivel barrel chair



\$390 WALMART
Green bouclé swivel, solid wood frame

Shopperoo is the in-season management tool that didn't exist previously: the earliest forecaster of your sales data.

Use it to time your chases and reorders, to place small bets on emerging trends, and to choose which influencers to use.



1

Chases & reorders

The same calls, months earlier.

2

Emerging-trend bets

Point research time at the Emerging Trends List, and back the best with small bets.

3

Influencer spend

Pay by proven record, not follower count.



Next Step

Start with a pilot.

Pick one category — we'll tailor this read to it.

namrata@shopperoo.us

Want proof first?

Name anything that rose substantially in your POS — we'll show you the trend on social media months before.

For free.

APPENDIX

Every ranked look, one page each.

Deep Seat Linen Sectionals

Deep Seat Linen Sectionals hold 22.2% of living-room posts in the latest window, with voiceshare up 116% from the first 30-day window of the read to the last and 23% of comments on the look classified as active purchase intent. Our proven-predictor panel — accounts with a verified record of being early — is on the look this window. 351 comments show shoppers actively asking where to buy: the window is before the chase starts.

+116%

voiceshare growth · 6 mo

22.2%

current voiceshare

23%

buying intent

TOP TRENDSETTERS POSTING THIS LOOK

- 1 @int....
- 2 @aru....
- 3 @bri....
- 4 @ear....
- 5 @ell....

TOP BRANDS & RETAILERS IN THIS CONVERSATION

- 1 Amazon
- 2 Benjamin Moore
- 3 Big Lots
- 4 Behr
- 5 LTK

Cream Curved Sofas

Cream Curved Sofas hold 3.8% of living-room posts in the latest window, with voiceshare up 56% from the first 30-day window of the read to the last and 21% of comments on the look classified as active purchase intent. 240 comments show shoppers actively asking where to buy: the window is before the chase starts.

+56%

voiceshare growth · 6 mo

3.8%

current voiceshare

21%

buying intent

TOP TRENDSETTERS POSTING THIS LOOK

- 1 @alw....
- 2 @bad....
- 3 @del....
- 4 @spi....
- 5 @asl....

TOP BRANDS & RETAILERS IN THIS CONVERSATION

Brand-light — demand is forming with no major brand attached. That is retail whitespace.

Jute & Sisal Area Rugs

Jute & Sisal Area Rugs hold 4.5% of living-room posts in the latest window, with voiceshare up 31% from the first 30-day window of the read to the last and 36% of comments on the look classified as active purchase intent. Our proven-predictor panel — accounts with a verified record of being early — is on the look this window. 79 comments show shoppers actively asking where to buy: the window is before the chase starts.

+31%

voiceshare growth · 6 mo

4.5%

current voiceshare

36%

buying intent

TOP TRENDSETTERS POSTING THIS LOOK

- 1 @mob....
- 2 @rea....
- 3 @abd....
- 4 @col....
- 5 @dar....

TOP BRANDS & RETAILERS IN THIS CONVERSATION

Brand-light — demand is forming with no major brand attached. That is retail whitespace.

Wood Frame Accent Chairs

Wood Frame Accent Chairs hold 5.6% of living-room posts in the latest window, with voiceshare up 14% from the first 30-day window of the read to the last and 13% of comments on the look classified as active purchase intent. Our proven-predictor panel — accounts with a verified record of being early — is on the look this window. 182 comments show shoppers actively asking where to buy: the window is before the chase starts.

+14%

voiceshare growth · 6 mo

5.6%

current voiceshare

13%

buying intent

TOP TRENDSETTERS POSTING THIS LOOK

- 1 @arc....
- 2 @int....
- 3 @tuf....
- 4 @art....
- 5 @bri....

TOP BRANDS & RETAILERS IN THIS CONVERSATION

Brand-light — demand is forming with no major brand attached. That is retail whitespace.



COOLING · NO. 2

Round Pouf Ottomans

Round Pouf Ottomans hold 2.6% voiceshare in the latest window, down 41% from 4.4% in the first 30-day window of the read. Purchase intent runs 12%: real demand remains, but it is late-cycle demand. The play is discipline: hold core depth, stop chasing breadth, and time reorders and markdowns before POS confirms what social already shows.

