

Holiday Retail Trends

Canada, 2025

In 2024, 90% of Canadians celebrated winter holidays¹, average spending reached \$1478 CAD per person. 43% of shoppers planned to shop online.² [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.³ Use [Remarketing](#) to keep your brand top of mind.

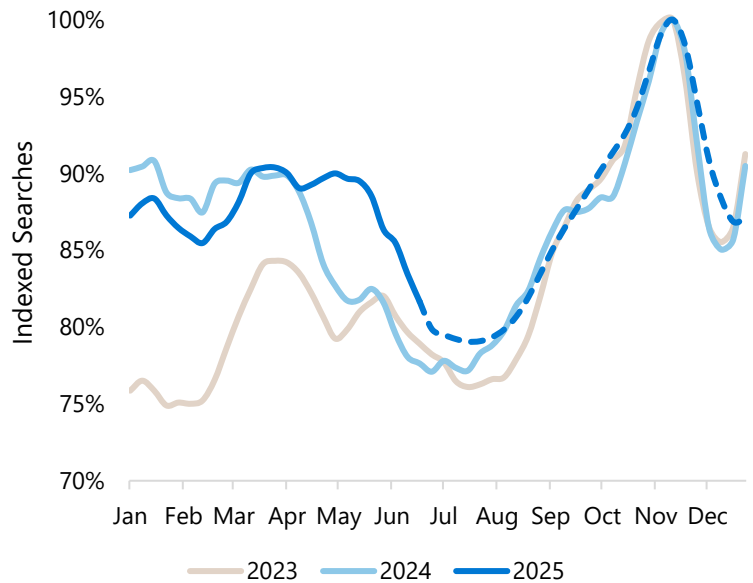
59% Sustainable Gifts Popular:

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

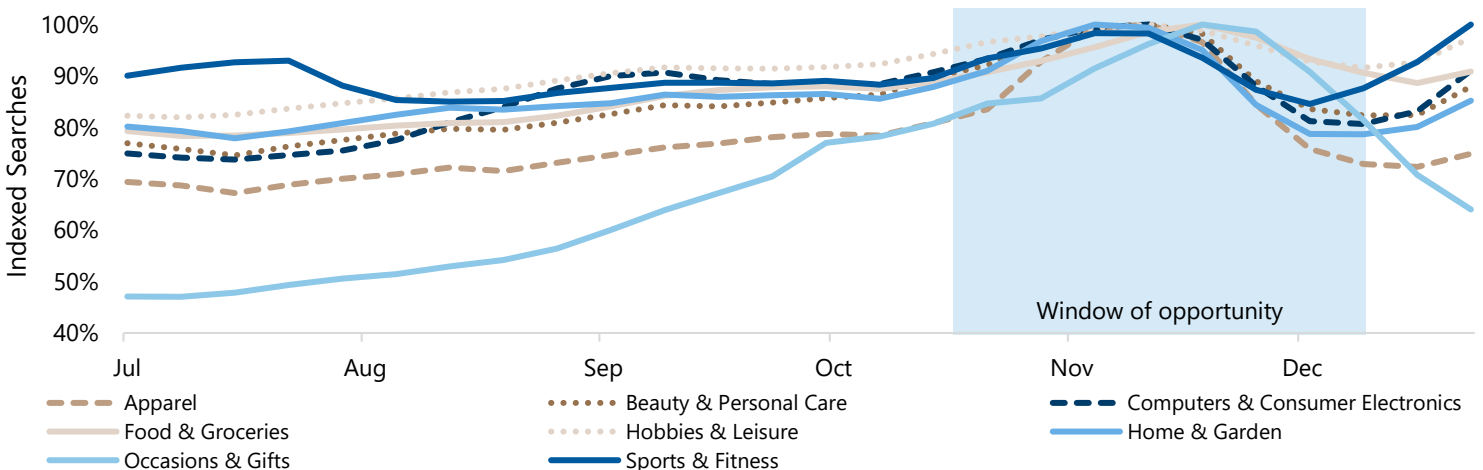
40% Treating themselves

About 40% of shoppers plan to buy gifts for themselves.⁴ 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 2023-2025⁵

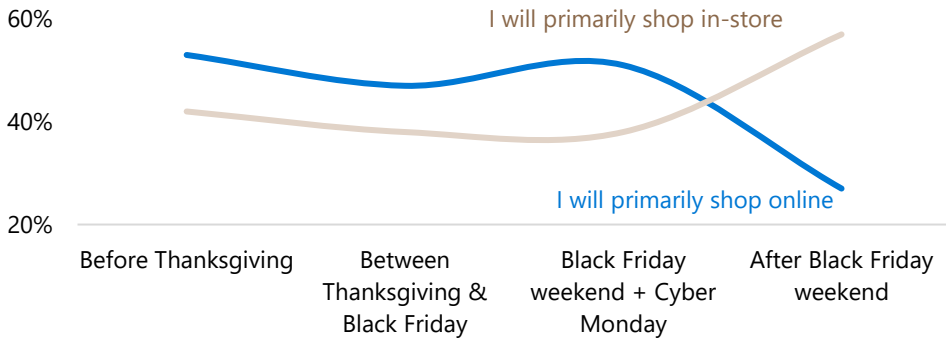


Rolling average of searches indexed by retail category 2024³



Sources: 1. Numerator, [2024 Annual Holiday Preview](#) (2024); 2. Deloitte, [2024 Holiday Retail Outlook](#) (2024); 3. The Bazaar Voice, [Holiday Shopping in Canada](#) (2025) 4. JLL, [Canadian Retail Holiday Survey](#) (2024); 5. Microsoft Internal Data (2023-2025)

