

# 20 Search trends for 2020



Hey Google,  
what's trending  
in the U.K.?

That's a big question to answer – and we know you're busy. So, we've made a short, snackable report to summarise the key Search trends to watch out for this year.

As marketers, we're all in this together. The business of identifying, serving and solving consumer needs. Faced with increasing demand and higher expectations, we need to help consumers find what matters to them at any given moment.

When you understand how your customers are searching, and what they're searching for, you gain a greater understanding of what matters to them – and that's an advantage for any business.

We've analysed Google Trends data from the past 12 months and learned that we're a nation of budding entrepreneurs, thoughtful fashionistas, nature-lovers, smart savers and big-night-in-ers – and that's not even the half of it.

To bring you up to speed, we've summarised the data into 20 trends for 2020, focusing on five key sectors:



**Retail**



**Travel**



**Finance**



**Home & garden**



**Auto**

Read on to discover the latest trends, useful case studies and key take-outs to inform your marketing strategy, whatever your sector.

# How the U.K. is searching

From addressing basic needs to exploring our niche interests, what we're searching for is as diverse as the U.K. itself.

For example, while searches for “romantic restaurants” have grown by 200% in the past 12 months, searches for “German doner kebab” have also grown by 100%.<sup>1</sup> Each to their own.

Then again, our quests for love and lamb doner aren't exactly anything new. What's changing, however, is *how* we're searching.

## 01



### We want more convenience

Searches with “near me” continue to grow, with a 40% further YoY increase in the last year.<sup>2</sup> While this growth might not be new news, what is new is the rise of specific, personal searches for more than just purchasing. We're searching for jobs, dentists, GPs and experiences near us too. Whatever your service, it's never been more important to stand out in the digital shop window.

Q dentist near me

+40%<sup>3</sup>

## 02



### We're looking for reassurance

We're asking questions, comparing, contrasting, and reading reviews before we evaluate our options. Searches for user review websites, across all sectors, have increased year on year and we're trusting Search to help us find the “best.”

Q best burger

+400%<sup>4</sup>

## 03



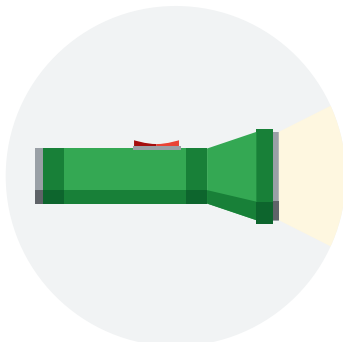
### We're redefining value

We want to shop ethically, have authentic experiences and live consciously. We also want to make better-informed financial decisions and save money – with a growth in searches for everything from “take home pay calculator” to “promo codes.”<sup>5</sup>

Q promo code UK

+100%<sup>6</sup>

## 04



### We want to be inspired, not told

When we're curious about something, but aren't quite sure what we want, we're in exploration mode – open to ideas and plenty of options. A growth in generic search queries like “things to do” suggests we're looking to be inspired,<sup>7</sup> see what's happening and choose for ourselves.

Q festival outfits

+45%<sup>8</sup>

## 05



### We're finding our unique tribes

We're broadening our horizons, embracing our individuality and using Search to find like-minded souls online. Google Trends data reveals our most popular searches from 2019 centre around meme, internet and popular culture, including queries such as “how to floss dance” and “how to eat pineapple.”<sup>9</sup>

