

'Tis the season to shop: Philippines



Q4 is peak shopping time in the Philippines as e-commerce festivals and Christmas 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.

	×	🔍
Shoes	↶	
Dress	↶	
Black (Friday)	↶	
Oppo	↶	
Nike	↶	
Adidas	↶	
Lazada	↶	
Gift	↶	
Camera	↶	
Toy	↶	
Barbie	↶	

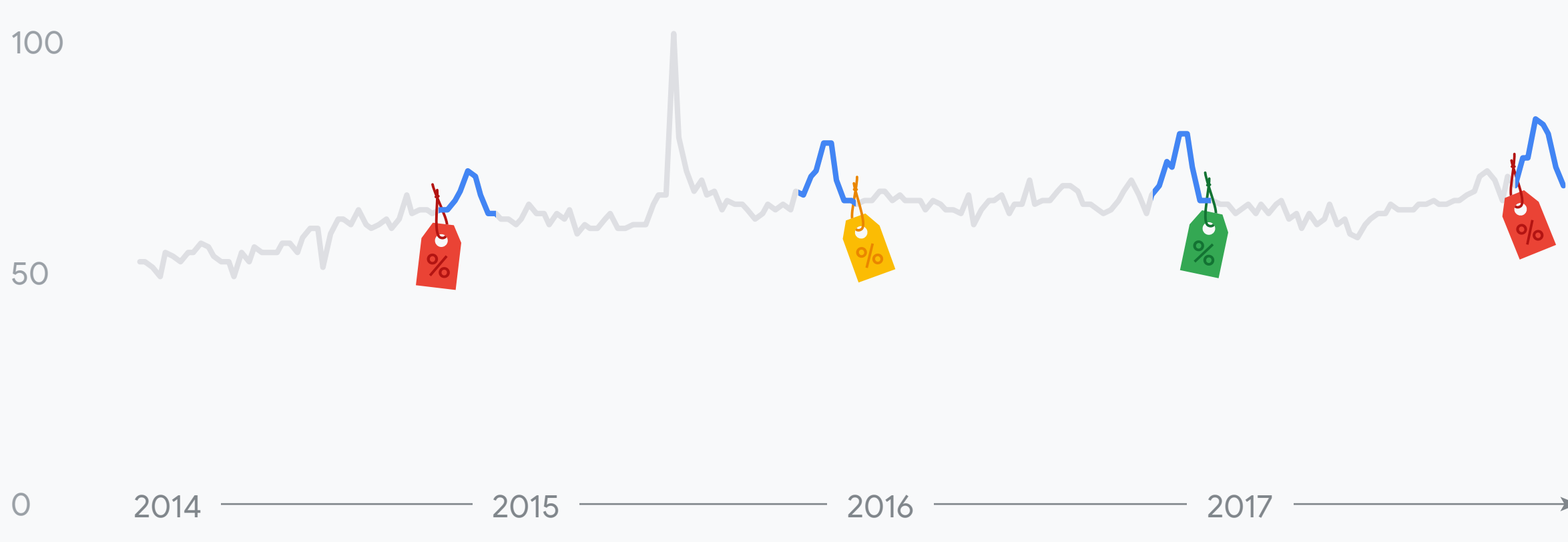
Top searches during the shopping season¹

Online search complements the offline purchase journey

The growing rate of searches for apparel, accessories, and electronics indicate that people turn to Google for inspiration and information. Currently, 51% of shoppers research online and purchase offline,² but [24% of shoppers plan to buy more gifts online](#) this holiday season they have in the past.³

A steady drumbeat of e-commerce festivals draws in value-driven shoppers

Shopping searches start to increase around late October, accelerating during the week of Black Friday, and peaking two weeks before Christmas. These searches are especially related to [sales, deals, and discounts](#).



Christmas gifts are top of mind

[56%](#) of Filipino shoppers plan to buy gifts before or during the first week of December. Online shopping searches grew 57% faster than they did the previous year, signalling a stronger desire to buy online in the festive season.

There's always someone looking for last-minute inspiration

Although searches for ["gift ideas"](#) accelerate in Q4, they peak a week before Christmas.⁴

