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# Stanley's Cup Surge: E-Commerce Hype Detected by We Data

The Analysis of e-Commerce Surge  
of Stanley's Cup Through Web Data



# The **Ascending Trend** of Stanley Cups

The surge in popularity of the Stanley brand's durable and insulated drinkware, particularly the Quencher model, in the **e-commerce market** has been fueled by a significant hype and interest among women, particularly in the various colors of the cup.

This report delves into the data behind the resurgence, tying it to specific events and influencer activities, and examining the phenomenon of the **global reach**.

<b>Quantitative Analysis of Web Searches &amp; Traffic Patterns</b>	<b>E-Commerce Benefits</b>
Providing a detailed quantitative analysis of web searches.	Understand consumer spreading interest in specific products in given locations.
Monitoring traffic patterns relevant to e-commerce platforms to predict a sudden growth of interest into certain goods.	Enabling e-commerce platforms to anticipate and prepare for shifts in demand.

# The Problems of e-Commerce Platforms

The exponential increase in the brand's popularity has, however, resulted in challenges related to meeting the high demand for cups, particularly those with [specific colors](#).

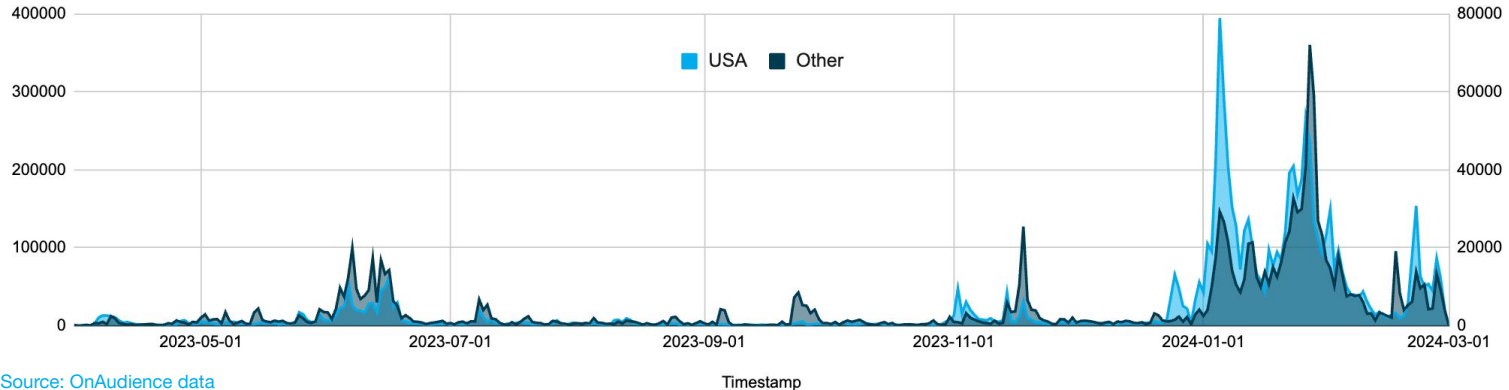
➤ Sudden Growth of User Demand

➤ Increase in Brand Popularity

➤ Interest in Specific Colors

The above-mentioned example can be very vividly seen in the case of the rise in popularity of [Stanley cups in 2023](#), as shown in the chart below.

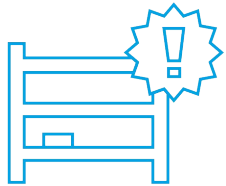
## The Interest Spread February 2023 - February 2024



Source: OnAudience data

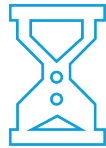
# The Challenges of e-Commerce Platforms

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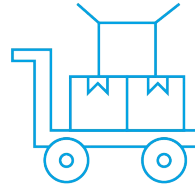
## Stock shortages

A high demand for select Stanley Cup colors has resulted in market shortages, with supply struggling to keep up and customers facing long waits for popular variants.



## Extended waiting time

The high demand for new Stanley Cup colors has led to delays and stock shortages, underscoring the brand's market strength and the difficulty in meeting consumer demand promptly.



## Supply & scarcity issues

The certain Stanley Cup color scarcities have highlighted supply challenges, as the company grappled with meeting the intense demand, resulting in insufficient stock for consumers.



