

New ways to  Shop with Google

# Holiday 100



Shop the 100 gifts  
that made our year

and Emma Chamberlain's favorite on the list



# The 100 trending gifts that made our year



Scan to shop  
The Holiday 100

## Welcome to the Google Holiday 100

Follow us @shopwithgoogle

A collection of the products that defined our year drawn from the search trends that inspired them. This is the ultimate gift guide spanning the various categories (fashion, home, beauty, toys, wellness, crafts, and electronics) that grabbed and held our collective attention. Plus, we asked some of our favorite tastemakers from the worlds of fashion, film, and sports—Emma Chamberlain, Stephanie Hsu, and Jimmy Butler—to share their top picks: their own 1 in 100.



# Travel Near & Far



shop Away luggages

Trend Collection No.1

Everything you need to get up and go, with ease.

Scan to shop The Holiday 100



1



Packable protection from the elements. Anorak jacket searches have spiked every November for over a decade.

2



3



4



5



6



7



A bag that takes you here, there and everywhere. Searches for Lululemon's Everywhere Belt Bag shot up 650% this year.

8



9



Your favorite carry-on has a collar. Pet carriers went sky high this year as the most searched "airline-approved..." item.

10



11



Far and away. The top-searched luggage brand of the past 12 months was Away.

12



13



1. Anorak jackets / 2. Owala FreeSip Water Bottle / 3. Smartwatches / 4. Dr. Scholl's Time Off Sneaker / 5. Compression packing cubes / 6. Mini video projectors / 7. Lululemon Everywhere Belt Bag / 8. Foldable aviator sunglasses / 9. Airline-approved pet carriers / 10. Luggage tracker tags / 11. Away luggages / 12. Cadence Capsules / 13. Trtl Travel Pillow





# Big Little Buys



shop Target cozy slippers

Trend Collection No.2

Little indulgences that deliver big on joy.

Scan to shop The Holiday 100



1



2



3



4

Step aside, shoes. Search interest in women's slippers spikes every December.



5



6



7



8

Hats on. Carhartt beanies were the top-searched beanie in the past 12 months.



9

The scrunchie has competition. Claw clips grabbed the biggest search numbers in March.



10



11



12



13

Nails pressed on. Searches for Glamnetic Nails doubled in the past 12 months.



14

- 1. Stanley Adventure Quencher 40oz Tumbler / 2. Rare Beauty Liquid Blush / 3. Target cozy slippers / 4. Harry's razors / 5. Mielle Rosemary Mint Hair Strengthening Oil / 6. Starface Hydro-Stars / 7. Hands-free dog leashes / 8. Carhartt Knit Cuffed Beanie / 9. Claw clips / 10. NUDESTIX Bronzer Stick / 11. K18 Hair Mask / 12. Uniqlo Round Mini Shoulder Bag / 13. Glamnetic Press-On Nails / 14. Clinique Almost Lipstick in Black Honey







Jimmy Butler's 1 in 100 Gift

# Jimmy Butler on gifting from the heart and the power of the beanie.

## The basketball phenom gives thrill and chill.

Originally from Texas, six-time NBA all-star Jimmy Butler was first drafted by the Chicago Bulls in 2011 and logged time in Minnesota and Philadelphia before landing a spot on the Miami Heat in 2019. They would make it to the NBA finals his first season and Butler, who has earned the nickname "Playoff Jimmy," was instrumental in getting the Heat there again this year. While Butler's passion and path is basketball, his interest in sports is certainly not myopic. A longtime soccer acolyte, he has a special place in his heart for PSG (Paris Saint-Germain). He also showed his prowess on the tennis court this summer against Carlos Alcaraz in a US Open charity event. When it comes to gifting, Butler believes in the power of a good accessory, like the diamond earrings he bought himself when he was 18 and the Carhartt beanie he plans to gift heavily this year.





# “Best gift I’ve ever received? My kids.”

Shop Carhartt Knit Cuffed Beanies  
and the 100 gifts that made our year



**Can you tell us a bit about your gift pick and why you chose it?**  
Sometimes I just need to cover up the hair to keep people guessing! That’s the whole reasoning for the Carhartt beanie.

**What makes this item a standout?**  
To me, everybody has a good head on their shoulders (pun intended), so everybody could use a beanie or five.

**Who is definitely getting this gift from you?**  
I would probably gift it to my brother Fonzo. Because he is balding and just won’t let it go. I’m trying to help him out!

**Best gift I’ve ever received is...**  
My kids.

**Best gift I’ve ever given is...**  
MY KIDS!!!!

**What was the first big gift you bought yourself?**  
Probably when I was about 18 I gifted myself some diamond earrings...mainly so I could go get my ears pierced.

