



CHEAT SHEET

Holiday Shopping Search Trends for Furniture and Home Goods

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 Furniture and Home Goods

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. chair
2. light
3. furniture
4. rug
5. sofa
6. lamp
7. couch
8. lights
9. chairs
10. dining table
11. sectional
12. clock
13. rugs
14. tv
15. coffee table
16. recliner
17. lighting
18. led light
19. lamps
20. ottoman
21. chandelier
22. desk
23. tv stand
24. gaming chair
25. led lights

UNITED KINGDOM

1. sofa
2. chair
3. lamp
4. rug
5. dining table
6. clock
7. dining chairs
8. coffee table
9. ikea
10. led light
11. gaming chair
12. corner sofa
13. sofa bed
14. floor lamp
15. lamps
16. table lamp
17. rugs
18. desk
19. led lights
20. ceiling lights
21. sideboard
22. armchair
23. table and chairs
24. carpet
25. cushions

Data Source: Google Trends | Data Parameters: Google Shopping, November and December 2023, Furniture and Home Goods Category

Rising Holiday Shopping Search Queries for Furniture and Home Goods

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. leg lamp
2. gaming chair near me
3. tv recliner
4. hatch alarm clock
5. wall mounted wine rack
6. havertys furniture
7. sobe
8. dimmable led flash
9. rock lights
10. gtplayer gaming chair
11. ocean coffee table
12. criss cross chair
13. book light
14. ring floodlight
15. game chair
16. gamer chair
17. sunset lamp
18. nugget couch
19. drop leaf dining table
20. gaming desk
21. govee lights
22. inflatable couch
23. electric fireplace tv stand
24. warby parker
25. bathmat

UNITED KINGDOM

1. christmas cushions
2. cuddle cushion
3. x rocker gaming chair
4. gold bangle
5. sofa cleaner
6. standard lamps
7. ikea wardrobes
8. folding dining chairs
9. kids gaming chair
10. green floor lamp
11. ikea croydon
12. brazen gaming chair
13. window christmas lights
14. oak furniture land
15. glass dining table
16. 2 seater sofa bed
17. led lights for bedroom
18. gaming chair
19. dfs sofas
20. cuddle chair
21. corner sofas
22. tub chair
23. small corner sofa
24. eames chair
25. b&q

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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