CHEAT SHEET

Holiday Shopping Search Trends for Electronics

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.

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Top Holiday Shopping Search Queries for Electronics

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	UNITED KINGDOM
1. xbox	1. xbox
2. nintendo	2. tv
3. playstation	3. playstation
4. camera	4. nintendo
5. nintendo switch	5. headphones
6. tv	6. nintendo switch
7. headphones	7. ps5
8. sony	8. camera
9. ps5	9. currys
10. speaker	10. sony
11. ps4	11. ps4
12. xbox x	12. xbox x
13. speakers	13. playstation 5
14. earbuds	14. garmin
15. jbl	15. xbox series x
16. xbox series x	16. xbox controller
17. xbox controller	17. speaker
18. playstation portal	18. earbuds
19. ipad	19. game
20. playstation 5	20. xbox s
21. xbox s	21. headphones wireless
22. projector	22. playstation portal
23. bose	23. xbox one
24. xbox one	24. speakers
25. amazon	25. amazon

Data Source: Google Trends   *Data Parameters: Google Shopping, November and December 2023, Electronics Category*

Rising Holiday Shopping Search Queries for Electronics

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. kiton
2. bose qc 35
3. steam deck oled
4. playstation portal remote player
5. multi channel home theatre
6. home theatre kit
7. bose sleepbuds
8. home theatre power manager
9. logitech harmony
10. sony playstation portal
11. hand grip camera strap
12. playstation portal
13. travel case for camera
14. svs subwoofer
15. kindle scribe
16. bose soundsport earbuds
17. sony earphones
18. bose sound bar wireless
19. canon fisheye lens
20. 60 in tvs
21. coaxial speaker cable
22. camera and lens backpack
23. audiotechnica open ear headphones
24. bose solo 5
25. disposable film

UNITED KINGDOM

1. playstation 5 disc
2. steam deck oled
3. sonos one
4. playstation 5 slim
5. meta quest 3
6. blu ray player
7. 240hz monitor
8. xbox 360 controller
9. playstation 5 digital edition
10. garmin forerunner 245
11. perfect draft
12. nintendo wii
13. playstation vr2
14. instax mini evo
15. garmin forerunner 265
16. garmin venu 3
17. scart to hdmi
18. sonos one sl
19. playstation portal currys
20. ipad air 5th generation
21. astronaut projector
22. nintendo switch accessories
23. playstation portal remote player
24. sony linkbuds s
25. garmin forerunner 255

Data Source: Google Trends   *Data Parameters: Google Shopping, November and December 2023, Electronics Category*

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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