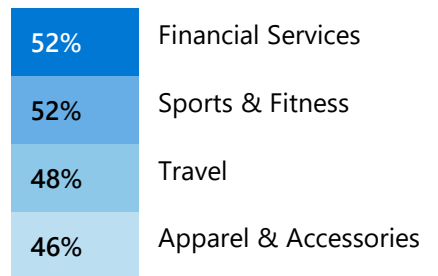
Consumer shopping preference through 2024 holiday season¹



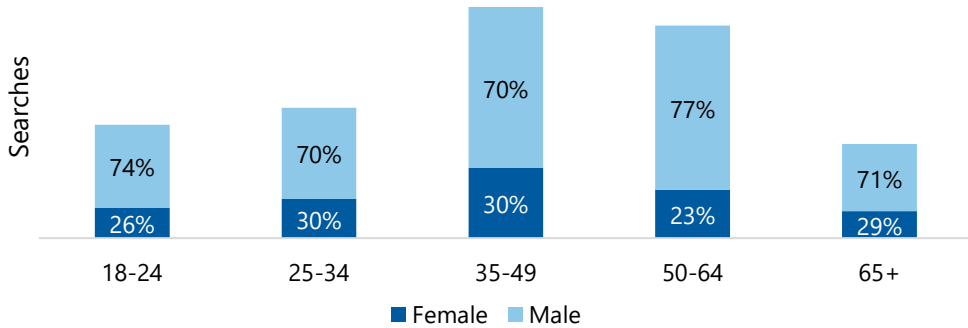
6x Higher conversion rate

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

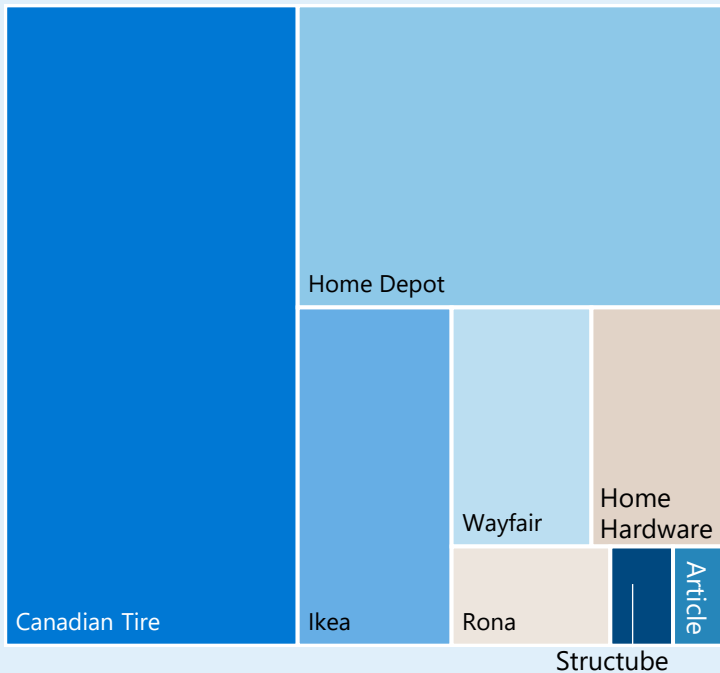
Consumers shopping for Computers & Consumer Electronics are also In-market for²



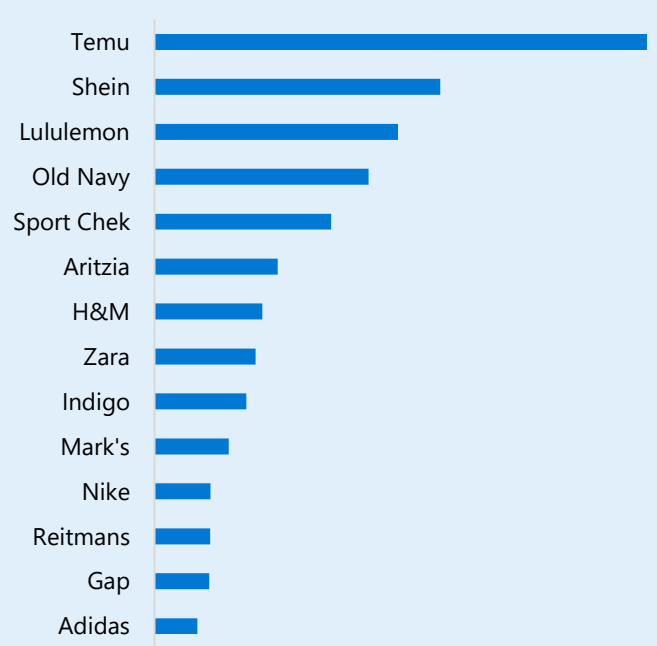
Consumer electronics searches by age and gender Sept-Dec 2024²



Top home & garden brand queries Sept-Dec 2024²



Top apparel search terms Sept-Dec 2024²



Holiday décor popular: 67% of Canadians planned to purchase holiday décor.² 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 2024.³ Leverage Sitelink extensions to showcase your product catalog and guide shoppers directly to that category.