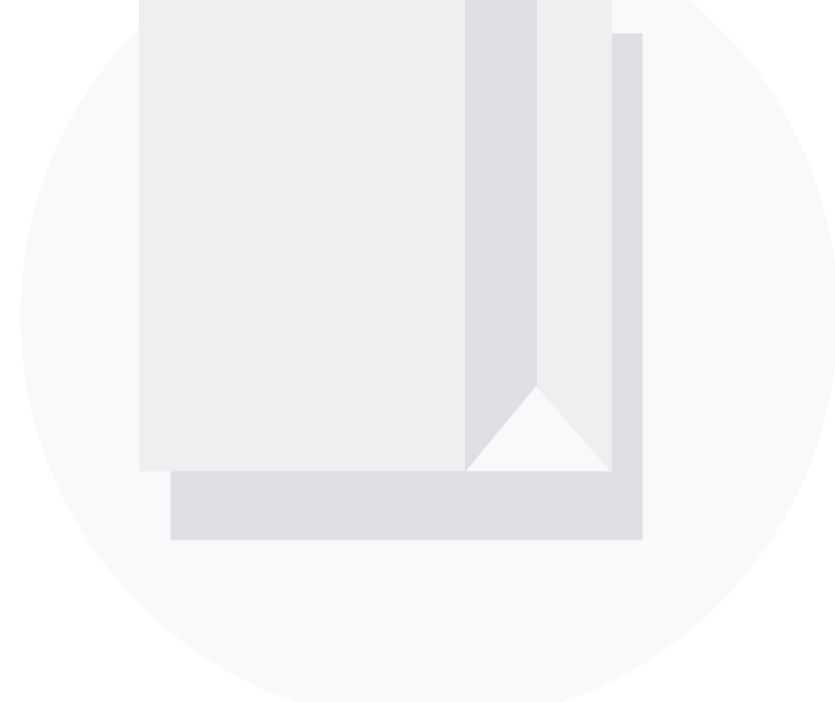


'Tis the Season to Shop: Hong Kong

Q4 is peak shopping time in Hong Kong as e-commerce festivals and Christmas spur on the retail binge. [Google is a key companion on this journey](#). 86% of consumers conduct online research before making a purchase.¹ Read on to find out what captivates consumer interest at the height of the festive season.

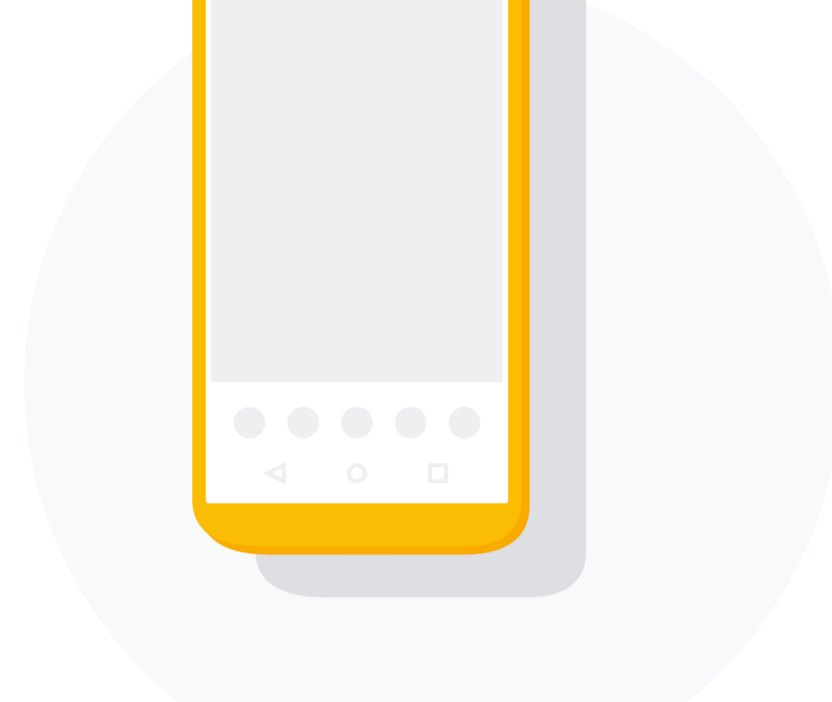
Multiple reasons to shop



Shopping searches spike periodically in the last quarter of the year driven by a multitude of reasons. Established in Hong Kong, Sogo Thankful Week is one of the most popular retail events. Related shopping searches start to increase [2-3 weeks in advance](#),

Christmas remains a big retail moment

While shopping and gift searches continue to peak in the week immediately preceding the holiday, shoppers are increasingly starting to search and plan earlier – around [eight weeks in advance](#). Interestingly, as Christmas approaches, brand queries on mobile grow and desktop drops,² so it is important to have a holistic strategy across devices.



