



E-Commerce **Search 2025**

Benchmarks, Trends & Insights

Why search is essential, and what you lose by not optimizing yours

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Why site search is your secret weapon

Site search is a critical feature for every e-shop. It allows customers to quickly find the products they want without browsing the entire store.

But site search is more than just a tool—it's a digital shopping assistant. **Just like a helpful store employee, a well-optimized search function understands customer needs** and guides them to the right products.

If customers can't find what they're looking for, they won't buy it. And if they leave your store frustrated, you lose potential revenue. The same logic applies online.

If your e-shop's search function doesn't deliver relevant results, customers will look elsewhere.

So, how important is a well-functioning site search? The answer is simple: it's not just a convenience—it's a revenue driver.

What features should an effective site search include? What impact does it have on sales? We've analyzed data from nearly **3,000 e-shops across 14 e-commerce verticals** to uncover key insights. Our findings will help you improve customer satisfaction and increase revenue.



Gejza Nagy

CEO at Luigi's Box

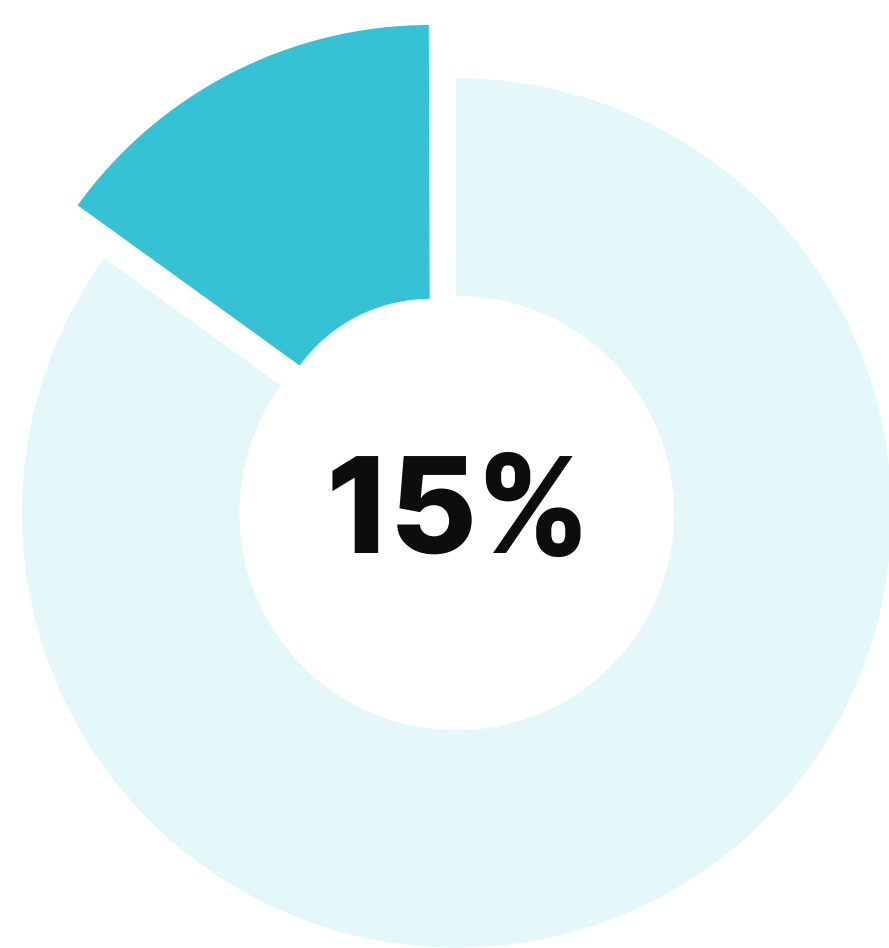
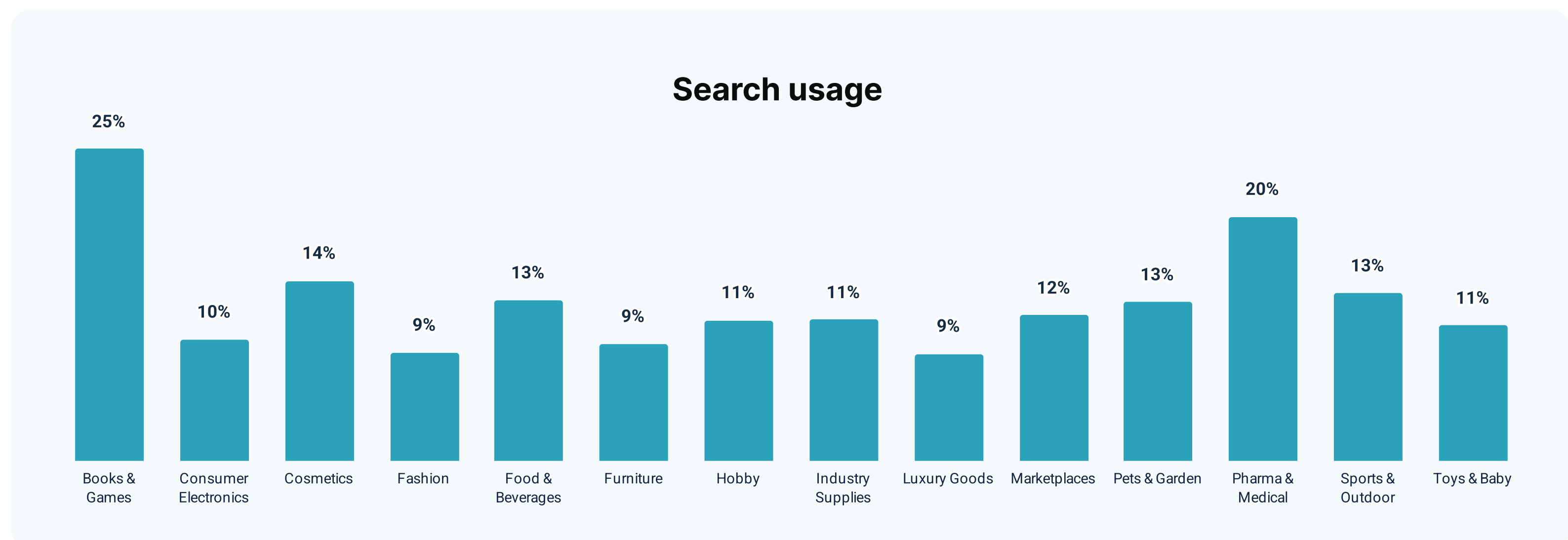




The hidden power of search: Why it's seriously underrated



Who's really using search



On average, about **15% of customers** use site search in e-shops. Yet, many businesses overlook this when optimizing their search features. **Can you afford to ignore nearly a fifth of your visitors?**

However, search usage varies across verticals.

Site search is the most popular in Books and Games, where customers often look for specific titles.

In contrast, **it's least used in Fashion**, where shoppers want to see a wider selection of products to make the purchasing decision. These differences reflect how shopping behaviors and product types influence search habits.



Verticals with high search usage

- ✓ Customers know exactly what they want
- ✓ Product titles explicitly specify the exact product
- ✓ Product images are secondary and mainly confirm the selection

Q george orwell 1984|



1984

By George Orwell

Add to Cart

Verticals with low search usage

- ✓ Customers prefer exploring a broader selection
- ✓ Product titles are more descriptive and open-ended
- ✓ Product images are essential for assessing quality, appearance, and use