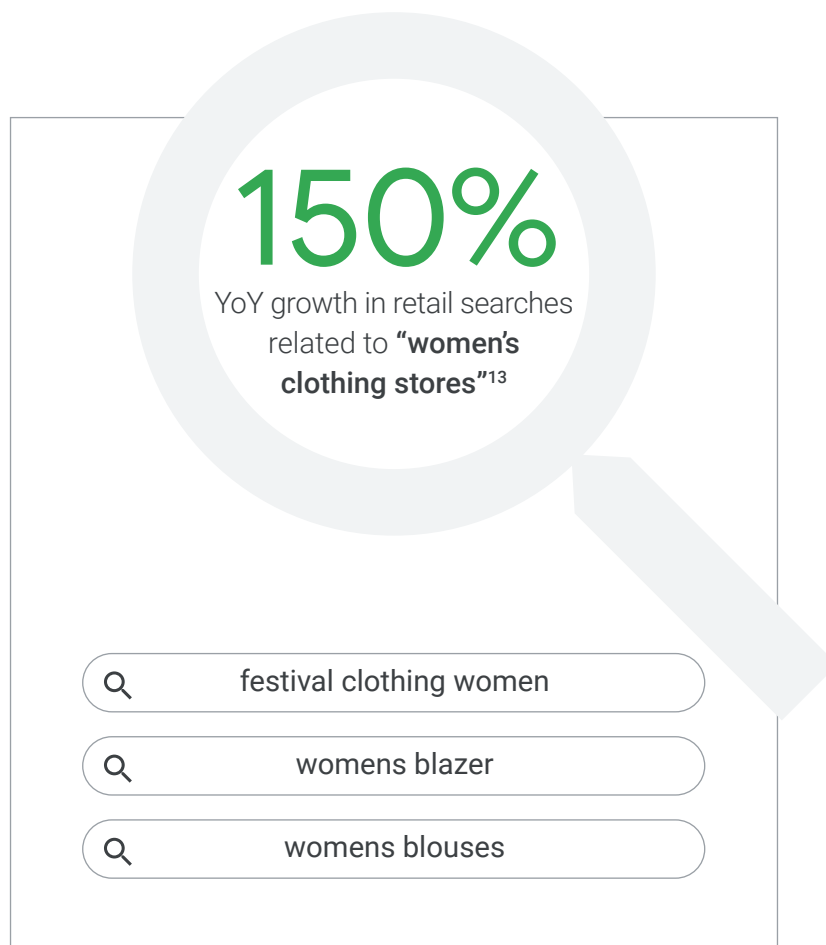
Q plant based

+180%<sup>10</sup>

# How the U.K. is searching in retail



Although seven in 10 Gen Zers still prefer to shop for clothes in-store,<sup>11</sup> digital still dominates, with 95% of all U.K. consumers shopping online in the past 12 months.<sup>12</sup> We're searching for inspiration, exploring and evaluating products online before a store visit, or finding a review on our phones while we're physically in-store.



Product discovery is no longer the domain of glossy fashion magazines or billboard campaigns; 44% of us actually find new fashion brands through Search.<sup>14</sup> Here are three ways we're digitally window-shopping.

# 01

## We want to “try before we buy”

Growth in searches for reviews and nearby shops suggests that, more than ever, we consider, evaluate and even decide where to purchase before we even set foot inside a store.

Q clothing stores near me

+50%<sup>15</sup>

# 02

## We want to stay ahead of the curve

If you're into fashion, you'll know that puff sleeves, neon green and polka dots are some of the hottest trends on the high street. Even the most up-to-date fashionistas turn to Search to explore what's trending, with YoY search growth across the board for these stylish topics and the staples to wear them with.

Q high top trainers

+40%<sup>16</sup>





TREND ALERT

## The 90s are back<sup>18</sup>

- +120% bucket hat
- +130% chunky trainers
- +120% boiler suit

# 03

## Ethical fashion is on the up

Searches within the retail sector for “what is fast fashion” and “cruelty-free” have risen, showing consumers are growing more ethically conscious when it comes to the impact of their purchases.

Q faux leather jacket

+50%<sup>17</sup>

### What marketers can learn



As consumers in exploration mode look to be inspired, it pays to increase the relevance and discoverability of your business, so you can get into the consideration set. Let consumers explore products with a visually rich, fully curated experience and help them decide where to buy when they search for more general terms.

### CASE STUDY



## Tiffany & Co. sparked consumers to buy with a savvy shopping feed

### The results:

- 35% increase in revenue
- 29% increase in return on ad spend
- 74M additional searches
- 52% increase in clicks

