

'Tis the season to shop: Singapore



Shopping season is driven by e-commerce festivals such as Black Friday and Cyber Monday, with searches peaking in late November. [Google is a key companion on this journey.](#) Read on to find out what captivates consumer interest at the height of the festive season.

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Shoes	↶	
Price	↶	
Reviews	↶	
Black Friday	↶	
Watch	↶	
Coupon	↶	
Shopping Mall	↶	
Bag	↶	
Clothing	↶	
Dress	↶	
Sales	↶	
Gifts	↶	

Most searched topics during the shopping season¹

Singapore turns to Google to discover new products and find great deals

Singaporeans are value-driven, comparison shoppers as evidenced by searches for “price,” “sales,” and “coupons.” Searches for “reviews” indicate that Google helps shoppers find the right product based on extensive pre-purchase research.

Shopping searches peak just before Cyber Weekend

Black Friday searches in 2017 grew [22X](#) over the previous year, whereas those for Cyber Monday grew [11X](#), reflecting the growing interest in these e-commerce festivals.²



Google guides fashion

Top searches during the season are related to [apparel and accessories](#), indicating a slow but steady shift away from traditional online favorites such as electronics and gaming. The use of [generic search terms](#) such as “bag,” “clothing,” and “dress” suggest that shoppers are open to discovery — the perfect opportunity to engage with them in a moment of need.

It’s “shoe-pping” season

Shoes are a key category of interest. Brands are commonly searched in relation to [price and model](#), but celebrity collaborations drive high engagement.

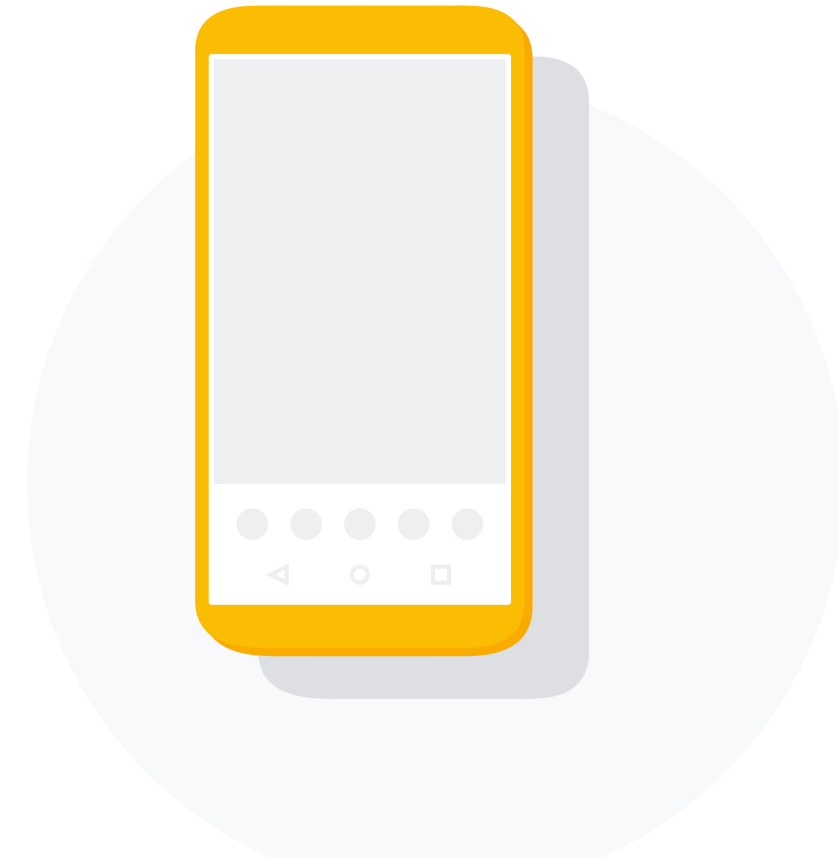


Online search complements the offline purchase journey

41% of shoppers research online but purchase offline.³ Searches for “shopping malls” tend to increase significantly in this period, and [60%](#) of searches for retail brands are related to information on the [physical locations](#) of retailers.⁴

Offline retailers are starting to play the online game

Traditional retailers woo online shoppers on specific days such as [Black Friday](#) and [Cyber Monday](#), drawing them in with in-store-only discounts and offers.⁵



¹ Selected top shopping-related topics searched on Google.com toward the end of the year, in no particular order.

² Internal Google Data.

³ Consumer Barometer.

⁴ Google Trends (based on top 25 search terms in the pre-Black Friday period 2017).