

From Gadgets to Getaways: What hotukdeals Q1 2025 Search Trends Reveal About UK Shoppers

As the dust settles from the festive frenzy, new data from hotukdeals reveals a clear shift in what UK consumers are searching for in early 2025. Analysing the most popular search terms on the platform in Q1 2025 compared to Q4 2024, three key trends have emerged – pointing to changing priorities, new obsessions, and the enduring power of nostalgia.

From Tech to Travel: Shoppers Swap Gadgets for Getaways



It's no surprise that Q4 is the biggest quarter of the year for tech searches. With Black Friday, Cyber Monday, and Christmas all packed into a single season, demand for electronics surges – and hotukdeals Q4 2024 search data reflected that. But in Q1 2025, the picture changed.

Searches for many popular electronics dropped by at least 25%, including **TVs**, **iPads**, and **laptops**. Gaming searches also dropped, with terms such as **Xbox** and **PS5** down, although there are signs that the new **Nintendo Switch 2** will be hot with a huge spike in searches at the end of the quarter preceding the Nintendo Direct video announcement on April 2nd.

In their place? “**Holiday**” searches shot up by 43.3%, as users turned their attention from gadgets under the tree to booking some time away in the sun.

“This trend reflects the natural shift in consumer focus after the festive period,” says Dan Evans, consumer expert at hotukdeals. “Once the gift-giving season is over, deal hunters start planning ahead – and getting the best price on holidays becomes the next priority.”

Back in the Groove: Vinyl Makes a Comeback

Among the standout risers, one word struck a nostalgic chord: “**vinyl**” searches were up 22.2%.

Whether it’s a love for physical music, the joy of collecting, or simply the aesthetic, vinyl’s revival continues into 2025. With many reissues and special edition pressings hitting shelves early in the year, it seems that a growing number of British consumers are spinning their way back to analogue.



“Vinyl has made a huge comeback in recent years,” adds Dan Evans. “In 2024, the vinyl market grew by 10.5%, and it looks like we could be set for further growth in 2025.”

Other Rising Stars: From Budget SIMs to Protein Powder

Beyond the headlines, a few other trends quietly picked up steam:

- "**Lebara**" saw a 57% increase in searches, as more people hunted for affordable, flexible mobile plans. The biggest driver of this was likely some very attractive deals, including [this one in January](#) that offered 50GB data, unlimited minutes and texts, and EU roaming for just £0.42 for the first 8 months
- Both "**Pokemon**" (+0.98%) and "**Pokémon**" (+10.3%) saw modest but meaningful increases, pointing to sustained interest in collectables, gaming, and nostalgia-fuelled fun.
- Proving that New Year's resolutions still have some power, "**protein**" searches rose by nearly 10%, as health-conscious shoppers looked for deals to fuel their fitness goals.

The Big Picture

While Q4 will always be dominated by tech and gifting, Q1 2025 has shown a broader spectrum of interests: experiences over electronics, nostalgia over novelty, and value-driven choices that reflect how people are navigating the year ahead.

Want to see what the UK's biggest shopping community is looking for right now? Visit hotukdeals.com to see the latest deals that are gaining traction with UK shoppers this week.

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