

# Top 10 Most Searched Amazon Keywords (2023)

What are shoppers searching for across Europe and the UK?



Spain



Germany



Italy



France



UK



Netherlands

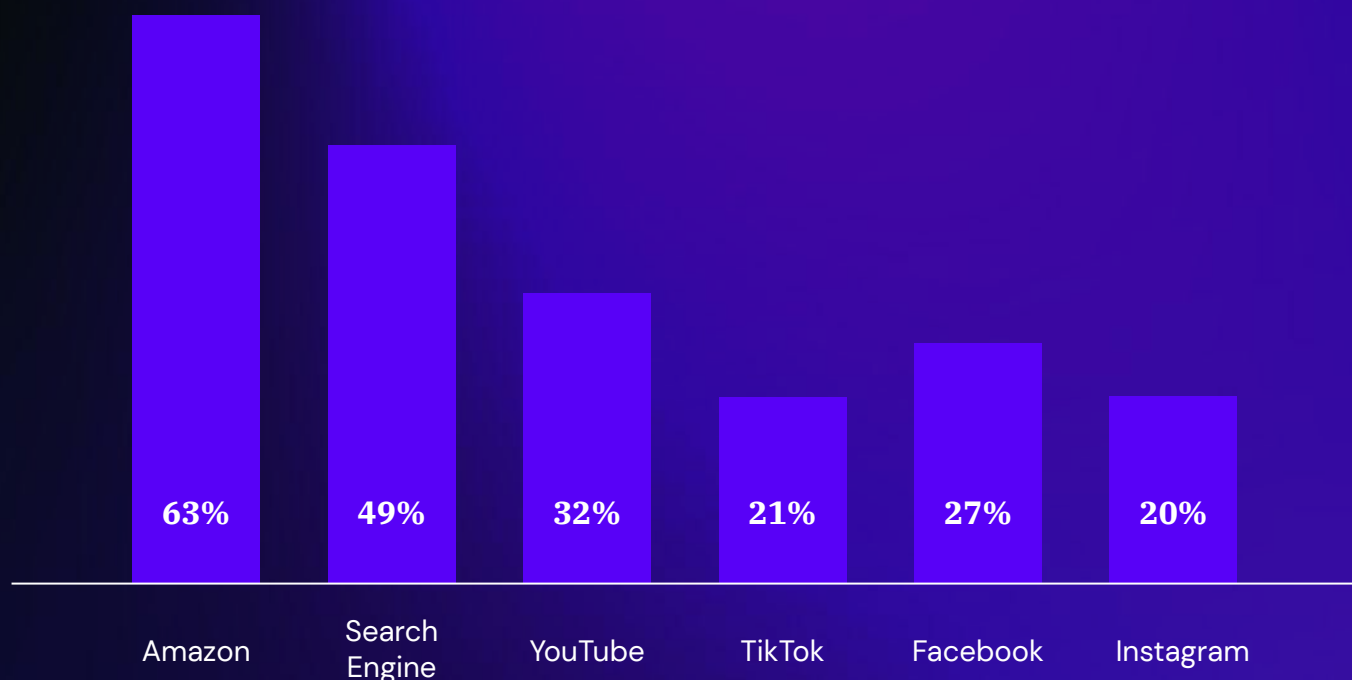


Sweden

According to various data sources (e.g., [Statista](#)), research tells us that in most cases in Europe (and in the US), online product search doesn't start on Google, **but on Amazon.**

## Where do shoppers start their product search?

*\*Data from Jungle Scout's [2022 Q4 Consumer Trends Report](#)*



If we think about the customer journey and the role Amazon plays throughout it, as a search engine as well as a marketplace, then insights into the keywords people are searching for can be incredibly valuable.

In the following pages, find a monthly breakdown (2023) of the top 10 most searched for keywords on Amazon across Spain, Germany, Italy, France, the UK, the Netherlands, and Sweden.



