

# Holiday Retail Trends

United Kingdom, 2025

44% of UK Small and Medium Businesses (SMBs) expect the festive period to contribute over a quarter of yearly sales, with 60% of retail SMBs naming it their most crucial trading season<sup>1</sup>. [Merchant Center](#) and [Performance Max](#) campaigns help maximize reach and conversions through product-rich, cross-channel ads. [Contact your Account Specialist to get started.](#)

## Key trends and strategies

### 38% Early holiday shopping trends

38% of UK shoppers begin Christmas shopping early<sup>2</sup>. [Audience Ads](#) reach them with timely seasonal offers using behavioral targeting across native channels.



### Value-driven consumer behavior

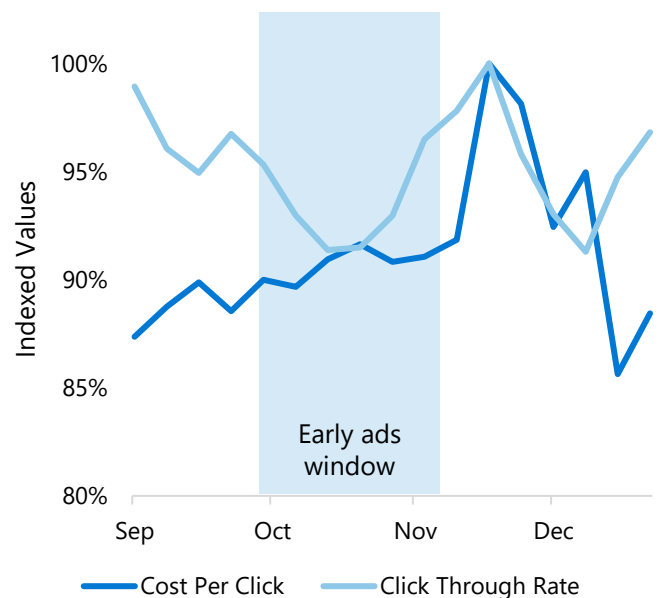
Amid inflation, shoppers seek “fewer, better” gifts and refurbished items<sup>3</sup>. [Multimedia Ads](#) highlight value with visual, price-led search placements—perfect for purposeful gifting.



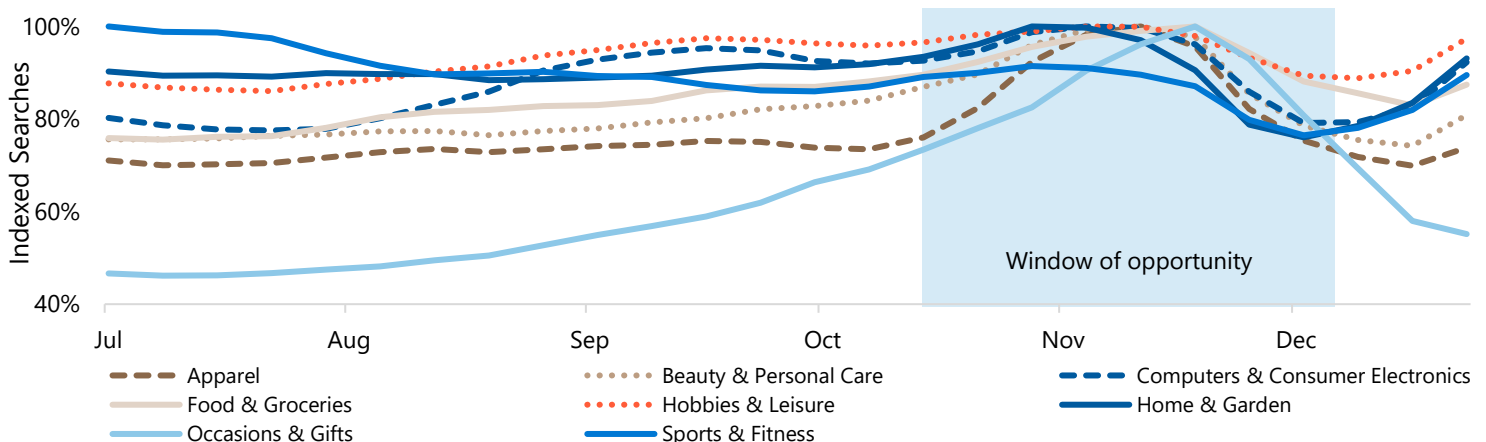
### Festive experiences & loyalty integration

