



CHEAT SHEET

Holiday Shopping Search Trends for Alcohol

TOP AND RISING PRODUCT SEARCH QUERIES

As you move into the holiday planning season, these insights into the top and rising product search queries offer helpful hints about what holiday shoppers want and how they search for products on the digital shelf. Use this data to drive optimization efforts and increase your competitive search engine optimization (SEO) edge.



Top Holiday Shopping Search Queries for Alcohol

Top search queries are the terms with the highest search volume on Google Shopping for this category during the holiday season. These terms offer insight into the market demand for non-branded and branded products.

UNITED STATES

1. wine
2. tequila
3. whiskey
4. beer
5. bourbon
6. vodka
7. liquor
8. champagne
9. alcohol
10. don julio
11. rum
12. whisky
13. cabernet sauvignon
14. macallan
15. jack daniels
16. moscato
17. total wine
18. red wine
19. johnnie walker
20. pinot noir
21. smirnoff
22. scotch
23. cognac
24. crown royal
25. gin

UNITED KINGDOM

1. wine
2. vodka
3. whiskey
4. champagne
5. whisky
6. gin
7. rum
8. baileys
9. tesco
10. guinness
11. tequila
12. asda
13. jack daniels
14. alcohol
15. cider
16. irish cream
17. red wine
18. smirnoff
19. spiced rum
20. guinness nitrosurge
21. au vodka
22. baileys irish cream
23. martini
24. johnnie walker
25. disaronno

Data Source: Google Trends | Data Parameters: Google Shopping, November and December 2023, Alcohol Category

Rising Holiday Shopping Search Queries for Alcohol

Rising search queries are the terms that have seen the most significant growth on Google Shopping for this category compared to the previous measurement period. These terms are an excellent indicator of seasonal trends.

UNITED STATES

1. doritos liquor
2. bulleit bourbon
3. wine aerator
4. chivas regal
5. george t stagg
6. eagle rare 10
7. elmer t lee
8. stella rosa black
9. buffalo trace whiskey
10. gran malo tequila
11. crown royal peach
12. frangelico
13. caymus cabernet sauvignon
14. bulleit whiskey
15. peppermint schnapps
16. evan williams eggnog
17. glenfiddich 12
18. skyy vodka
19. scotch glasses
20. barullo tequila
21. aperol spritz
22. grenadine
23. luxardo cherries
24. buchanans 18
25. cristal champagne

UNITED KINGDOM

1. baileys 1 litre
2. grey goose vodka
3. tia maria
4. bombay sapphire
5. laurent perrier champagne
6. sambuca
7. cointreau
8. rhubarb gin
9. absinthe
10. macallan whiskey
11. kraken rum
12. southern comfort
13. johnnie walker black label
14. advocaat
15. beefeater gin
16. laurent perrier rose
17. bushmills whiskey
18. smirnoff ice
19. balvenie 12
20. perfect draft kegs
21. baileys 1l
22. sheridan's liqueur
23. toffee vodka
24. monopole champagne
25. moët champagne price

How To Optimize Product Pages for the Holiday Season

STEP 1

Conduct Keyword Research and Analysis

Use keyword research tools and industry insights to identify relevant holiday search terms for your category, prioritizing the top and trending keywords with the most relevance to your products.

STEP 2

Update Product Page Copy

Incorporate top and trending search terms into your product page content, including product titles, product descriptions, meta titles, meta descriptions, and alt text, ensuring these keywords fit naturally within the context of the content.

STEP 3

Offer Enhanced Product Content Experiences

Build engaging shopping experiences with enhanced content, including videos, extensive image galleries, feature tours, comparison charts, downloadable materials, and more, offering shoppers high-quality product content that helps them make buying decisions.

STEP 4

Monitor Digital Shelf Performance and Optimize

Track website and product page analytics, as well as search engine rankings, keeping a pulse on evolving industry trends and buying behaviors to optimize as needed throughout the holiday season.

About Salsify

Salsify empowers brands, retailers, and distributors in more than 100 countries worldwide to build shopper-centric, frictionless, and memorable commerce experiences. These experiences help increase brand trust, amplify product differentiation, boost conversion rates, grow profit margins, and speed time to market.

Learn why the world's largest brands like Mars, Inc., L'Oréal, The Coca-Cola Company, Bosch, and GSK and retailers and distributors like E.Leclerc, Carrefour, Metro, and Intermarché use Salsify to stand out on the digital shelf.

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