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Microsoft Advertising Insights

Forecasting the return to “normalcy” in 2021

Microsoft Advertising. Intelligent connections.

It’s been slightly over a year since the declaration of the COVID-19 pandemic forced a nationwide lockdown in February 2020, and we are just now turning a corner to get back to “normal.”

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As we progress to “normal,” what impact will this have?

Distribution of vaccinations on the rise with 3 approved vaccines

Businesses are opening back up to full capacity

Non-essential workers are returning to the workplace

Schools are resuming in-person learning to finish out current year

Mask and personal protection measures are still in place

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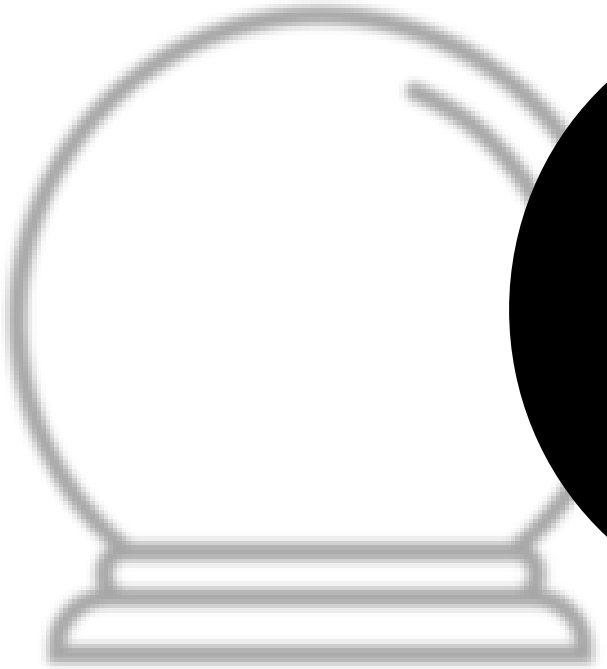
Our analysis forecasts search demand by sub-vertical regarding:



Past search volume (actual)

- January 1, 2020-March 17, 2021

Forecasts that do not factor in the effect of COVID-19

Forecasts factoring in the effect of COVID-19

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Taking precautions for returning to life like we had before COVID-19 while also preparing for another wave has become the “new normal.”

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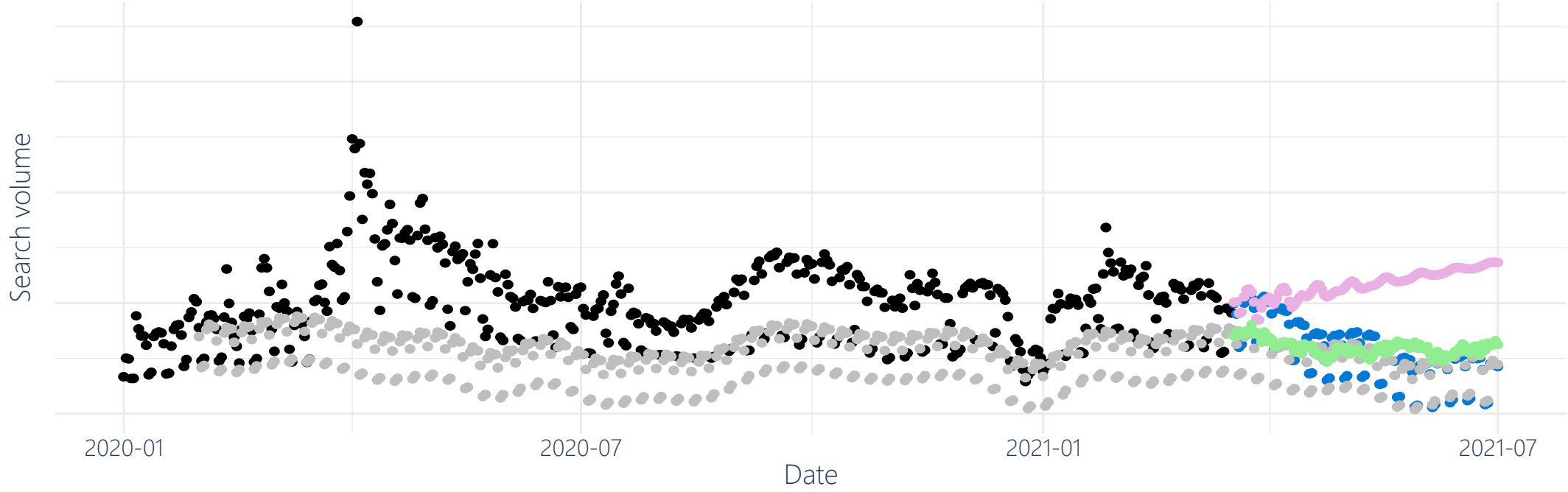
Demand for testing and protection should continue to rise