Q white sneakers|



Snowline Flex Runners

Add to Cart



Stride Streetflow Slip-ons

Add to Cart

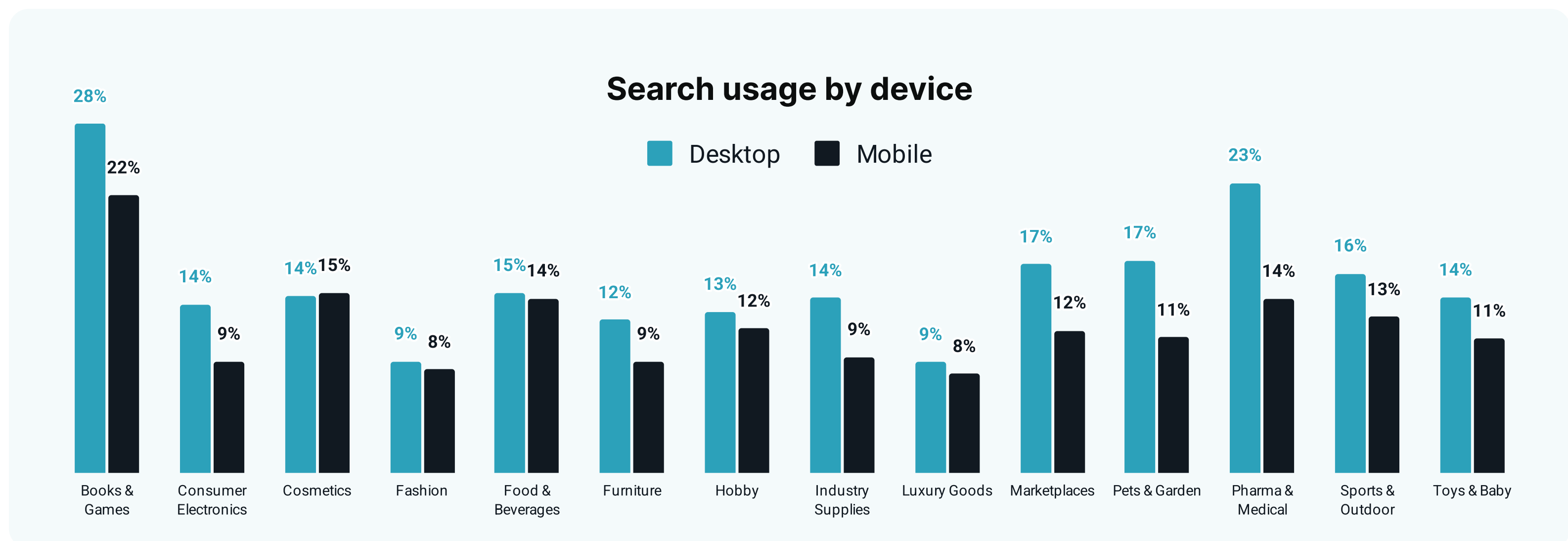


Ivory Skyline 5 Pro Edition

Add to Cart

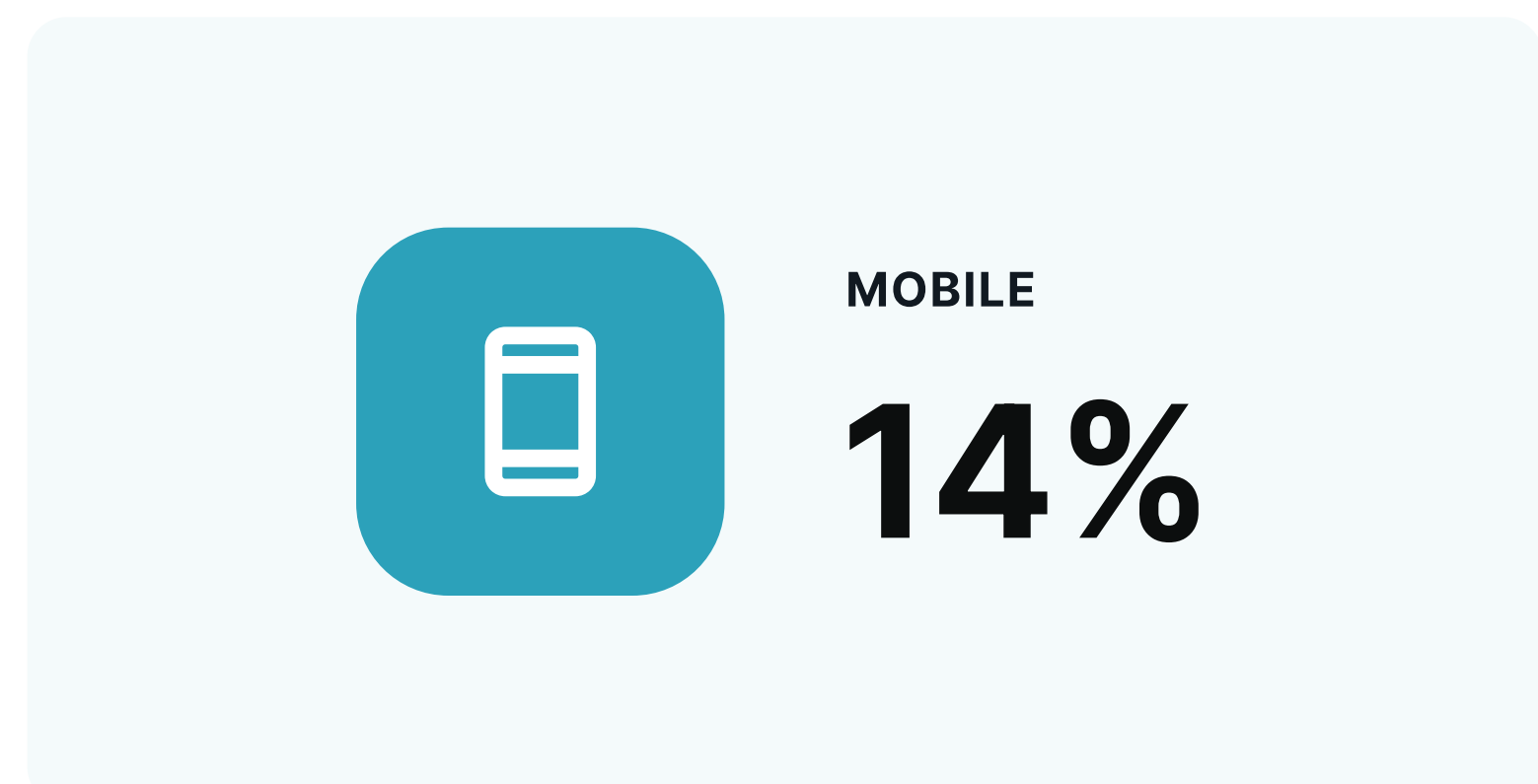
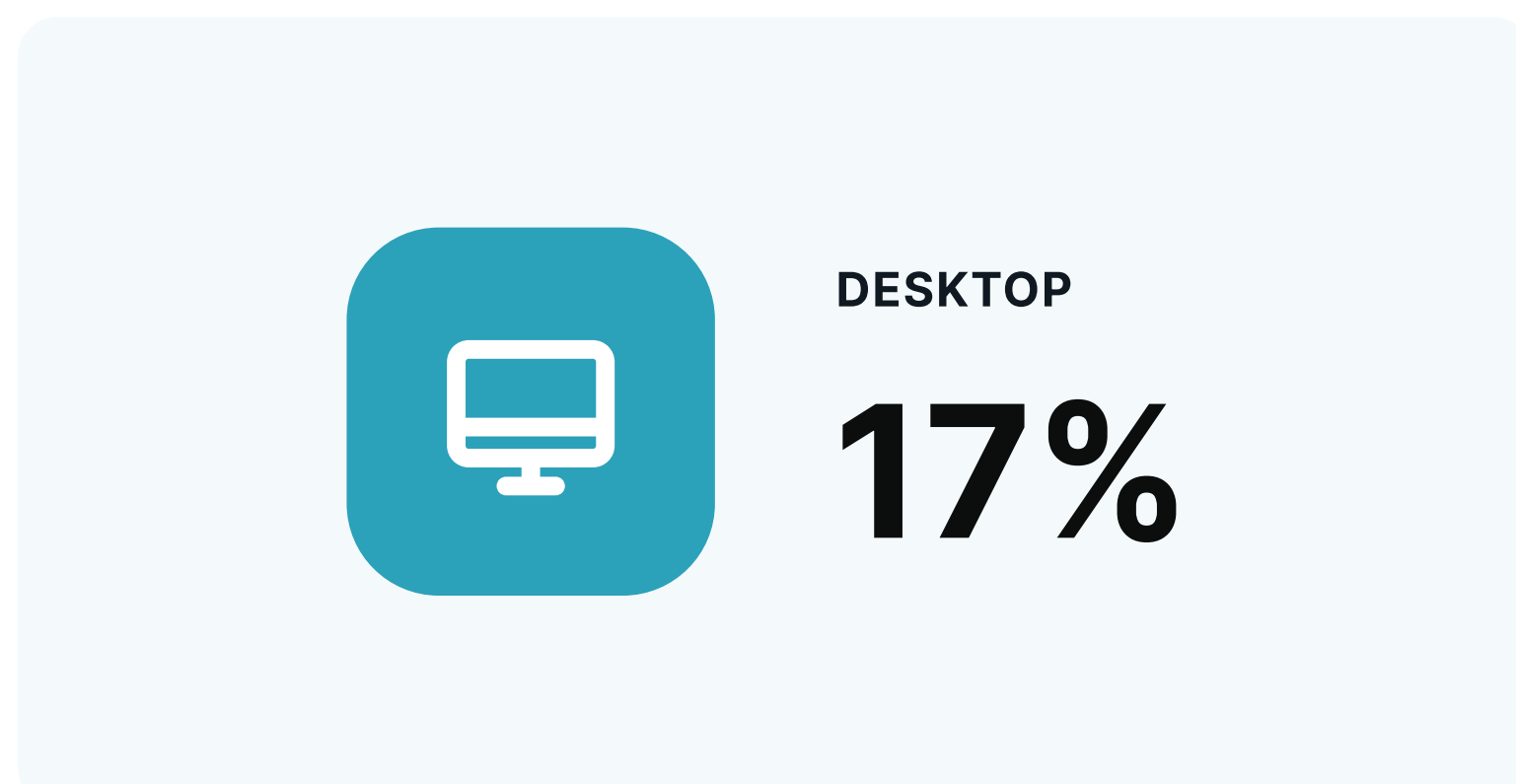


Desktop vs. mobile search habits



Search usage data shows that mobile search rates are **slightly lower** than desktop.

The reason is simple—on many e-shops, **search is not immediately** visible on mobile. Customers often need to tap multiple times before the search bar appears.



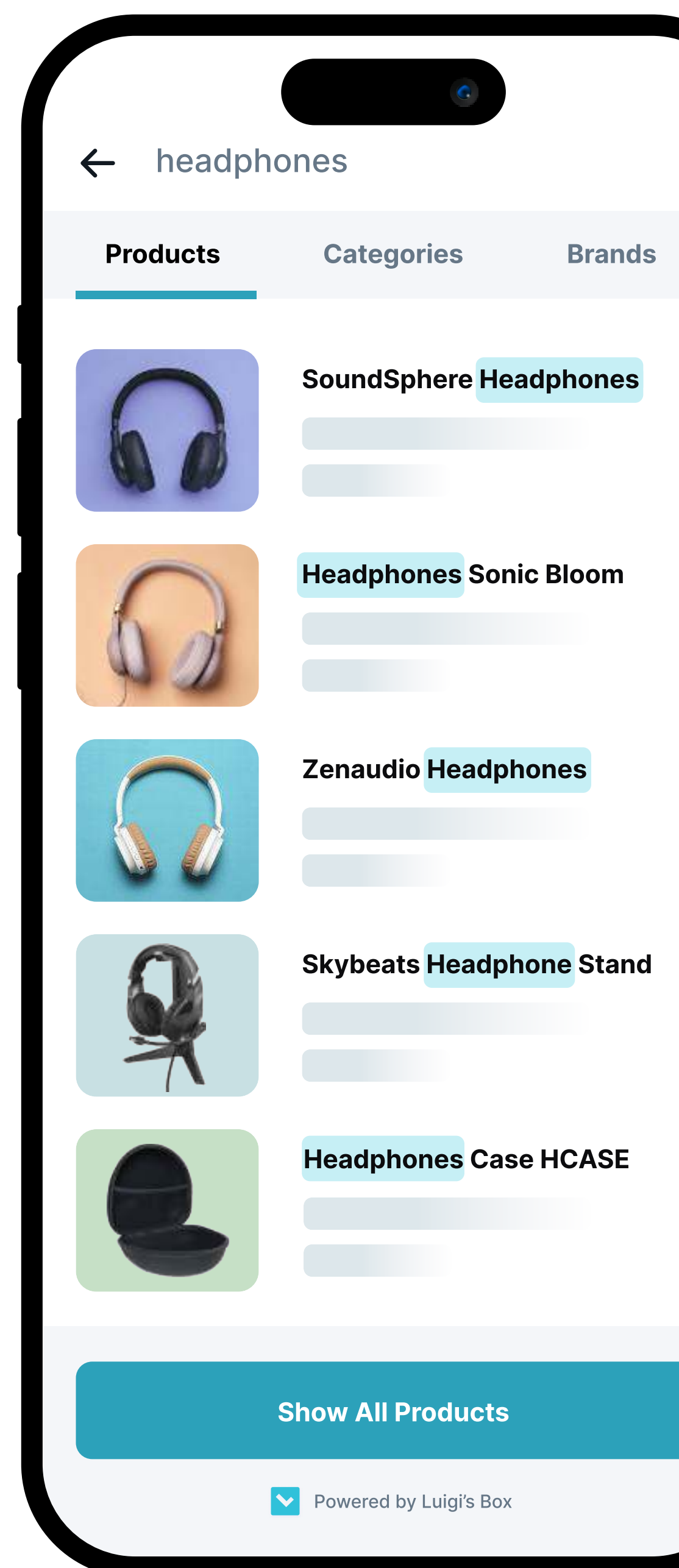
In some cases, it is hard to find due to **cluttered mobile layouts that prioritize maximizing screen space**. When essential functionality is difficult to access, search usage naturally declines.



