

## 'Tis the season to shop: India



Q4 is peak shopping time in India as festivals like Dussehra and Diwali spur on the retail binge, and **Google is a key companion on this journey**. Read on to find out what captivates consumer interest at the height of the festive season.

	x	Q
sarees	↶	
dress	↶	
amazon	↶	
flipkart	↶	
samsung	↶	
online shopping	↶	
jewelery	↶	
shoes	↶	
camera	↶	
sony	↶	

### Top searches in the shopping season<sup>1</sup>

## India turns to Google for shopping inspiration and information

**>75%** of apparel and accessory searches are generic in nature, such as sarees and jewelery, and relate to design and style.

## Shopping searches peak about 2-3 weeks before Diwali

“Online shopping” searches in this period grew **15%** faster, signaling a stronger desire to buy online in the festive season<sup>2</sup>.



## Google guides fashion



Searches for “Diwali Dress” grew **5X** last season, suggesting that India turns to Google to keep up with the latest trends — even for traditional wear.<sup>3</sup> At a broader level, **70%** of men’s clothing searches and **90%** of women’s clothing searches are generic in nature. What can brands do to enable discovery?

## Karva Chauth drives a last-minute rush

“Near me” searches for hairstyles, spas, and beauty parlors spike by **3X** in the three days right before the festival. Can brands drum up convenience-based offers to help shoppers put together that perfect Karva Chauth look?<sup>4</sup>



## It’s “shoe-pping” season

Search interest in shoes is on average **1.3X** higher at this time of the year, and only **40%** of shoe searches contain brand terms. Price and model are the most common considerations, but celebrity collaborations particularly drive high engagement.<sup>5</sup>

## Brand and price drive mobile phone purchases

**85%** of searches for mobile phones are brand driven.<sup>6</sup> **70%** of price-related searches are for smartphones between 5k-15k INR.<sup>7</sup> Shoppers also seek reviews and information on features, offering brands the perfect opportunity to win attention by providing relevant information in the moment.



## Christmas calls for more shopping — and DIY decorations too



Shopping searches peak a week before Christmas, **reaching the same levels as pre-Diwali searches**. India is also increasingly interested in DIY Christmas decor, searching at **5X** the usual volume in the first week of December.<sup>8</sup>

<sup>1</sup> Selected top shopping-related searches on Google.com in key shopping season, in no particular order.  
<sup>2</sup> Internal Google Data; growth in this period as compared to the rest of the year.  
<sup>3</sup> YoY growth in 2017 over 2016 for the defined period; Google Trends (IN; Rising Terms; Sep–Oct 2017); Google Trends (IN; “Diwali Dress”; Top Terms; Sep–Oct 2017; Shopping Web Search).  
<sup>4</sup> Internal Google Data (IN; Sep–Oct 2017).  
<sup>5</sup> Google Trends (IN; Top Terms; “Shoes”; Sep–Oct 2017; Shopping Web Search).  
<sup>6</sup> Internal Google Data (IN; Sep–Oct 2017).  
<sup>7</sup> Google Search Data (Jan–Dec 2017).  
<sup>8</sup> Internal Google Data (IN; Sep–Oct 2017).