

Think with Google



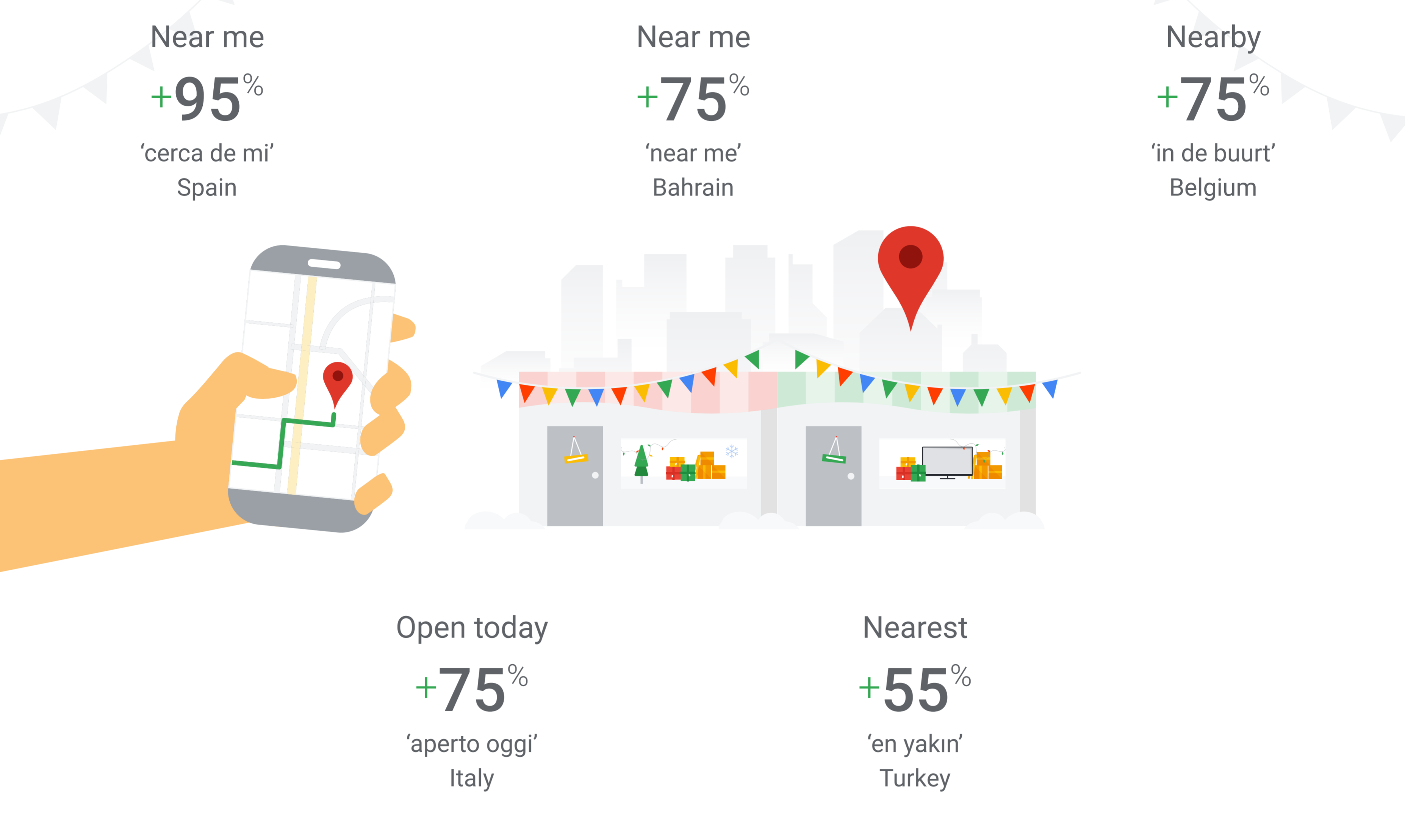
Holiday retail trends: 5 ways to engage with consumers between now and 2020

Holiday shopping journeys get going as early as September and carry on after Christmas.¹ Let's have a look at what festive trends² we're seeing on the horizon to help you optimise your campaigns during this key seasonal moment.