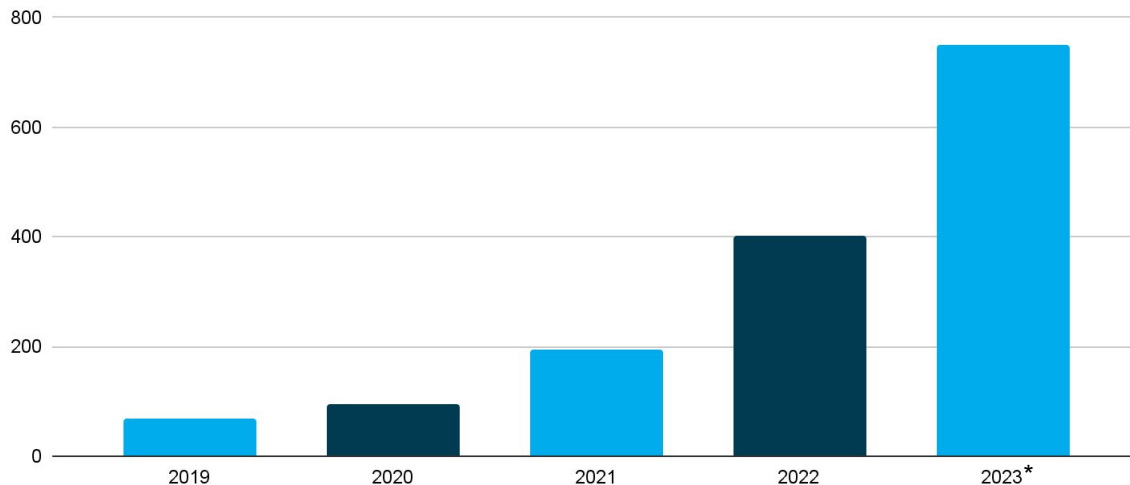
## Difficulty to meet demand

The overwhelming popularity of Stanley Cups has strained production and supply chains, challenging the brand to balance new release excitement with logistical limitations.

# A Sudden **Stanley Sales Surge** in 2023

The Stanley Cup trend in the U.S. experienced a monumental rise, with sales projections soaring to an estimated **\$750 million in 2023**, up from a consistent average of **\$70 million** in the years prior to 2020. This marks an exponential increase in the brand's popularity.

## Stanley Sales Revenue Global, 2019 - 2023

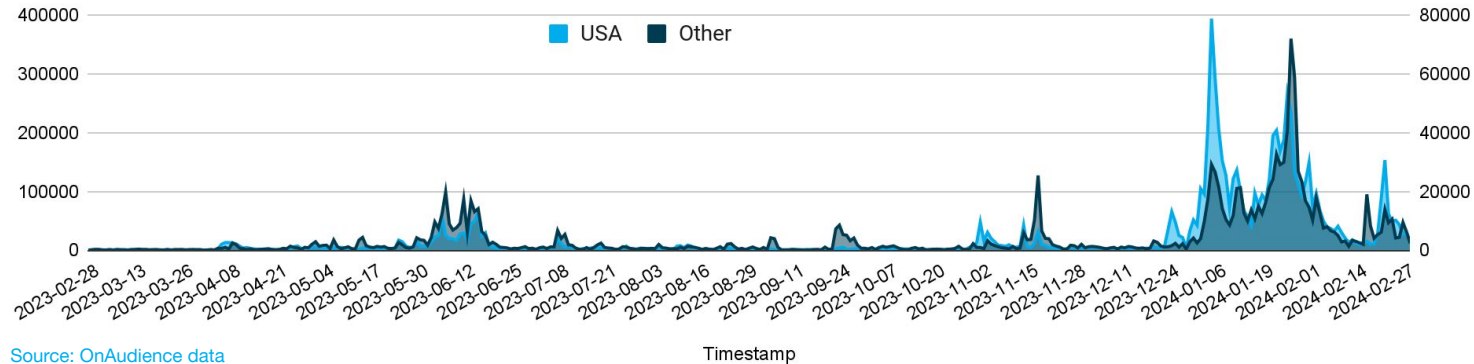


Source: Statista

# The wave of Stanley Cup popularity

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## The First Peak in Interest March-April 2023 for US & Other Countries



Sales surge attributed to strategic marketing shift towards millennial and Gen-Z women.



Social media campaigns significantly influenced the product's viral status.



Product transformed into a status symbol and collector's item.

### The first peak in the US

The data shows a notable surge in interest, rising from 179 searches in late February to a peak of 10,391 searches on April 6, 2023, indicating a rapid and steady increase in attention over just over a month.