Best practices for an optimized mobile search

Many companies **overlook UX** when designing mobile search. While it's challenging to fit **advanced search features** into a smaller screen, these best practices **enhance usability**:

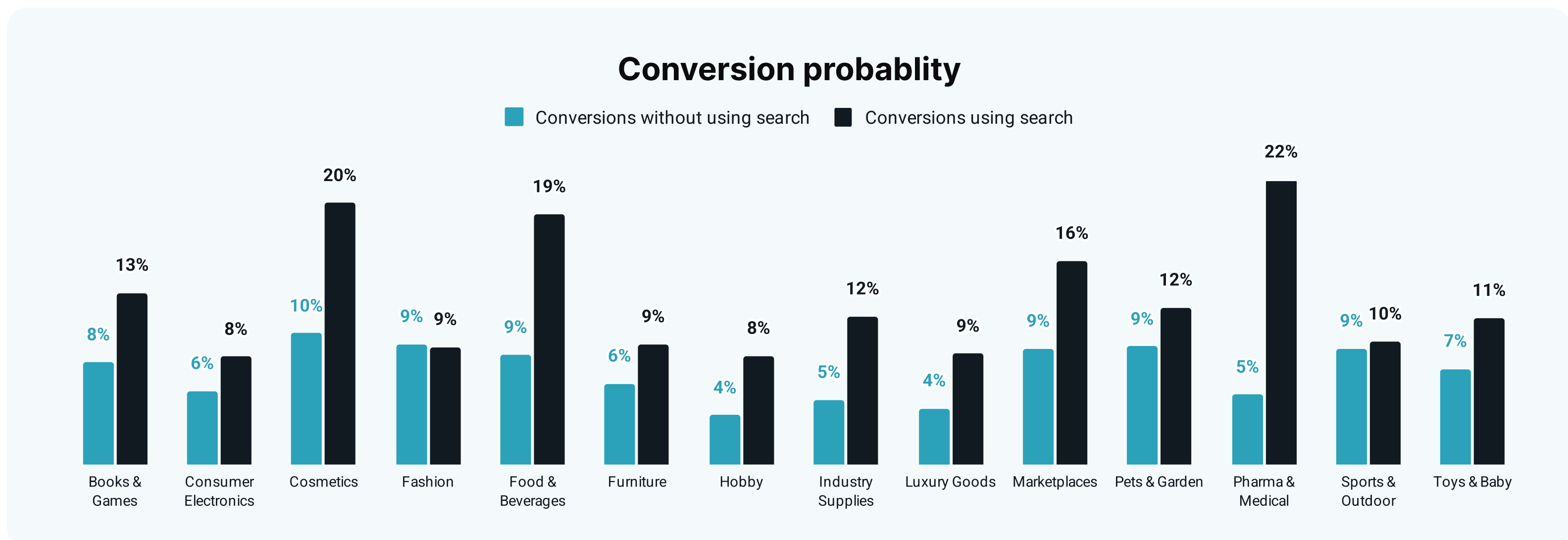
- 1 Make the search bar visible with a magnifier icon.
- 2 Enable autocomplete as soon as users start typing.
- 3 Predict queries and provide suggestions.
- 4 Display results from the first character.
- 5 Highlight matches in queries.
- 6 Auto-hide the keyboard when scrolling.
- 7 Při posouvání automaticky skrývejte klávesnici.
- 8 Ensure autocomplete adapts to mobile screens.
- 9 Display essential product details in results.
- 10 Offer voice search as an input option.



By implementing these strategies, businesses can create a **seamless** mobile search experience that **boosts engagement and conversions**.



The connection between search and conversions



A key measure of search's importance is the percentage of customers who make a purchase after using it, compared to other actions like navigation or product recommendations. Across all verticals, except Fashion, **customers who use search convert more often.**

Why? They already know what they want.

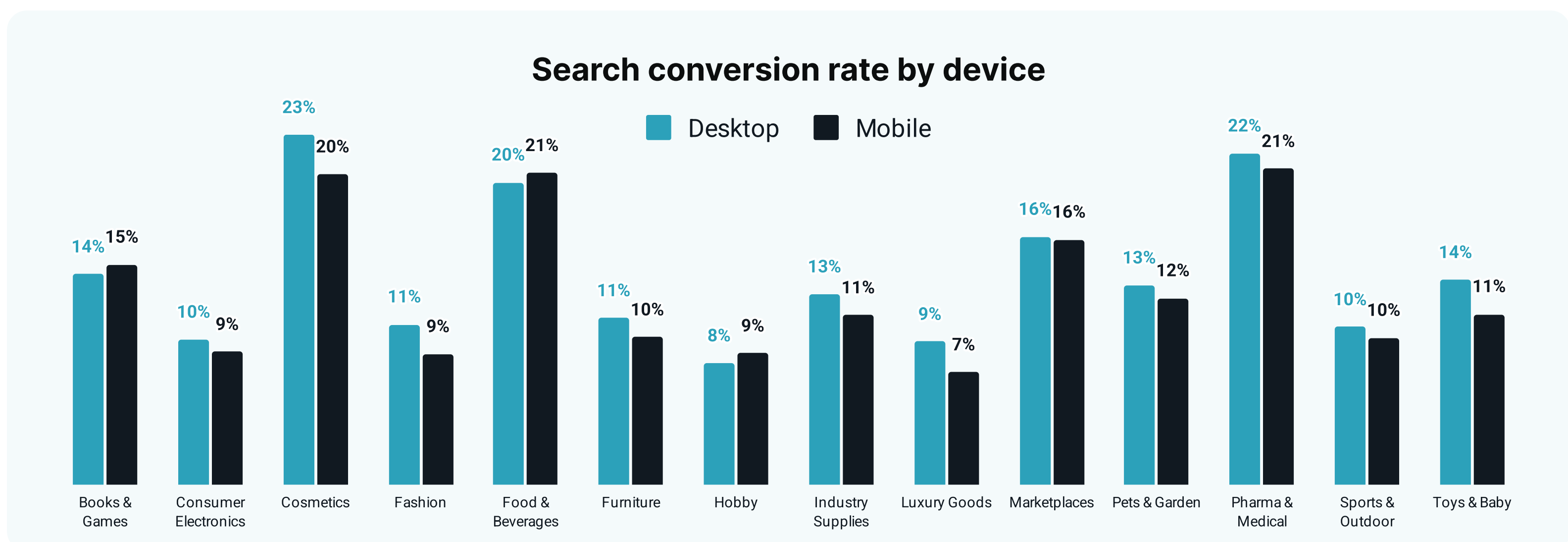
Shoppers who use site search are 44% more likely to convert.



They are likely ready to buy and just need to find the right product.



Who's buying via search on mobile vs. desktop



When analyzing conversion rates from search by device, **desktops still lead in most verticals.** Most purchases continue to happen on desktops.

Customers often research on mobile—browsing offers and identifying products—before completing their purchase later on a desktop.



