

PAXCOM



*Barbie*TM **clickprint:**

Search Terms, Brand Insights,
and Trend Analysis unveiled



Disclaimer - This report covers the data from June and July.



JUNE

◆ Top Clicked Brand No. 1 ◆

Brand Share ◆

Barbie

51.39%

iDream

9.72%

Stylbase

4.17%

Shivaaro

2.78%

Emartos

2.78%

JULY

◆ Top Clicked Brand No. 1 ◆

Brand Share ◆

Barbie

49.61%

iDream

6.20%

Hot Wheels

3.88%

Stylbase

2.33%

Shivaaro

2.33%

The data illustrates how often the **top 5 brands** were searched on Amazon with the keyword "**Barbie.**" This was studied for **74 search terms** and **21 brands** in June and **133 search terms** and 36 brands in July.

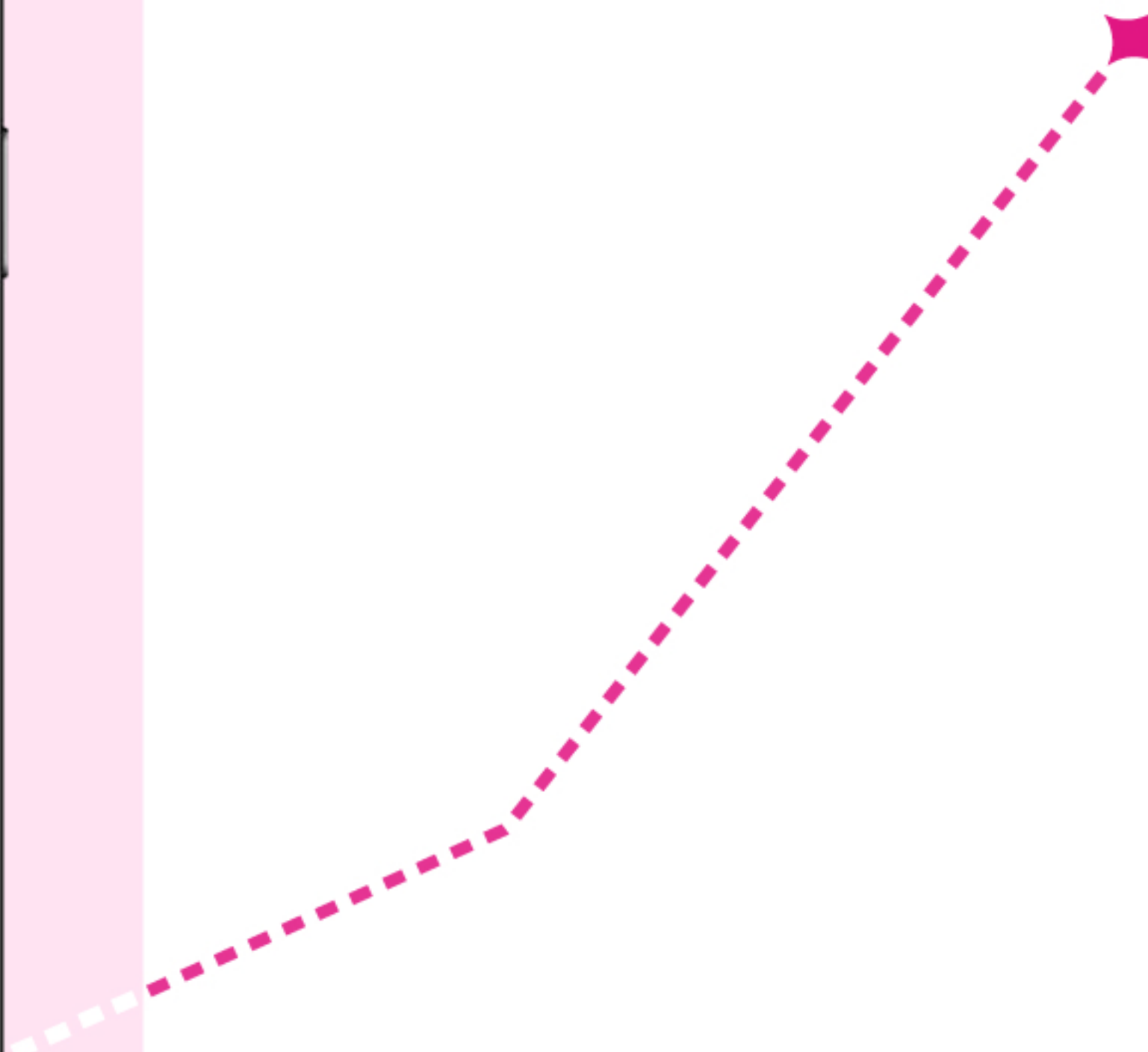
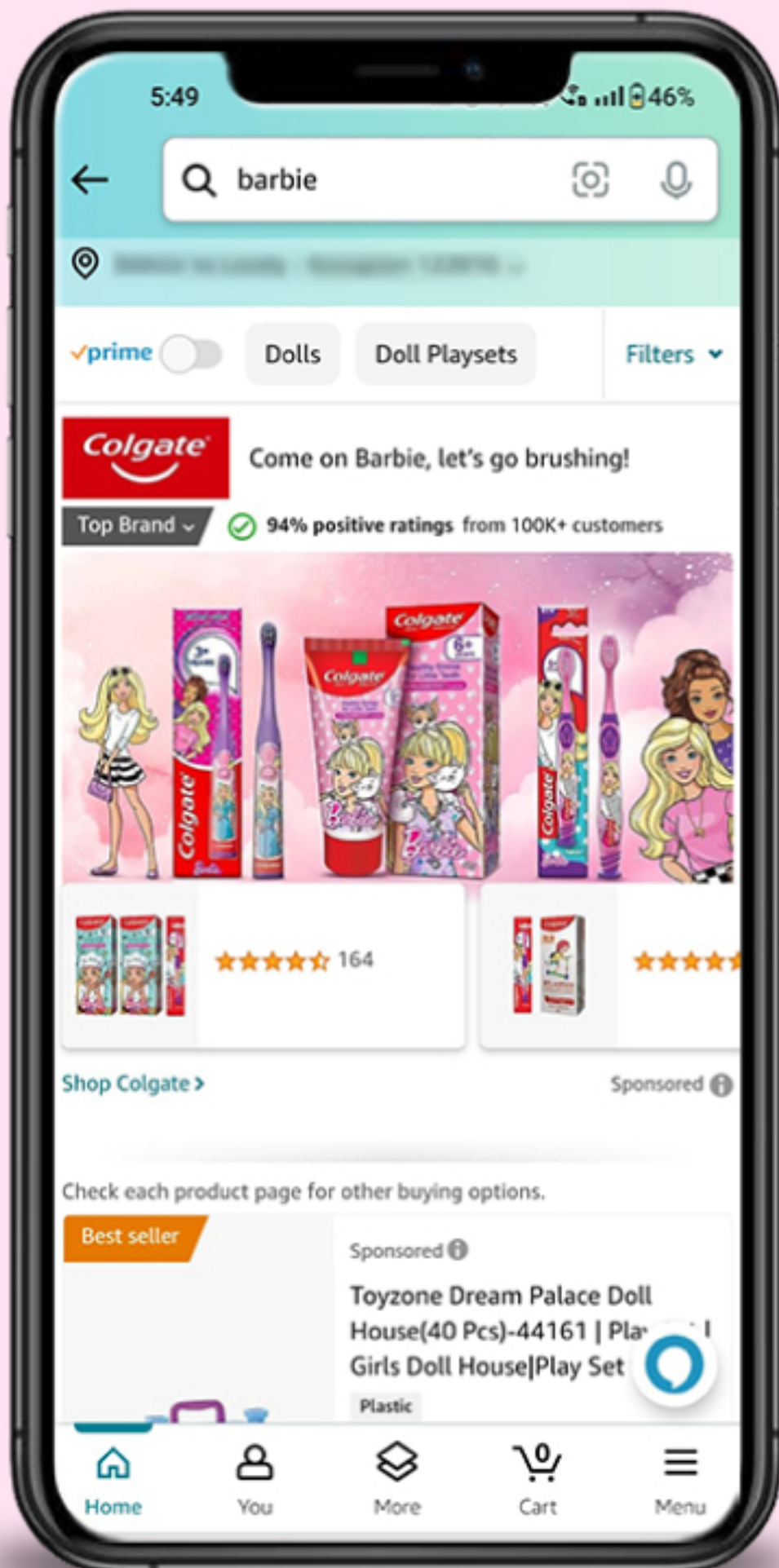


