TrendScoutly

Example report

Weekly report · Home & kitchen

Example report. Companies, figures and quotes are fictional and for illustration only. Images are example visuals.

WEEK OF	CLIENT	MARKET	SECTIONS SHOWN
5 Oct 2026	Online home & kitchen shop	United Kingdom	All (Pro)

Competitor A · premium coffee equipment

Competitor B · cookware maker

Competitor C · small appliances webshop

01 Three actions for this week

All plans

1. **Get your gift guide live before 15 October**
   Why: A started 7 gift-guide ads on 1 Oct and B's newsletter "The gift guide is here" went out on 2 Oct. Stoneware mug sets and espresso machines are both in the top 5 trending products.

2. **Push compact air fryers while C is out of stock**
   Why: C's best-selling 4-litre air fryer has been sold out since 29 Sep, and compact air fryers are #1 in trending products. Advertise yours now, while demand has fewer places to go.

3. **Show the cast iron care routine**
   Why: B's video "Seasoning a cast iron pan in 60 seconds" has 5.2× its usual organic views, and rust is the top complaint about cast iron in B's reviews. A short care video answers that fear.

02 What changed since last week

Starter: ads only · Growth, Pro: everything

Competitor	What changed	Source	Date
Competitor A	New product: dual-boiler espresso machine, £649	Website	30 Sep
Competitor A	7 new gift-guide ads	Meta Ad Library	1 Oct
Competitor B	Video "Seasoning a cast iron pan in 60 seconds" at 5.2× its usual organic views	Instagram	29 Sep
Competitor B	Newsletter "The gift guide is here"	Newsletter	2 Oct
Competitor C	Best-selling 4-litre air fryer sold out	Website	29 Sep
Competitor C	12 ads stopped (summer barbecue range)	Meta Ad Library	30 Sep

03 Trending products in your market

Starter: top 5 · Growth: top 10 · Pro: top 10 with reasons

Signals: competitors' best-seller lists and sold-out items, longest-running ads, review growth, Amazon Best Sellers and Movers & Shakers, TikTok, search interest. Sales figures of other companies are not public and are never claimed.

1
Compact air fryers
Amazon Movers & Shakers in kitchen appliances; sold out at Competitor C

2
Stoneware mug sets
New at B and in A's gift-guide ads; search interest up 70% in 4 weeks

3
Cast iron skillets
Product in B's longest-running ad (92 days); review count up 35% in a month

4
Bean-to-cup espresso machines
Amazon Best Sellers top 10 in coffee machines; in 7 new ads at A

5
Glass food storage sets
Viral TikTok fridge-organising videos

6
Electric milk frothers
Amazon Best Sellers top 20 in coffee accessories

7
Linen tea towels
#1 in Competitor B's best-seller list

8
Knife sharpeners
Fastest-growing review count at Competitor C

9
Slow cookers
Search interest up 90% in 4 weeks (seasonal)

10
Pour-over coffee kits
Top 3 in Competitor A's best-seller list

04 Ads per competitor

All plans

Source: Meta Ad Library

Competitor	Active ads	New	Stopped	Longest-running ad	Main message	Format
Competitor A	26	7	2	64 days	“Café-quality coffee at home”	Mostly video
Competitor B	41	5	3	92 days	“One pan for life”	Image and video
Competitor C	58	4	12	30 days	“Prices cut on 200+ appliances”	Carousel

Ad budgets, revenue and ad views are not public, so they are never estimated. Run time is the strongest public signal: companies rarely keep paying for an ad that does not work.

05 New ads

Starter: top 5 · Growth, Pro: all

Each ad is cropped to the ad itself, with company, start date and source.

EXAMPLE

Competitor A

Sponsored

Café-quality coffee at home. Now with free delivery.

Video | Shop now

Started 1 Oct 2026 | Meta Ad Library

EXAMPLE

Competitor B

Sponsored

One pan for life. Seasoned and ready to cook.

Image | Shop now

Started 29 Sep 2026 | Meta Ad Library

EXAMPLE

Competitor C

Sponsored

Prices cut on 200+ appliances.

Carousel | See deals

Started 2 Oct 2026 | Meta Ad Library

06 Landing page behind the top ad

Growth, Pro

EXAMPLE

COMPETITOR B

Cast iron skillet, 26 cm

4.8 ★ (2,104 reviews)

£45

Free delivery over £50 · Lifetime guarantee

Add to basket

The page leads with the lifetime guarantee and a care video, which answers the most common complaint (rust) before the price.

07 Videos and social

Growth, Pro

Organic video views of public videos, not ad views.