Shoppers increasingly look for experiential purchases and personalized loyalty incentives<sup>4</sup>. [Dynamic Remarketing](#) re-engages them with tailored ads based on past behavior—driving deeper conversions.

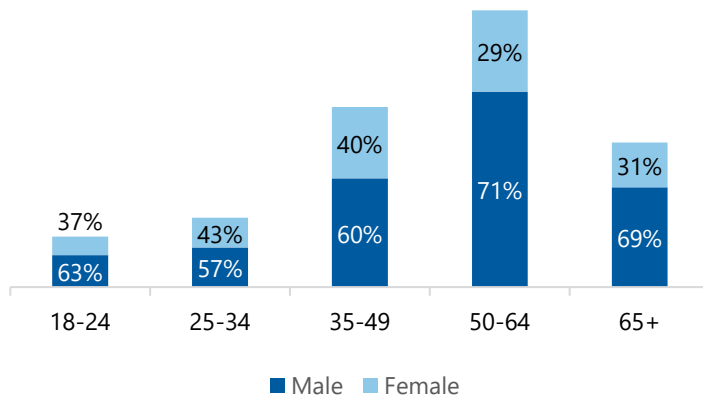
## Cost per click and click through rate 2024<sup>5</sup>



## Rolling average of indexed searches by retail category 2024<sup>5</sup>



## Home & Garden searches by age and gender Sept-Dec 2024<sup>1</sup>



## Top Home & Garden queries 2024<sup>1</sup>

Non-Branded	Branded
Garden furniture	Dyson cordless vacuum
Compost bins	Ikea garden furniture
Robot lawn mower	Dyson v15 detect absolute
Indoor plant pots	Ronseal decking oil
Patio heaters	Bosch cordless drill
Cordless vacuum cleaner	Gardena watering system
Garden hose reel	Hozelock hose reel
Kitchen cabinet handles	Miracle gro plant food
Porch canopy	Snap tool chest

**Home Décor Growth:** The UK home decor market is expected to grow at a steady 10.6% annually between 2025 and 2032.<sup>2</sup> Use [Audience Ads](#) to target Home & Garden shoppers with relevant products on trusted sites through behavioral targeting.

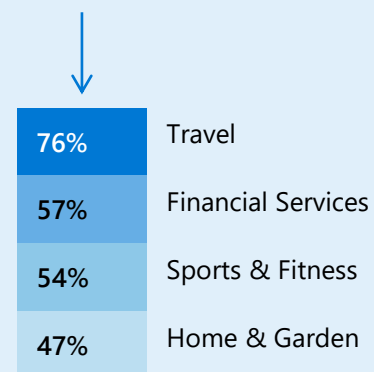
## Top apparel & accessories search terms 2024<sup>1</sup>



## Consumer electronics in-market audiences June 2025<sup>1</sup>

230K

Consumers shopping for Computers & Consumer Electronics are also In-market for<sup>1</sup>



**Second-hand clothing as gifts:** Nearly 40% of consumers plan to buy second-hand clothing<sup>3</sup>, making [In-Market Audiences](#) ideal for targeting value-driven shoppers exploring sustainable and resale fashion.

**AI devices growing:** Integrating generative AI into devices like TVs and wearables will drive adoption<sup>4</sup>, with [Copilot](#) enhancing the customer journey through personalized discovery and support.