

A young child with curly hair, wearing a white t-shirt and denim overalls, is sitting on a light-colored carpeted floor. The child is focused on playing with several colorful wooden blocks (red, blue, green, yellow). In the background, there is a white shelf with various toys and a striped bag. The entire scene is overlaid with a semi-transparent purple gradient.

CHEAT SHEET

Holiday Shopping Search Trends for Toy and Baby

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 Toy and Baby

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. lego
2. plush
3. toys
4. toy
5. barbie
6. lego set
7. nerf
8. lego sets
9. stuffed animal
10. legos
11. amazon
12. hot wheels
13. hello kitty
14. action figures
15. transformers
16. fnaf
17. walmart
18. plushies
19. fortnite
20. target
21. nerf gun
22. barbie doll
23. kids toys
24. stuffed animals
25. jellycat

UNITED KINGDOM

1. lego
2. toys
3. plush
4. jellycat
5. barbie
6. smyths
7. lego set
8. nerf
9. lego sets
10. amazon
11. technic lego
12. fortnite
13. transformers
14. kids toys
15. nerf gun
16. smyths toys
17. playmobil
18. hot wheels
19. ninjago lego
20. lego city
21. lego car
22. argos
23. barbie doll
24. minecraft lego
25. toys for kids

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

Rising Holiday Shopping Search Queries for Toy and Baby

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. lego architecture
2. fortnite lego sets
3. five nights at freddy's plush
4. snoopy puffer jacket plush
5. kirby plush
6. lego technic cars
7. lego roses
8. fnaf plushies funko
9. lego flower bouquet
10. lego orchid
11. lego 11031
12. home alone lego set
13. pou plush
14. home alone lego house
15. fortnite lego set
16. lego trucks
17. midge barbie
18. legos for adults
19. flower legos
20. omni man action figure
21. blythe doll
22. allan barbie doll
23. godzilla action figures
24. lego mustang
25. lego tranquil garden

UNITED KINGDOM

1. lego bmw
2. marble run
3. lego concorde
4. fortnite toys
5. jellycat christmas
6. lego home alone house
7. peppa pig toys
8. toys r us
9. lego technic cars
10. marshmallow jellycat
11. kids play kitchen
12. lego ideas
13. jellycat sale
14. paddington bear
15. lego world map
16. barbie car
17. spirograph
18. lego 2k drive switch
19. lego up house
20. tesco toys
21. schleich horses
22. wooden train set
23. squishies
24. fortnite nerf guns
25. kids bikes

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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