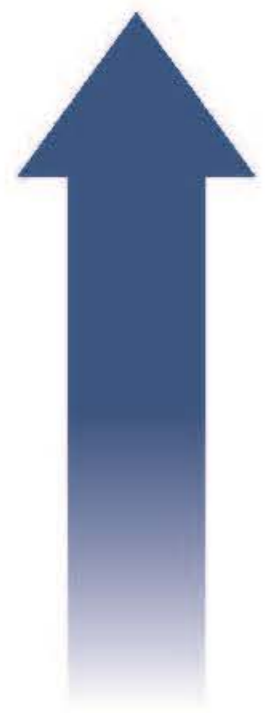


Describing Trends

Trend description is an important skill for different purposes, for example, proposal writing and data analysis. With the accurate choice of words/phrases, the tendencies and changes can be more effectively presented.

Language for Describing Trends



Moving Up
soar/rocket/surge
leap/jump
climb/grow/rise
go up/increase

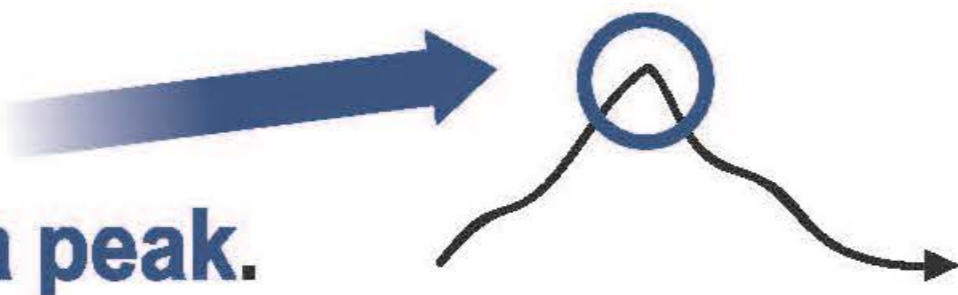
Moving Down

go down/decrease/decline
drop/fall
sink
plummet/plunge

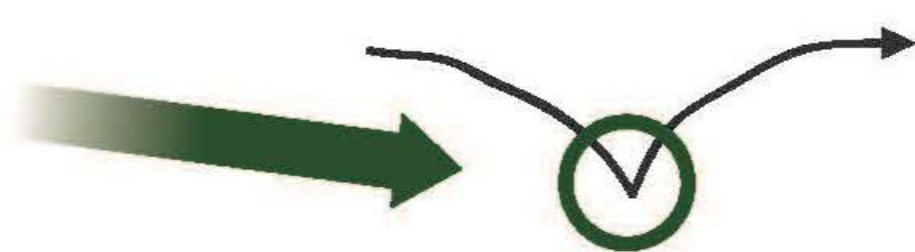


Highest & Lowest Points

The number peaked/reached a peak.

