



CHEAT SHEET

Holiday Shopping Search Trends for Food and Beverage

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 Food and Beverage

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. chocolate
2. coffee
3. wine
4. candy
5. cheese
6. tequila
7. tea
8. cookies
9. whiskey
10. walmart
11. bourbon
12. pizza
13. bread
14. sugar
15. starbucks
16. butter
17. vodka
18. water bottle
19. liquor
20. rice
21. chips
22. costco
23. champagne
24. honey
25. amazon

UNITED KINGDOM

1. chocolate
2. tesco
3. asda
4. cake
5. vodka
6. whiskey
7. champagne
8. gin
9. sainsbury's
10. whisky
11. morrisons
12. aldi
13. baileys
14. rum
15. advent calendar
16. lidl
17. guinness
18. amazon
19. sweets
20. water bottle
21. waitrose
22. biscuits
23. alcohol
24. tequila
25. hot chocolate

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

Rising Holiday Shopping Search Queries for Food and Beverage

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. little debbie christmas tree cakes
2. honey baked ham
3. doritos liquor
4. hypnotic drink
5. mcdonald's golden nugget
6. meringue powder
7. thai tea
8. meiom pinot noir
9. hogwarts coffee maker
10. ladyfingers
11. kinder bueno
12. eagle rare 17
13. candy cane
14. gingerbread houses
15. gingerbread cookies
16. christmas cookies
17. prime rib
18. ember mug
19. prime rib roast
20. panettone
21. tabs chocolate
22. pappy van winkle
23. smarties
24. baileys irish cream
25. beef tenderloin

UNITED KINGDOM

1. eggnog
2. baileys mint
3. christmas pudding
4. coffee liqueur
5. sheridans
6. southern comfort
7. pigs in blankets
8. smoked salmon
9. christmas mugs
10. heroes chocolate
11. turkish delight
12. baileys irish cream 1 litre
13. baileys irish cream liqueur
14. tunis cake
15. pol roger champagne
16. caramac
17. lebkuchen
18. triple sec
19. gammon joint
20. baileys 1l
21. sausage meat
22. don julio 1942
23. profiteroles
24. vegan baileys
25. blue curacao

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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