CHEAT SHEET

Holiday Shopping Search Trends for Personal Care and Beauty

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.

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Top Holiday Shopping Search Queries for Personal Care and Beauty

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	UNITED KINGDOM
1. perfume	1. perfume
2. cologne	2. dior
3. shampoo	3. makeup
4. makeup	4. aftershave
5. dior	5. chanel
6. louis vuitton	6. skincare
7. nails	7. boots
8. sephora	8. fragrance
9. skincare	9. armani
10. bath and body	10. charlotte tilbury
11. ulta	11. ysl
12. chanel	12. hair dryer
13. bath and body works	13. amazon
14. amazon	14. superdrug
15. versace	15. tom ford
16. walmart	16. dior sauvage
17. mascara	17. jean paul gaultier
18. lipstick	18. mascara
19. marc jacobs	19. paco rabanne
20. deodorant	20. louis vuitton
21. candles	21. versace
22. blush	22. candles
23. skin care	23. marc jacobs
24. lip balm	24. jo malone
25. fragrance	25. ghd

Data Source: Google Trends   *Data Parameters: Google Shopping, November and December 2023, Personal Care and Beauty Category*

Rising Holiday Shopping Search Queries for Personal Care and Beauty

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. gucci nail polish
2. portals perfume
3. pink friday 2 perfume
4. hismile toothpaste
5. paul smith socks
6. cologne sampler set
7. bio ionic curling iron
8. peloton treadmill
9. giorgio armani cologne
10. scope mouthwash
11. olay super serum
12. l'occitane hand cream
13. jpg cologne
14. billie eilish perfume
15. truly beauty
16. melanie martinez perfume
17. le male elixir
18. jean paul gaultier le male
19. daisy marc jacobs
20. van cleef
21. melanie martinez perfume portals
22. jean paul gaultier le male elixir
23. summer fridays lip balm
24. dolce and gabbana light blue
25. elf lip oil

UNITED KINGDOM

1. dior sauvage elixir
2. van cleef
3. si perfume
4. creed aventus 100ml
5. cloud 9 straighteners
6. marc jacobs dot
7. bubble skincare set
8. olympea perfume
9. cerave moisturizing cream
10. michael kors bags
11. charlotte tilbury flawless filter
12. byoma skincare set
13. aesop hand wash
14. versace dylan blue
15. tree hut scrub
16. dior perfume women
17. my way perfume
18. ysl aftershave
19. bad boy aftershave
20. gisou lip oil
21. dolce and gabbana light blue
22. dsquared jeans
23. clarins lip oil set
24. shark hair dryer
25. liz earle

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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