-41%

voiceshare growth · 6 mo

2.6%

current voiceshare

12%

buying intent

TOP TRENDSETTERS POSTING THIS LOOK

- 1 @bri....
- 2 @byh....
- 3 @int....
- 4 @inte....
- 5 @mic....

TOP BRANDS & RETAILERS IN THIS CONVERSATION

- 1 Amazon
- 2 IKEA
- 3 Farrow and Ball

Solid Neutral Area Rugs

Solid Neutral Area Rugs hold 10.5% voiceshare in the latest window, down 29% from 14.7% in the first 30-day window of the read. Purchase intent runs 23%: real demand remains, but it is late-cycle demand. The play is discipline: hold core depth, stop chasing breadth, and time reorders and markdowns before POS confirms what social already shows.

-29%

voiceshare growth · 6 mo

10.5%

current voiceshare

23%

buying intent

TOP TRENDSETTERS POSTING THIS LOOK

- 1 @int....
- 2 @arc....
- 3 @ell....
- 4 @inte....
- 5 @ske....

TOP BRANDS & RETAILERS IN THIS CONVERSATION

- 1 Amazon
- 2 Etsy
- 3 Facebook Marketplace
- 4 Wayfair
- 5 IKEA



EMERGING · NO. 1

Boucle Barrel Accent Chairs

Boucle Barrel Accent Chairs are still small — 3.1% of living-room posts — and growing from a small base on the mainstream read. Intent is at 27% of mentions. A share-only signal is a watchlist entry, not yet a bet — it earns a position when the panel or the next data wave confirms.

3.1%

current voiceshare

27%

buying intent

TOP TRENDSETTERS POSTING THIS LOOK

- 1 @ear....
- 2 @int....
- 3 @vic....
- 4 @and....
- 5 @bym....

TOP BRANDS & RETAILERS IN THIS CONVERSATION

Brand-light — demand is forming with no major brand attached. That is retail whitespace.

Wood Slat Wall Panels

Wood Slat Wall Panels are still small on the mainstream read — 2.5% of living-room posts — but our proven-predictor panel is on the look: 1 panel post this window. Intent is already at 47% of mentions. A single panel post is a watchlist signal, not yet a bet — it earns a position the moment the next data wave confirms.

2.5%

current voiceshare

47%

buying intent

TOP TRENDSETTERS POSTING THIS LOOK

- 1 @sin....
- 2 @arc....
- 3 @beh....
- 4 @int....
- 5 @inte....

TOP BRANDS & RETAILERS IN THIS CONVERSATION

Brand-light — demand is forming with no major brand attached. That is retail whitespace.



EMERGING · NO. 3

Travertine Coffee Tables

Travertine Coffee Tables are still small on the mainstream read — 2.3% of living-room posts — but our proven-predictor panel is on the look: 4 panel posts this window. Intent is already at 15% of mentions. This is the moment the deck exists for: a small, cheap bet placed before the look is big enough for anyone else to count.

2.3%

current voiceshare

15%

buying intent

TOP TRENDSETTERS POSTING THIS LOOK

- 1 @arc....
- 2 @byh....
- 3 @ell....
- 4 @wal....
- 5 @70s....

TOP BRANDS & RETAILERS IN THIS CONVERSATION

Brand-light — demand is forming with no major brand attached. That is retail whitespace.



EMERGING · NO. 4

Floor Cushion Lounge Seating

Floor Cushion Lounge Seating are still small — 0.8% of living-room posts — and growing from a small base on the mainstream read. Intent is at 18% of mentions. A share-only signal is a watchlist entry, not yet a bet — it earns a position when the panel or the next data wave confirms.

0.8%

current voiceshare

18%

buying intent

TOP TRENDSETTERS POSTING THIS LOOK

- 1 @arc....
- 2 @int....
- 3 @444....
- 4 @_tx....
- 5 @cha....

TOP BRANDS & RETAILERS IN THIS CONVERSATION

Brand-light — demand is forming with no major brand attached. That is retail whitespace.