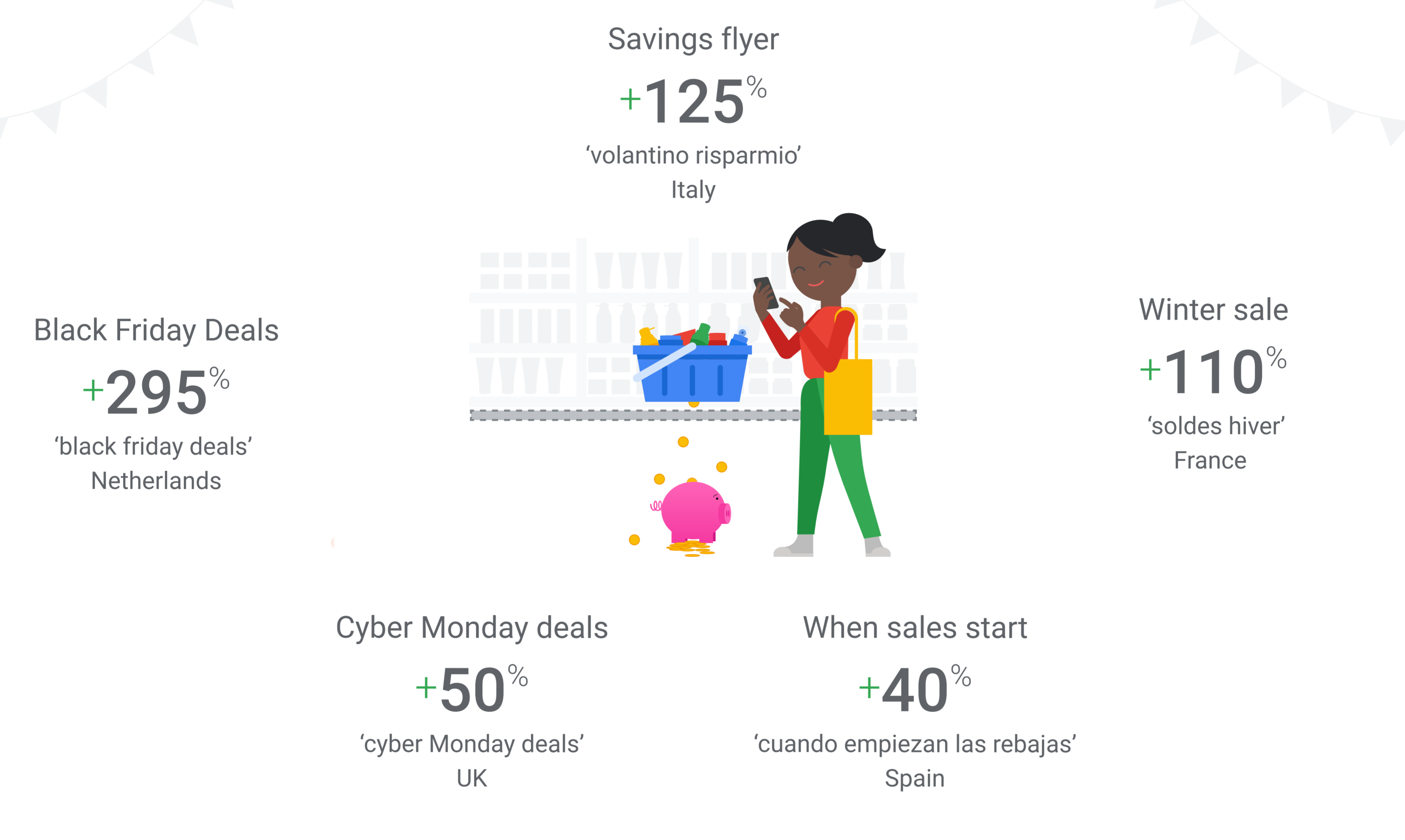
Open for business: Searches for opening hours on the rise Action: Be clear