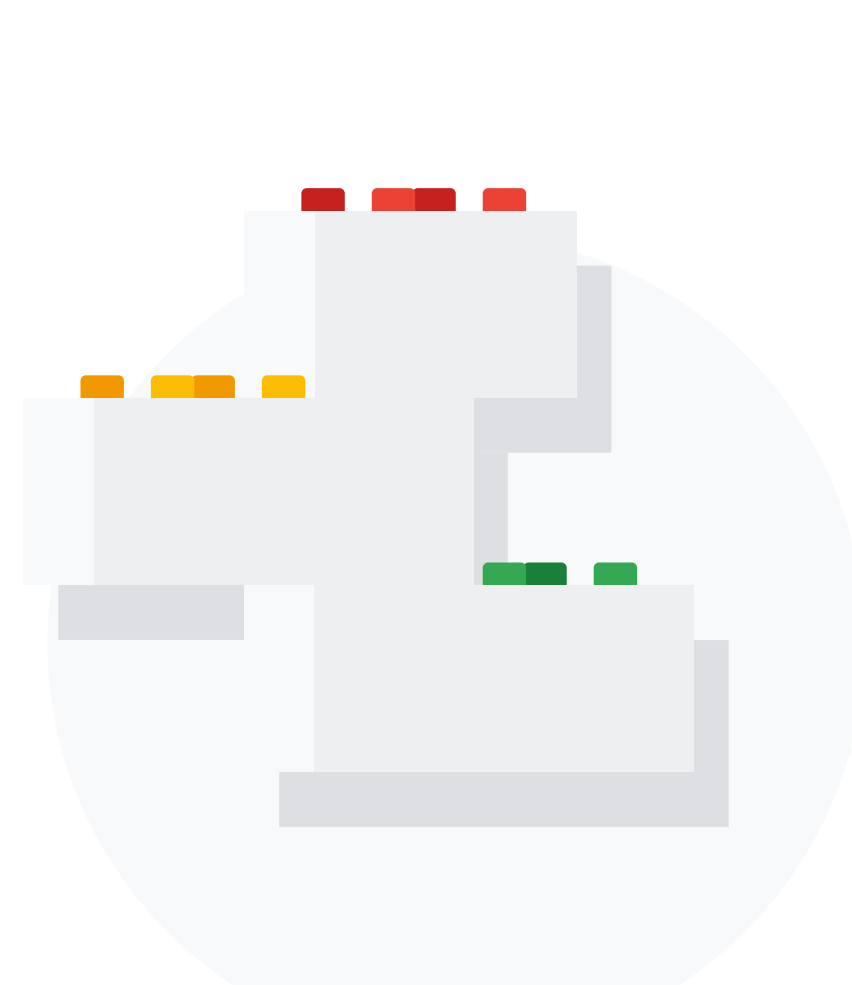


Surprises that matter

Apparel and footwear are popular categories of gifts, bought by [25%](#) of Christmas shoppers for friends and family, primarily based on their utility and value for money. Food (20%) and personal care (16%) are the next most-considered gift categories.⁵

Look out for Santa

Shopping searches for ["toys"](#) accelerate in Q4, spiking in the week just before Christmas.⁶ Queries for movies and games related to children's brands also increase in this period.

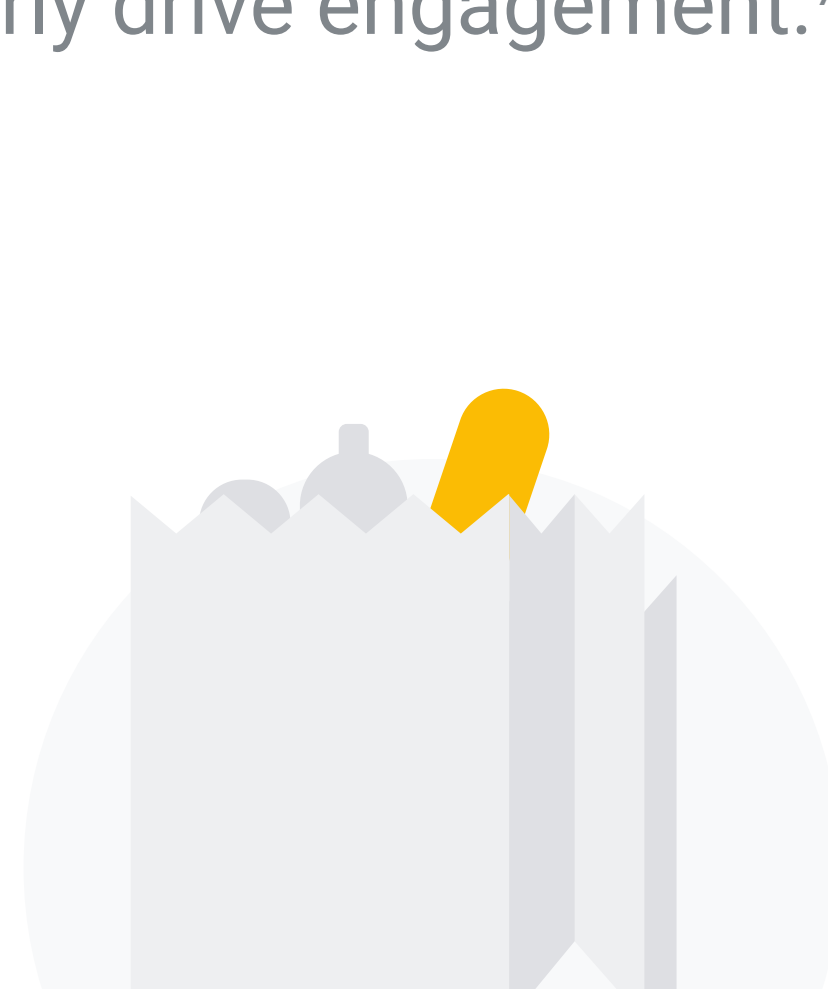


It's "shoe-pping" season

Shoes are a key category of interest during the festive season, and shoe-related searches are largely related to specific [brands and models](#); celebrity collaborations particularly drive engagement.⁷

Shopping makes us hungry

Food and recipe searches spike by [25%](#) in the week of Christmas and before New Year's Eve. Waze tells us that navigations to supermarkets spike by more than 40% on the weekend before Christmas⁸ because people stock up on groceries before everyone gathers to celebrate.⁹



¹ Most searched shopping-related queries on Google.com in the run-up to key shopping events; Black Friday searches here.

² Consumer Barometer.

³ Google Christmas Survey, 2018.

⁴ Google Trends (PH; 10/26/17–12/30/17; Shopping Web Search).

⁵ Google Christmas Survey, 2018.

⁶ Google Trends (PH; "Toy;" 2015–17; Shopping Web Search).

⁷ Google Trends (PH; "Shoes;" 10/26/17–12/30/17; Shopping Web Search).

⁸ Internal Waze Data.

⁹ Google Christmas Survey, 2018.