### First peak in other countries

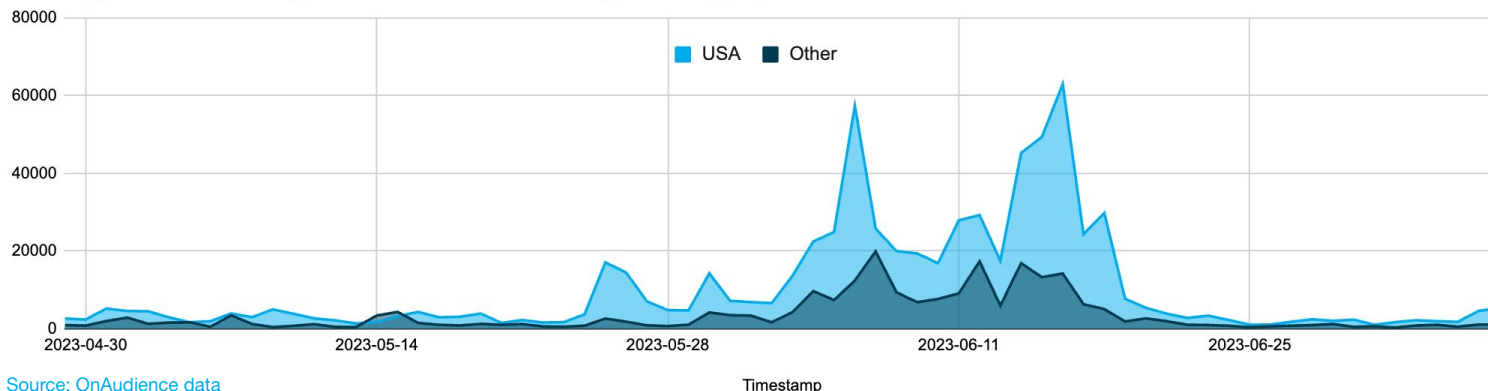
The data for other countries also depicts a significant surge in interest, with the number of searches rising from 130 on April 21 to a peak of 4,366 on May 15, 2023. This indicates a substantial and rapid increase in attention over a relatively short period, mirroring the trend observed in the United States.

# The hype in interest impacted by featuring Stanley Cups

## Influencer marketing

Sales of Stanley cups experienced an upsurge in late May through June following the circulation of a reels story on Instagram featuring Taylor Swift and the Stanley cup.

### The Hype in Interest by an Influencer Featuring the Cup, April - June 2023



Source: OnAudience data

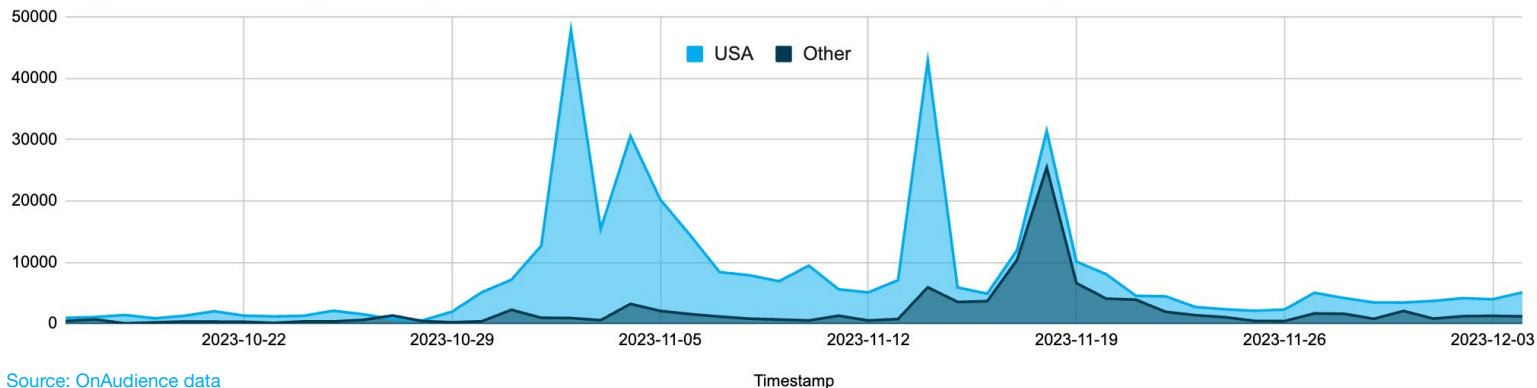
The data shows a notable surge in interest, rising from 179 searches in late February to a peak of 57,379 searches on June 6, 2023, indicating a rapid and steady increase in attention over just over a month.

# The hype in interest impacted by featuring Stanley Cups

## Fire car crash

There was a significant increase in web traffic for the insulated tumbler and Stanley cap in both the US and in other countries, following the fire-car crash event on November 17, 2023 and release of a [viral video](#).

