

A woman with wavy brown hair, wearing a light-colored button-down shirt and pants, is sitting and smiling warmly while holding a grey and white tabby kitten. The kitten is reaching up towards her face. The background is a soft-focus indoor setting with light-colored walls and a window with sheer curtains. The entire image is overlaid with a purple-to-blue gradient.

CHEAT SHEET

Holiday Shopping Search Trends for Pets

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 Pets

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. dog food
2. cat food
3. fish tank
4. cat litter
5. dog toy
6. dog toys
7. dog treats
8. dog crate
9. royal canin
10. purina pro plan
11. dog house
12. petsmart
13. puppy food
14. chewy
15. bird feeder
16. dry cat food
17. purina dog food
18. purina one
19. wet cat food
20. blue dog food
21. petco
22. walmart
23. amazon
24. litter robot
25. blue buffalo dog food

UNITED KINGDOM*

1. dog food
2. cat food
3. fish tank
4. dog toys
5. bird feeder
6. pets at home
7. interactive dog toys
8. whiskas cat food
9. purina one cat food
10. pet-supermarket.co.uk
11. cat tunnel

Data Source: [Google Trends](#) | Data Parameters: Google Shopping, November and December 2023, Pets Category

*U.K. Google Trends data offers limited top search insights for this period.

Rising Holiday Shopping Search Queries for Pets

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. dog cage
2. self cleaning cat litter box
3. bird feeder camera
4. smart bird feeder
5. greenies for dogs
6. open farm dog food
7. 5 gallon fish tank
8. indestructible dog toy
9. purina puppy chow
10. stella and chewy dog food
11. dog toothpaste
12. royal canin puppy food
13. hill science dog food
14. tacoma dog toy
15. fancy feast kitten wet food
16. frontline plus for dogs
17. stainless steel litter box
18. dogfood
19. next level dog food
20. ferris wheel bird feeder
21. pedigree ranchos dog treats with chicken 70g
22. phiten necklace
23. pill pockets for dogs
24. victor dog food
25. stella and chewy

UNITED KINGDOM

1. purina one cat food
2. cat tunnel
3. bird feeder
4. interactive dog toys
5. dog toys
6. fish tank

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

*U.K. Google Trends data offers limited rising search trends for this period.

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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