



# AMAZON REPORT

**Holiday Season 2025: Latest Trends**

#November 2025

# November Amazon Trends: Black Friday Frenzy, Cyber Monday Deals, and the Holiday Rush

November is the busiest month of the year for Amazon sellers. It's when the entire marketplace kicks into high gear with Black Friday, Cyber Monday, and nonstop holiday shopping. As shoppers hunt for deals, carts fill up fast, and ad competition is fierce. At the same time, rising Amazon fees and fulfillment costs make it more important than ever for sellers to plan smart and protect their margins.

In this report, we'll look at the biggest sales events of the month, explore shifts in shopping trends this season, and share data-driven tips to help sellers stay profitable as they navigate the chaos of November.

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# News and Updates



Check out our videos to learn how to identify winning products using AMZScout tools!

 AMZScout videos are available in [English](#), [French](#), [Italian](#), [Spanish](#), or [Arabic](#).



This video provides a complete, easy, step-by-step guide to dropshipping on Amazon, with proven strategies for setting up your store, finding products, and growing your business. Learn how to use domestic suppliers for fast shipping, keep your account healthy, and research products with tools like AMZScout.



Find out how to start an Amazon FBA business on a budget with the right strategy. Learn how to sell low-cost products, choose the best items, and get started, even with limited funds. This guide shows you how small steps can help you scale your business into long-term success.



In this video tutorial, Kelly walks you through each step of the Amazon product research process, and demonstrates the most effective methods and tools designed to help you find a winning product to sell. You'll also find out how to use AMZScout software, what to do if you don't have a product idea of your own, and how to begin without a large budget.





In this video, Isaac Kuhlman dives deep into the intricacies of Amazon FBA, debunking the myth that profitable Amazon sellers must price their products at \$30 or more. With over \$12 million in sales under his belt, Isaac shares his successful approach to selling affordable products.

 **How can Amazon Amelia can assist you with selling? Find out in our blog!**



In 2025, Amazon sellers must grapple with new tariffs, de minimis shifts, and rising costs. Learn how to protect your margins and stay competitive.

[Read the article](#)



Learn how to start your own Amazon private label business in just 90 days with AMZScout. Research, source, launch, and scale your first product with confidence.

[Read the article](#)



Learn how Amazon Amelia, a powerful AI assistant, simplifies selling, tracks performance, and assists Amazon sellers with FBA projects.

[Read the article](#)



## Amazon Launches Image Manager to Show the Source of Product Images

Sellers can now use Image Manager to see whether images on their product detail pages come from their own accounts or from another seller. Images will be marked as “Live” or “Not live”. By hovering over the information icon, you can find out the source of an image, including relevant account details if it’s from a partner merchant or vendor.

This tool helps sellers manage images more effectively by ensuring compliance with Amazon’s image requirements and improving transparency across multiple accounts. For guidance on uploading images, go to “Upload images” in Image Manager.




## Amazon Highlights Customization Options for Holiday Sales

Amazon reminds sellers to add customization options to their listings, as holiday shoppers continue to look for more personalized gifts. With Amazon Custom, sellers can let customers personalize products with text, images, or logos. They can also create unique configurations or make on-demand items, which helps to boost engagement and sales during the holiday season. Additionally, sellers can bulk-upload customization options using the spreadsheet template in the custom configurator for faster listing updates.

# PRODUCT IDEAS

## SELECTED SPECIALLY FOR YOU

Do you want to receive more product ideas based on your personal criteria?

**sellerhook**\*  
by AMZ  can provide individual product research  
just for you!

### HOW IT WORKS

- 1** DECIDE HOW MANY PRODUCT IDEAS YOU WANT TO RECEIVE - 1 or 5
- 2** PLACE YOUR ORDER [here](#)
- 3** FILL OUT OUR BRIEF QUESTIONNAIRE and specify which product criteria are important to you
- 4** ALLOW 10 BUSINESS DAYS for our AI algorithm and AMZScout experts to select the best products for you, out of millions
- 5** GET A LIST OF BOOMING PRODUCT IDEAS, as well as helpful keyword research and supplier suggestions
- 6** ADD A SUPPLIER CHECK TO YOUR ORDER and get a complete set of data about new suppliers, or those already chosen by you, for sourcing and shipping products

Save time and resources by outsourcing your routine research process!