DESKTOP

14,1%

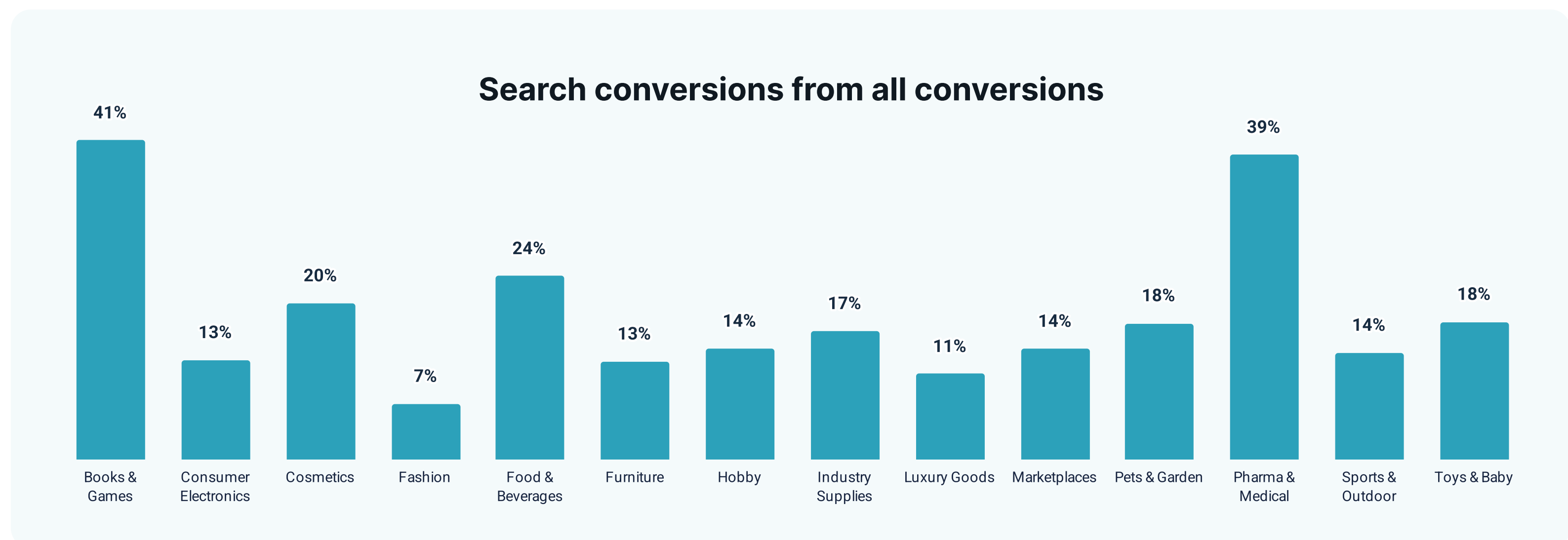


MOBILE

12,8%

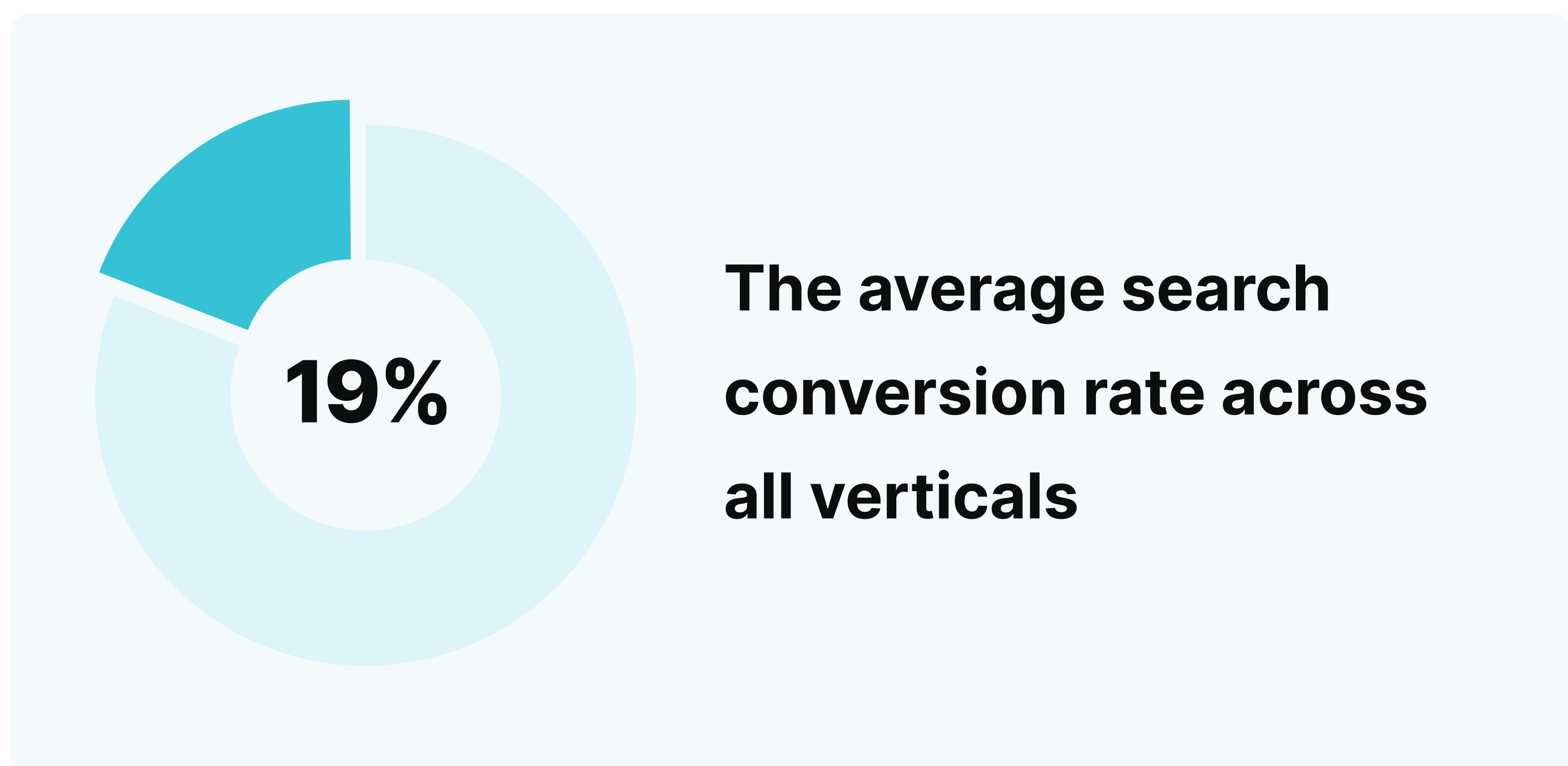


How search translates to revenue



A key metric that highlights the importance of site search for e-commerce is the **search conversion rate** compared to overall conversions.

Verticals differences closely reflect the **site search usage rate**. The data shows that search can contribute up to **41% of total revenue** in the **Books** category. In some cases (B2B e-shops), it accounts for as much as 90% of an e-shop's revenue.



Your ultimate search checklist

Can your current search and discovery solution do this?

- Provide autocomplete.
- Tolerate and correct typos.
- Understand words in different grammatical variations.
- Understand query intent to reduce no-results searches.
- Allow setting synonyms both manually and with AI.
- Allow dynamic filters.
- Personalize search results.
- Rank products with profit in mind.
- Adapt to mobile screens.
- Allow boosting and promoting of products.
- Merge different product variants.
- Use customer behavior data to improve its function.

Missing some checkmarks?

Luigi's Box offers these and more.
Book a demo to see how your
e-shop can benefit.

[Book a Demo](#)

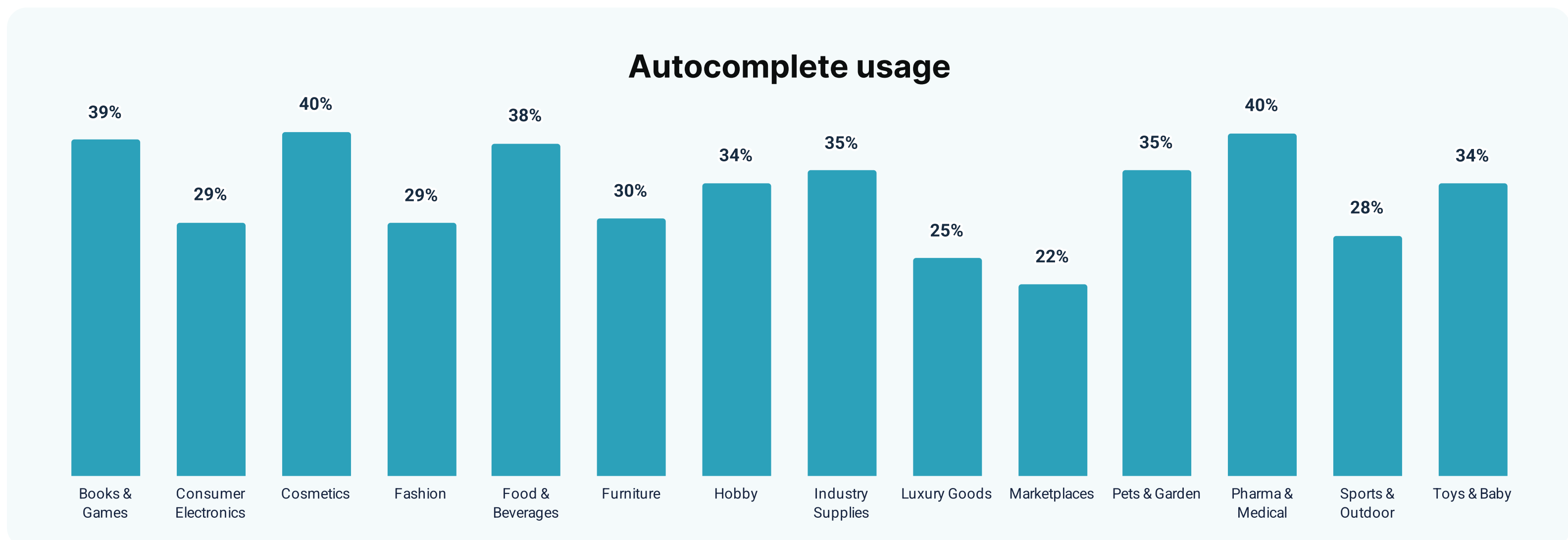




Autocomplete: Predicting your customers' next move



How smart autocomplete empowers your shoppers





Autocomplete, also known as **word completion** or **search-as-you-type**, makes searching easier and more efficient. Its primary goals include:

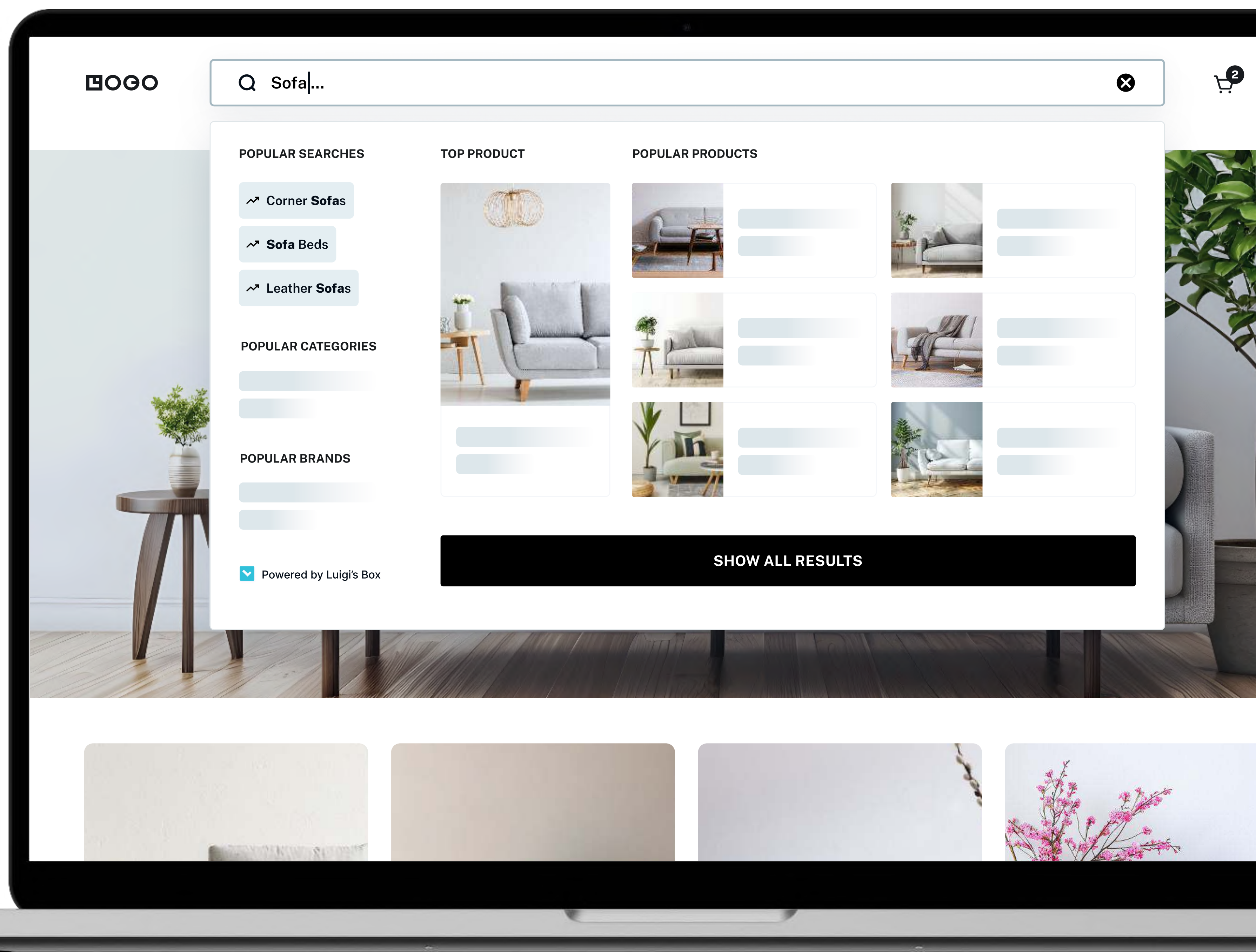
- 1 Ensuring visitors use search correctly** while confirming the store has the desired products.
- 2 Simplifying the user experience** by reducing the need to type entire queries, especially on mobile.
- 3 Guiding visitors efficiently** to relevant categories, deeper site levels, or specific products.
- 4 Completing partial queries** by suggesting categories, brands, and related products.
- 5 Displaying exact products** when queries include product codes or precise names.