**What would be your dream gift if there were no limitations?**  
I just want to be part owner of PSG. I hope they see this answer and gift me a piece of my club!

**My fondest holiday memory is...**  
It will always be all about the family gathering for me. Just being able to break bread with my people is a gift.

**Describe 2023 in five words?**  
A YEAR FOR THE AGES!

**Of the items on the Holiday 100, is there anything else you’re eyeing for yourself?**  
Birkenstocks.

**What was your last Google search?**  
“Carlos Alcaraz tennis highlights”

**Any gifting wisdom to share?**  
Always gift from the heart, and make sure there is a reason behind what you’re gifting.

**What’s your last-minute gift go-to?**  
You can never go wrong with a bottle of Sassicaia.

“Everybody could use a beanie or five.”





# Well Played

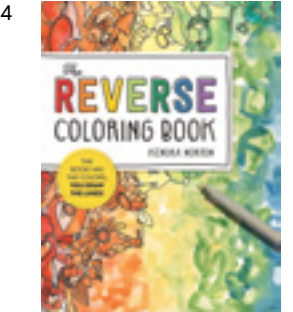
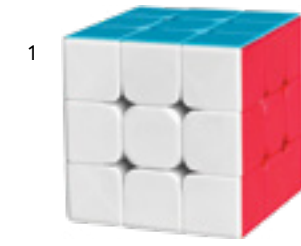
Trend Collection  
No.3

All in good fun.

Scan to shop  
The Holiday 100



shop The Original Nugget Play Couch



Have a soft spot. In the past 12 months, Squishmallows have been searched in all 50 states.



Snap happy. Search interest in kids cameras spikes every December.



Explore a new way of looking at the world. Search interest in mixed reality headsets reached a 5-year high in June.



A couch that does double duty as a playground. The Original Nugget Play Couch was the top-searched play couch this year.

1. Speed cubes / 2. Gaming headsets with mic / 3. Squishmallows / 4. Reverse coloring books / 5. LEGO Bonsai Tree / 6. Instant print camera for kids / 7. Pokémon Trading Cards / 8. Mixed reality headsets / 9. Mini crochet kits / 10. Puzzle vases / 11. Bocce ball sets / 12. The Original Nugget Play Couch



# Finishing Touches

Trend Collection  
No.4

Scan to shop  
The Holiday 100



Style, beauty, and home design upgrades that are the visual equivalent of an exclamation point.



A tote above. The top-trending tote brand of the year was Marc Jacobs.



Sustainable diamonds are forever. Search interest in lab-grown diamond tennis necklaces doubled in the past 12 months.



Throwback brands have current appeal. Dr. Martens still dominated as the top-searched brand of combat boot this year.



Neoprene had our back. Search interest in Dagne Dover's Neoprene Backpack doubled in the past year.



- 1. Marc Jacobs The Tote Bag / 2. Engravable necklaces / 3. UGG Tasman Slipper / 4. Enso silicone rings / 5. Dog shoes for winter / 6. Dr. Martens boots / 7. Lab-grown diamond tennis necklaces / 8. Dyson Airstrait Straightener / 9. Jonathan Adler decorative trays / 10. MOVA globes / 11. Dagne Dover Neoprene Backpack / 12. Cuban link bracelets / 13. Summer Fridays Lip Butter / 14. Mejuri rings / 15. Stuart Weitzman boots / 16. Sorel Kinetic Caribou Snow Boot / 17. Parachute pants / 18. Seiko watches

shop Marc Jacobs The Tote Bag





Shop the 100 gifts  
that made our year and  
wrap them—on us.



Artwork by Nina  
Chanel Abney

All Holiday 100 insights are based on US Google Trends data from trends.google.com, and were validated in June through September 2023 using Google Trends Explore tool and Google's proprietary internal tools, measuring search interest from June to September 2023. All Google Trends featured were selected because they provided a unique window into trending products in 2023, meeting one or more of the following criteria: search interest which hit an all-time high this year, breakout search interest this year, trending or top search interest this year, dramatically higher search interest compared to pre-pandemic norms, or demonstrated noteworthy regional differences in search interest in the U.S.



# Emma Chamberlain on gifts that hit close to home...literally.



The tastemaker talks new  
holiday traditions.

The Gen Z wunderkind's influence remains powerful: nowadays she has 12 million followers on YouTube, 16 million on Instagram, a successful coffee business, and a wildly popular podcast called "Anything Goes with Emma Chamberlain." An unabapologetic homebody, Chamberlain has become understandably obsessed with design and surrounds herself with products that spark joy. Her 1 in 100 pick, a portable mid-century lamp, is happiness in lighting form.