[Order Individual Product Research Now](#)

**sellerhook**  
by AMZ 

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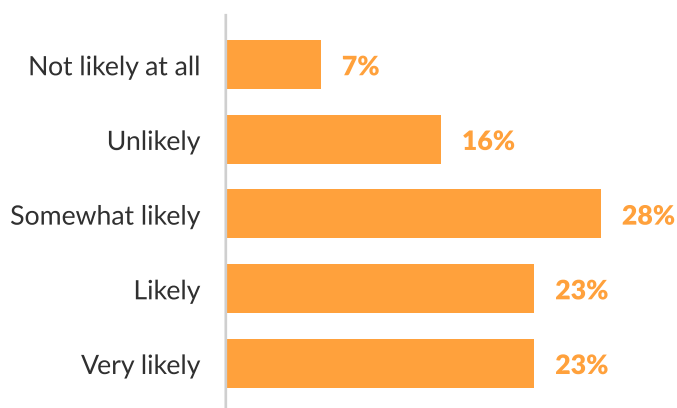
\*Sellerhook is part of the AMZScout family. They help business owners find new winning products.

# Holiday Season 2025: Latest Trends

This year, Black Friday falls on **November 28, 2025**, followed by Cyber Monday on **December 1, 2025**. However, keep in mind that these shopping events are no longer limited to just two days. For Amazon sellers, BFCM has turned into a **multi-week sales window**, with deals and discounts starting as early as mid-November and stretching well into December.

At the same time, shoppers have become **more value-conscious and strategic**. Instead of rushing to buy everything in one weekend, consumers now plan ahead, compare prices, and start shopping earlier to grab the best deals. This shift means sellers need to think beyond flash sales by focusing on smart pricing, clear promotions, and strong inventory management throughout the season.

## Compared to last year, are you likely to start your holiday shopping earlier this year?



During this period, both **advertising and competition** on Amazon reach their peaks. Ad costs rise sharply as more sellers fight for visibility, and winning sales requires **data-driven planning** for both inventory and promotions. On top of that, Amazon fees are higher, which puts extra pressure on margins. It's a challenging season, but it can also be the **most profitable time of the year**.

## Black Friday and Cyber Monday

BFCM is one of the biggest shopping stretches on Amazon, bringing massive traffic and record-breaking sales every year. The platform turns into a deal hub, with shoppers actively searching for discounts across every category. For sellers, it's a chance to attract new customers and clear inventory – but it's also a test of your pricing, logistics, and promotion strategy.

The key Black Friday & Cyber Monday categories remain strong and consistent: **Electronics, Home Appliances, Fashion, and Beauty**. Products that can be **deeply discounted or bundled** perform especially well, as shoppers look for visible savings and value-driven offers.

Amazon Search Keyword	Est. Monthly Search Volume
black friday ipad deals	2,000
ps5 black friday deals	1,900
black friday deals macbook	1,300
apple black friday deals	1,000
skincare black friday	880
black friday 4k tv deals	500
black friday smart tv deals	450
black friday gaming laptop deals	390
black friday printer deals	380
black friday coffee maker deals	320
dyson black friday	300
black friday pots and pans	260
lego black friday	210
black friday nintendo switch games	170
cyber monday laptop	140
cyber monday beauty deals	120
cyber monday toy sale	100
cyber monday camera	100

We're already seeing strong search activity for **discounted Apple products, smart TVs, PlayStations, gaming laptops, coffee makers, cookware, and LEGO sets**. Even though Black Friday is still about a month away, search volumes for many of these keywords are already sufficient, and continue to grow.

# Thanksgiving, Christmas, and New Year Shopping

Holiday shopping is no longer about a single celebration – instead, it’s a **season of multiple occasions for gifts**. Shoppers are buying a variety of products for **Thanksgiving, Christmas, New Year’s**, and even smaller seasonal gatherings, which makes the gift-buying window longer and more flexible. This means sellers have more chances to connect with buyers across different holidays, not just the big ones.