Scientific equipment and services forecasted search volume



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Source: Microsoft Internal Data – January 1, 2020-March 17, 2021

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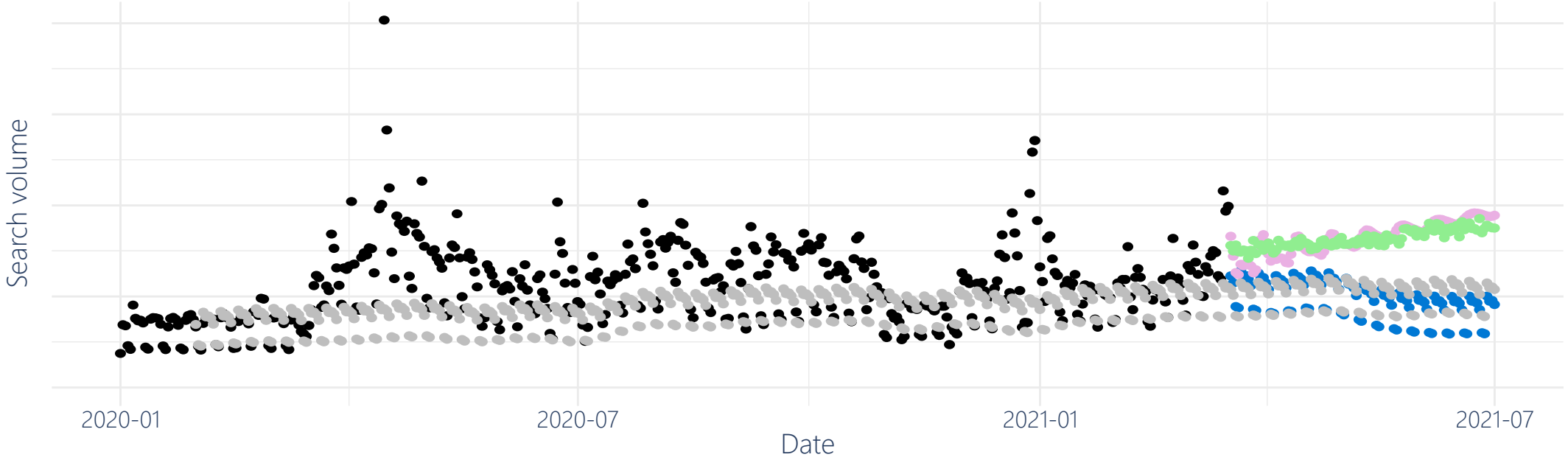
Single-use prints for sanitary measures and the return of events will have impacts on printing demand

Commercial and industrial printing forecasted search volume



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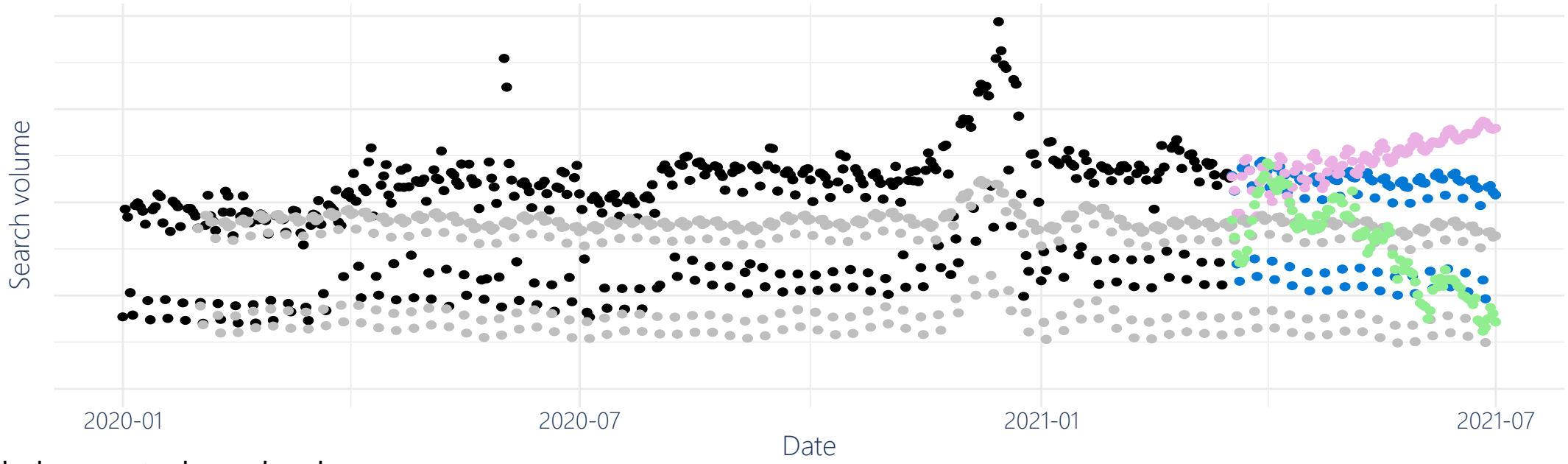
If low contact remains a priority, we'll see an uptick in shipping

