



The Insights Briefing

Each month, the Google Ads Research and Insights team analyzes data sets of billions of recent search queries and consumer behaviors to develop a deep understanding of key market trends.

This month, we found that people are searching for ways to spend their time safely as we approach the holiday season. Many are getting started early on shopping for presents, searching for “Christmas wrapping paper.” They’re preplanning holiday road-trip stops “along my route” with searches like “electric vehicle charging” and “gas stations.” Parents are looking for ways to keep families safe and together, searching for “family movies on ___” and “___ of the day for kids.” Many want ideas for socially distant things to do “near me with outdoor seating” or for ways to extend the outdoor season with a “patio heater.” People still want inspiration for home improvement, searching for “ideas for home,” “wall painting design,” and “design for living room.”



What people are searching for

Road-Trip Planning

Searches for **along my route** have grown globally by over 1,000% YOY.

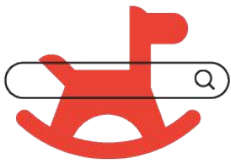
Searches for **electric vehicle charging** have grown globally by over 300% YOY.

Searches for **gas station near me now** have grown globally by over 80% YOY.

Searches for **auto glass repair near me** have grown globally by over 60% YOY.

TOP SEARCHES INCLUDE

“24 hour mobile auto glass repair near me”



What people are searching for **Super Parenting**

Searches for **family movies on ___** have grown globally by over **100% YOY**.

TOP SEARCHES INCLUDE

“comedy family movies on netflix”
and “best non animated family movies on netflix”

Searches for **___ of the day for kids** have grown globally by over **100% YOY**.

TOP SEARCHES INCLUDE

“riddle of the day for kids”
and “thought of the day for kids with meaning”

Searches for **masks for kids** have grown globally by over **600% YOY**.

TOP SEARCHES INCLUDE

“cloth masks for kids,” “masks for kids with glasses,” and
“disposable masks for kids”

Searches for **jigsaw puzzles** have grown globally by over **100% YOY**.

TOP SEARCHES INCLUDE

“wooden jigsaw puzzles” and
“1000 piece jigsaw puzzles”



What people are searching for **Outdoor Entertainment**

Searches for **near me with outdoor seating** have grown globally by over 900% YOY.

Searches for **patio heater** have grown globally by over 600% YOY.

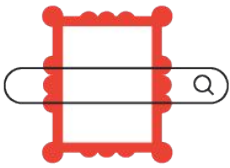
TOP SEARCHES INCLUDE

“pyramid patio heater,”
“infrared patio heater,” and
“table top patio heater”

Searches for **best outdoor** have grown globally by over 100% YOY.

TOP SEARCHES INCLUDE

“best outdoor ceiling fans,”
“best outdoor tv,” “best outdoor camera,” “best outdoor basketball shoes,” and “best outdoor solar lights”



What people are searching for **Design & Inspiration**

Searches for **ideas at home** have grown globally by over 300% YOY.

TOP SEARCHES INCLUDE

“diy baby boy photoshoot ideas at home” and “simple birthday decoration ideas at home”

Searches for **wall painting design** have grown globally by over 200% YOY.

TOP SEARCHES INCLUDE

“butterfly wall painting design” and “bed room wall painting design”

Searches for **design for living room** have grown globally by over 200% YOY.

TOP SEARCHES INCLUDE

“tiles design for living room,” “wall tiles design for living room,” and “cabinet design for living room”

Searches for **tv wall design** have grown globally by over 400% YOY.

TOP SEARCHES INCLUDE

“bedroom tv wall design” and “simple modern tv wall design”