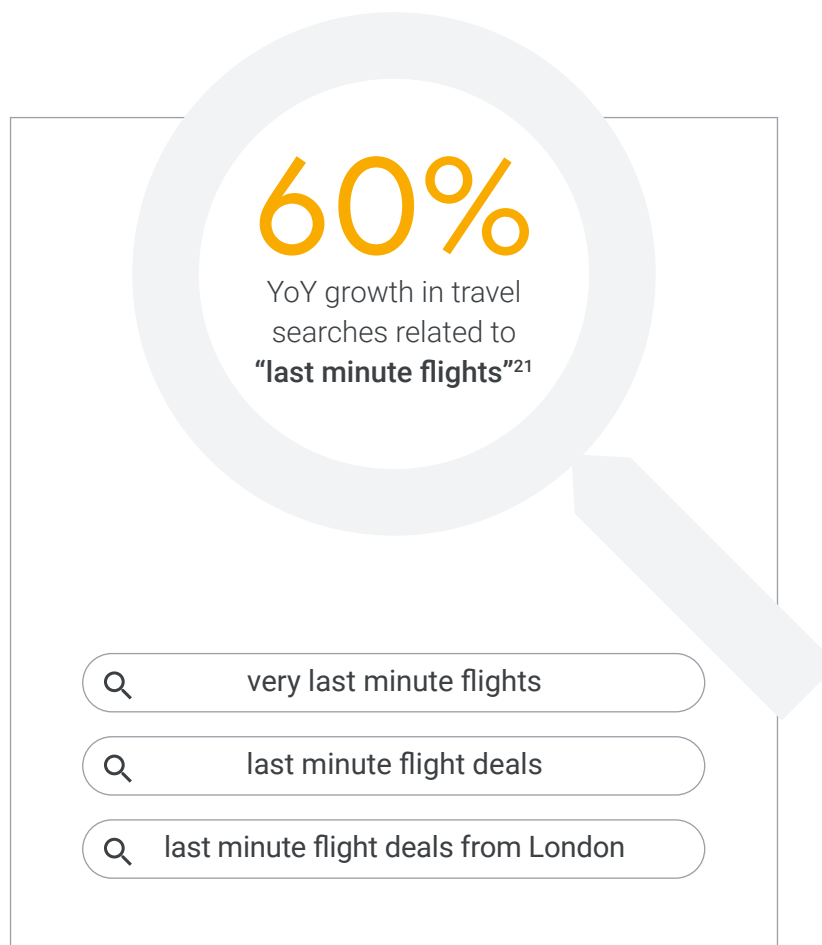
Read the success story:

[g.co/think/tiffany](https://g.co/think/tiffany)



# How the U.K. is searching in travel

Nothing stops us Brits from taking our well-earned holidays. According to ABTA, 88% of us went away on both domestic and outbound holidays in 2019, which is up 2% from the year before.<sup>19</sup> At the same time, the average number of holidays per person has also increased.<sup>20</sup>



As we look to 2020, travel is still a top “spending priority” for U.K. consumers, with seven in 10 planning a trip abroad in the next 12 months.<sup>22</sup> While package holidays might continue to dominate the market, how we’re searching suggests we’re feeling increasingly empowered to tailor our own experiences and find the best value for our money.

# 01

## We want DIY travel

We’re saying “bon voyage” to the one-size-fits-all holiday. While 20% of us still prefer to have our activities organised, 55% want to figure it out ourselves – even when we’re there.<sup>23</sup>

🔍 what’s on near me today

+80%<sup>24</sup>

# 02

## We’re more interested in experiences

Experience-led breaks like camping are on the up.<sup>25</sup> In an increasingly mindful society, where 70% and 64% of Gen Yers and Xers respectively state the importance of switching off,<sup>26</sup> we’re looking to savour the moment.

🔍 nature reserve

+65%<sup>27</sup>



TREND ALERT

## Watch out

100% YoY growth in searches for "axe-throwing"<sup>30</sup>

# 03

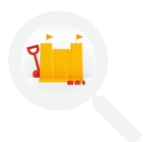
## We want to save money

We're looking for more ways to budget, with a rise in staycations and all-inclusive bookings,<sup>28</sup> along with growth in searches for discount websites and other travel-related, money-saving websites.

Q discount code

+45%<sup>29</sup>

### What marketers can learn



As consumers seek to personalise their experiences and redefine value for money, marketers should steer clear of one-size-fits-all content. Explore Search trends and queries to gain a deeper understanding of why people are searching, and consider automated solutions to help predict intent in ways that aren't possible manually.