Shipping and packing forecasted search volume



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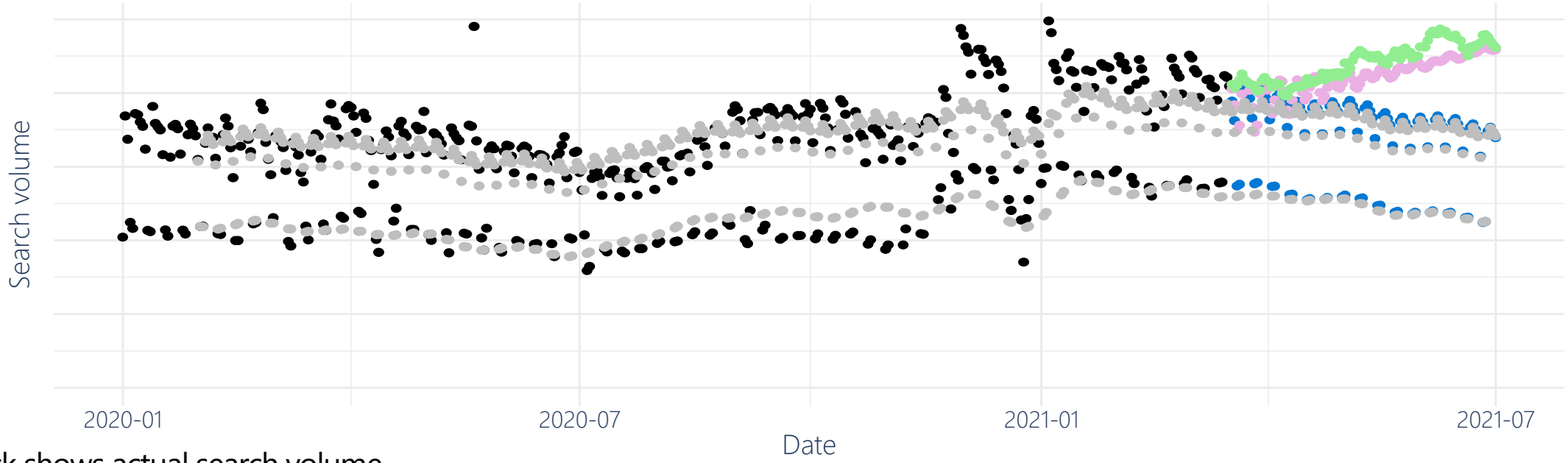
Office interest increases with changes to workplace models