Spain

# Top 10 Most Searched Amazon Keywords (2023)

January 2023	
Spanish	English
venta de sofás baratos	sale of cheap sofas
auriculares inalámbricos	wireless headphones
alexa	alexa
prendas interiores de mujer	women's underwear
abrigos modernos	modern coats
auriculares inalámbricos bluetooth	wireless bluetooth headphones
agenda 2023	agenda 2023
cascos inalámbricos bluetooth	wireless bluetooth headphones
iphone super baratos	super cheap iphone
reloj inteligente mujer	smart watch woman

February 2023	
Spanish	English
auriculares inalámbricos	wireless headphones
alexa	alexa
xiaomi	xiaomi
auriculares inalámbricos bluetooth	wireless bluetooth headphones
san valentin	Valentine's Day
cascos inalámbricos bluetooth	wireless bluetooth headphones
ps5	ps5
iphone	iphone
skechers mujer	skechers women
freidora sin aceite	oil free fryer

March 2023	
Spanish	English
auriculares inalámbricos	wireless headphones
alexa	alexa
auriculares inalámbricos bluetooth	wireless bluetooth headphones
ps5	ps5
skechers mujer	skechers women
fire tv stick	fire tv stick
iphone 14 pro max	iphone 14 pro max
zapatillas hombre	man shoes
playstation 5	playstation 5
freidora sin aceite	oil free fryer

April 2023	
Spanish	English
auriculares inalámbricos bluetooth	wireless bluetooth headphones
skechers mujer	skechers women
alexa	alexa
auriculares inalámbricos	wireless headphones
zapatillas hombre	man shoes
iphone 14 pro max	iphone 14 pro max
iphone 13	iphone 13
zapatillas mujer	women shoes
reloj inteligente mujer	smart watch woman
fire tv stick	fire tv stick



Germany

# Top 10 Most Searched Amazon Keywords (2023)

January 2023	
German	English
spannbettlaken	fitted sheet
harry potter	harry potter
lego	lego
ps5	ps5
fascingskostüme damen	carnival costumes ladies
nintendo switch	nintendo switch
diamond painting	diamond painting
avatar	avatar
kostüm damen	costume ladies
wasserkocher	kettle

February 2023	
German	English
harry potter	Harry Potter
spannbettlaken	fitted sheet
fascingskostüme damen	carnival costumes ladies
kostüm damen	costume ladies
ps5	ps5
valentinstag geschenk für ihn	valentines day gift for him
lego	Lego
playstation 5	play station 5
valentinstag geschenk für sie	valentines day gift for her
diamond painting	diamond painting

March 2023	
German	English
john wick	john wick
ps5	ps5
creed	creed
harry potter	harry potter
playstation 5	playstation 5
rocky	rocky
iphone 14 pro	iphone 14 pro
airpods	airpods
paw patrol	paw patrol
alexa	alexa

April 2023	
German	English
lol last one laughing	lol last one laughing
lol	lol
lol staffel 4	lol season 4
spannbettlaken	fitted sheet
john wick	john wick
harry potter	Harry Potter
ps5	ps5
avatar 2	avatar 2
iphone 14 pro	iphone 14 pro
nintendo switch	nintendo switch



Italy

# Top 10 Most Searched Amazon Keywords (2023)

January 2023	
Italian	English
smartphone	smartphone
cappotto giubbotto donna	women's jacket coat
cuffie bluetooth	bluetooth headphones
borsa color cuoio	leather bag
amartwatch	smart watches
alexa	alexa
agenda 2023	agenda 2023
ps5	ps5
lego	lego
calza befana	baby stocking

February 2023	
Italian	English
cuffie bluetooth	bluetooth headphones
smartphone	smartphones
18 app articoli acquistabili	18 purchasable item apps
san valentino	Saint Valentine
ps5	ps5
smartwatch	smart watches
samsung	samsung
san valentino per lei	valentine for her
san valentino per lui	valentine for him
lego	Lego

March 2023	
Italian	English
cuffie bluetooth	bluetooth headphones
ps5	ps5
iphone 14	iphone 14
playstation 5	playstation 5
iphone 14 pro	iphone 14 pro
airpods	airpods
alexa	alexa
friggitrice ad aria	air fryer
iphone 14 pro max	iphone 14 pro max
festa del papa idee regalo	father's day gift ideas

April 2023	
Italian	English
cuffie bluetooth	bluetooth headphones
iphone 14 pro	iphone 14 pro
ps5	ps5
iphone 14	iphone 14
airpods	airpods
alexa	alexa
nintendo switch	nintendo switch
iphone 13	iphone 13
iphone 14 pro max	iphone 14 pro max
friggitrice ad aria	air fryer



France

# Top 10 Most Searched Amazon Keywords (2023)

January 2023	
French	English
écrans pc	pc screens
ps5	ps5
saint valentin	valentine's day
ssd	ssd
lego	lego
samsung	samsung
coque iphone 11	iphone 11 case
iphone	iphone
montre connectée femme	women connected watch
coque iphone 13	iphone 13 case