### CASE STUDY



## Eurostar leveraged its content in expanding the reach of its search marketing

### The results:

86% higher click-through rate

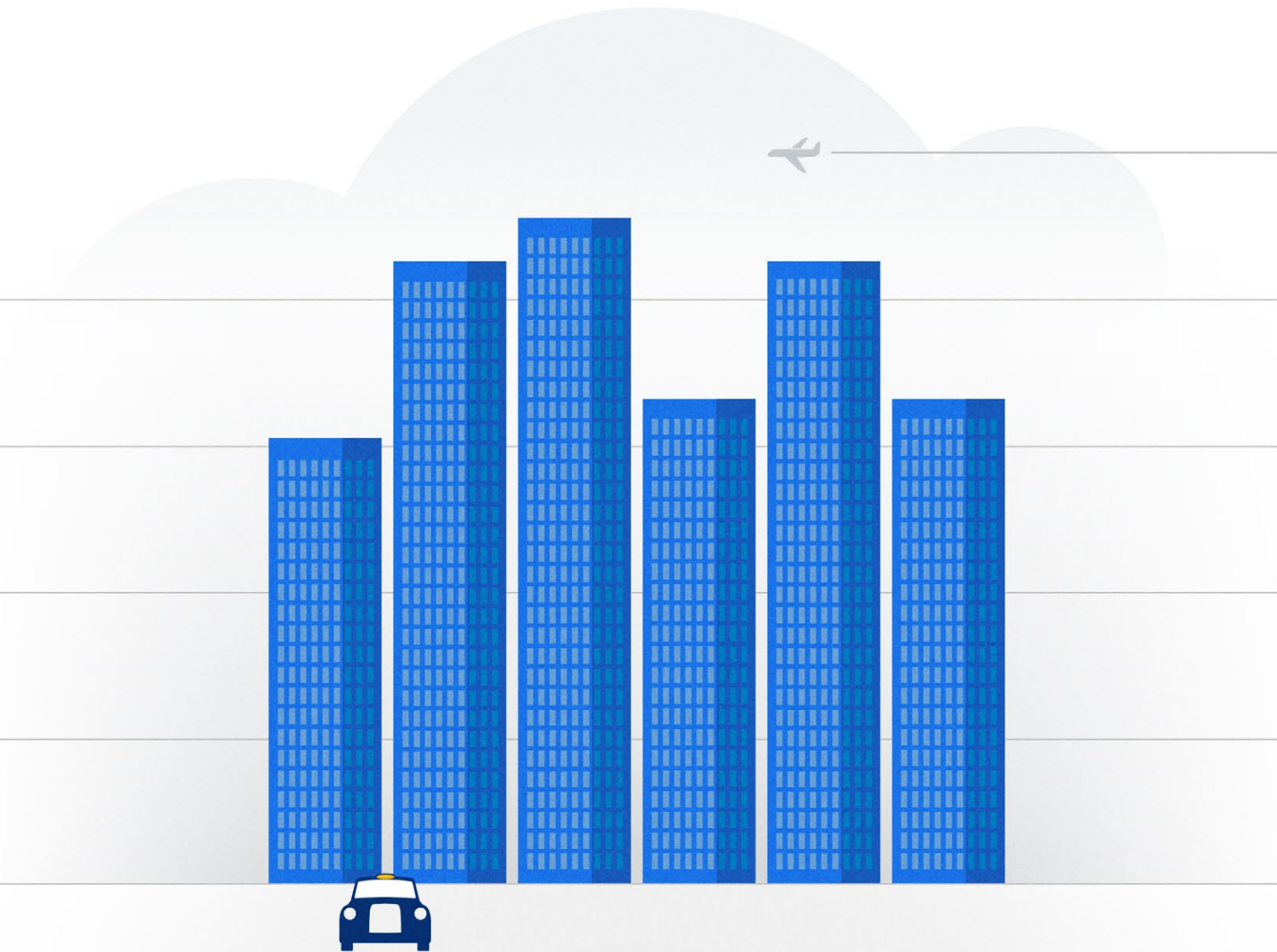
20% incremental increase in revenue

26% more transactions

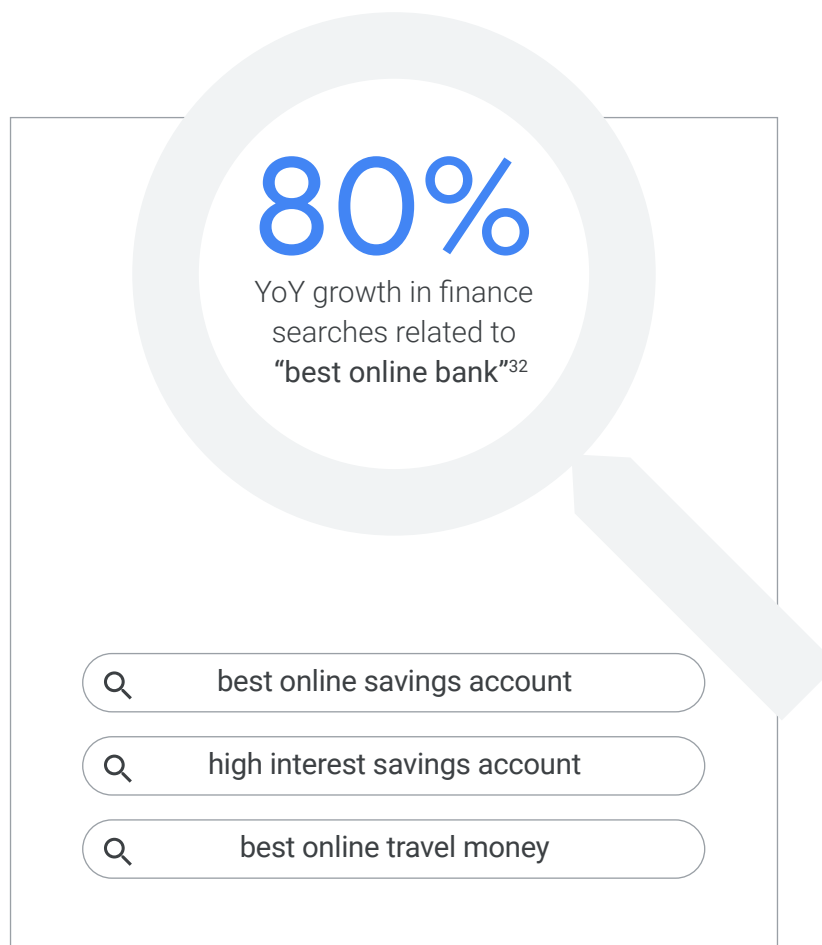
Read the success story:

[g.co/think/eurostar](https://g.co/think/eurostar)

# How the U.K. is searching in finance



In 2019, Fintech officially entered the mainstream. Half of the country now banks on mobile and a wealth of new generation challenger brands have enjoyed a gold rush of customers.<sup>31</sup> Mobile banking puts our finances at our fingertips, and it's never been easier to search for how to make better-informed financial decisions.



In 2019, a new wave of digital banks shook up the finance sector, and the industry predicted that 55% of all online transactions would be made with alternative payment methods.<sup>33</sup> A growth in searches for everything from “best credit cards” to “business bank accounts” also shows we’re investing our time in research, before we invest our money.<sup>34</sup>

# 01

## We have more ways to pay than ever before

A growth in searches for different ways to pay suggests we’re interested in convenience, and looking at financial solutions that suit us better.

Q best card to use abroad

+70%<sup>35</sup>

# 02

## We want to be our own boss

Growth in searches like “business savings account” suggests the nation is becoming more entrepreneurial, and 47% of Gen Xers are interested in becoming self-employed.<sup>36</sup>

Q start up business loan

+30%<sup>37</sup>





TREND ALERT

## We want more flexibility

50% YoY growth in searches for "pay later"<sup>39</sup>

# 03

## We want the power of knowledge

We're increasingly using Search to answer big money questions – whether it's about mortgage calculators, Lifetime ISAs or the latest online discount codes.