Key considerations for autocomplete

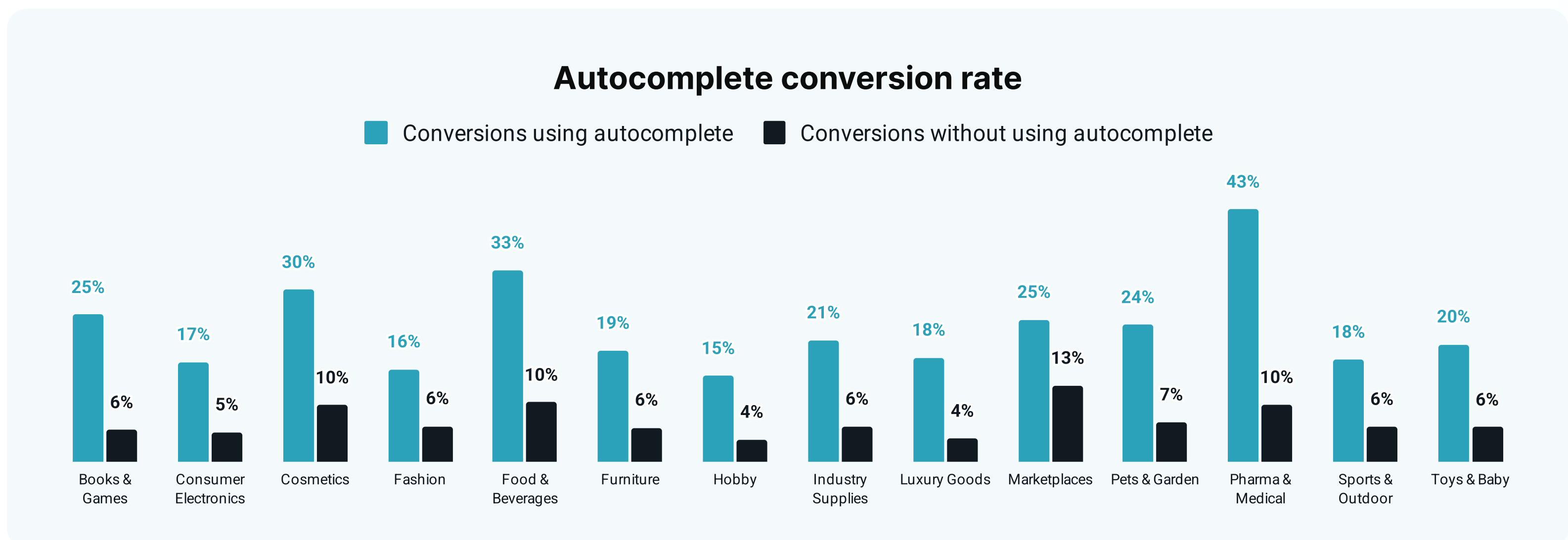
While autocomplete enhances search, it differs from traditional search due to two key limitations:

-  **Speed matters:** It must respond instantly to every keystroke.
-  **Limited space:** It must efficiently present top products, categories, brands, and frequent queries within a compact display.



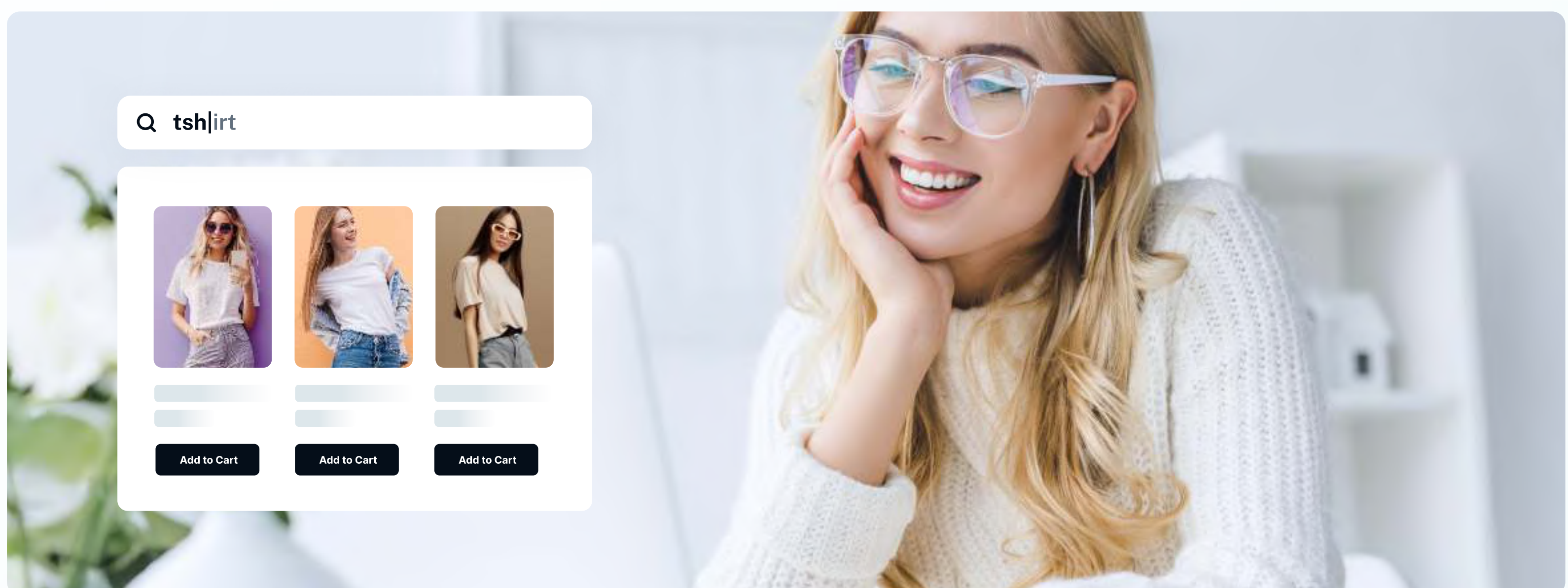
The revenue impact of autocomplete

The impact of autocomplete is clear in the following chart, which compares the conversion rates of visitors who used autocomplete versus those who didn't.



3x

Shoppers using autocomplete are three times more likely to convert.



Your checklist for optimizing autocomplete

Can your current search and discovery solution do this?

- Appear immediately when the user clicks into the search bar.
- Instantly react to every keystroke without delays.
- Allow direct navigation to deeper website categories or subcategories.
- Display relevant categories and brands alongside products.
- Help users find products even with incomplete queries or partial names.
- Highlight matching parts of the query.
- Showcase top products and commonly searched items.
- Include product recommendations to speed up the search process.

Missing some checkmarks?

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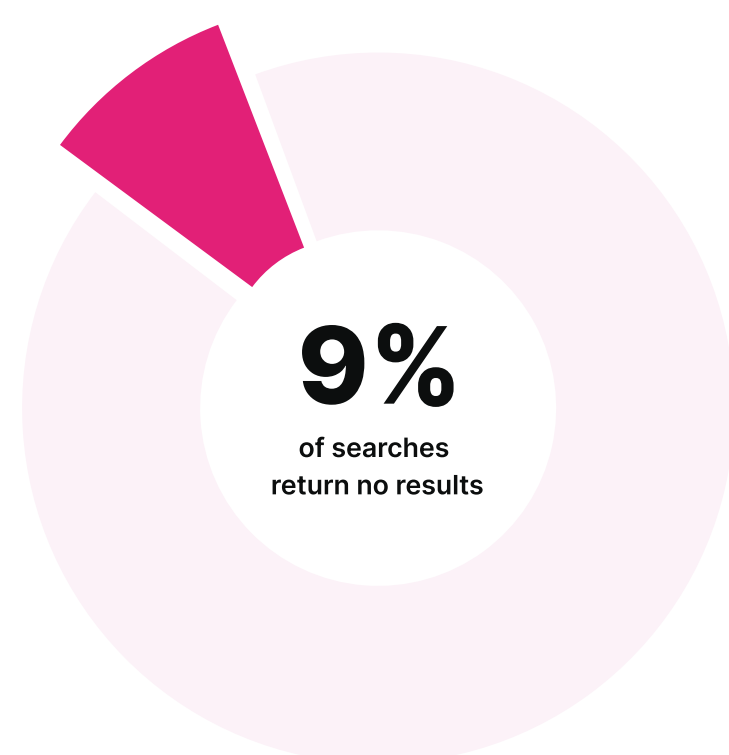
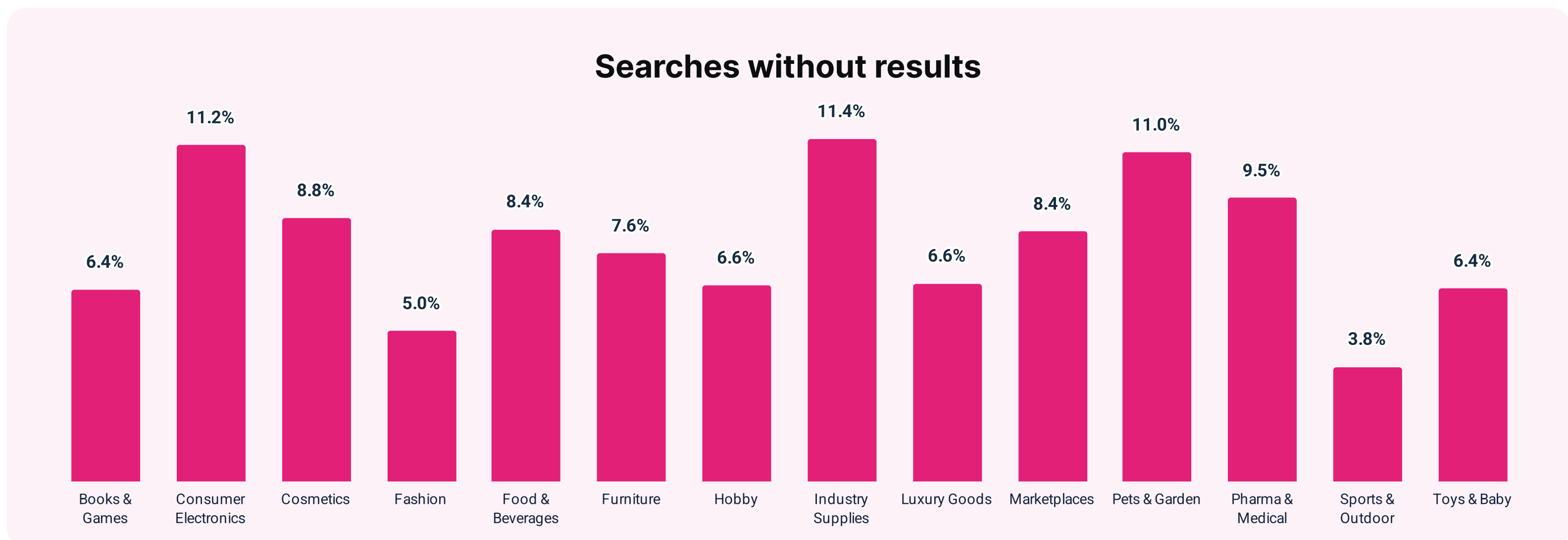




The high cost of mediocre search



Unpacking the frequency of no-result searches



For search to drive conversions, customers must see relevant results for their queries. On average, **9.2% of searches return no results**—even for businesses using advanced site search. E-shops with unoptimized search engines likely experience even higher rates.

No-result searches occur least often in Sports & Outdoor and most often in Industry Supplies.

The high no-result rate in the **Industry Supplies vertical** stems from the way customers search—often using product codes or sizes. Many search engines struggle to interpret variations in formatting. For example, a search for **1/45-1B7** should return the correct product, even if the customer enters **1451B7** instead.



Why no-result searches happen

Several factors can cause a search to return no results.