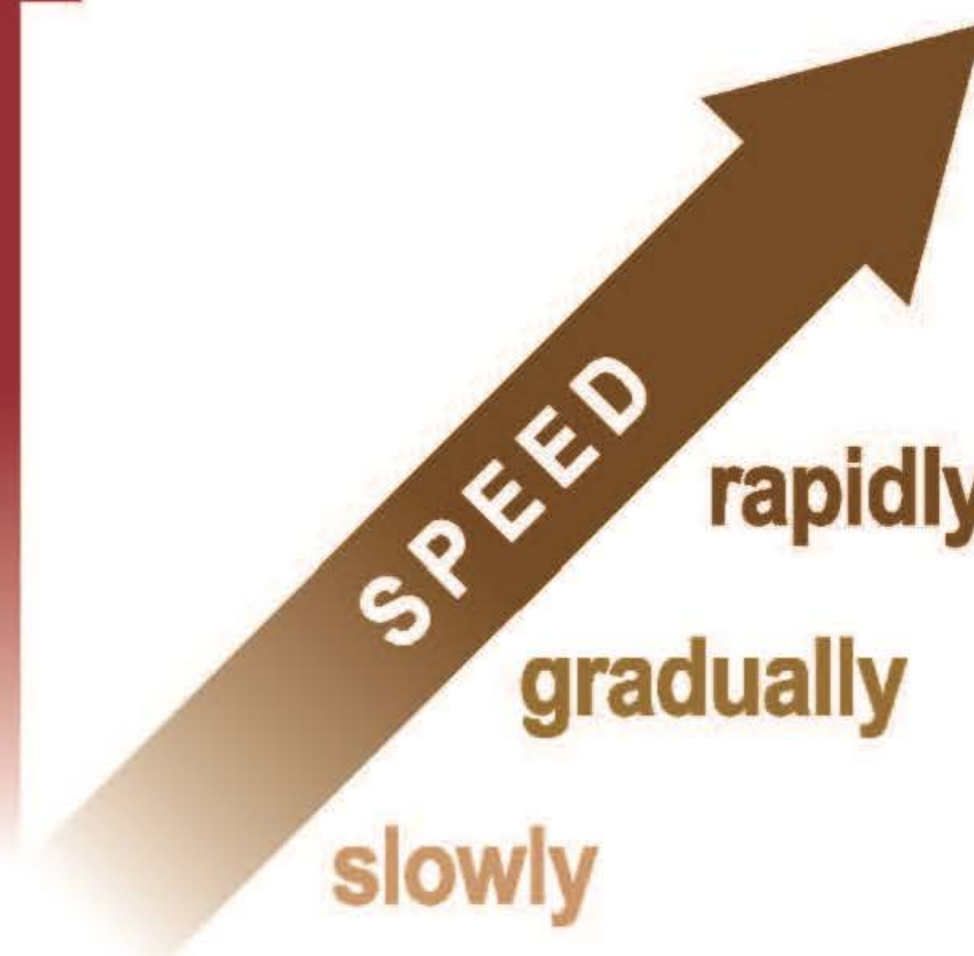


The number dipped/took a dip.



Degree and Speed of Change

DEGREE
drastically/sharply
considerably/substantially
moderately/steadily
mildly/slightly



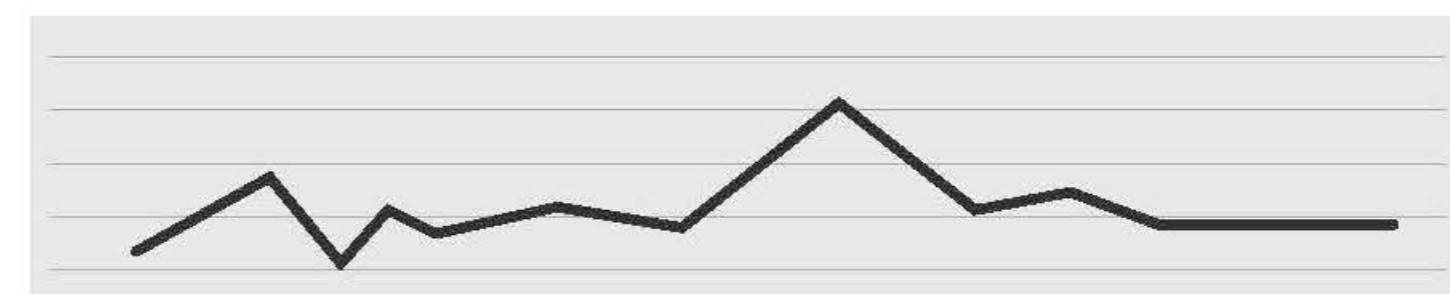
rapidly/swiftly
gradually
slowly

No Change



stay the same
remain stable/steady
maintain (its level)

Constant Changes over Time



The numbers **fluctuated/seesawed**.

Example

Hong Kong Book Sales 2021

In January 2021, book sales were about HKD \$200 million. Over the next three months, sales **had declined gradually**. In May, the sales **dropped** to HKD \$100 million. After the **dip**, from May to July, sales had almost **doubled, rising drastically** from HKD \$100 million in May to HKD \$198 million in July. From August to December, sales **remained stable** at around HKD \$190 million.

Hong Kong Book Sales 2021