“Every time I see this in my house it sparks joy.”

Shop portable mid-century lamps and the 100 gifts that made our year



**Can you tell us a bit about your gift pick and why you chose it?**

I chose a beautiful mid-century lamp. I spend a lot of time at home, and special pieces around the house bring me a lot of joy on a daily basis. This lamp is bright and fun while still being very chic, and everytime I see it in my house it sparks joy.

**What makes this item highly giftable?**

You can personalize the gift based on what colors your loved one enjoys, and it's small enough to fit in almost any space. It's a versatile gift that would surprise and excite almost anyone!

**Who would you gift this to?**

I would give these lamps to my closest friends who all love decorating their homes, and I am sure they would be so excited to add this to an empty spot on their bookshelf or coffee table.

**Do you have any gifting strategies?**

I usually try to remember something specific they have mentioned wanting in the past. Those are the gifts that show that you are paying attention, and they can really mean a lot. If I can't think of anything, I will start thinking outside of the box and ask myself: "What would they love that they don't even realize they would love?"

**When did you buy your first holiday gift? And what was it?**

I was probably in first grade. My school had a little gift shop around the holidays where students could shop for their parents (even though we all used our parents' money). I bought my parents a Christmas ornament. It was truly nothing special, but it's the thought that counts, right?

**My fondest holiday memory is...**

I have always loved holiday decorating. We put on the Christmas music, pour some eggnog, then get to work. My dad and I used to make a big deal out of decorating, inviting over my grandparents and spending hours perfecting the holiday decor, then playing board games by the fireplace until past my bedtime. The holidays were all about staying up past my bedtime.

**Anything else on the Holiday 100 that you are tempted to buy for yourself?**

I would probably have to choose the nut milk maker. I actually already have one but I love it so much, I'd buy another! I haven't bought nut milk at the store for months! It's incredible.

**What was your last Google search?**

"Best pillows for stomach and back sleepers." I'm trying to perfect my sleeping situation...and the last item on my checklist is the perfect pillow.

“It’s a versatile gift that would surprise and excite almost anyone.”





# Wellness Upgraded

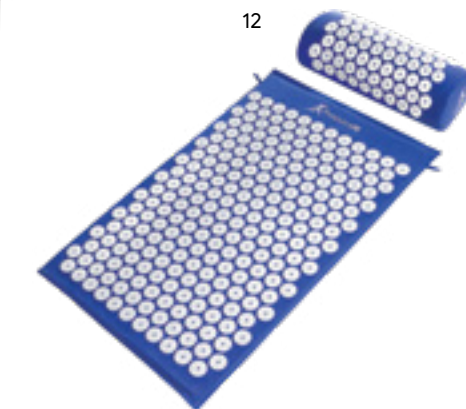
Trend Collection No.5

The new class of health, fitness, and wellness essentials.

Scan to shop The Holiday 100



Comfort shoes still reigned supreme. Birkenstock's Arizona Sandal is the brand's top-searched model of the past 12 months.



Easy on the eyes. Search interest in eye massagers has gone up every December since 2019.

Step it up. Search interest in Nike Free Metcon 5 has flexed more than 1,375% in the past 12 months.

Keep cool and carry on. Search interest in neck fans heats up every summer in the US.

shop Nike Free Metcon 5



- 1. Infrared sauna blankets / 2. Eye massagers / 3. The Five Minute Journal / 4. Jolie Filtered Showerhead / 5. Birkenstock Arizona Sandal / 6. Compression socks / 7. Nike Free Metcon 5 / 8. Green tea deep cleanse masks / 9. La Roche-Posay Cicaplast Hand Cream / 10. Sleep headphones / 11. Neck fans / 12. Shakti Acupressure Mat / 13. Aromatherapy eyemasks



# Nature & Nurture



Trend Collection  
No.6

Embrace your nesting instinct,  
both indoors and out.

Scan to shop  
The Holiday 100



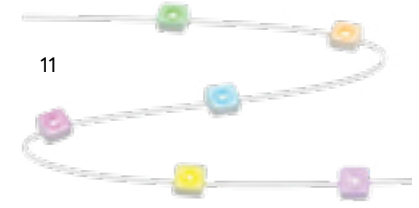
Storage solutions that you don't need to tuck out of sight. This year, HAY crates topped storage crate searches.



A bag with wash and go appeal. Searches for Bogg Bag reached an all-time high in 2023.



