

Clear aligners

The influence of celebrity culture and HD technology has led many of us on a quest for “perfect” teeth. More and more people are turning to clear aligners for orthodontics. The latest technology uses gradual force to move teeth without the need for metal brackets or wires, making it possible to straighten teeth with a clear, removable mouth guard. People are opting for clear aligners not just for ease and convenience but because they are less visible.

Associated topics

- Cosmetic dentistry
- Dental braces
- Dental degree
- Dental implant
- Dentistry
- Malocclusion
- Orthodontics
- Tooth whitening
- Veneer

Conversation volume



Who's driving the conversation



Downtempo

Downtempo music was born out of the 1990s club scene, where a tranquilizing beat would play in certain rooms dedicated to “chilling out.” It can be defined as a genre in electronic music similar to ambient music, but with more of an emphasis on rhythm. There has been a resurgence of downtempo music with satellite and internet radio providing more access to niche stations, allowing more people to discover and enjoy the mellow side of electronica.

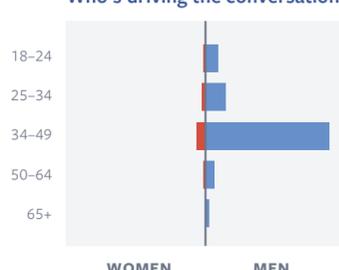
Associated topics

- Album
- Ambient music
- Chill-out music
- Electronic music
- Electronica
- Hip-hop music
- House music
- Internet radio
- Nu jazz
- Trip hop

Conversation volume



Who's driving the conversation



Fashion accessory

A fashion accessory can add to a style or complete a look. We are seeing more men getting into the accessories game, going beyond traditional wallets and watches to purchasing colorful socks, printed sneakers and “murses.” Once a traditionally stale and conservative fashion arena, men's accessories now infuse humor, color and style, allowing men to add a bit of personality and punch to their wardrobe.

Associated topics

- Boutique
- Clothes
- Dresses
- Fashion
- Handbags
- Interior Design
- Jewelry
- Online shopping
- Top (clothing)
- Trousers

Conversation volume



Who's driving the conversation



Home automation

Home automation—or smart homes—are no longer a thing of the future. Now nearly every aspect of your home can be automated. Home surveillance, lighting, temperature and sound can all be controlled from near or far with a touch of a button or a voice command. Home is now where the smart home operating system is.

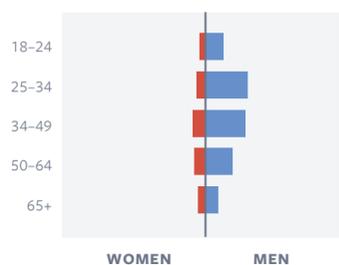
Associated topics

- Amazon Echo
- Closed-circuit television
- Fitbit
- Google
- Home cinema
- IFTTT
- Security
- Security alarm
- Spotify
- Technology

Conversation volume



Who's driving the conversation



Tunic

A traditional dress once reserved for the Ancient Greeks and Romans, tunics have become a fashion staple in today's world. They are exceptionally versatile and can be worn as a dress or a shirt and can be dressed up or down. Tunic comes from the Latin word “tunica,” which refers to a garment of clothing that was worn by both men and women. With the rise of androgynous or gender-neutral dressing, a lot of men are getting hip to the tunic trend. The ease, comfort and versatility of the tunic makes it both utilitarian and chic for all.

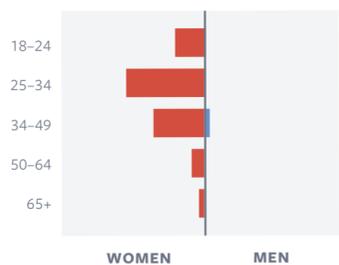
Associated topics

- Clothes
- Dresses
- Embroidery
- Fashion
- Lace
- Leggings
- Polo neck
- Silk
- Skirts
- Sweaters

Conversation volume



Who's driving the conversation



Web hosting service

Blogging is now considered a business-building tool just as much as a creative past time, which is why web hosting has gained so much traction as of late. Web hosting has moved beyond just democratizing IT services, and in some ways it's become a serious business to invest in, especially for bloggers. Social media influencers and bloggers increasingly deliver both creative and economic value with many founding startups, some including their own web hosting service.

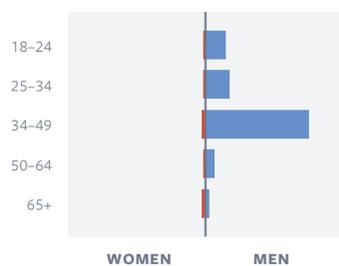
Associated topics

- Blogging
- Blue host
- Dedicated hosting service
- Domain name
- Free web hosting service
- HostGator
- Internet hosting service
- Server
- Web design
- Website

Conversation volume



Who's driving the conversation



About Topics to Watch

Topics to Watch are conversation topics that have shown long-term growth on Facebook, which we predict will likely continue to grow. The discussion about these topics mirrors the volume, variance and measures of consistent growth shown in other conversation topics which grew consistently. If another topic shows similar early growth patterns to previous topics with long-term growth (such as Kale) we can expect it to continue increasing.

Based on early testing, we found that 8 of the 10 topics we identified in the past grew as predicted.