

# Holiday Retail Trends

Canada, 2025

In 2024, 90% of Canadians celebrated winter holidays<sup>1</sup>, average spending reached \$1478 CAD per person. 43% of shoppers planned to shop online.<sup>2</sup> [Performance Max](#) helps you manage campaigns through this long season and maximize your conversions. **Contact your Account Specialist to get started.**

## Key trends and strategies

### 55% Early holiday shopping trends

55% of Canadian shoppers begin Holiday shopping before November.<sup>3</sup> Use [Remarketing](#) to keep your brand top of mind.

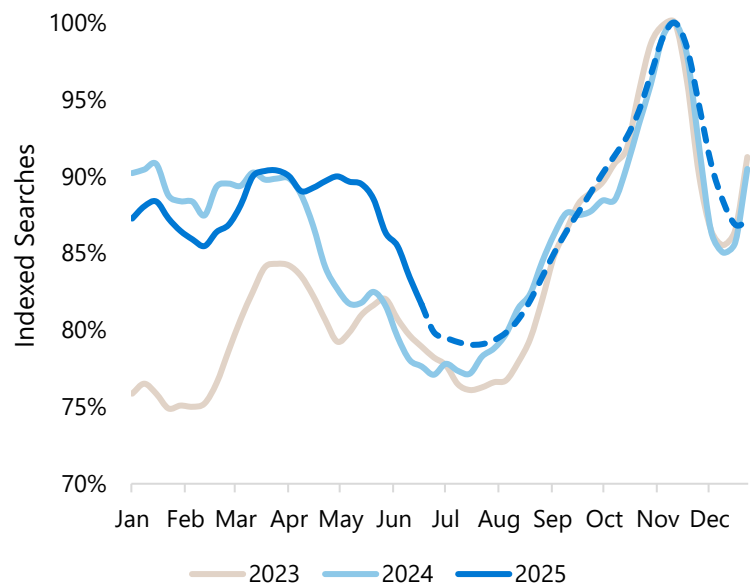
### 59% Sustainable Gifts Popular:

59% of Canadians are interested in buying sustainable gifts and 61% are willing to pay a premium for sustainability.<sup>2</sup> Highlight products that are sustainable in your [Shopping Campaigns](#).

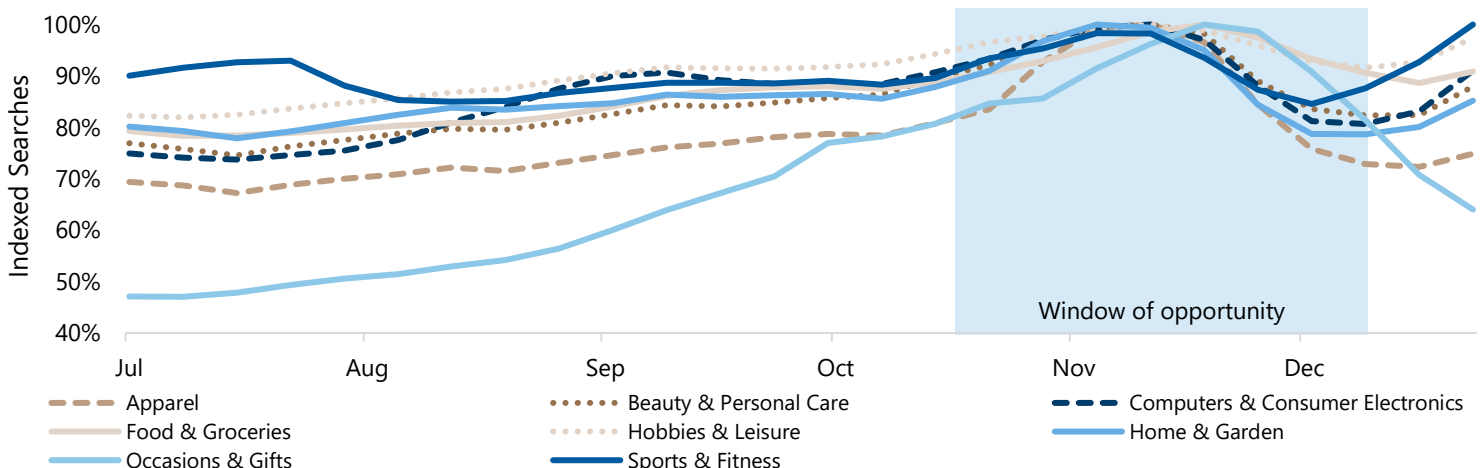
### 40% Treating themselves

About 40% of shoppers plan to buy gifts for themselves.<sup>4</sup> Consider building campaigns supporting self-gifting landing pages or using [Callout Extensions](#) to encourage self-shopping.

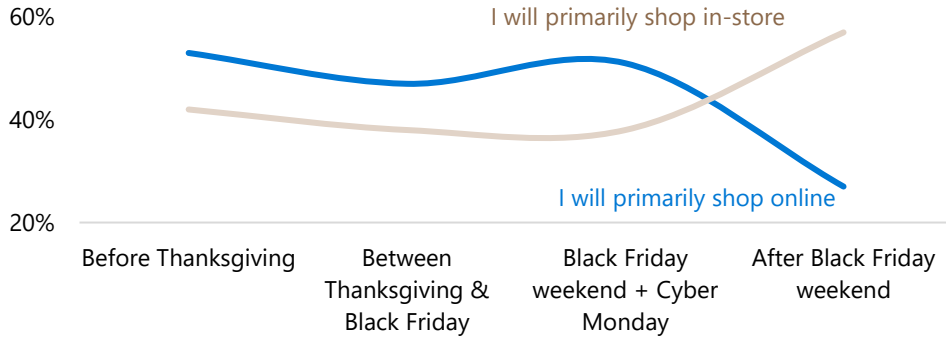
## All-up retail: rolling average of searches indexed yearly 2023-2025<sup>5</sup>