Office forecasted search volume



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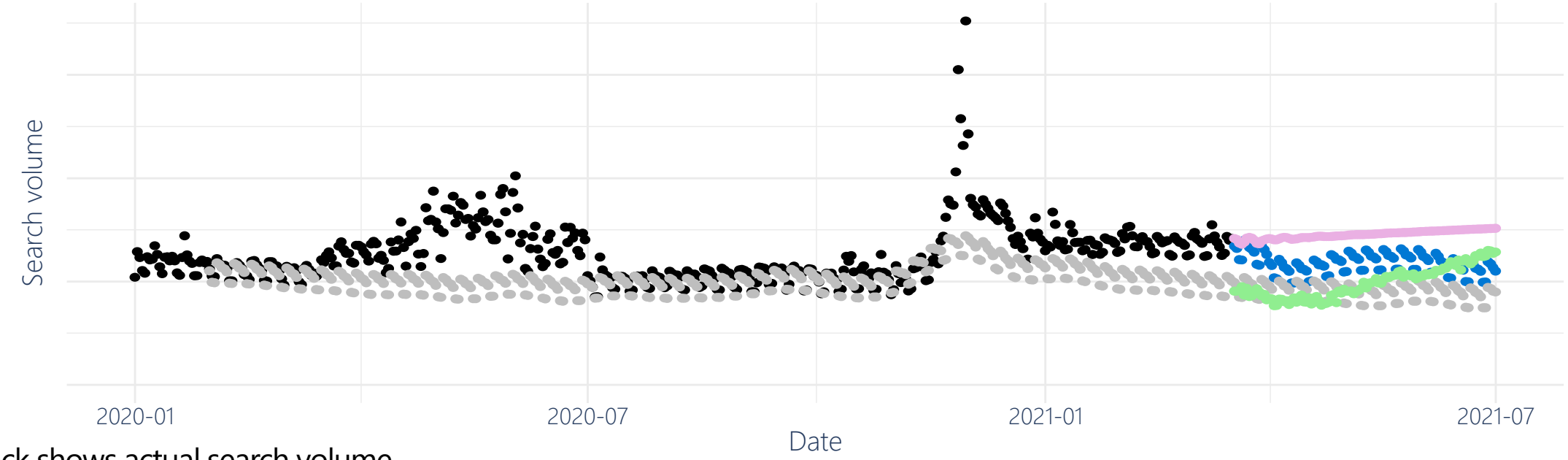
As digital dependency and connection grows, so does demand for consumer electronics

Consumer electronics forecasted search volume



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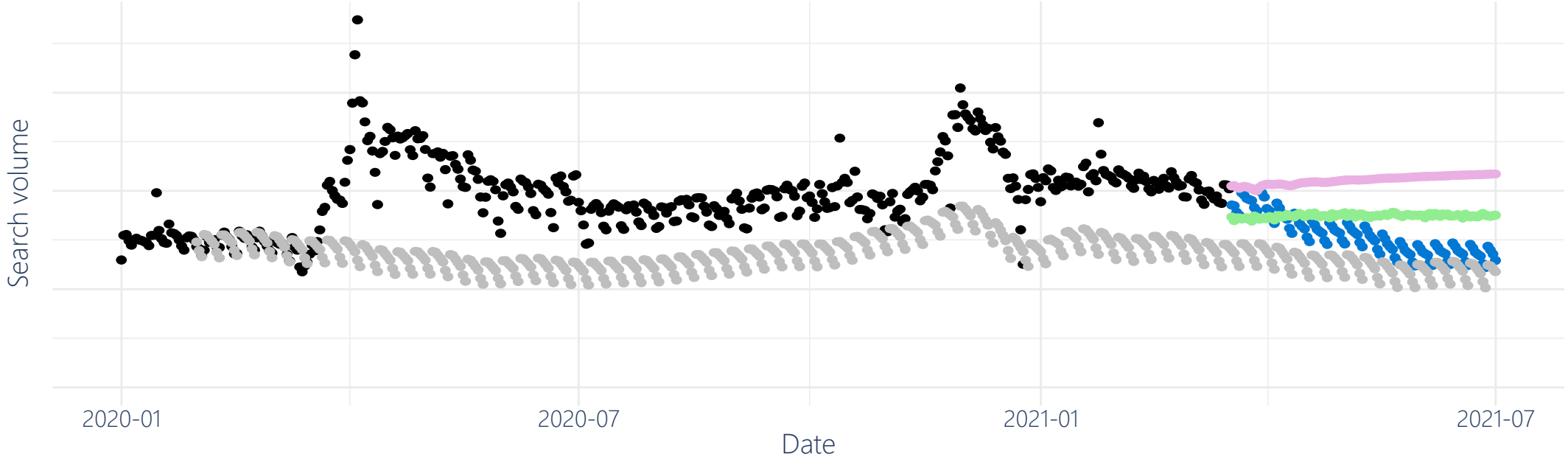
Home schooling spurs arts and crafts demand