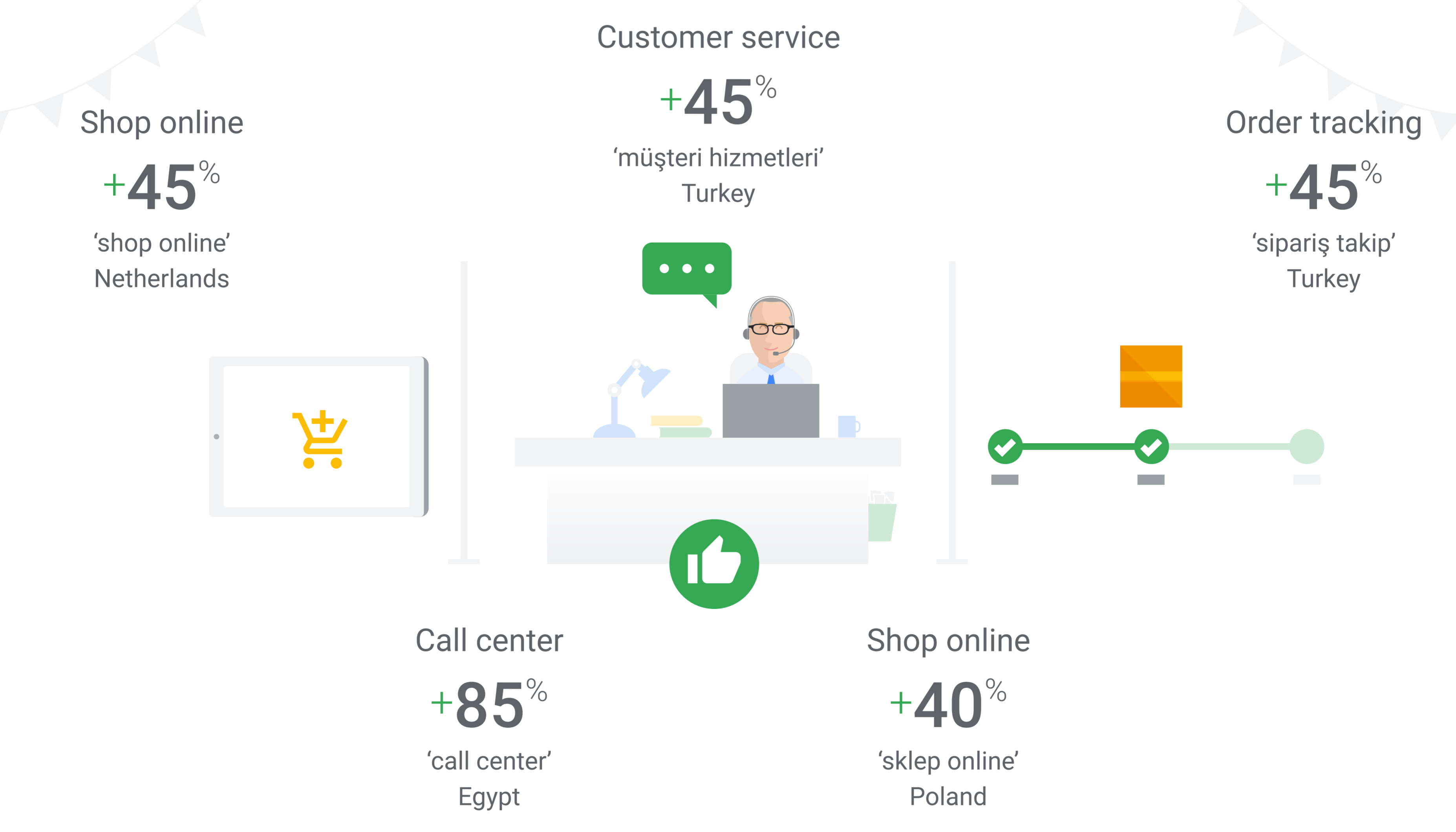
Close, closer, closest: An emphasis on proximity and urgency Action: Be convenient