1. Search has its limitations

- Using a different product name than listed in the catalog
- Entering slang, regional expressions, or colloquial names
- Making typos or omitting diacritics
- Writing the product name in plural
- Formatting the product code differently

2. Product is not available

- The product is sold out
- The e-shop doesn't offer the product at all

How to fix them

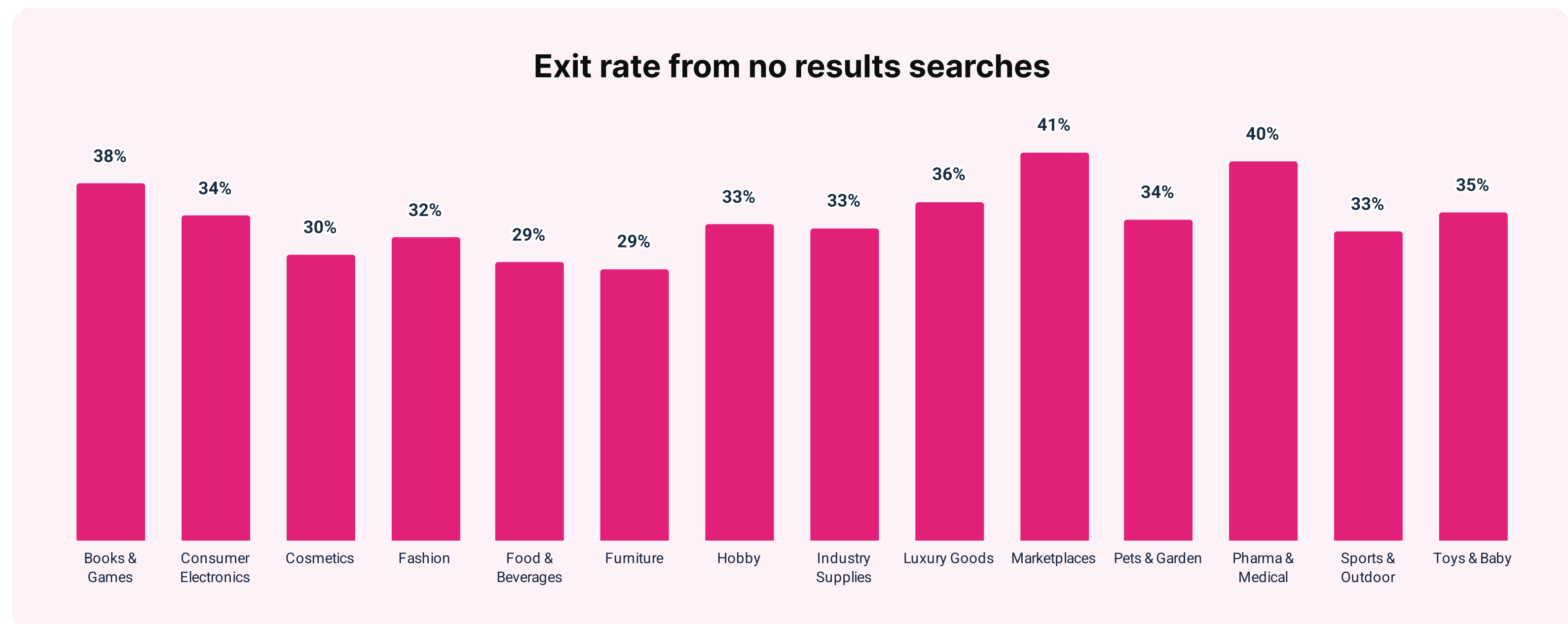
It's natural for an e-shop not to carry every product a customer searches for. However, **site search optimization** can resolve most of these issues.

A well-optimized site search:

- ✓ Allows to assign synonyms to queries.
- ✓ Suggests synonyms based on customer behavior.
- ✓ Corrects typos automatically.
- ✓ Understands different grammatical forms.
- ✓ Recognizes product code variations.
- ✓ Recommends alternatives for out-of-stock products.

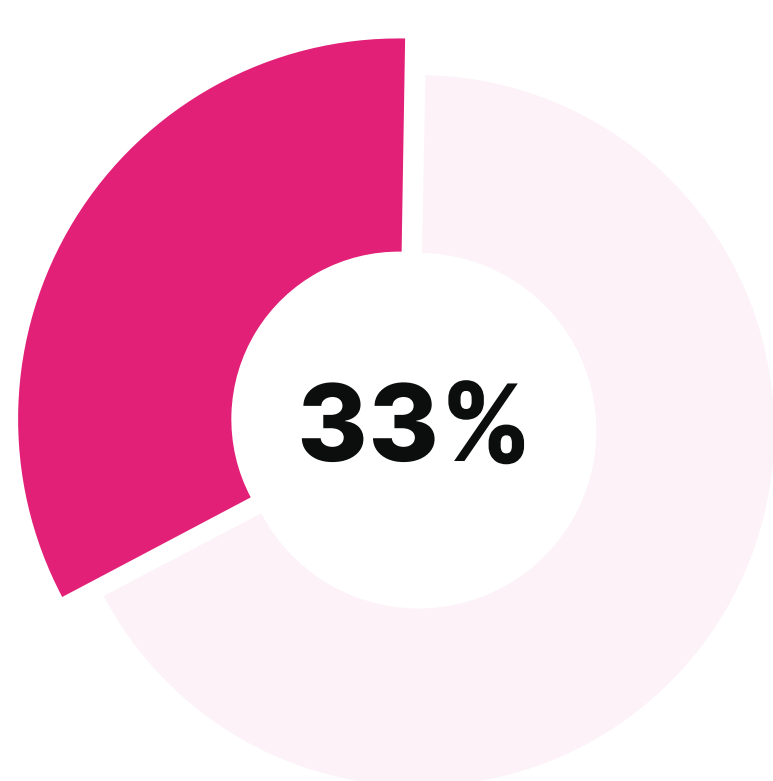


Reducing no-result searches is crucial for your bottom line



We've explored how often searches fail, why they happen, and how to prevent them. But why does this matter?

When customers can't find what they're looking for, they won't keep refining their queries—they'll simply leave.



One-third of customers exit immediately after a failed search. Many of them will buy from a competitor instead, meaning you lose sales—even if you actually offer the product.

The **exit rate after a failed search** is consistent across all verticals, ranging from **29% to 41%**. Reducing no-result searches helps retain customers, increase conversions, and prevent lost revenue.



Your checklist for limiting no-result searches

Can your current search and discovery solution do this?

- Correct typos and missing diacritics.
- Recognize slang, colloquial terms, and alternative product names.
- Match product codes in various formats to the correct item.
- Suggest alternatives for sold-out or unavailable products.
- Set synonyms to queries and suggest new ones based on search data.
- Understand plural forms and alternative grammatical structures.
- Minimize no-result searches by improving query understanding.
- Lower exit rates after failed searches by providing relevant suggestions or filters.

Not ticking all the boxes?

Luigi's Box delivers these features and more. Book a demo to see how it can boost your e-shop's performance.

[Book a Demo](#)

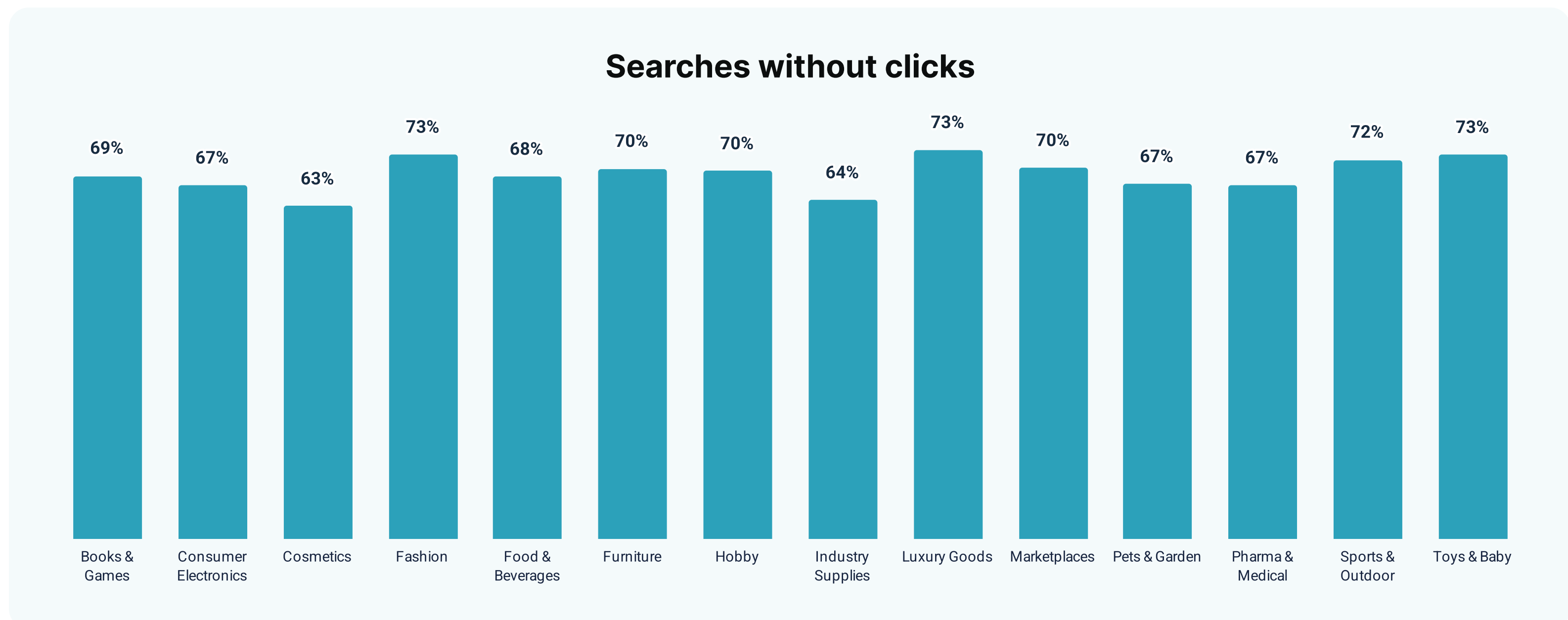




The art of product placement: How smart ranking drives sales



What it means when shoppers don't click on your search results



This behavior remains consistent across all product types, meaning it's **not vertical-dependent**.

One reason for this low engagement is that e-shops display key product details—such as price, discount, and availability—directly in search results. **Customers can gather all the information they need without clicking on a product page.**

This lack of interaction creates a new challenge: **optimizing product ranking in search results.**

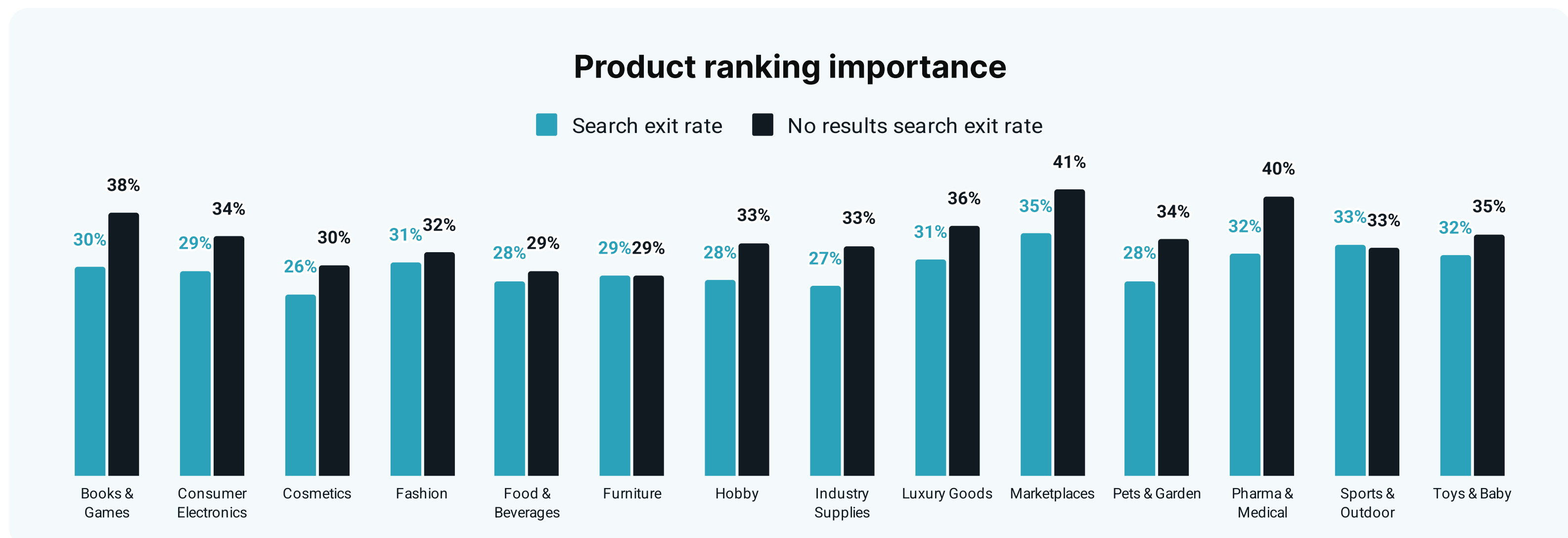


69%

customers don't interact with any search results.



