

TOP TOOLS FOR GENERATING PRODUCT IDEAS

Creating a successful product isn't just about understanding your audience, it's about **formulating the right offer** based on market demand.

If you're struggling to come up with a product or service idea, use these powerful tools to generate ideas, analyse trends, and understand what's currently popular.

TOOLS FOR FINDING TRENDS & INSPIRATION



Google Trends – trends.google.com

- Tracks what's trending globally and locally.
- Helps to analyse **seasonal demand** for different niches.
- Great for discovering **high-interest topics** before creating a product.



02

Exploding Topics – explodingtopics.com

- Identifies **emerging trends** across various industries.
- Finds growing topics **before they go mainstream**.
- Ideal for **unique product development** in fast-growing markets.



03

AnswerThePublic – answerthepublic.com

- Reveals the **questions people ask on Google** about your topic.
- Helps to understand **customer pain points** and concerns.
- Generates ideas for **info-products, courses, and content**.



04

Trends.co – trends.co

- Provides deep insights into **new business opportunities**.

- Highlights **up-and-coming products and services**.
 - Perfect for **entrepreneurs and industry experts** looking for innovation.
-

TOOLS FOR MARKET & COMPETITOR ANALYSIS



Semrush – [semrush.com](https://www.semrush.com)

- Identifies **popular keywords and trending topics**.
- Helps to analyse **competitor strategies** and content performance.
- Useful for **niche discovery and product development**.



SimilarWeb – [similarweb.com](https://www.similarweb.com)

- Analyses **website traffic and audience behavior**.

- Reveals which topics and **products are performing well** in your niche.
- Helps to understand market demand and **find inspiration**.



BuzzSumo – buzzsumo.com

- Finds **top-performing content** in any industry.
 - Tracks which **posts and products gain the most engagement**.
 - Essential for **creating high-demand content and info-products**.
-

AI-POWERED IDEA GENERATORS



ChatGPT – chat.openai.com

- Generates **product and service ideas** based on industry trends.
- Can help to craft a **Unique Selling Proposition (USP)**.
- Assists in structuring **courses, books, and digital products**.



09

Claude AI – claude.ai

- **Analyses market trends** and suggests innovative ideas.
- Helps to develop **product concepts and go-to-market strategies**.



10

Midjourney / DALL·E – midjourney.com

- AI-powered **visual concept generator**.
- Useful for **branding, product design, and packaging ideas**.
- Helps to create stunning **presentations for investors or customers**.