Have grill, will travel. Search interest in portable grills spikes every June.



Upgrade your picnic. YETI is this year's top searched brand of cooler.

1. HAY crates / 2. Cozyberry Candle Warmer / 3. Seed starter kits / 4. Solo Stove Mesa / 5. Bird Buddy Smart Bird Feeder / 6. Bogg Baggs Original Bag / 7. Wayfair portable grills / 8. Outdoor beanbag chairs / 9. Caraway Nonstick Ceramic Cookware Set / 10. OXO Good Grips Cookie Press / 11. Govee Permanent Outdoor Lights / 12. Herman Miller chairs / 13. Human dog beds / 14. Mini nugget ice makers / 15. YETI coolers





# Stephanie Hsu believes in the power of plant (and personal) growth.



The scene-stealing star on screens big and small.

Oscar-nominated actress Stephanie Hsu's dance card has been full. She captivated us all in her breakout films "Joy Ride" and "Everything Everywhere All at Once," along with roles in the Emmy-Winning "Marvelous Mrs. Maisel" and "Poker Face." Next year, she'll appear alongside Ryan Gosling and Emily Blunt in "The Fall Guy." Even with a busy calendar, Stephanie finds time to dream of coastal farms and appreciate the little things. For her, a good gift must bring the recipient a sense of delight, something she feels deeply for her 1 in 100 pick (a seed starter kit).





“I like to plant seeds both literally and metaphorically.”

Shop seed starter kits and the 100 gifts that made our year



**Can you tell us a bit about your gift pick and why you chose it?**

The seed starter kit is perhaps the most “me” gift I could ever give or receive! I am a self-proclaimed seed witch, meaning I like to plant seeds both literally and metaphorically. Whether that means scheming, connecting people, planting ideas, or calendula, I love offering the beginnings of possibilities and watching and helping them grow.

**What are the roots of this seed mastery?**

I worked on a farm in college. One of my favorite things about my time there was that we always had something to give. Because the land was treated with such care, the food was abundant, and we always had plenty to share with anyone who came through. All from the power of a seed! Or many!

**Who would you gift this to?**

Anyone and everyone!

**What would be your dream gift if there were no limitations?**

I would love to give universal, free, top-tier education to all...and I would love to receive a farm, preferably in a coastal location. Call me.

**With the year coming to a close, do you have a favorite memory of 2023? And anything you hope to do in the New Year?**

I shook real-life hands with Jay-Z and Beyoncé the night of the Oscars and I haven't been the same since. Next year, I hope to continue to move through this wild ride I'm on with gentleness and curiosity. I hope to spend more time with loved ones. And also become a roller skater.

**So, what sparked your interest in community gardening?**

Food sharing is the most basic form of human reciprocity. I've always loved this philosophy and I've always loved the people who are brought together to break bread, especially when it is home grown. There is so much nourishment in every step of gardening—from seed of the idea, to the labor, to the people you can care for and feed with your harvest. Even if it is just one tomato.

**What are your top three considerations when gift-giving?**

Will this person actually use this or will it go to waste? Will this bring someone delight? Is this a business I feel excited to support?

**One more: What was your last Google search?**

“Flights.google.com/EVERYWHERE.”

“The seed starter kit is perhaps the most ‘me’ gift I could ever give.”





# It's Electric!



Trend Collection  
No.7

Power up your everyday.

Scan to shop  
The Holiday 100



1



2

Point-and-shoots for the win. Search interest in the Canon PowerShot G7 X Mark III reached an all-time high in 2023.



3



4



5



6



7



8

Practical, essential, and timeless, the KitchenAid mixer is the LBD of baking. KitchenAid takes the top searched mixer spot of the year.



9

The perfect base for all your cooking creations. Zojirushi made the rice cooker of choice this year.



10



11

You can ice cream that. Searches for the Ninja Creami Deluxe went up 5,000% this year.



12



13



14



15

1. Portable mid-century lamps / 2. Canon PowerShot G7 X Mark III / 3. DeWalt cordless drills / 4. Coway Airmega air purifiers / 5. Pixel Fold / 6. Nut milk makers / 7. Electric spin scrubbers / 8. KitchenAid stand mixers / 9. Zojirushi rice cookers / 10. Shark HyperAir Hair Dryer / 11. Ninja Creami Deluxe / 12. Breville espresso machines / 13. Electric bicycles / 14. Smart TVs / 15. Mini bladeless fans



New ways to  Shop with Google

# Holiday 100



Discover Jimmy Butler's favorite gift on the list and more at [g.co/holiday100](https://g.co/holiday100)

Follow us @shopwithgoogle