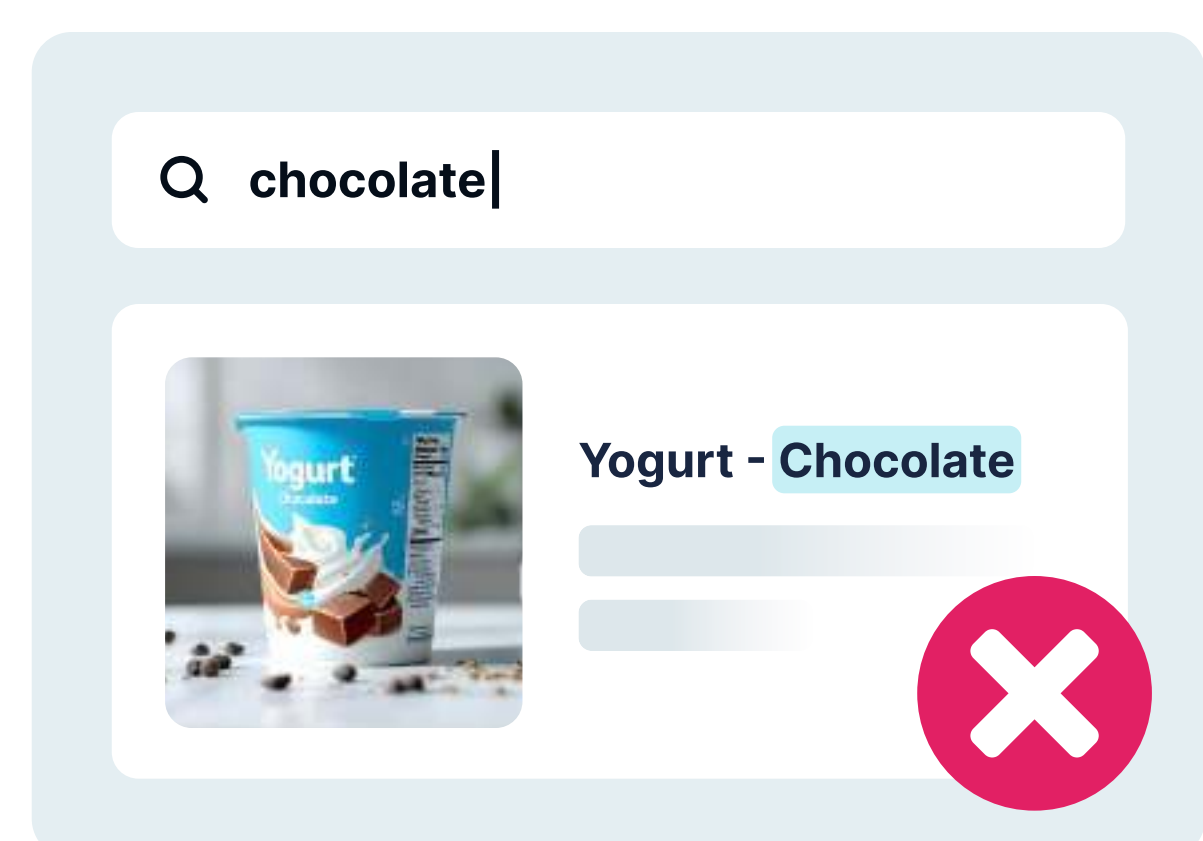
When “no results” make sense



There are different ways to reduce your search exit rate, but should you eliminate it at all costs? **Data shows the answer is no.** When comparing the search exit rate to the no-results exit rate, **the difference is minimal.**

If you display irrelevant results, it’s just as ineffective as showing none at all. The key is to present relevant results.

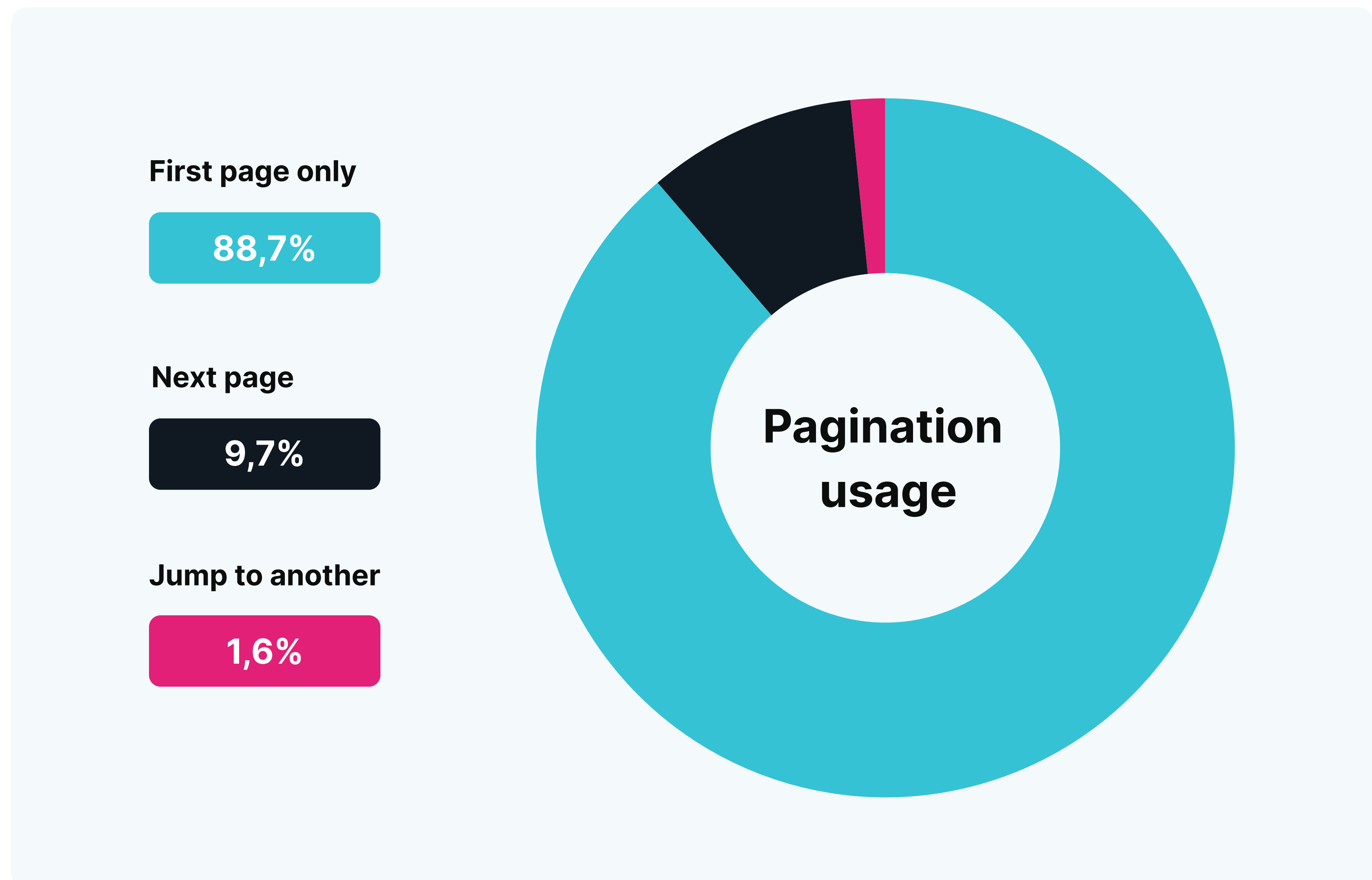
That’s why **product ranking matters.** For example, if a customer searches for **“chocolate,”** they expect to see chocolates—not chocolate-flavored yogurts.



This challenge is common in full-text search. Chocolates often don’t include the word “chocolate” in their product names, while chocolate-flavored yogurts do. **Optimizing search ranking ensures customers find what they’re looking for.**



The first page phenomenon



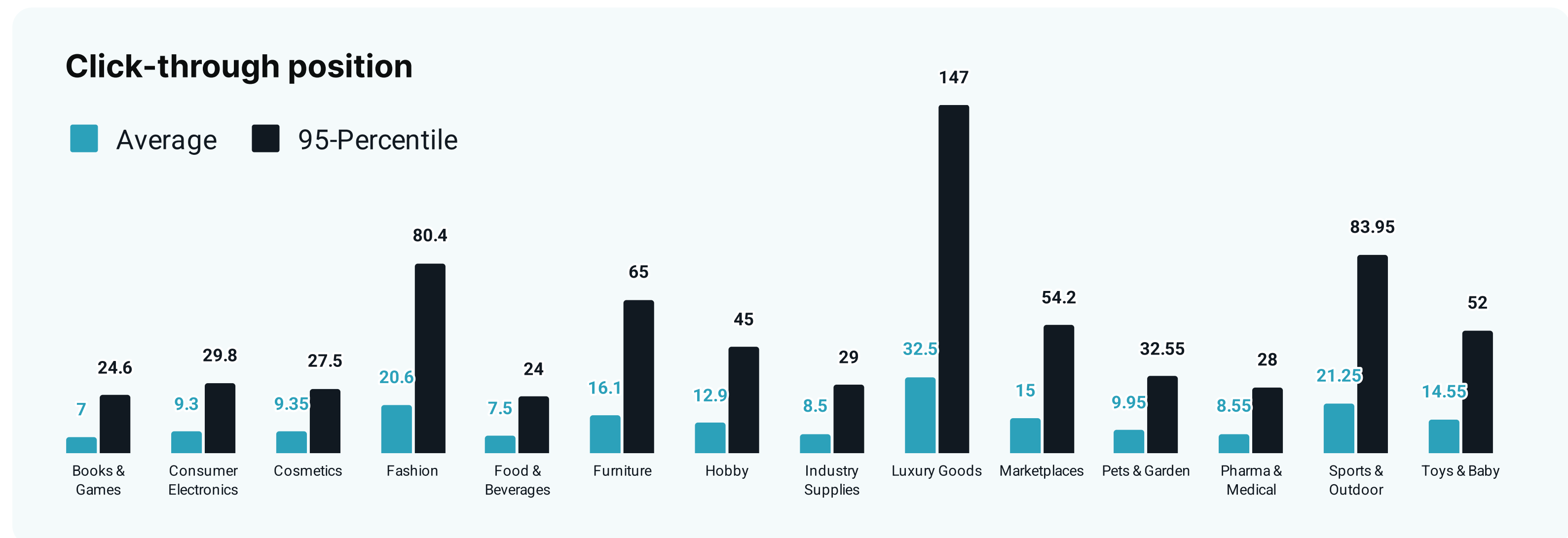
How often do you Google something? And how often do you go beyond the first page of results? Exactly. The same applies to e-shops—**nearly 90% of customers** focus only on the first page.