February 2023	
French	English
ecrans pc	pc screens
ps5	ps5
ssd	ssd
lego	lego
samsung	samsung
coque iphone 11	iphone 11 case
iphone	iphone
saint valentin	Valentine's Day
coque iphone 13	iphone 13 case
montre connectee femme	woman connected watch

March 2023	
French	English
ps5	ps5
iphone 14 pro max	iphone 14 pro max
ps5 console	console ps5
iphone 14	iphone 14
air fryer	air fryer
playstation 5	playstation 5
airpods	airpods
coque iphone 11	iphone 11 case
support telephone voiture	car phone holder
ecouteurs bluetooth sans fil	wireless bluetooth headphones

April 2023	
French	English
ps5	ps5
iphone 14 pro max	iphone 14 pro max
iphone 14	iphone 14
zeida tears of the kingdom	zelda tears of the kingdom
coque iphone 11	coque iphone 11
flipper zero	flipper zero
verniss semi permanent	verniss semi permanent
support telephone voiture	support telephone voiture
airpods	airpods
batterie externe	batterie externe



UK

# Top 10 Most Searched Amazon Keywords (2023)

January 2023
English
water bottle
lego
air fryers
spare prince harry
dehumidifier
headphones
iphone 13 case
valentines gifts for him
prime drink
2023 diary

February 2023
English
valentines gift for him
South park
kostum damen
valentines gift for her
water bottle
lego
world book day costumes for boys
air fryers
harry potter
headphones

March 2023
English
mothers day gifts
everything everywhere all at once
south park
john wick
harry potter
air fryers
below deck
clarkson farm
creed
picard season 3

April 2023
English
jury duty
easter egg
air fryers
water bottle
coronation decorations
harry potter
avatar the way of the water
toilet roll
john wick
south park



Netherlands

# Top 10 Most Searched Amazon Keywords (2023)

January 2023	
Dutch	English
lego	lego
playstation 5	play station 5
misteri box	mystery box
alexa	alexa
ps5	ps5
ps5 buy	ps5 buy
oplaadbare wandlamp	rechargeable wall lamp
lego star wars	lego star wars
mistery boxe	mystery box
nintendo switch	nintendo switches

February 2023	
Dutch	English
lego	Lego
playstation 5	play station 5
alexa	alexa
gaming accessories	gaming accessory
ps5	ps5
lego star wars	lego star wars
airfryer	air fryer
iphone 14 pro	iphone 14 pro
nintendo switch	nintendo switches
ps5 kopen	buy ps5

March 2023	
Dutch	English
ramadan decoratie	ramadan decorations
lego	lego
ps5	ps5
playstation 5	playstation 5
kindle	kindle
airpods pro 2	airpods pro 2
iphone 14 pro	iphone 14 pro
airfryer	airfryer
gaming accessories	gaming accessories
iphone 14 pro max	iphone 14 pro max

April 2023	
Dutch	English
lego	lego
kindle	kindle
airpods pro 2	airpods pro 2
lego star wars	lego star wars
ps5	ps5
iphone 14 pro	iphone 14 pro
airtag	airtag
playstation 5	playstation 5
iphone 14 pro max	iphone 14 pro max
flipper zero	flipper zero



Sweden

# Top 10 Most Searched Amazon Keywords (2023)

January 2023	
Swedish	English
*	*
protein powder	protein powder
lego	legos
lego star wars	lego star wars
airfryer	air fryer
squishmallows	squishmallows
alexa	alexa
dieselvärmare	diesel heater
ps5	ps5
vattenflaska	water bottle

February 2023	
Swedish	English
*	*
kamera	camera
ssd	ssd
lego	legos
candy	candy
dator	computer
camera	camera
ramadan dekoration	ramadan decoration
airfryer	air fryer
alexa	alexa

March 2023	
Swedish	English
lego	legos
solcellslampor utomhus	outdoor solar lights
vattenflaska	water bottle
electric scooter	electric scooter
kindle	kindle
airfryer	air fryer
lego star wars	lego star wars
ballonger	balloons
elscooter	electric scooter
resväska	suitcase

April 2023	
Swedish	English
lego	legos
solcellslampor utomhus	outdoor solar lights
kindle	kindle
vattenflaska	water bottle
net-a-porter	net-a-porter
lego star wars	lego star wars
air fryer	air fryer
ted baker	Ted Baker
ballonger	balloons
elscooter	electric scooter