'MoM'entum Shift:

Barbie Search Terms & % Change

In July, the term "**Barbie**" was present in **133 search queries**, a significant increase from **June's 74** searches.

A notable **79.73% increase**.





New Entrants in July



barbie t shirts for women
 barbie car hotwheels
 barbie movie doll
 barbie accessories for women
 barbie decorations for birthday party
 barbie clothes for women
 ken barbie doll
 barbie clothes for dolls
 barbie merchandise
 hotwheels barbie
 indian barbie

barbie toothbrush
 barbie ken
 mattel barbie
 barbie ken doll
 barbie top
 barbie book
 barbie dresses
 barbie merch
 barbie colouring book
 barbie dress for kids
 barbie tops for women
 barbie frocks for girls

barbie frocks for girls
 barbie pink dress for women
 barbie reveal doll
 barbie shampoo
 barbie sets
 dream house barbie doll set
 barbie malibu doll house
 barbie pencil
 barbie box
 barbie dolls for girls age 10-12
 mattel barbie doll

barbie closet
 barbie toy
 barbie doll dream house
 barbie queue grill set
 barbie movie collection
 barbie heels for women
 mermaid barbie
 original barbie doll
 barbie toys for girls
 barbie earrings
 barbie tshirt for men
 barbie stickers for girls

barbie makeup
 hot wheels barbie
 margot robbie barbie doll
 barbie outfit for women
 barbie+toothbrush
 barbie dress for baby girl
 barbie charger cover
 barbie classic movie collection dvd 2007
 barbie birthday decoration
 barbie hot wheels
 barbie house set

barbie tshirt for women
 barbie top for women
 barbie hotwheels
 barbie the movie
 barbie movie dolls
 barbie tshirt
 pink barbie dress for women
 barbie movie
 barbie+gown+for+women
 barbie perfume
 barbie the movie doll





Search & Click Trends



◆ Search Terms ◆

barbie the movie

barbie movie dolls

barbie movie

barbie the movie doll

barbie classic movie collection dvd 2007

barbie movie doll

barbie movie collection

◆ Top clicked Brand ◆

Barbie

E Excel Home Videos

Golden Books

Hot Wheels

Mattel

Breatoi

Toys Uncle

Disclaimer - Top-clicked brands 1-3 are displayed in no particular order and are ranked in context with the search terms above.



Barbie's Collaborative Couture



Hot Wheels Barbie™ The Movie Die-Cast Pink Corvette® in 1:64 Scale

★★★★★ 141

1K+ bought in past month

₹330 M.R.P: ₹1,999 (83% off)

Get it by **Tomorrow, 9 August**

FREE Delivery by Amazon

More Buying Choices

₹199 (10 new offers)

Brands like "Hot Wheels" capitalize on the popularity of Barbie, showcasing how strategic alignment with trending toys creates symbiotic gifting opportunities, boosting cross-brand engagement and sales.



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Interested in more data-driven insights?

Contact us at info@paxcom.net

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