

Winter '24 Trends Report
Powered by Google



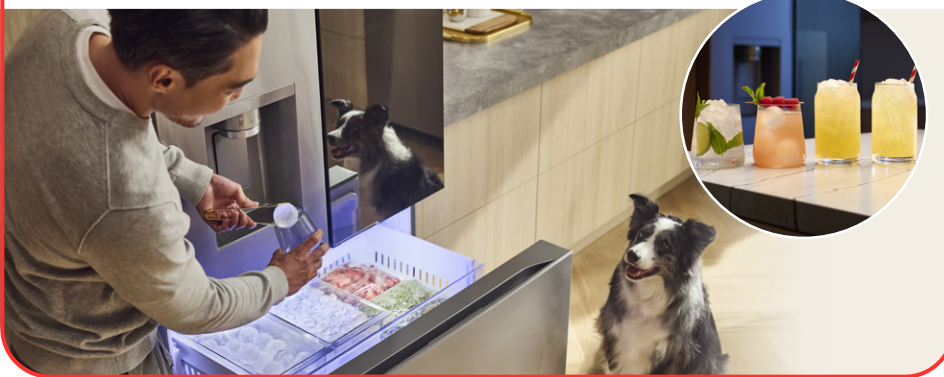
Searches for "holiday cocktails" are climbing steadily this year.

Cocktail recipes are expected to feature favourites like wine, rum, and champagne, along with spices such as ginger, all seeing a staggering 5,000% increase in searches.¹



PRODUCT SPOTLIGHT:

This holiday season, elevate entertaining with the Smart LG Counter-Depth MAX™ Refrigerator with Craft Ice®. Combining a sleek design with an ultra-large 26 cu. ft. capacity, it fits seamlessly into your kitchen while offering four types of ice—mini cubes, standard cubes, crushed ice, and slow-melting Craft Ice®—for perfectly chilled drinks. From festive cocktails to refreshing mocktails, it's a great way to take your holiday gatherings to the next level.



PRODUCT SPOTLIGHT:

Getting ready for a night out? The LG Styler® Steam Closet ensures your outfit looks flawless and party-ready. Perfect for delicate fabrics that can't go in a standard washer or dryer, it effortlessly cares for sequins, leather, and even velvet. With its steam technology, it freshens and dries your garments with ease, and without chemicals.



Searches for "holiday baking" are on the rise. Pastry and cheesecake are breakout stars, with search interest skyrocketing by 5,000%.

Christmas cookies are also trending, and on track to match last year's peak. Meanwhile, "challah bread recipe" has already reached its own peak during the week of December 1–7, 2024.¹



PRODUCT SPOTLIGHT:

The LG Induction Slide-in Range is your ultimate holiday kitchen companion. With precise temperature control, the ProBake Convection® oven sets the standard for consistent baking, with a dual-speed fan that reduces hot and cold spots for golden loaves and evenly baked pastries and cookies.

The induction cooktop offers fast, safe heating by transferring heat directly to your cookware, ideal for delicate tasks like melting chocolate. Plus, with features like air fry and air sous vide, it's versatile enough for any holiday recipe. Simplify meal prep and savour the moments that matter most.



MELISSA MAKER'S TIPS

About Melissa: Melissa Maker, cleaning expert and LG brand ambassador, shares her tips on how to save time during the holiday get togethers.



Quick Holiday Clean-Up:

Before and after holiday baking give your LG range a quick clean using the EasyClean® feature. Spray the interior with water, press the EasyClean® button, and in just 20 minutes, low heat cleans without harsh smells or chemicals.

LG Slide-in Range



Searches for "holiday cleaning" are rising as of the first week of December 2024 (December 1–7).¹



PRODUCT SPOTLIGHT: The LG WashCombo™ simplifies holiday laundry with its all-in-one design, washing and drying clothes in under two hours—no transfers needed. Simply set it and forget it. Powered by LG's Inverter Heat Pump™ technology, it uses up to 60% less energy than similar vented dryers^{2,3}. Perfect for everyday laundry, holiday linens, and seasonal essentials, it saves time and energy so you can focus on what matters most this season.

Maximize Fridge Space:

Make room for holiday feasts by decluttering your fridge. Before cooking toss expired items, condiments you rarely use, and old produce.

LG Counter-Depth MAX™ Refrigerator

