

‘Tis the Season to Shop: Taiwan



Q4 is peak shopping time in Taiwan, driven by e-commerce festivals such as Black Friday, 11/11 (Singles Day), and 12/12. [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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Most searched topics in the shopping season¹

Taiwan turns to Google to discover new products and find great deals. Generic searches for apparel are accompanied by searches for specific e-commerce platforms and brands.

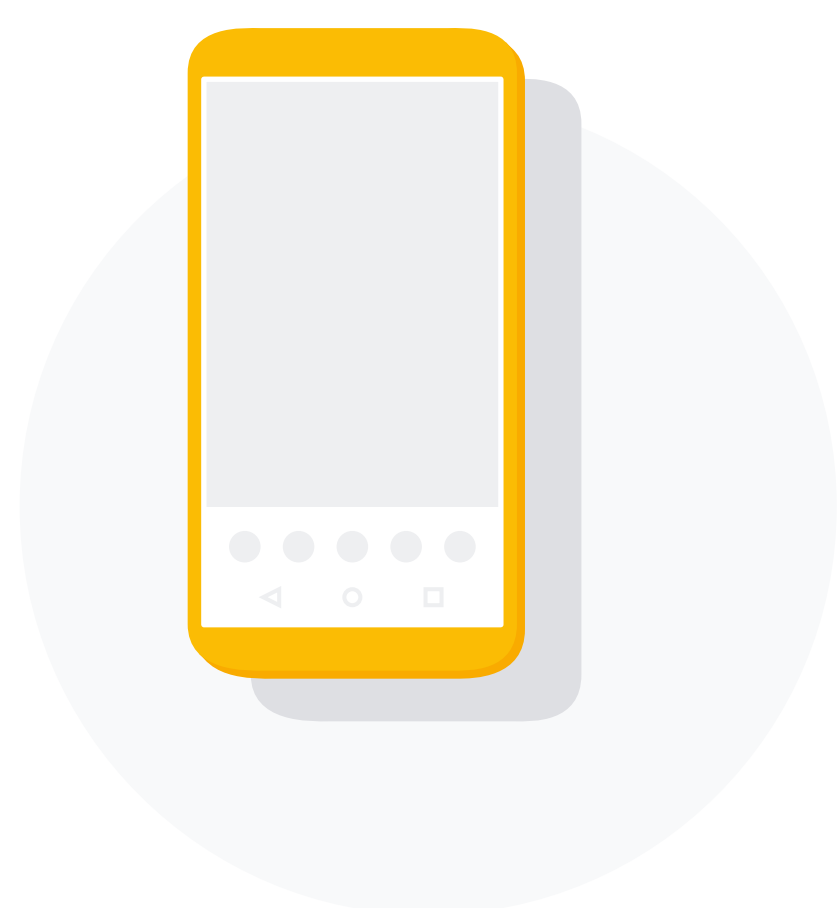


It's never too early to shop

Shopping searches start to increase in September and remain high for [8-12 weeks](#) toward the close of the year.²

Multiple reasons to shop

Key retail triggers are e-commerce festivals such as Singles Day, Black Friday, and 12/12. Searches for such festivals grew [more than 75%](#) in 2017 compared to the previous year.³



Online search complements the offline purchase journey

Annual sales by offline retailers drive considerable online search activity. Queries such as “must-buy in annual sales” increased [5X](#) during the shopping season in 2017, suggesting that shoppers rely heavily on Google to put together their offline shopping lists.⁴

Beauty is not just for women

Men are just as focused on putting together that perfect look, as evidenced by [>85%](#) growth in terms such as “lipsticks for men.”⁵



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

² Google Internal Data (TW; Sept.-Dec., 2017).

³ Google Internal Data (TW; 2017 vs. 2016).

⁴ Google Internal Data (TW; Oct.-Dec., 2017 vs Oct.-Dec., 2016).

⁵ Google Internal Data (TW; 2017 vs. 2016).