Q how to apply for a credit card

+30%<sup>38</sup>

## CASE STUDY



## Hiscox delivered tailored ads with a better understanding of customer needs

### The results:

8.15% more quotes driven

27% improvement in conversion rate

24% reduced cost per click

41% decreased cost per quote

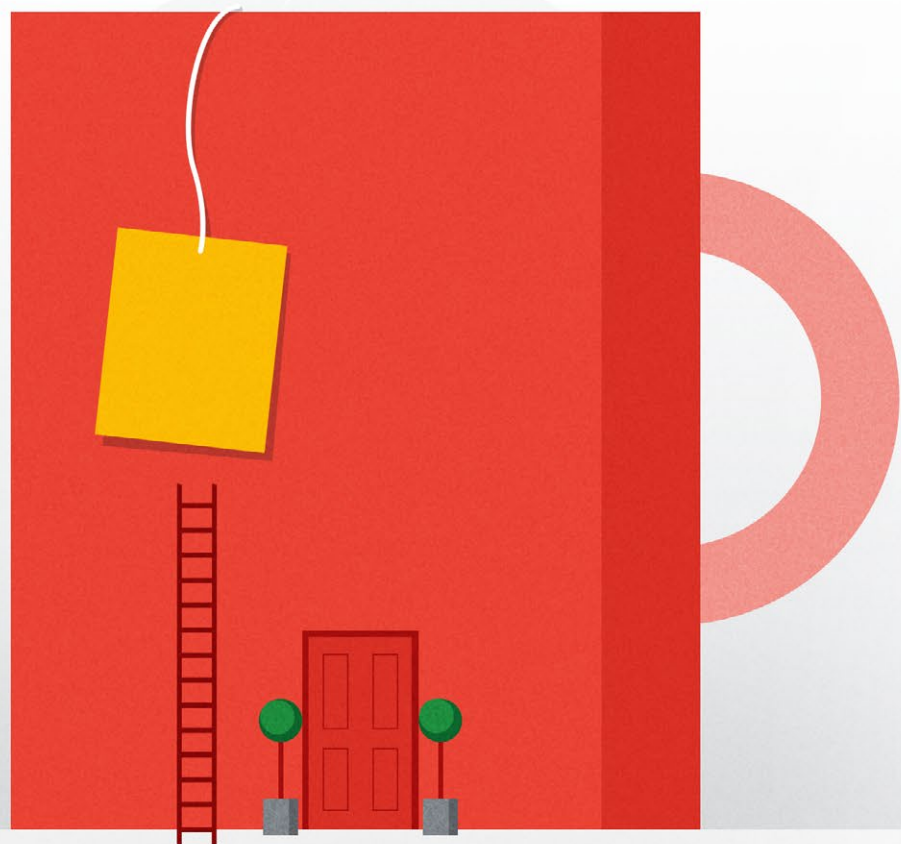
Read the success story:

[g.co/think/hiscox](https://g.co/think/hiscox)

### What marketers can learn

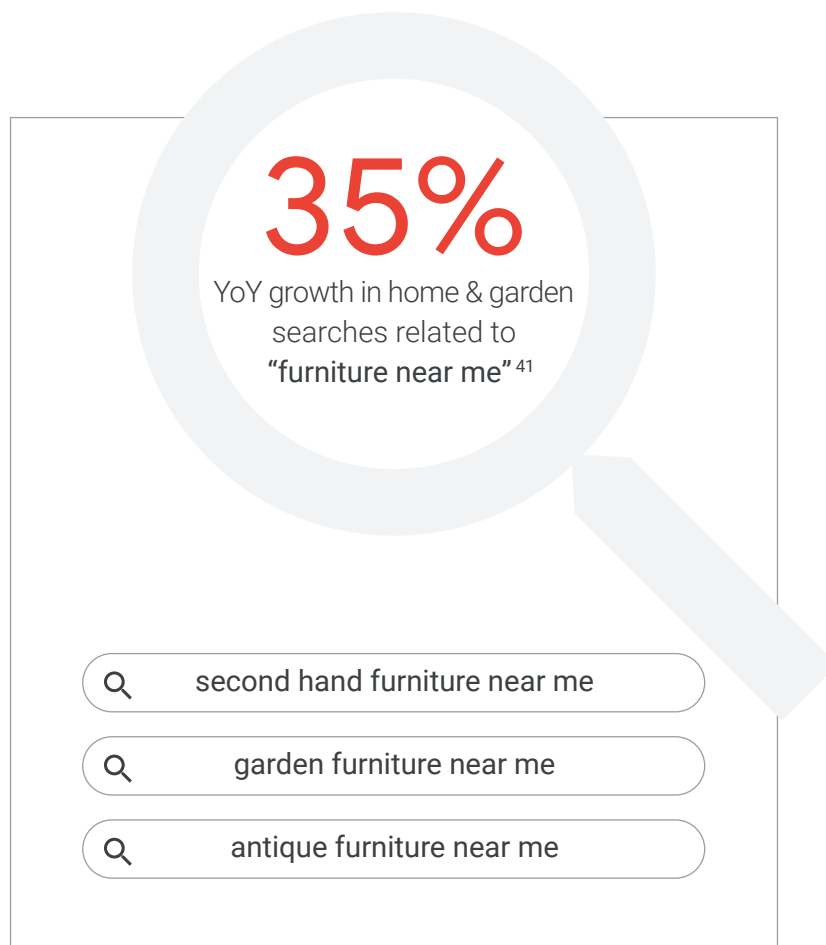


Consumers are looking for more reassurance, using Search to validate the decisions they make. Give them a helping hand with content that is simple yet effective; create a frictionless customer experience with an easy-to-use website and offer clear value propositions and calls to action. Also harness first-party data by integrating relevant or personal information into your landing pages where possible.