### The Hype in Interest Impacted by the Fire-Car Crash, November 17 - December 3, 2023



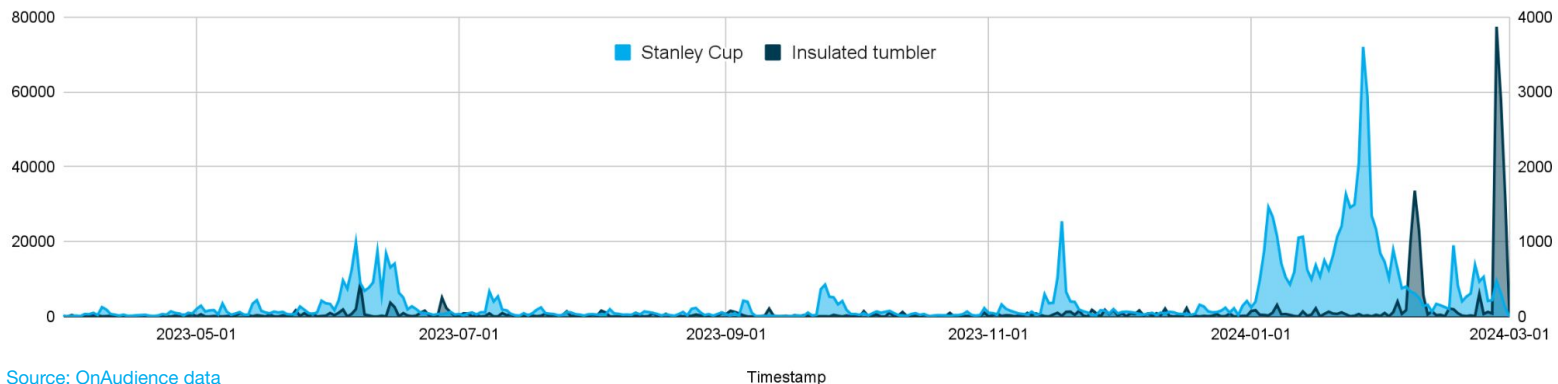
Source: OnAudience data

The numbers almost tripled the day after the incident, indicating a strong surge in interest likely driven by the event.



# Are Stanley Cup and Insulated Tumbler synonymous searches?

## The amount of searches for Stanley Cup vs Insulated Tumbler - Other Countries



Source: [OnAudience data](#)

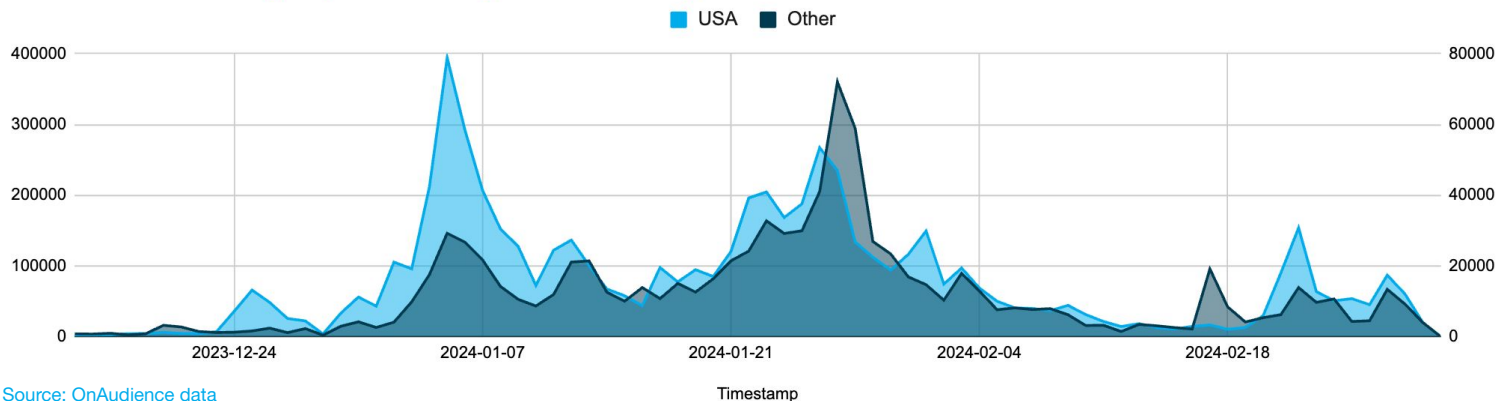
Although the data indicates that the terms "Stanley Cup" and "Insulated Tumbler" are not typically used interchangeably, there were notable spikes in search interest for "Insulated Tumbler" during the periods of June to August 2023, and again from the end of the year through early January.

