



UXR

Google Trends

**Party Balloon Search Interests:
Party City vs. Competitors**

Oct. 2023

Overview

Objective: Analyze and compare athletic shoe trends between Party City and competitors using [Google Trends](#) in 2023 to gain insights into consumer preferences and the competitive landscape.

Research Date Range: Past 12 Months (Oct. 23, 2022 – Oct. 08, 2023)

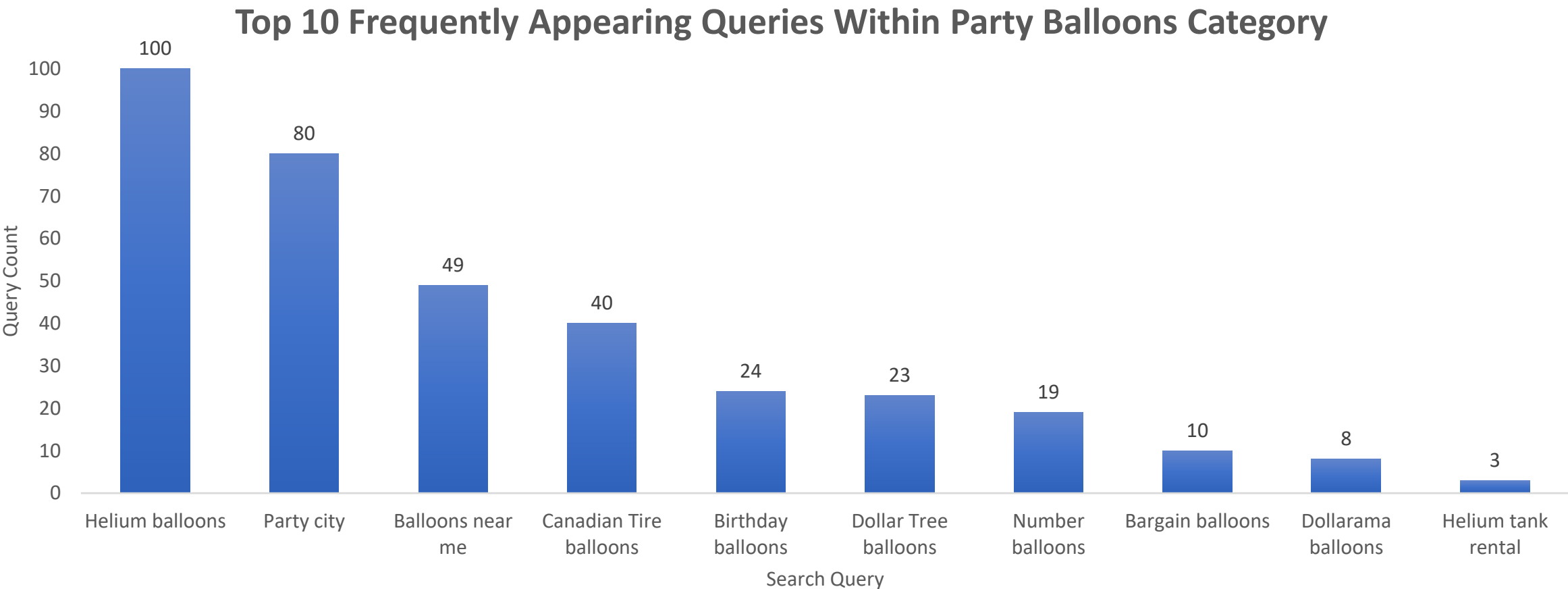
Methodology:

- Collect relevant search terms.
- Analyze search results for relative interest and popularity.
- Rank the brands/categories/stores based on search interest.
- Interpret the findings.
- Acknowledge the limitations of Google Trends data.

Limitations:

- Google Trends provides relative search volume, not exact numbers.
- It may not accurately capture offline behavior or trends.
- Incomplete analysis may result from missing relevant keywords.

Helium Balloons, Party City, and Local Searches Dominate Search Trends, with Birthday and Number Balloons as Popular Specific Balloon Types.