# How the U.K. is searching in home & garden

There's no place like home. Seventy-six percent of us regard home as a "sanctuary."<sup>40</sup> Whether yours is a tiny flat or sprawling estate, the Search data suggests consumers have never been more interested in perfecting it – and staying in.



Staying in is the new going out. And, just like in fashion, we're using Search to explore, feel inspired and be free to make our own choices.

# 01

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## We want to make our homes our own

In 2019, consumers searched for the perfect home furnishings, from the classic to the quirky.

🔍 hanging egg chair

+100%<sup>42</sup>

# 02

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## We're embracing JOMO

The food delivery sector is gobbling up the market while we're streaming more, drinking less and increasingly searching for ways to have that big night in. In other words, we're leaning in to the 'Joy of Missing Out.'

🔍 best chinese near me

+75%<sup>43</sup>



TREND ALERT

## We're a bit clumsy

50% YoY growth in searches for "best carpet cleaner"<sup>46</sup>

# 03

## We're going greener

Online queries and video searches related to houseplants are growing, and 76% of U.K. shoppers agree there is no stigma to second-hand shopping.<sup>44</sup> From orchids to old sofas, we're in the middle of a sustainable living boom.

Q indoor plant pots

+35%<sup>45</sup>

### What marketers can learn



Consumers want to find exactly what matters to them and Search is getting smarter. With new tech like Google Lens and voice recognition in the mainstream, be ready for whatever comes next and focus on what matters to your business. Clarify and strengthen your objectives, brand identity and proposition, and how you structure your information.

### CASE STUDY



Made.com engaged consumers in the inspiration phases and drove upper-funnel traffic to its site

#### The results:

1.52% click-through rate

18% more pages per session than average non-brand site visitor

15% lower bounce rate

59% new visitors

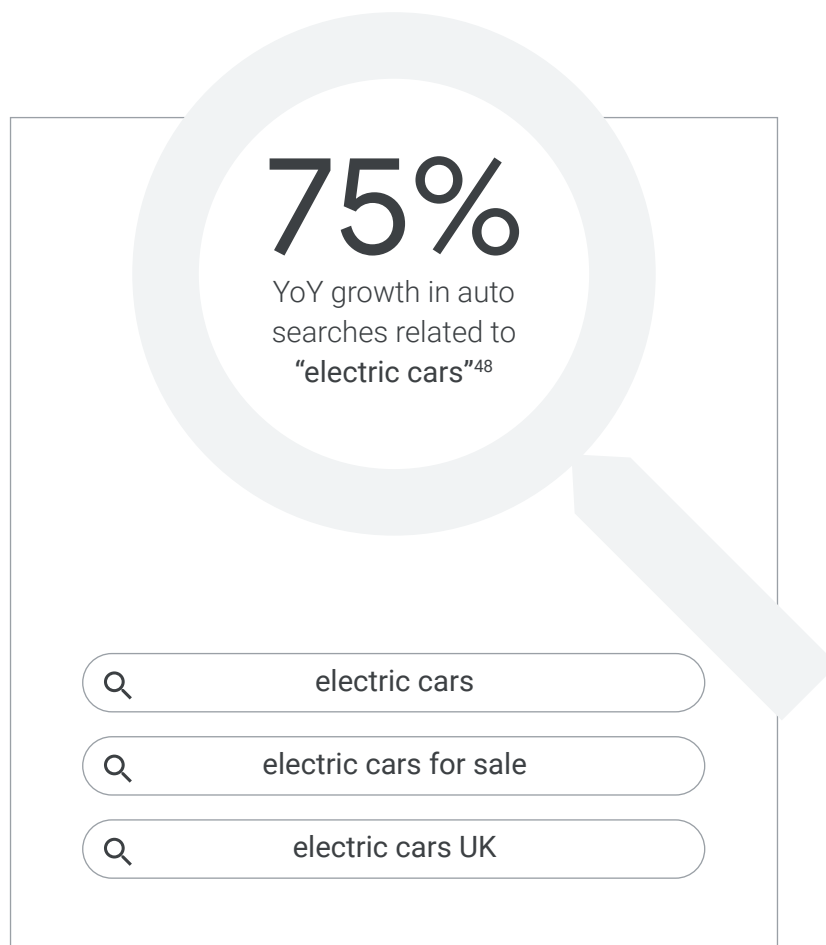
Read the success story:

