Eight Ways to Spot Market Trends   February 2026

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Spotting market trends is an essential business survival strategy. Whether it's shifts in consumer dynamics or new technologies like AI, companies who quickly see, understand, and adapt have the edge.

Are _you_ keeping up with the marketplace? Here are eight ways to do it:

1) **Follow your favorite business gurus**. Make a habit of routinely checking their blogs or podcasts for fresh, informed perspectives.

2) **Plug into social media sources** such as LinkedIn and Reddit to follow trending conversations.

3) **Tune into the wider world with aggregators** such as Google Trends or Mashable. You can filter for your areas of interest, as well as browse generally. Mashable even offers a free weekly Trends e-report.

4) **Join trade associations for your industry**. Membership often entitles you to free newsletters, white papers, and research reports.

5) **Go to conferences and trade shows** that relate not only to your industry, but to those of your customers – to see what's on _their_ radar. Attend any forums about new products, business practices, and the like. And check out new offerings from vendors.

6) **Specialized publications and websites**. Again, not just for your industry or specialty, but also the publications your target customers are likely to read -- critical for understanding their concerns and their arena. And always see who the advertisers are!

7) **Read the business news** (It's obvious, but belongs on this list). Your local newspaper, the New York Times, Wall Street Journal, the Philadelphia Business Journal, Forbes – pick your favorites -- give you the "big picture" as well in-depth coverage of a wide variety of news and business trends.

8) **Finally, listen to your customers.** Be especially alert to recurring requests, issues or comments. Then follow up or dig deeper for actionable direction.

Need help spotting market trends? Contact me at lrink@LindaRink.com.

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