Party Balloons Queries Ranked by Search Popularity

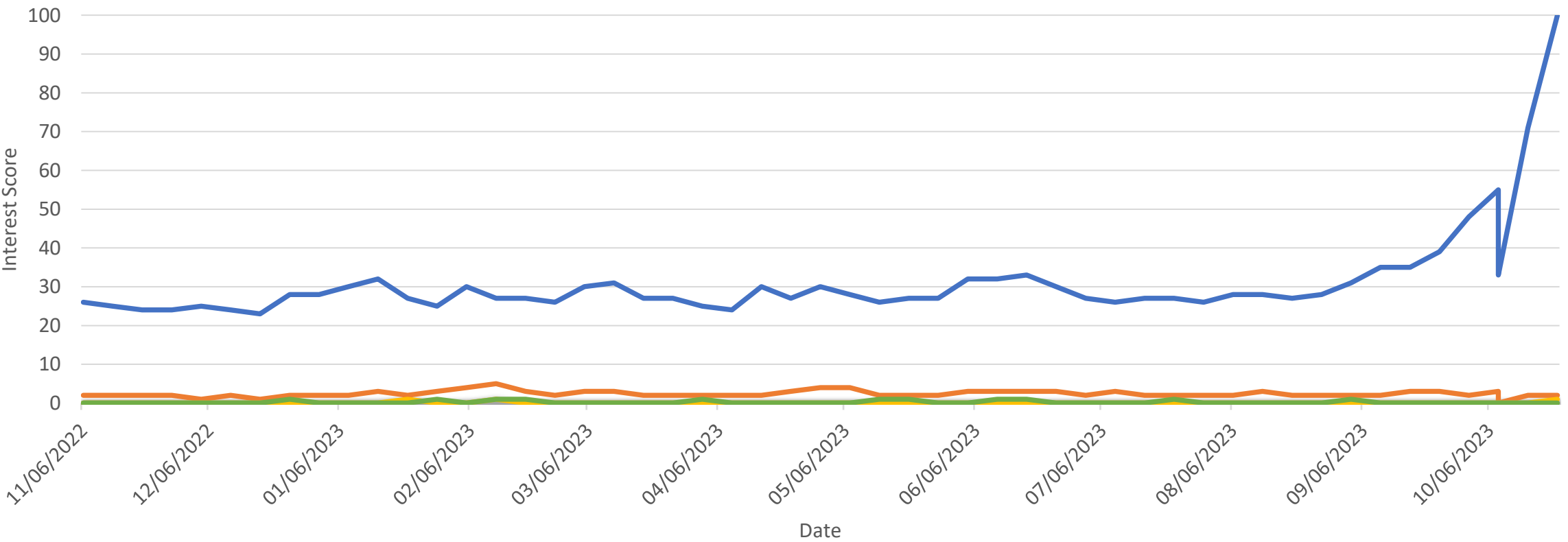
Rank	Balloon Types	Retail Store	Party Balloons Category
1	Foil Balloons	Party City	Helium Balloons
2	Number Balloons	Canadian Tire (Balloons)	Party City
3	Latex Balloons	TO Balloons	Balloons Near Me
4	Letter Balloons	Bargain Balloons	Canadian Tire Balloons
5	LED Balloons	Balloon Shop	Number Balloons
6	Giant Balloons	Vancouver Balloons	Birthday Balloons

Competitors Fail to Match Search Popularity with Party City

Interest Score indicates search interest relative to the highest point on the chart. 100 is the peak popularity, 50 means half as popular, and 0 signifies insufficient data.