[g.co/think/made](https://g.co/think/made)

# How the U.K. is searching in auto



The U.K. car market is experiencing a gear shift. Despite fewer new car sales in 2019, demand for electric, hybrid and even used cars is on the up.<sup>47</sup> With spend and sustainability of increased importance, will petrolheads become a thing of the past?



Flying cars may not have taken off yet, but consumers are curious about new automotive technology. Search data suggests we're looking for more convenience, better value for money and a lower environmental impact.

# 01

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## We want **convenience on the go**

We want to find cars, tyres and car washes nearby or even when we're on the move, and 61% of us want to find nearby parking spaces before we get there.<sup>49</sup>

🔍 cars for sale near me

+40%<sup>50</sup>

# 02

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## Second-hand cars rev our engines

Not only is the U.K.'s used car market finally growing again, but – whether it's to save money, sell, or live a little more sustainably – we're also searching for ways to improve and repair our existing vehicles more than before.

🔍 car scratch remover

+50%<sup>51</sup>





TREND ALERT

## We love to scoot

100% YoY growth in searches for "electric scooter"<sup>54</sup>

# 03

## We're keeping updated on new technologies

We're switched on to electric cars, with sales of hybrid and electric vehicles enjoying record highs.<sup>52</sup>

Q best electric cars

+100%<sup>53</sup>

REPORT



## The future of car shopping is moving online

Creators are showing brands how to engage viewers with a whole new range of content beyond the classic car commercial, and test drive videos may replace the need to see the car in person.

In our 'Future of Car Buying' report, we reveal how car buying is changing and what you can learn from the shift.

Read the full report here:

[g.co/think/carbuying](https://g.co/think/carbuying)

### What marketers can learn

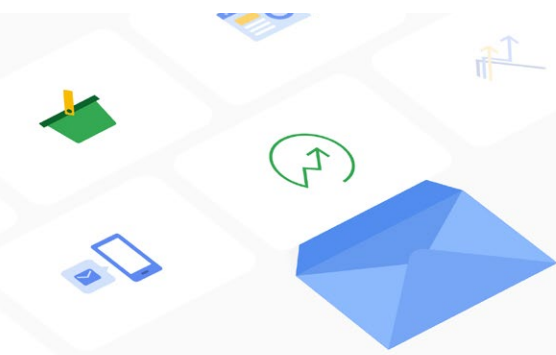


In a competitive market, with consumers seeking even more convenience, a key priority for marketers is simply to show up. If you want to drive growth, as well as align your marketing to your business objectives, it's also important to understand the impact of your media touchpoints on the consumer journey. If your brand isn't there, another brand will be.

# 5 ways that marketers can use these Search trends

In 2020, marketers will face opportunities and challenges across all sectors. To help you address them, we've summarised some key take-outs from this report, so you can ensure your brand keeps up with the pace of your customers' behaviour. Search is where they find what matters to them – so it's where you can find what matters to your business.

- 01** Create a visually rich, fully curated experience to allow consumers to explore products and help them decide where to buy when they search for more general terms.
- 02** Explore Search trends and queries to gain a deeper understanding of why people are searching, so you can deliver tailored ads that drive results.
- 03** Give consumers a helping hand (and a gentle nudge down the funnel) with content that is simple yet effective, with clear value propositions and calls to action.
- 04** Be clear on what matters to your business by strengthening your objectives, your brand identity and proposition, and how you structure your information.
- 05** If you want to drive growth, show up when your customers are exploring. Align your marketing to your business goals and understand the impact of your media touchpoints on the consumer journey.



Looking for more? Download our **Search Excellence Playbook** to identify your business challenge and map out your marketing strategy with our planning template here: [g.co/think/searchexcellence](https://g.co/think/searchexcellence)

And stay informed with the latest consumer insights, **trends** and **tools** by signing up to our **Think with Google** email newsletter: [g.co/think/newsletterUK](https://g.co/think/newsletterUK)

**Sources:**

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