These peaks suggest that while the two terms generally refer to distinct categories, there may be specific times of the year when consumer interest in insulated tumblers increases significantly, possibly due to seasonal factors or market trends.

# Global Holiday Season Interest in Stanley Cup

Christmas gatherings with family and friends significantly fueled the Stanley Cup post-holiday craze, as shared experiences and conversations spotlighted the trend, sparking a widespread surge in interest.

## Interest over Stanley Cups in Holiday & Post-Holiday Season

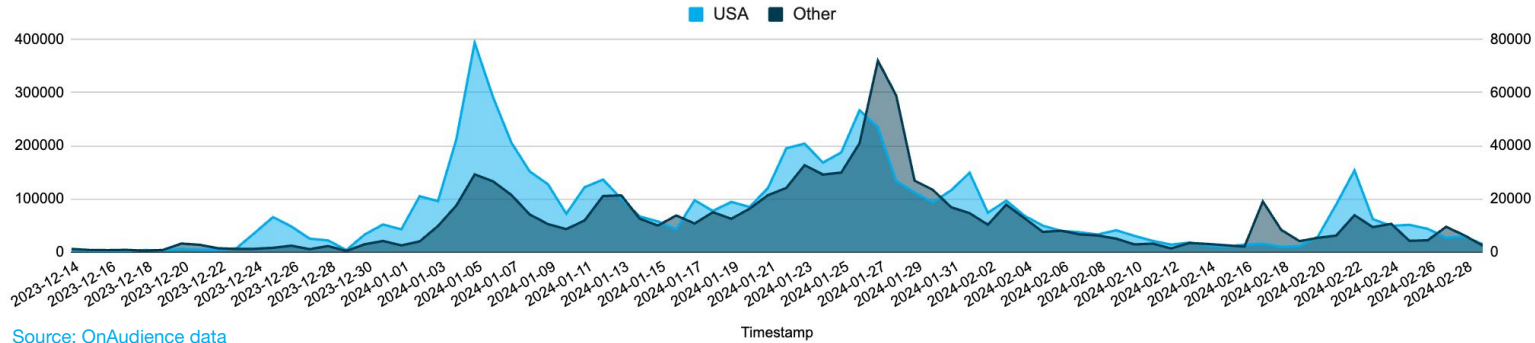


Source: OnAudience data

The trend of Stanley Cup sales spread more gradually to other countries from the initial surge in the US, evidenced by the slower but steady peaks observed at the beginning of the year for other countries.

# The Interest in Stanley Cup in the US spreads to other Countries

## The Evidence of Trend Spread from The U.S. to Other Countries, December 2023 - February 2024



Source: OnAudience data

The interest in Stanley Cup gained momentum, reaching its **peak on 27th January 2024**, at **58,906 searches a day** and showing signs of a trend spreading to other countries.

The data in this report strongly indicates that the sales trend of Stanley cup **rapidly extended from the US to other countries** within a brief period.

Access to this data could enable e-commerce companies and platforms to monitor user interests in specific products over time, predict trend spreads for those products, and effectively meet customer demand.

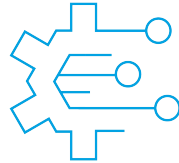
# How Does **Web Data Enrichment** Help e-Commerce Platforms?

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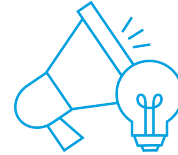
## **Trend Detection**

Web data enrichment helps e-commerce platforms identify trending products, informing inventory decisions and promotional strategies.



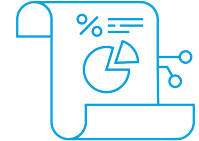
## **Inventory management**

Understanding traffic patterns enables e-commerce sites to adjust stock levels to efficiently meet consumer demand.



## **Marketing planning**

Insights from web data enrichment guide the timing and nature of marketing campaigns to align with consumer interest peaks.



## **Market adaptability**

Real-time data analysis allows for agile responses to changing market dynamics, ensuring companies stay ahead of the curve.

By leveraging web analytics, e-commerce companies can anticipate popular products, refine inventory management, and tailor promotional tactics, ultimately influencing their bottom line. This strategic use of data ensures businesses remain competitive and responsive to market shifts.

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**Are you looking for data to track the popularity of certain goods and predict increase in demand?**

Get in touch with our team to monitor interest of your e-Commerce assets

[Schedule a meeting](#)



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