

'Tis the season to shop: Thailand



Q4 is peak shopping time in Thailand as e-commerce festivals and New Year celebrations spur on the retail binge. [Google is a key companion on this journey.](#) Read on to find out what captivates consumer interest at the height of the festive season.

| Search Term | Icon |
|-------------------------|------|
| รองเท้า (shoes) | ↶ |
| กระเป๋า (bag) | ↶ |
| lazada | ↶ |
| กล้อง (camera) | ↶ |
| นาฬิกา (watch) | ↶ |
| เซ็นทรัล (Central) | ↶ |
| adidas | ↶ |
| nike | ↶ |
| เสื้อ กั้นหนาว (jacket) | ↶ |
| ของขวัญ (gift) | ↶ |
| จักรยาน (bike) | ↶ |

Top searches in the shopping season¹

Shopping searches in Thailand typically surge on e-commerce festival days. [11/11 related](#) shopping searches grew more than **3X** in 2017, compared to the previous year.²

Hey Google! What's the latest look?



Accessories are top of mind for Thai shoppers who look to Google for inspiration to put together the latest trending look. **75%** of accessory searches were generic in nature, providing brands the perfect opportunity to win consumer attention by providing relevant information in the moment.

It's "shoe-pping" season

Shoes are a key shopping category in the festive season, and athletic shoes specifically account for **>85%** of search interest.³ Searches in relation to price and model are most common. Celebrity collaborations particularly drive engagement.



Google gives great advice

Searches for New Year gift ideas (ให้ของขวัญ) start to increase about **eight weeks** prior to New Year's Eve.⁴ Top of mind for these shoppers are gifts for family and friends.



¹ Selected top shopping-related searches on Google.com in key shopping season, in no particular order.

² Google Trends (TH; "11/11"; Last five years; Shopping Web Search).

³ Google Trends (TH; "ของขวัญ"; Last five years; Shopping Web Search); Internal Google Data.

⁴ Internal Google Data.