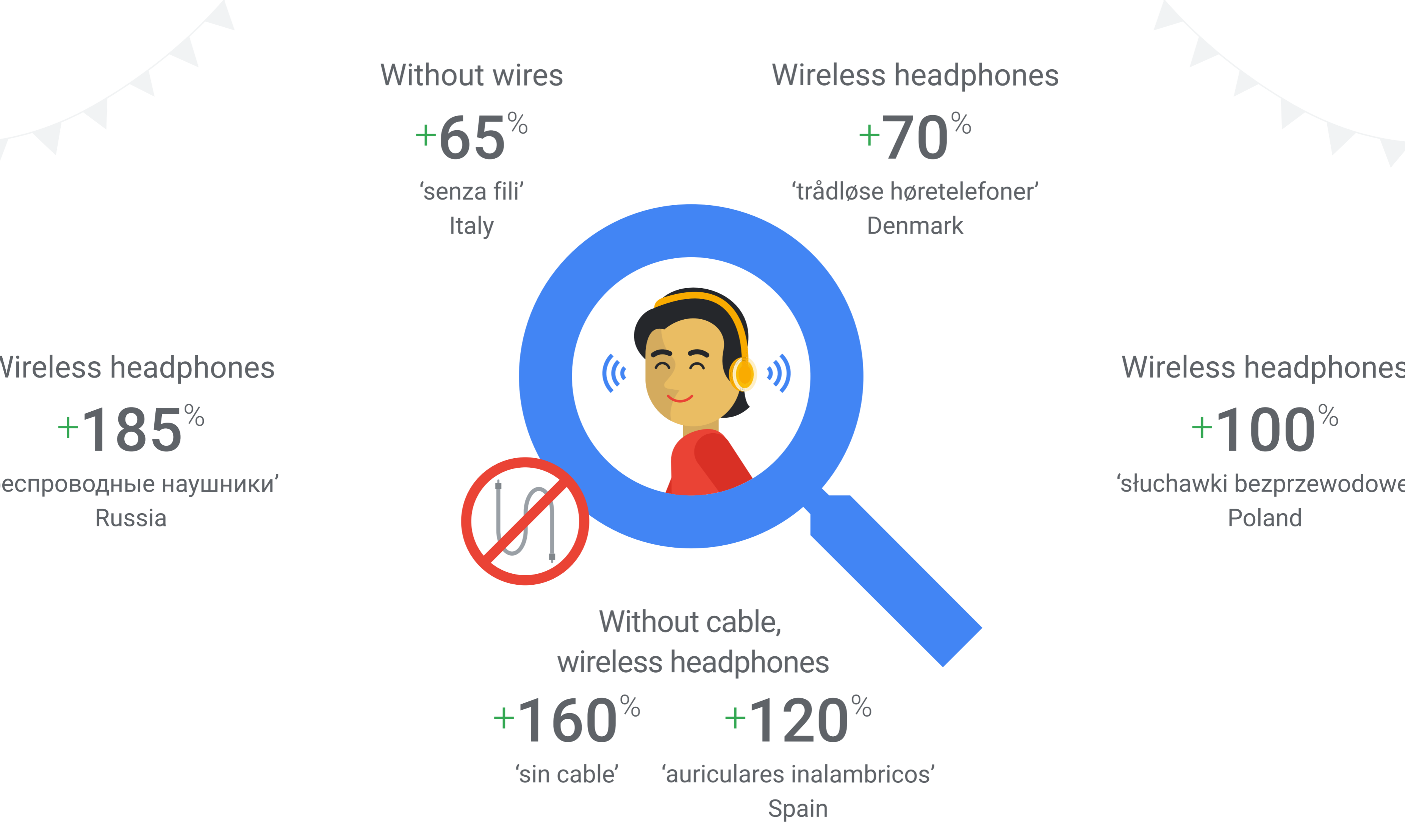
Saving while spending: Users' desire for discounts increases Action: Be generous



Help anywhere, anytime: Customers go online for service Action: Be available



Smarter search: Keywords for popular products vary widely Action: Be smart



Sources:

¹ Google / Ipsos, Global Retail Study, Feb 2019. Base: Total sample (n=14206) Global (excl. China) online 18+ who shopped in the last week. Countries included: AR, AU, BR, CA, CZ, FR, DE, IN, ID, IT, JP, KR, MX, NL, PL, PT, RU, SA, ZA, ES, SE, TR, UA, GB, US, AE, VN

² Google internal data, Q4 2018 vs Q4 2017