Platform	Competitor	Video	Organic views	Compared with usual
Instagram	Competitor B	Seasoning a cast iron pan in 60 seconds	268,000	5.2×
YouTube	Competitor A	Dialling in your first espresso	121,000	2.4×
TikTok	Competitor C	Five things to cook in an air fryer	744,000	1.9×

08 Reviews: complaints and compliments

Starter: monthly · Growth, Pro: weekly

Compliment

Lasts for years

"Use it daily, still perfect after four years."

Competitor B · Trustpilot / Google

Complaint

Rusts if not dried

"Left it wet once and it rusted. Nobody told me."

Competitor B · Trustpilot / Google

Complaint

Machine noise

"Great coffee, but louder than I expected."

Competitor A · Trustpilot / Google

Compliment

Fast delivery

"Ordered at 10 pm, arrived the next morning."

Competitor C · Trustpilot / Google

09 Newsletters and promotions

Growth, Pro

Competitor	Subject	Offer	Date
Competitor B	"The gift guide is here"	Free gift wrapping	2 Oct
Competitor A	"Meet our new dual-boiler machine"	Launch, 10% off accessories	30 Sep
Competitor C	"Last chance: barbecue clearance"	Up to 50% off	1 Oct

EXAMPLE

From: Competitor B

The gift guide is here

Gifts they will use every day

See the gift guide

10 Price and product changes on their websites

Growth, Pro

Each change comes with a before and after screenshot in your report.

Competitor	Product	Change	Before	Now
Competitor A	Dual-boiler espresso machine	New product	—	£649
Competitor C	4-litre air fryer	Sold out	£89	—
Competitor C	Stand mixer	Price drop	£249	£199
Competitor B	Stoneware mug set (4)	New product	—	£38
Competitor B	Carbon steel wok	Price rise	£55	£60

11 Creative analysis: why the winning ads work

Pro

Ad	Running	Hook	Angle	Offer	Format	Why it likely works
Competitor B · skillet	92 days	“One pan for life”	Durability	Lifetime guarantee	Image	A simple, lasting promise that justifies a premium price.
Competitor A · espresso	64 days	“Café-quality coffee at home”	Saving compared with the café	Free delivery	Video	Makes an expensive machine feel like a saving, and shows the coffee, not the machine.
Competitor C · appliances	30 days	“Prices cut on 200+ appliances”	Choice and price	Price cuts	Carousel	A wide range in one ad: every swipe shows a different deal.

12 Three ad concepts to test this week

Pro

CONCEPT 1 OF 3

Your café, your kitchen

HOOK

“You spent £1,100 on coffee last year.”

SCRIPT

Café receipts pile up, then a home espresso shot. Close: “Pays for itself in under a year.”

VISUAL IDEA

Café cup and home cup, split screen.

BASED ON

A's café-savings ad (64 days).

CONCEPT 2 OF 3

60-second care

HOOK

“Cast iron rusts? Not if you do this.”

SCRIPT

Wash, dry on the heat, a drop of oil, done in 60 seconds. Close on the lifetime guarantee.

VISUAL IDEA

Top-down shot of the hob with a timer on screen.

BASED ON

B's video at 5.2× its usual views and the rust complaint in B's reviews.

CONCEPT 3 OF 3

The small one is back

HOOK

“The compact air fryer everyone sold out of.”

SCRIPT

It fits on any counter, three quick dishes, then “In stock, next-day delivery”.

VISUAL IDEA

A small kitchen, counter space before and after.

BASED ON

Air fryers #1 in trending products and C's sold-out page.

13 Your business compared with competitors

Pro

	You	Competitor A	Competitor B	Competitor C
Active ads	15	26	41	58
New ads this week	3	7	5	4
Longest-running ad	33 days	64 days	92 days	30 days
Average review rating	4.5	4.4	4.8	4.1
Organic video views, last 4 weeks	45K	260K	510K	1.4M
Gift guide live	No	Yes	Yes	No
Newsletters this week	1	2	2	3

14 Monthly market analysis

Pro · once a month

Trends across the 10 most active advertisers in your category, September 2026.

- Gift-related ads went from 3% to 19% of new ads in the last two weeks of September.
- 7 of the 10 offer free delivery above a minimum order; the median threshold is £50.
- Air fryer ads are down 20% month on month while search interest is up: less competition for the same demand.
- Video is 48% of new ads, up from 40% in August.

15 History and trends

All plans · grows from week 2

Message	Competitor	First seen	Weeks running	Status
“One pan for life”	Competitor B	5 Jul	13	Still running
“Café-quality coffee at home”	Competitor A	2 Aug	9	Still running
“Summer barbecue, up to 40% off”	Competitor C	1 Jul	13	Stopped this week
“Free gift wrapping”	Competitor B	2 Oct	1	New