

CATEGORY READ • WHAT BUYERS ARE SEARCHING

Scrubs & Maternity: Where the Demand Is Right Now

A plain read on real buyer demand in two connected categories, measured by how many people search each term on Google every month. Higher search means more buyers looking. The numbers below are the most recent complete month of data.

01 Scrubs

BRAND-DRIVEN

Demand in scrubs sits with the **brand names**, not the generic terms. Plain searches like “scrub pants” are flat. The brands people search by name are where the volume is — and they are splitting into two groups: a few pulling ahead, several sliding.

BRAND / TERM	MONTHLY SEARCHES	DIRECTION (VS. LAST YEAR)
FIGS scrubs	301,000	STEADY, NEAR 4-YR HIGH
Mandala scrubs	246,000	HIGH & STEADY
Koi scrubs	74,000	SURGING +400%
Cherokee scrubs	40,500	DOWN -18%
Jaanuu scrubs	33,100	FLAT
Grey’s Anatomy scrubs	18,100	DOWN -33%
WonderWink scrubs	6,600	DOWN -55%
“scrub pants” (generic)	14,800	FLAT

THE STANDOUT

Koi is heating up fast.

Koi scrubs jumped from 18,100 searches three months ago to 74,000 last month — up 400% from the same month a year ago, and the highest it has been in nearly four years of data. Most sellers haven’t noticed yet.



WHAT THIS MEANS FOR SOURCING

Buy scrubs by **brand name**, not as generic pieces. FIGS and Mandala are the reliable high-volume anchors. Koi is the timely one — demand is climbing sharply while supply is still thin. Cherokee, Grey’s Anatomy, and WonderWink are cooling, so don’t pay up for them.

02 Maternity

SEASONAL • IN ITS LOW POINT

Maternity demand rises in late fall and winter and drops through summer. It’s in that summer low point now — most terms are well below where they sat in January. Nothing is declining as a category; it’s the normal calendar. As in scrubs, **branded** maternity holds its value better than generic pieces through the slow stretch.

TERM	NOW	JANUARY
maternity dress	90,500	110,000
Kindred Bravely (brand)	49,500	49,500
PinkBlush maternity (brand)	40,500	60,500
nursing bra	33,100	40,500
maternity jeans	22,200	49,500
Bumpsuit (brand)	9,900	9,900
maternity leggings	8,100	49,500

WHAT THIS MEANS FOR SOURCING

In the current low point, buy maternity for **value, not volume**. Branded maternity (Kindred Bravely, PinkBlush, Motherhood, Bumpsuit) keeps demand through the slow months better than unbranded pieces. Anything sourced cheaply now sells into the seasonal rise that comes back around in late fall and winter.

03 Maternity Scrubs

SMALL • STEADY • LOW COMPETITION

The overlap between the two categories is the most defensible pocket here. The search numbers are smaller, but the demand is real and steady, and far fewer sellers compete in it. One term is growing fast.

TERM	MONTHLY SEARCHES	DIRECTION (VS. LAST YEAR)
maternity scrubs	14,800	STEADY
FIGS maternity scrubs	9,900	UP +175%
maternity scrub pants	6,600	STEADY

WHAT THIS MEANS FOR SOURCING

This is a **velocity play, not a volume play** — steady demand with almost no competing sellers. FIGS maternity is the specific standout, with search up 175% over the past year. If a maternity scrub piece can be sourced, it belongs in inventory.

HOW TO READ THIS — “MONTHLY SEARCHES” IS THE AVERAGE NUMBER OF U.S. GOOGLE SEARCHES FOR THAT EXACT TERM PER MONTH. IT MEASURES HOW MANY BUYERS ARE ACTIVELY LOOKING. “DIRECTION” COMPARES THE MOST RECENT MONTH TO THE SAME MONTH ONE YEAR EARLIER.