Forecasting apparel searches and clicks for the UK in 2021

Microsoft Advertising. Intelligent connections.
Current market performance

What trends are we seeing for searches and clicks in the apparel space?

Are searches and clicks rising, falling flat or staying the same?
Apparel searches are showing **yearly growth**

After the first lockdown restrictions happened, searches dipped

2021 searches are seeing double digit growth compared to 2020 and may continue to grow

Source: Microsoft Advertising internal data; Search volume 2019 – 2021
Consumer engagement for apparel is at an all time high

Similar to searches, we are seeing double digit yearly growth in clicks, indicating a high demand.

Source: Microsoft Advertising internal data; Search volume 2019 – 2021
There is increased demand across apparel sub-categories

Source: Microsoft Advertising internal data; Indexed search and click Feb 2019 – Apr 2021
Pants, Jeans & Trousers appear to be in high demand

In 2020, both searches and clicks dipped in March and then gradually returned to normal, with demand increasing around July.

In 2021 we are seeing click growth surpass search growth.

Source: Microsoft Advertising internal data; Indexed search and click Feb 2019 – Apr 2021
Not all sub-categories are seeing the same demand

Women’s clothing indexed searches and clicks

Men’s clothing indexed searches and clicks

Source: Microsoft Advertising internal data; Indexed search and click Feb 2019 – Apr 2021
Not all sub-categories are seeing the same demand

Outwear indexed searches and clicks

Shirts, Tops and Blouses indexed searches and clicks

Source: Microsoft Advertising internal data; Indexed search and click Feb 2019 – Apr 2021
Forecasting

With these changes and growth what does the future hold?

Can we predict what is coming with forecasting?
Apparel click forecasts show strong growth for 2021

Source: Microsoft Advertising Internal Data, Jan 2019-Mar 2021 Apparel clicks for UK using PROPHET forecasting model
We predict **double-digit** growth in these sub-categories in 2021

**Footwear click volume**

- Actuals: +25%
- Forecast: +34%

**Clothing click volume**

- Actuals: +20%
- Forecast: +20%

**Sleepwear click volume**

- Actuals: +34%
- Forecast: +46%

**Outwear click volume**

- Actuals: +12%
- Forecast: +12%

Source: Microsoft Advertising Internal Data, Jan 2019-Mar 2021 Home & Garden categories for UK using PROPHET forecasting model
Not all apparel is projected to soar

Men's clothing click volume

Women's clothing click volume

Shirts and tops click volume

Source: Microsoft Advertising Internal Data, Jan 2019-Mar 2021 Apparel categories for UK using PROPHET forecasting model
Key Takeaways

• Apparel searches and clicks are on the rise with consumer engagement at an all-time high.

• Apparel sub-categories are also rising, with Pants and Trousers leading in performance.

• Similar to current performance, Microsoft Advertising is forecasting double digit growth in clicks over the next few months.

Pro Tip: There are many different calls to action that grab customer’s attention to buy. Use Responsive Search Ads to test up to 15 different headlines and 4 descriptions and the Microsoft AI will find the optimum combination of both.
To get actionable data, insights and best practices to help make decisions and grow your business, visit MicrosoftAdvertising.com/Insights