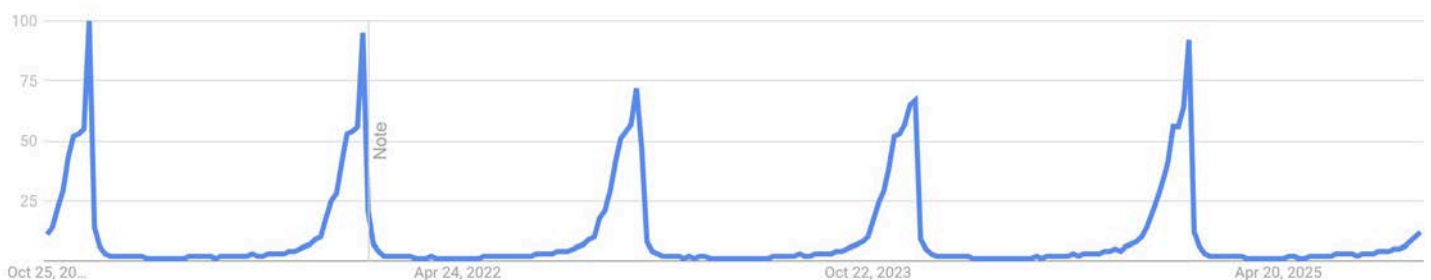
# 47%

of people say they usually start shopping for the holidays in October or earlier



Sales history of Christmas-related items

AMZScout’s sales data supports recent surveys showing that around 47% of shoppers begin their holiday shopping in **October, or even earlier**. This year, we’re seeing the trend move up even more. Sales of Christmas-related products started climbing about two weeks earlier than last year, with noticeable growth already occurring in early to mid-September.



Search history for “Christmas” over the past five years

A similar pattern appears in search trends. This year, interest in “Christmas” began rising earlier than at any point in the past five years. Surveys suggest that this shift may be driven by **budget-conscious** shoppers who start searching sooner to compare prices, find discounts, and spread out their spending over a longer period.



**2 in 3**

people believe early holiday shopping saves them money



**Lower prices (43%) & more time to enjoy the holidays (25%)**

are the two biggest motivators for people starting their holiday shopping early

Amazon Search Keyword	Est. Monthly Search Volume
thanksgiving day decor	8,100
thanksgiving table decorations	3,600
thanksgiving outfit	2,400
thanksgiving coloring pages	1,600
thanksgiving table runner	1,600
cookies for thanksgiving	1,000
thanksgiving holiday gifts	880
thanksgiving banner	720
thanksgiving costume	590
thanksgiving turkey decoration	590

Thanksgiving-related searches are mostly focused on **home and holiday dining decor**, with keywords like “*Thanksgiving day decor*” and “*table decorations*” leading in both volume and growth. Meanwhile, **seasonal** keywords such as “*cookies for Thanksgiving*” and “*turkey decoration*” are seeing strong upward trends, signaling that practical, decorative, and family-oriented items are driving the most engagement this season.

Amazon Search Keyword	Est. Monthly Search Volume
christmas tree	135,000
christmas ornaments	33,100
christmas wallpaper	18,100
christmas wrapping paper	12,100
black christmas tree	12,000
lego christmas sets	6,600
christmas village sets	4,800
christmas mug	4,500
christmas gifts for women	4,000
christmas pillows	3,300
christmas party decorations	2,900
gingerbread christmas decorations	2,800
christmas gifts for teens	2,400
christmas baskets	1,600
bows for christmas tree	1,300
teacher christmas gifts	1,000

Christmas-related searches on Amazon are **dominated by classic decor and gift categories**, with “*Christmas tree*” and “*Christmas ornaments*” in the lead. It’s also worth mentioning that the keywords “*black Christmas tree*” and “*Christmas tree collar*” show **sharp growth trends**, suggesting rising interest in **modern or alternative tree styles**. Beyond decor, there’s steady demand for **gift-oriented** searches, including “*LEGO Christmas sets*”, “*Christmas gifts for women/teens*”, and “*teacher gifts*”, reflecting shoppers’ focus on **thoughtful, themed presents**.

At the same time, **social media, visual searches, and influencers** are shaping how shoppers discover products. Many holiday purchases now start with a scroll or a recommendation, not a search bar, making strong visuals and social proof essential for standing out this season. Here are some examples of social media driven products:



**Memory Orb Christmas Ornament**

Price:  
**\$42.99**

Estimated Monthly Sales:  
**100+**



**Decorative Knob Covers Red Peppermint**

Price:  
**\$24.99**

Estimated Monthly Sales:  
**9,000+**



**Dried Orange Slice Christmas Garland**

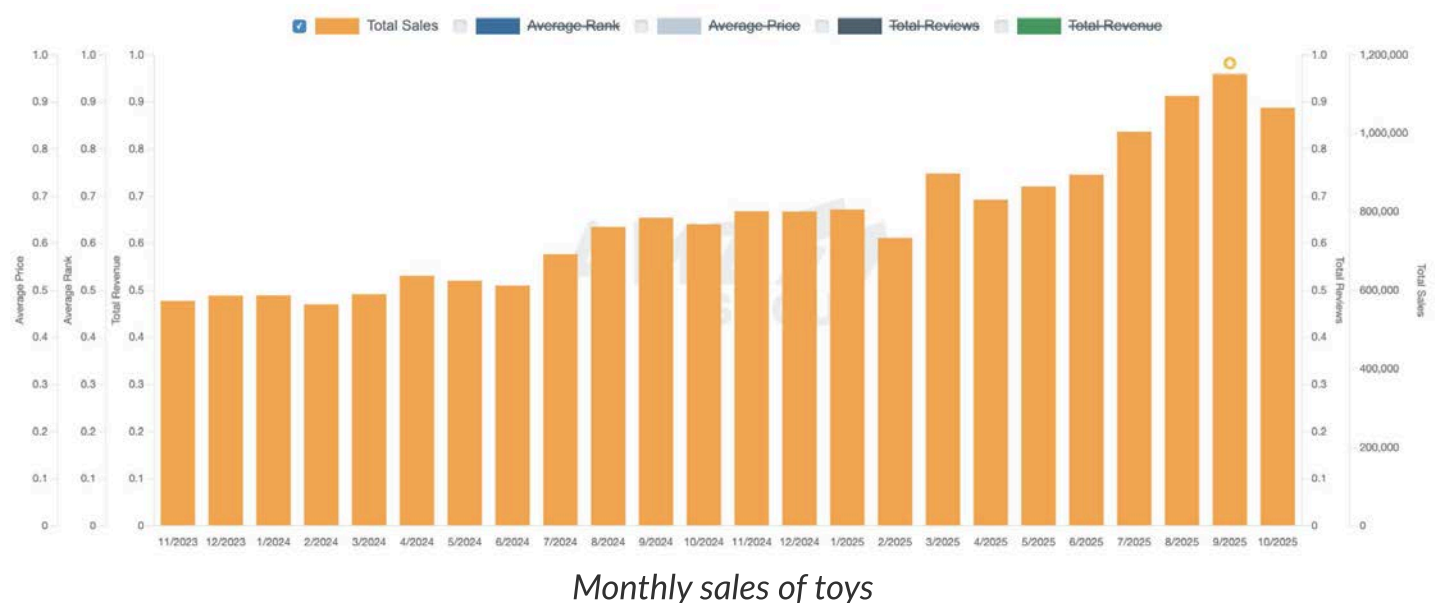
Price:  
**\$24.89**

Estimated Monthly Sales:  
**200+**

## Fast-growing categories and items for the holiday season

### Toys & Games:

The holiday season is one of the busiest times for toy sales, as families shop for gifts that combine trending favorites and timeless classics. Top picks include LEGO sets, toy cars, puzzles, and tech gadgets for older kids.



Big toy brands like Barbie, Hot Wheels, LEGO, and Marvel continue to dominate sales and are often great choices for retail or online arbitrage, thanks to their consistent demand and strong brand recognition.

### Some of the top-selling toys and games for Christmas



**LEGO Christmas Ornament Selection Toys**

Price:

**\$12.99**

Estimated Monthly Sales:

**14,945**

Estimated Monthly Revenue:

**\$194,135**



**Santa Cookie Elf Candy Snowman**

Price:

**\$9.95**

Estimated Monthly Sales:

**3,518**

Estimated Monthly Revenue:

**\$35,007**



**Upgraded Pop Push Game Toy for Kids**

Price:

**\$12.99**

Estimated Monthly Sales:

**5,440**

Estimated Monthly Revenue:

**\$60,489**

The full version of the Amazon trends report is available to paid AMZScout users, along with a complete toolset for finding profitable products and selling on Amazon.

**Get AMZScout and receive a full version of these reports each month!**

**[Check Out all AMZScout Tools and Perks Now](#)**

# Ideas for Profitable **Christmas Products**

Using our data and tools, we analyzed thousands of Amazon products to identify items with strong profit potential for the holiday season. This list features evergreen products that remain popular year after year, including Thanksgiving and Christmas essentials and gifts, as well as top picks for Black Friday and Cyber Monday that are often purchased as gifts.



## Wooden Christmas Tree

Price	Monthly Revenue	Reviews	Est. Sales
<b>\$39.99</b>	<b>\$30,038</b>	<b>56</b>	<b>835</b>

This light-up wooden Christmas tree combines natural materials with soft LED lighting to create a cozy, rustic look. The simple battery-powered design makes it easy to set up anywhere in the home. The mix of modern and farmhouse styles suits a variety of interiors, from kitchen tables to mantels. The warm glow adds a festive touch during the holidays, and the elegant design also makes it a thoughtful seasonal gift.

### Sales History



The full version of the Amazon trends report is available to paid AMZScout users, along with a complete toolset for finding profitable products and selling on Amazon.

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