As we approach 2020 Holiday, we want to also share insights on trending categories that shoppers will be looking for. Competitively priced products in these categories will have a higher likelihood of receiving incremental impressions and shopper engagement on Google Shopping.

**Recommended Categories**

**Electronics**
- Audio
- Video Game Consoles
- Televisions
- Tablets
- Media Streaming Devices
- Security Monitor & Recorders
- Laptops

**Health & Beauty**
- Health Monitors
- Makeup
- Oral Care
- Skincare
- Home Health Tests
- Shaving & Grooming
- Perfume & Cologne
- Massagers
- Activity Monitors
- Hair Styling Tools

**Toys & Sporting Goods**
- Bicycles
- Building Toys
- Riding Toys
- Math Toys
- Electric Riding Vehicles

**Home & Garden**
- Appliances
- Kitchen & Dining
- Home Decor

**Apparel**
- Jewelry
- Watches
- Sleepwear
- Coats & Jackets

**Everyday Essentials**
- Baby Transport