

Top 40 Shopping Queries with High Search Growth Rate in Jan 2017 compared with Dec 2016

Rank	Query	Category	Search Growth
1	プライマー 下地	Cosmetics	1178.0
2	ゴディバ バレンタイン	Valentine's Day	500.2
3	ストロボクリーム	Cosmetics	371.0
4	バレンタイン 2017	Valentine's Day	330.4
5	鬼のお面	Setsubun	165.6
6	節分 飾り	Setsubun	85.7
7	ロジェ 時計	Fashion	66.8
8	エルグランド 新型	Car	66.5
9	イッタラ 福袋 2017	Lucky Bag	30.4
10	バレンタインチョコ	Valentine's Day	30.3
11	コーチ 福袋	Lucky Bag	27.9
12	雛人形 人気	Hinamatsuri	25.8
13	卒園式 服装 ママ	Graduation / Entrance Ceremony	24.1
14	義理チョコ	Valentine's Day	23.6
15	バレンタイン	Valentine's Day	17.8
16	パーティードレス 成人式	Coming - of - Age Day	16.2
17	卒業式 服 母	Graduation / Entrance Ceremony	15.7
18	サンリオ 福袋	Lucky Bag	15.1
19	スヌーピー 福袋	Lucky Bag	14.6
20	パタゴニア セール	Sale	12.9

Rank	Query	Category	Search Growth
21	入学式 スーツ 母	Graduation / Entrance Ceremony	12.4
22	卒業式 服 母 40代	Graduation / Entrance Ceremony	11.3
23	コサージュ 卒業式	Graduation / Entrance Ceremony	11.3
24	卒園式 服装	Graduation / Entrance Ceremony	11.3
25	セレモニースーツ レディース	Graduation / Entrance Ceremony	10.0
26	つるし雛	Hinamatsuri	9.3
27	カシオ電子辞書	Graduation / Entrance Ceremony	8.3
28	遊戯王 福袋	Lucky Bag	8.2
29	ワコール 福袋	Lucky Bag	7.9
30	スプリングコート レディース	Spring Fashion	6.7
31	スノーブーツ レディース 防水	Winter Fashion	6.7
32	ダブルb 福袋	Lucky Bag	6.5
33	入園式 スーツ	Graduation / Entrance Ceremony	6.5
34	袴 髪飾り	Hinamatsuri	6.5
35	立ち雛	Hinamatsuri	6.4
36	お雛様	Hinamatsuri	6.0
37	胡粉ネイル	Nail items	5.6
38	雛人形 収納飾り	Hinamatsuri	5.5
39	ミキハウス セール	Sale	5.5
40	卒服	Graduation / Entrance Ceremony	5.4

*If you are not familiar with some Japanese event words, please take a look '2018 Japanese Promotional Calendar from January to March' on the download page.

What can you see in this document?

Queries related to 'Lucky bag' and 'Sale'

Lucky Bag ("Fukubukuro (福袋)", "mystery bag") is filled with unknown random items and sold at cheaper price than list price of the items contained within. More customers pre-order online for the Lucky bags nowadays, so search queries such as "fashion Fukubukuro" surges around new year's days. Bidding on those phrases is highly recommended if you have lucky bags! And also, people are still looking for products on 'Sale'. Why not have a sale around this season?

Queries related to 'Graduation / Entrance Ceremony'

In Japan, graduation ceremony is held at the end of March and entrance ceremony is held at the beginning of April. People start to search dresses and gifts for this in January. It is noteworthy that '卒服' is a new word meaning 'graduation dress' and it became popular last year. This is an abbreviation of '卒業式用の服 (a dress for the graduation ceremony)'

Queries related to 'Spring Fashion'

People start to consider buying spring items in January. Don't miss this opportunity! Bidding on those phrases is highly recommended if you have spring items!



If you want to see other specific category Search queries, please contact us!