This highlights how crucial correct product ranking is. If a product isn't on the first page, it might as well not exist.

Poorly optimized ranking means **missed opportunities** for e-shops across all verticals.



How many products customers actually view



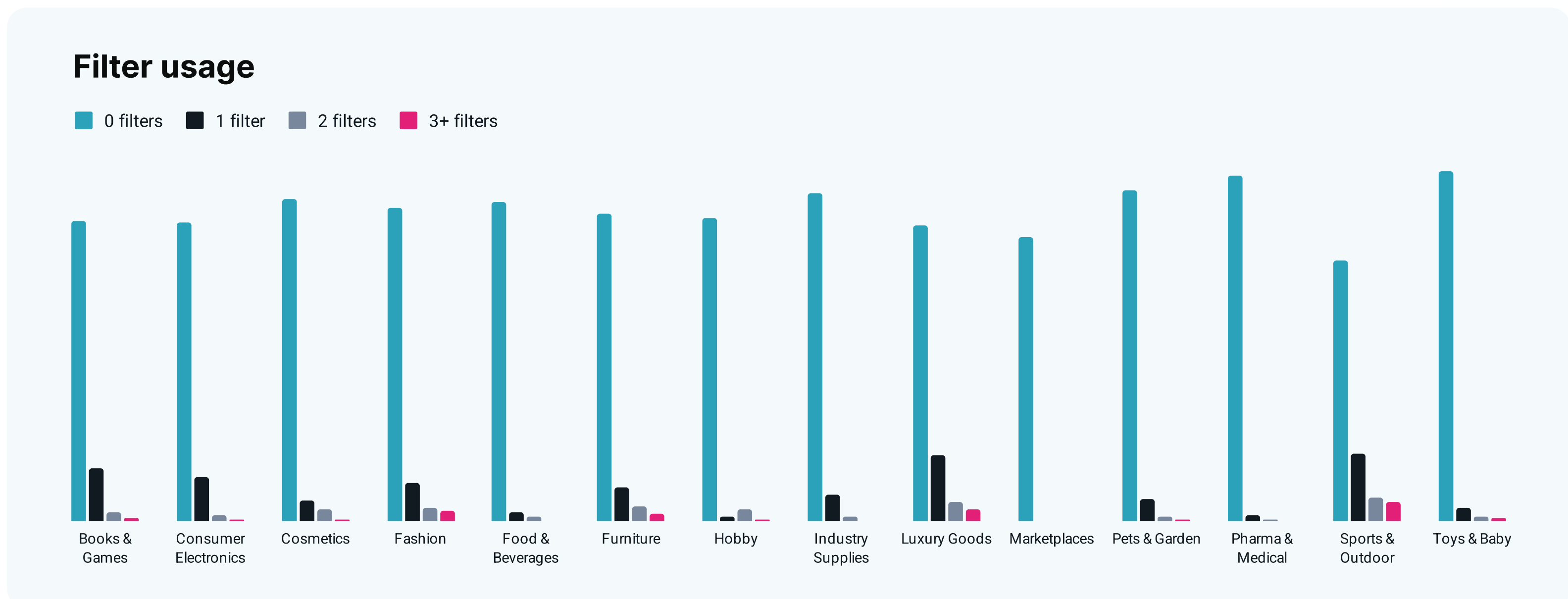
Since most customers focus only on the first page, another key metric that **highlights the importance of product ranking** is the position of the product they choose to click on.

Customers spend more time browsing in verticals where visual appeal plays a crucial role in their decision-making (see page 6).

Average position of clicked results reinforces one thing: ranking products correctly in search results is essential.



How customers use filters to find their perfect match



While product ranking plays a key role in search results, **filters help refine searches** and make browsing easier. However, **most customers don't use filters.**

The most common reasons include:

- They don't notice the filters.
- There are too many options.
- Filters are irrelevant to their search.
- They expect their search query alone to be enough.

A modern site search solution should adjust filters dynamically—screen size for TVs, connectivity options for headphones.



Your checklist for better product ranking

Can your current search and discovery solution do this?

- Prioritize relevant products in top positions.
- Optimize the first page of results.
- Use behavior data to refine product ranking.
- Provide detailed product information in search results.
- Track search exit rates to identify ranking or visibility issues.
- Recognize customer expectations for ambiguous queries.
- Prioritize critical words in the query over less important ones.
- Dynamically adjust filters based on the search query to show only relevant options.

Not ticking all the boxes?

Luigi's Box offers these and many more features. Book a demo to see how your e-shop can benefit.

[Book a Demo](#)



Key takeaways



We've explored how search impacts conversions, revenue, and user experience. Now, let's break it down into the most important takeaways.

1

Search users are serious buyers

Customers who use site search are more likely to convert than those who browse through menus. In some e-commerce verticals, search drives over 40% of total revenue—and in extreme cases, 90%. If your search isn't optimized, you're leaving money on the table.

2

The first page matters most

Just like in Google, 90% of customers never go past the first page of search results. If your product isn't ranked properly and doesn't appear there, it might as well not exist. Optimized ranking is crucial to prevent lost sales.

3

Autocomplete boosts sales

Customers who use autocomplete convert at three times the rate of those who don't. By reducing typing effort, guiding users to relevant results, and suggesting products early, autocomplete turns hesitant browsers into buyers.



4

No-result searches drive customers away

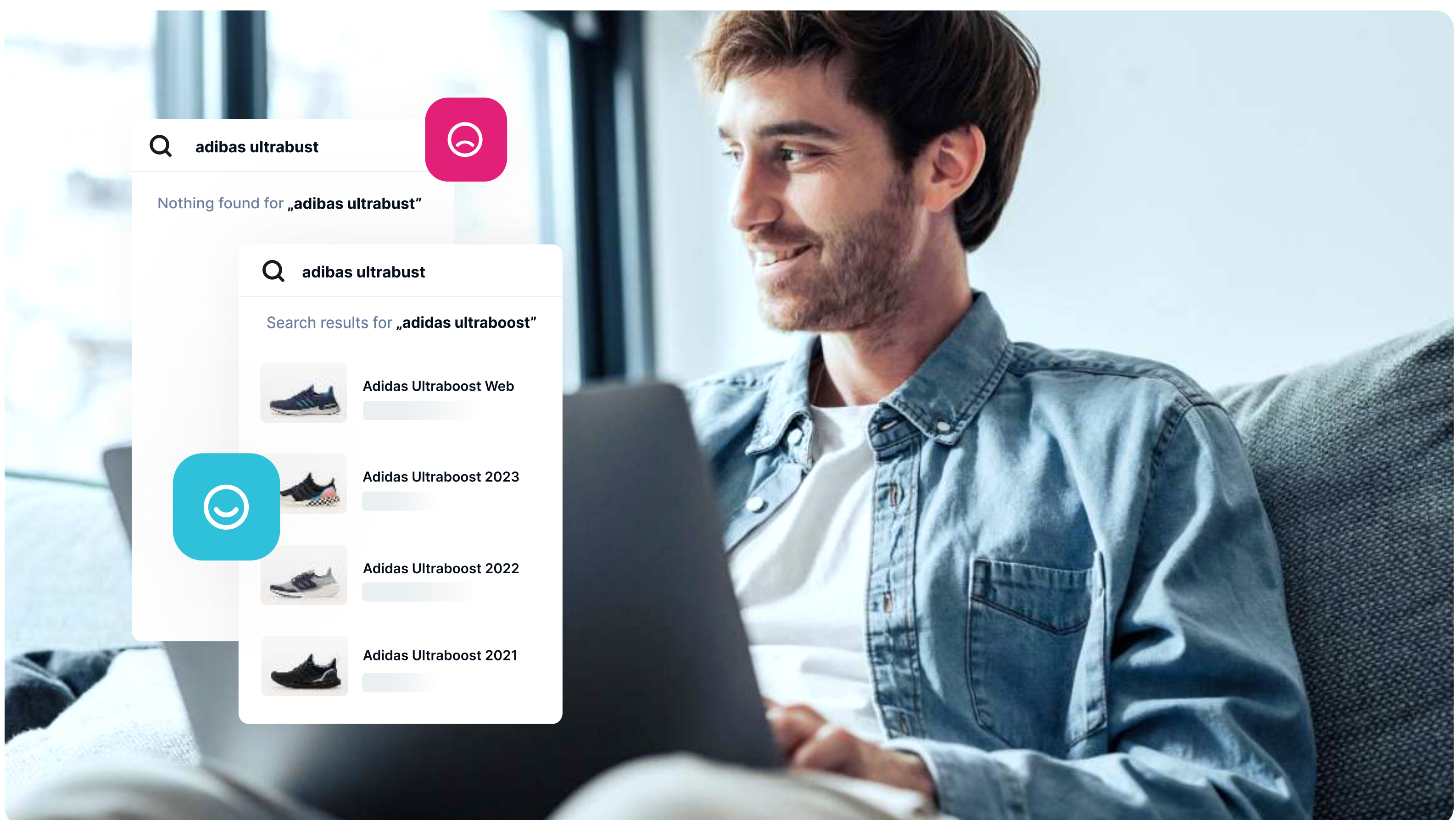
Over 9% of searches return zero results, even in advanced search systems. Worse, 33% of users leave immediately after encountering a no-result page—many go straight to competitors. Intelligent search prevents this by handling typos, synonyms, and product variations.

5

Mobile search is often overlooked

Many stores make search hard to access on mobile, leading to lower usage than on desktop. Simple UX fixes—like always-visible search bars, instant autocomplete, and voice search—can significantly boost engagement and conversions.

These insights prove that **search isn't just a feature—it's a revenue machine** when done right! 🚀



How to improve your site search today

We've shown why search optimization is essential—now it's time to apply it. Here are the key steps to improve your site search and maximize its impact.

1

Assign a dedicated owner: Even on a part-time basis, having someone responsible for search ensures continuous improvements.

2

Automate where possible: Let artificial intelligence handle tasks that don't require manual work.

3

Track search metrics: Make search a key part of your performance analysis and strategy.

4

Treat site search as a business channel: Approach it like you would any other revenue-driving function.

5

Establish a search optimization framework: Define a process and follow it consistently.

Or just outsource it—**keeping up with technology debt alone is nearly impossible.** Many have tried and failed. That's why leading brands like **Notino, Škoda, 11teamsports, Kik, and Under Armour** trust Luigi's Box for their site search.

Want to see how
Luigi's Box can improve
your search?

[Book a Demo and Let's Talk](#)

