think with Google

How shoppers find ideas and inspiration

Today's super-empowered consumer knows they can research anything they need or want online. But while people are still searching for specific products, they are increasingly turning to search before they've even figured out what to buy. Ultimately, they're looking for ideas and inspiration.

Looking for ideas

To help kick-start their shopping journey, people are literally searching for "ideas."

↑ 55% +

Searches for "ideas" on mobile have grown over 55% in the past two years.[1]

↑ 135% +

Mobile watchtime of YouTube videos with "ideas" in the title have grown over 135% in the past two years.[2]

Examples:

- Teacher gift ideas
- $10 gift ideas
- Gift ideas for someone who likes to cook

Making a list

Tapping into others' ideas provides pre-vetted inspiration.

↑ 150% +

Mobile searches for shopping lists have grown over 150% in the past two years.[3]

↑ 55% +

Searches for "outfits for" increased by over 55% in the past two years.[4]

Examples:

- Backpacking gear shopping list
- Beginner makeup shopping list
- Used car buying checklist

Finding a brand

Sometimes people know what they want, but they need ideas for which brand to buy.

↑ 80% +

Mobile searches containing the word "brands" have grown over 80% in the past two years.[5]

↑ 95% +

Mobile searches for "top or best ___ brands" have grown over 95% in the past two years.[6]

Examples:

- Top mens clothing brands
- Best cold weather clothing brands
- Good luggage brands

Sources

1 Google Data, U.S., Categories included: Apparel, Beauty & Personal Care, Computers & Consumer Electronics, Home & Garden, Occasions & Gifts, Mobile Phones or Toys & Games, Jan.–June 2015 vs. Jan.–June 2017.

2 YouTube Data, U.S., Classification as "ideas" videos were based on public data such as headlines, tags, etc., and may not account for every such video available on YouTube, Jan.–Sept. 2015 and 2017.

3–6 Google Data, U.S., Jan.–June 2015 vs. Jan.–June 2017.