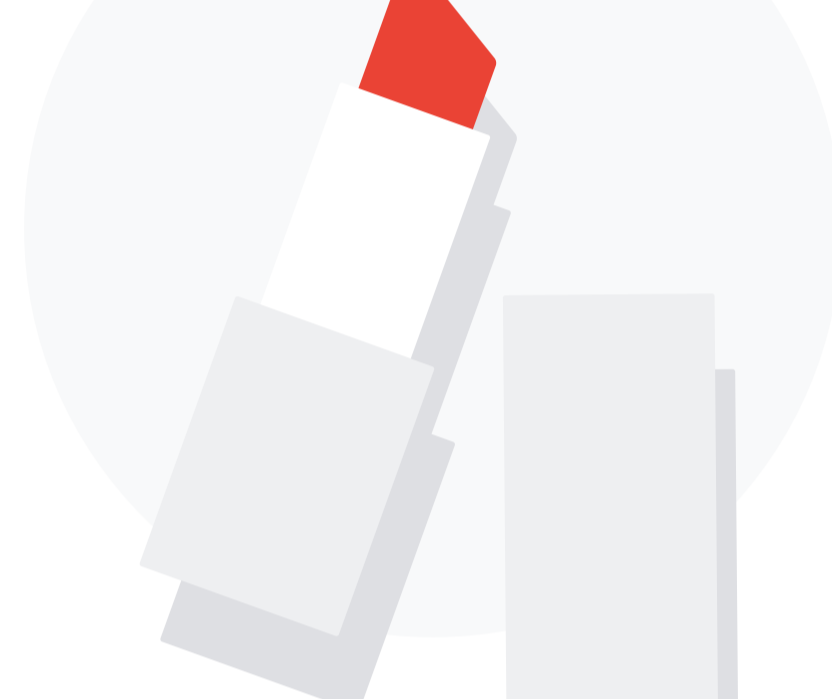
It's gifting season

A sharp spike in “Christmas gift” searches around Black Friday (Nov. 23) suggests that early (and organized!) shoppers use the sale season to score



It's a beautiful time to shop

Skincare and makeup cosmetic queries lead search interest during Sogo sales. Perfume accounts for half of consumer interest, with lip-care, lipsticks, and lip gloss growing the fastest. Can marketers cater to customer interest and align on product offerings?



Another fun reason to shop

Consumers love ephemeral shopping events that bring together commerce and entertainment so they have fun while they splurge.⁴ Searches related to both Singles Day⁵ and Black Friday⁶ [doubled](#) in 2017. For the first time, Black Friday-related searches surpassed those for Sogo Thankful Week. We also notice that shoppers increasingly wait for sale season to scope out deals on specific brands and retailers.



Shoppers turn to Google for information and inspiration

[65%](#) of Singles Day-related shopping queries are generic and include terms such as “what is Singles Day?,” “what to buy?,” and “sales.”⁷ This pattern extends to Christmastime when queries such as “Christmas gift for girlfriend/for boyfriend” [double in volume](#). Such search behavior suggests that the majority of consumers in Hong Kong are undecided on what to buy and open to exploration.



Google guides festive fashion

Apparel-related searches peak in the third week of November (hello, Black Friday), and in the second week of December. Queries such as “dress for Xmas” and “Xmas sweaters” suggest that shoppers browse Google for fashion inspiration. In parallel, brand searches for women, children’s, and winter clothing grew [40-50%](#).⁸ What can brands do to enable discovery in this busy period?

It's “shoe-pping” season

Annual search interest in footwear peaks during November and December. Price and model are the most common considerations, while brand searches for specific categories such as boots grew [>60%](#) during the week of Black Friday.⁹ Can you build on this seasonal interest to drive brand awareness?



Okay Google, help me celebrate

December sees the highest peak in interest for dining reservations and discovery, especially in the week before Christmas. In parallel, searches for desserts (cake!), meat, and seafood recipes [double](#),¹⁰ along with interest in “christmas buffet,” “christmas catering,” and “christmas party food.”



But some just want to getaway – in style

Searches for “Luxury Travel” grew by [~70%](#) in November and December, along with a spike in searches for tours, activities, and cruises.



¹ Google / Ipsos, Smarter Digital City 2.0 research, 2018.

² Google Data, Brand queries by device, 2017.

³ Google Trends (HK; “Christmas Gifts”; last five years).

⁴ Think with Google “Consumer Trends Shaping the Future Today: Shoppingmas.”

⁵ Google Data, HK 2015-2017.

⁶ Google Trends (HK, “Black Friday”; last 3 years).

⁷ Google Data, Hong Kong, queries related to Single’s Day break down by brand and generic.

⁸ Google Data, HK Apparel Category, Oct.-Dec. 2017.

⁹ Google Data, HK Apparel Category, Oct.-Dec. 2017.

¹⁰ Google Data, HK Cooking Category, Nov.-Dec. 2017.