## Rolling average of searches indexed by retail category 2024<sup>3</sup>



## Consumer shopping preference through 2024 holiday season<sup>1</sup>



**6x** Higher conversion rate

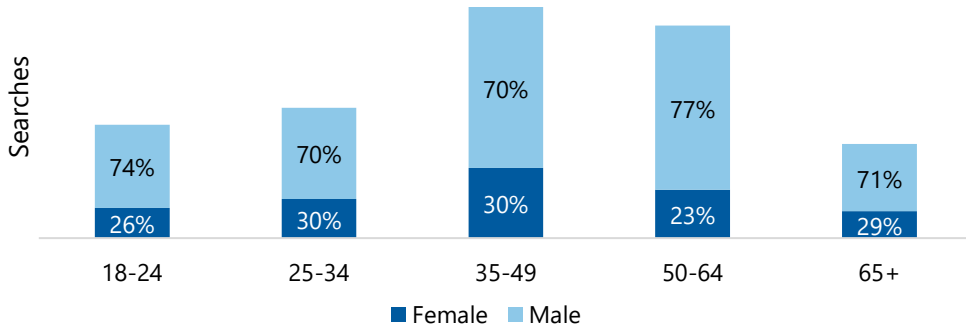
Target these audiences using In-Market Audience Ads which have shown to be 6x more likely to convert.<sup>2</sup>

Consumers shopping for Computers & Consumer Electronics are also In-market for<sup>2</sup>

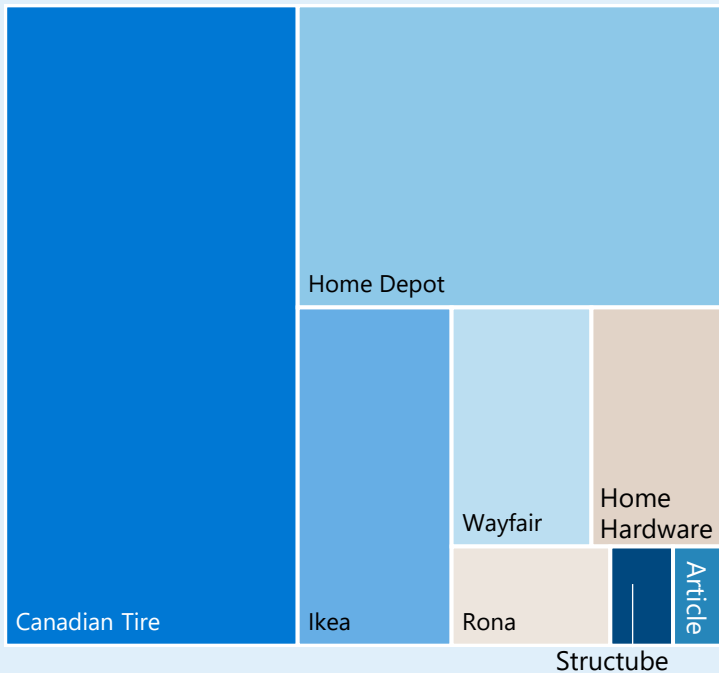


52%	Financial Services
52%	Sports & Fitness
48%	Travel
46%	Apparel & Accessories

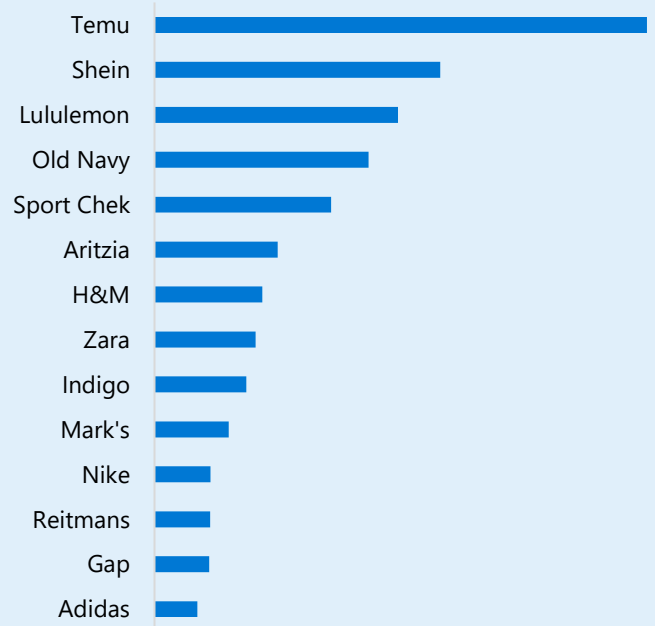
## Consumer electronics searches by age and gender Sept-Dec 2024<sup>2</sup>



## Top home & garden brand queries Sept-Dec 2024<sup>2</sup>



## Top apparel search terms Sept-Dec 2024<sup>2</sup>



**Holiday décor popular:** 67% of Canadians planned to purchase holiday décor.<sup>2</sup> Use Shopping Campaigns and Multimedia Ads to highlight your offerings.

**Apparel top of list:** 39% of Canadian consumers plan to buy apparel as holiday gifts in 2024.<sup>3</sup> Leverage Sitelink extensions to showcase your product catalog and guide shoppers directly to that category.