

Research & Analysis / Industry Reports

Separate signal from hype — identify which trends have data behind them and which are analyst speculation.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Strategic Planning, Trend Spotting, Innovation Pipeline

Updated: May 2026

Why This Prompt Exists

Industry reports list dozens of “trends” — but most are speculation, not data-driven. You need to know which are real.

You get:

- investing in trends that are just analyst buzzwords
- missing real shifts because they're not hyped
- unclear which trends are short-term fads vs. long-term shifts
- strategy built on “everyone is talking about X” instead of evidence
- wasting R&D budget on things no customer actually wants

But real trends have evidence:

- market data: growth rates, adoption curves, spending shifts
- customer behavior: survey results, usage data, switching patterns
- competitive moves: multiple players investing in same direction
- technology maturity: Gartner Hype Cycle position
- regulatory changes: laws enabling or restricting

Without filtering, you chase hype.

This prompt identifies which trends are real, which are hype, and which you should act on.

The Prompt

Assume the role of a trend analyst who separates signal from hype.

Your task is to identify and evaluate trends from an industry report.

Generate:

1. TREND INVENTORY (list all trends mentioned)
 - Trend name
 - Evidence provided (data, quotes, case studies)

2. TREND CLASSIFICATION (per trend)
 - Trend: [Name]
 - Evidence strength: [High / Medium / Low / Anecdotal only]
 - Time horizon: [Short-term (<1 year) / Medium (1-3 years) / Long-term (3+ years)]
 - Hype Cycle stage: [Innovation Trigger / Peak of Inflated Expectations / Trough of Disillusionment / Slope of Enlightenment / Plateau of Productivity]
 - Verdict: [Real trend / Hype / Emerging / Declining]

3. DRIVER ANALYSIS
 - What's causing this trend? (technology, economics, demographics, regulation, social)
 - Is the driver sustainable or temporary?

4. IMPLICATION FOR YOUR BUSINESS

- Threat or opportunity?
- Act now / Monitor / Ignore

5. TRENDS TO WATCH (top 3 that matter most)

- Rank with rationale

INPUTS:

Industry report content (trends/drivers sections):

[PASTE OR DESCRIBE]

Your industry/segment:

[E.G., "B2B SaaS for small businesses"]

Your strategic focus:

[E.G., "Growth through product expansion"]

Report publisher and date:

[E.G., "Forrester, Q1 2026"]

RULES:

- Distinguish between trend (direction) and fad (short-term spike)
- Flag "trends" with no supporting data as speculation
- Note when a trend is reported by only one source (low confidence)
- Consider survivorship bias (we only hear about successful trends)
- Be skeptical of "X is dead" claims (they're usually exaggerated)

How To Use It

- Compare trend lists across multiple reports — trends appearing in only one report are suspect.
- Look for trends with multiple forms of evidence (market data + customer surveys + competitor moves).
- Pay attention to the Hype Cycle stage — avoid investing at the "Peak of Inflated Expectations."
- For long-term trends, ask "what would make this trend reverse?"
- Share the "trends to watch" list monthly with your product team.

Example Input

Industry report content:

"Top trends in project management software: 1) AI-powered task automation (57% of vendors now offer, up from 12% in 2023). 2) Remote-first collaboration (adoption at 82%, but growth slowing). 3) No-code customization (analyst speculation, few real examples). 4) 'The death of Gantt charts' (claimed by one startup, no data)."

Your industry/segment:

"Project management software for creative agencies"

Your strategic focus:

"Product differentiation through ease of use"

Why It Works

Most trend analysis is cheerleading — "here's what's hot" — without the critical thinking to separate real shifts from hype.

This framework improves outcomes by forcing:

- evidence strength assessment (data vs. anecdotes)
- Hype Cycle positioning (don't invest at the peak)

- driver identification (is this sustainable?)
- threat/opportunity classification (actionable)
- priority ranking (not all trends matter equally)

Great trend identification doesn't just list what's new — it tells you what's real.

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