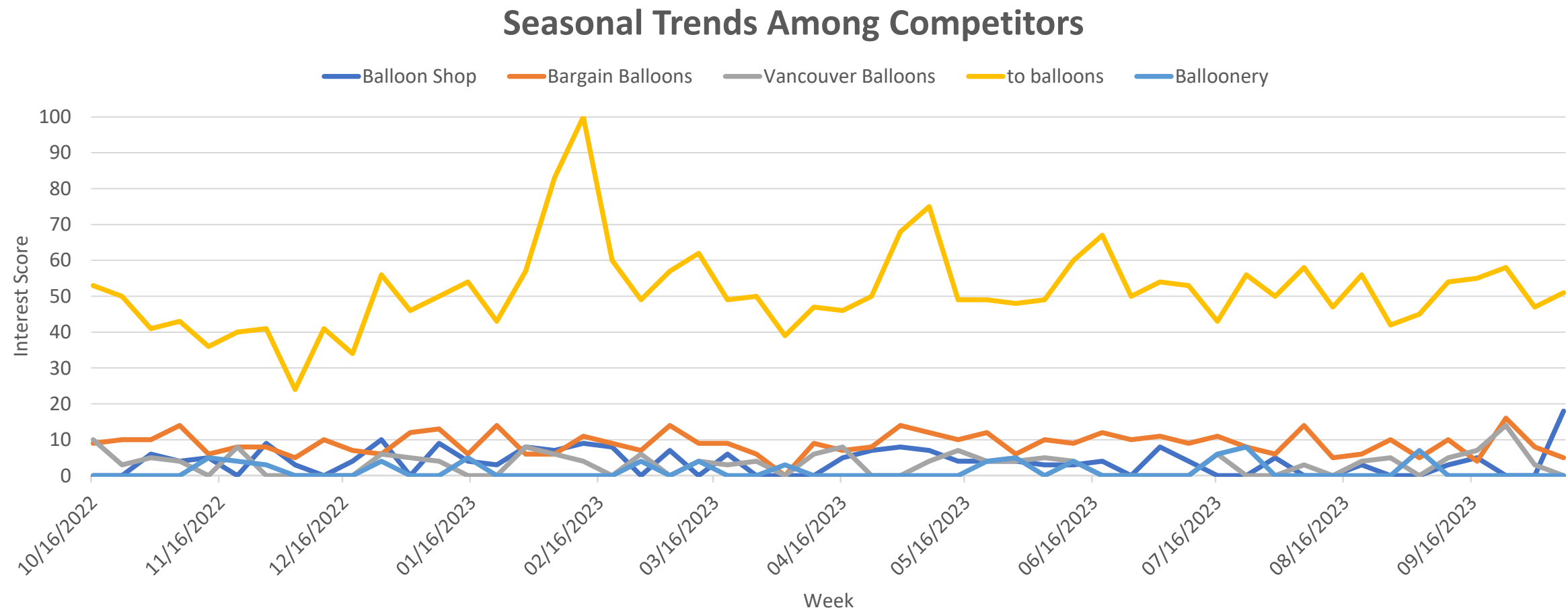
Seasonal Trend of Party Balloon Retail Competitors

Party City TO Balloons Bargain Balloons Balloon Shop Canadian Tire Balloons



Appendix

TO Balloons Dominate Searches Among Retail Store Competitors



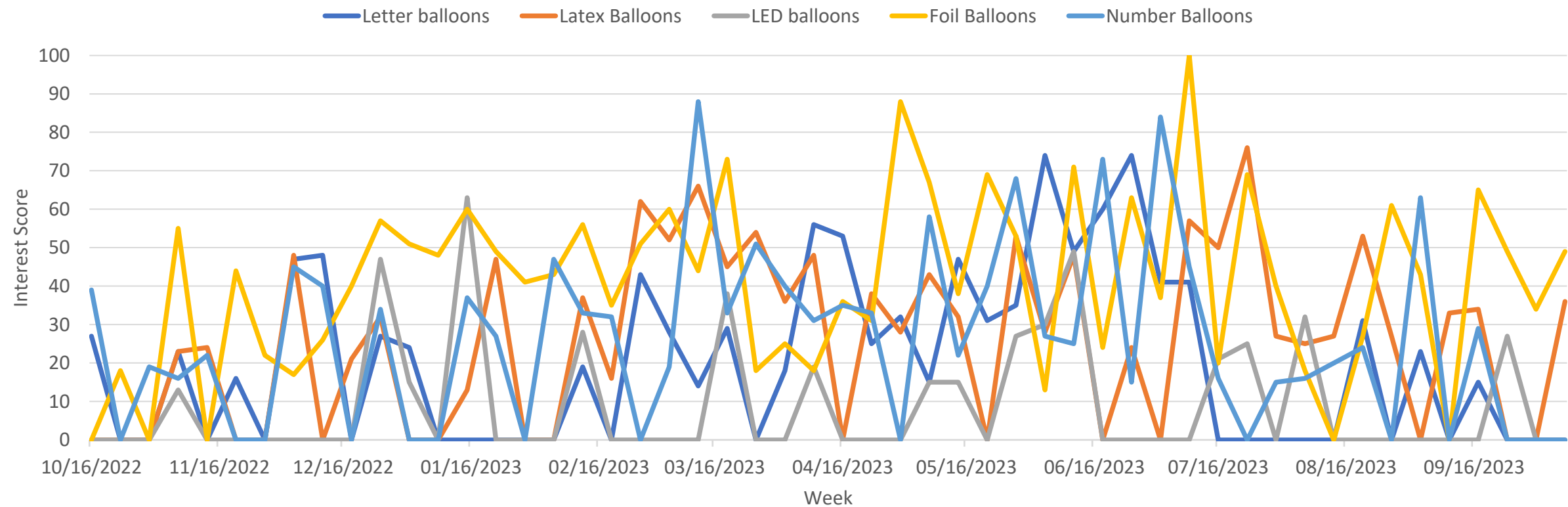
Observations:

- "TO balloons" is the most popular search term, consistently maintaining an average interest score of 51.
- Peak interest in ""TO balloons" on February 12, 2023.
- Other search terms showed fluctuating interest without clear patterns or trends.



Foil Balloons Take the Spotlight Amidst Fluctuating Popularity of All Types

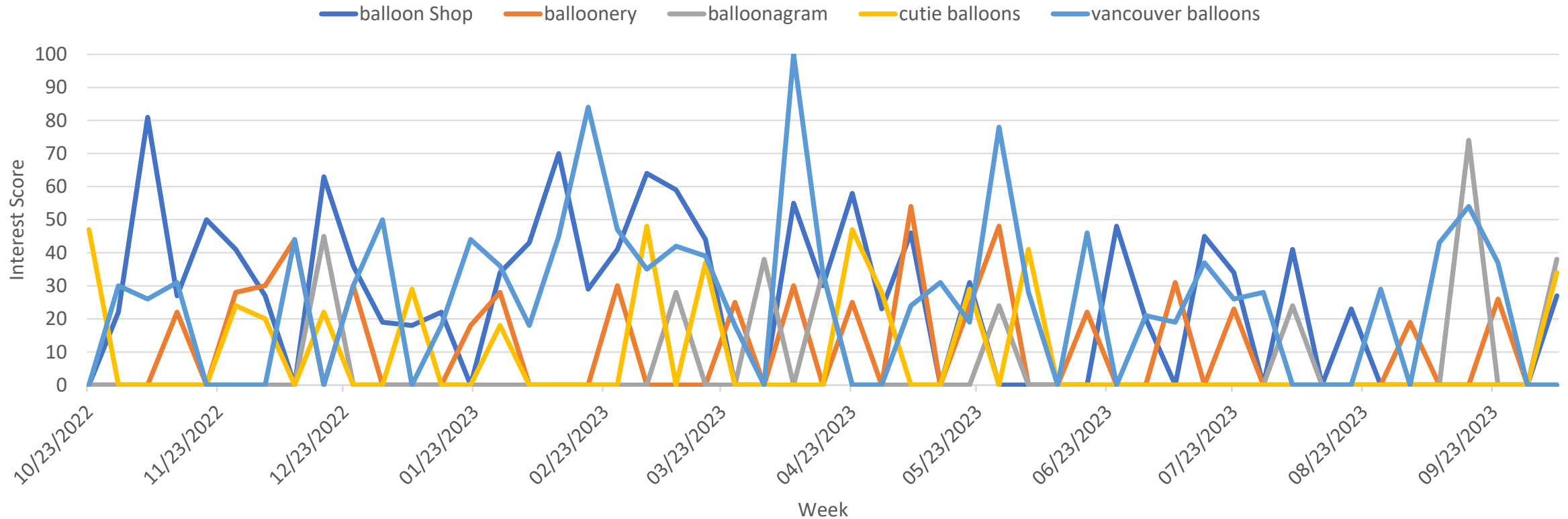
Seasonal Search Term Trend on Balloon Types



Observations:

- Based on the average search interest, Foil Balloons ranks the most popular.
- All balloon types show high fluctuations without any clear patterns or trends.

Seasonal Trends Among Competitors



Observations:

- "TO balloons" is the most popular search term, consistently maintaining an average interest score of 51.
- Peak interest in "'TO balloons" on February 12, 2023.
- Other search terms showed fluctuating interest without clear patterns or trends.