



# 2020 Holiday Shopping Keyword and Search **Trends Report**

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Gain a competitive edge with insights into the keywords and search terms that rank every holiday season.

## *Countdown to the Holiday Shopping Season*

Consumer buying behaviors shift continually, which is why brand manufacturers must have access to the latest insights to help boost discovery and conversion. These insights are especially vital for the holiday shopping season, where ecommerce sales continue to rise year-over-year.

Keyword intelligence and product search trends can help brands quickly identify search engine optimization (SEO) opportunities, understand consumer trends, and optimize product content to maximize potential revenue.

This report identifies top-performing holiday keywords and search trends by category, providing valuable next steps for capturing sales and leveraging engaging product content to stand out on the digital shelf.

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### **How Will COVID-19 Impact the Holiday Shopping Season?**

While search trends this spring and summer focused heavily on adapting to life in a pandemic, there are many unknowns about how or if shoppers will change holiday buying behaviors.

As we move closer to the start of the shopping season, will searches focused on cleaning (e.g., disinfecting wipes, toilet paper) and a new home-based lifestyle (e.g., desk) shift to the traditional holiday searches? The upcoming holiday shopping season is now a wildcard.

Major retailers like Walmart and Target announced they will not allow in-store shopping

during the usual Thanksgiving- and Black Friday-timed sales. These announcements, the implementation of social-distancing measures, and restrictions on retailers nationwide all point to an anticipated tidal wave of online shopping activity this holiday season.

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## Top Holiday Shopping Keywords

Your product category determines your SEO opportunities for the holiday shopping season. We identified the top unbranded search terms for 10 of the most popular product categories.

Product Category	Top 10 Unbranded Search Terms
<i>Apparel</i>	bras, christmas pajamas, luggage, mens socks, clearance, mens sweatpants, clearance under 5.00, mens jeans, womens boots, ugly christmas sweater
<i>Consumer Goods</i>	toilet paper, paper towels, dog food, laundry detergent, candy, ham, turkey, eggs, cat litter, coffee
<i>Electronics</i>	tv, laptop, tablets, laptops, 2gb microsd, desktop computers, wireless earbuds, camera, TV, headphones
<i>Food and Beverage</i>	candy, ham, turkey, eggs, coffee, butter, candy canes, cereal, bread, sugar
<i>Furniture and Home Goods</i>	christmas trees, curtains, desk, microwave, air fryer, rugs, tv stand, mattress, christmas lights, area rugs
<i>Home Improvement</i>	heater, space heater, humidifier, handheld shower head, shower head, extension cord, air purifier, electric fireplace, heaters, water dispenser
<i>Personal Care and Beauty</i>	shampoo, toothpaste, makeup, electric toothbrush, body wash, nail polish, gift sets, toothbrush, hair dryer, clearance, hand soap
<i>Pets</i>	dog food, cat litter, dog treats, cat food, dog bed, dog toys, Dog Training Collar, cat toys, dog training collar, cat tree
<i>Sports and Outdoors</i>	bikes, trampoline, treadmill, air mattress, tent, bike, basketball hoop, basketball, trampolines for kids, skateboard
<i>Toys and Baby</i>	hoverboard, board games, games, electric scooter, toys for girls 3-6 years, scooter, kitchen play set, diapers, car seat, baby wipes

## Rising and Falling Category Trends

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### Rising Gift

#### Category Trends

These gift-giving search terms were new or increased in popularity during the 2019 holiday shopping season.

- 2gb microsd
- trampoline
- ugly christmas sweater
- scooter
- smart tv
- kitchen play set
- matching family christmas pajamas
- gift sets
- basketball
- video baby monitor

### Falling Gift

#### Category Trends

These product search terms were popular in the 2018 holiday shopping season, but declined in 2019.

- drone
- slime
- laptop computers under 200
- cell phones no contract
- mens slippers
- boys pajamas
- pajamas for women
- socks
- exercise bike
- womens tops

### Rising Entertaining

#### Category Trends

These search terms for products in the entertaining category were new or increased in popularity to the 2019 holiday shopping season.

- microwave
- air fryer
- rugs
- mattress
- gaming chair
- vacuum
- mini fridge
- turkey
- christmas outdoor decor
- candy canes

### Falling Entertaining

#### Category Trends

These product search terms were popular in the 2018 holiday shopping season, but declined in 2019.

- storage bins
- toaster oven
- shower curtains
- milk
- baking soda
- olive oil
- honey
- christmas candy
- popcorn
- coconut oil

# How to Prepare for the 2020 Holiday Shopping Season

## Review Holiday Keywords and Search Trends

To maximize potential revenue, review holiday search keywords regularly. Analyze possible SEO opportunities specific to your category and portfolio of products. Optimize product content accordingly with these holiday search keywords to enhance holiday product discovery.

## Create Engaging Content

As holiday shoppers search for the perfect gifts online, help them picture how the products can be used with engaging content. Enhanced content, which includes image galleries, videos, comparison charts, and more, can help shoppers find the information they seek about your products and make final buying decisions. Enhanced content can also help increase conversion by an average of 10% across product categories.

## Be Fast and Agile

Brands must outpace the speed of the competition during the holiday season to capture sales. Implement tools that give your ecommerce team the ability to create, manage, and update product content quickly — across every priority channel. An integrated platform will provide them the power to meet customer demands and foster a competitive market advantage.

## Optimize to Ensure Discovery

Take these insights about shopper behavior and optimize your product pages to reflect these top search trends. A successful holiday season requires preparing for shoppers and optimizing as the season moves forward. When your team can manage, activate, and optimize product content with agility, they can effectively engage more shoppers at scale to meet their demands — and have a successful holiday season.

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## Methodology

Using proprietary Salsify data, we extracted the most popular product search keywords for the 2018 and 2019 holiday periods, defined as November and December, across Walmart.com. We then collected the top search terms that appeared during both periods across multiple categories.



SALSIFY

## About Salsify

Thousands of brands worldwide use Salsify to activate, engage, optimize, and manage their product content experiences.

[➤ See How It Works](#)