



CHEAT SHEET

Holiday Shopping Search Trends for Fashion and Apparel

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 Fashion and Apparel

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. shoes
2. nike
3. boots
4. jacket
5. dress
6. hoodie
7. sweater
8. pants
9. jordan
10. ugg
11. jeans
12. slippers
13. adidas
14. sneakers
15. dresses
16. earrings
17. uggs
18. nike shoes
19. socks
20. nike air
21. dunks
22. amazon
23. jewelry
24. jordans
25. gucci

UNITED KINGDOM

1. boots
2. nike
3. dress
4. shoes
5. hoodie
6. trainers
7. adidas
8. bag
9. tracksuit
10. jeans
11. necklace
12. earrings
13. nike air
14. ugg
15. north face
16. pyjamas
17. dresses
18. air max
19. jordan
20. christmas jumper
21. watches
22. ralph lauren
23. scarf
24. coats
25. puffer jacket

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

Rising Holiday Shopping Search Queries for Fashion and Apparel

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. ugly christmas sweater
2. ugly sweater
3. christmas sweater
4. yeezy pods
5. uggs tazz
6. tasman uggs
7. white fox hoodie
8. triple pink dunks
9. ugg tasman
10. ugg tasman slippers women's
11. tasman ugg slippers
12. ugg tazz slippers
13. ugg ultra mini
14. christmas pajama pants
15. christmas sweater women
16. ugg slippers women
17. ugg slippers
18. uggs tasman slippers
19. women's tasman slipper
20. ugg
21. uggs
22. essential hoodie
23. uggs slippers
24. christmas pajamas
25. ugg platform

UNITED KINGDOM

1. christmas jumper womens
2. xmas jumpers
3. burberry scarf
4. birkin bag
5. babycham
6. white fox hoodie uk
7. lyst.co.uk
8. band t shirts
9. mens christmas jumper
10. marksandspencer.com
11. christmas jumper
12. white fox tracksuit
13. christmas jumpers
14. moncler beanie
15. sequin skirt
16. ralph lauren tracksuit
17. dior shoes
18. on cloud shoes
19. nomination charms
20. ralph lauren quarter zip
21. berghaus tracksuit
22. christmas jumper dress
23. mercier tracksuit
24. white fox
25. jordan hoodie

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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