Arts and crafts forecasted search volume



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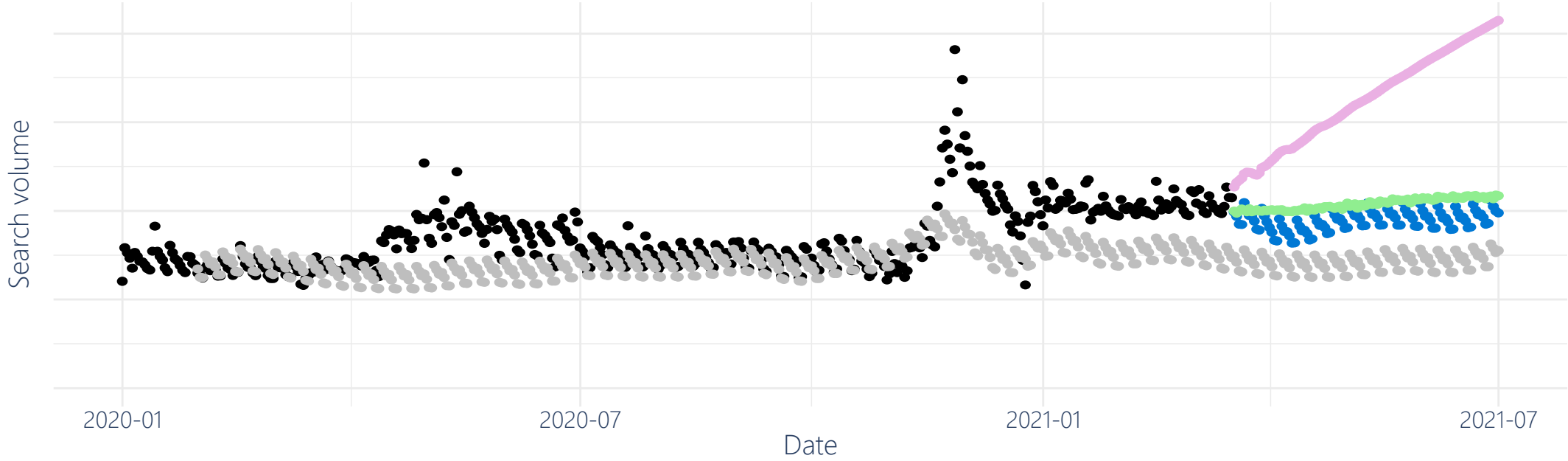
We'll see appliances that make life easier stay relevant

Home appliances forecasted search volume



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Modifications to maximize indoor and outdoor spaces

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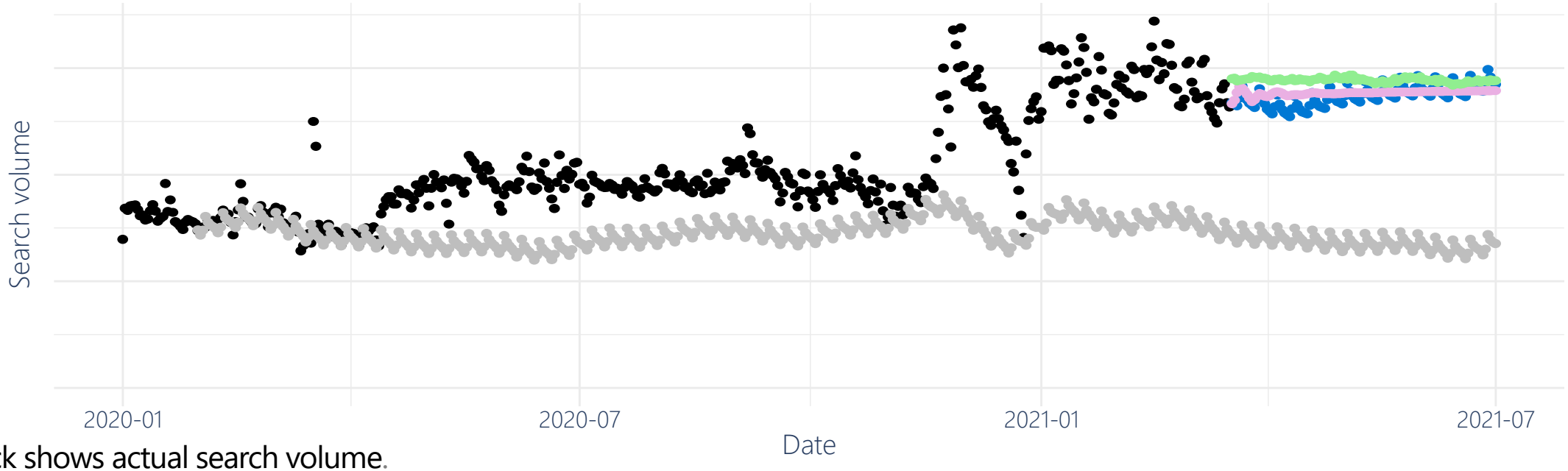
Furniture is key to those re-designing indoor and outdoor spaces

Furniture forecasted search volume



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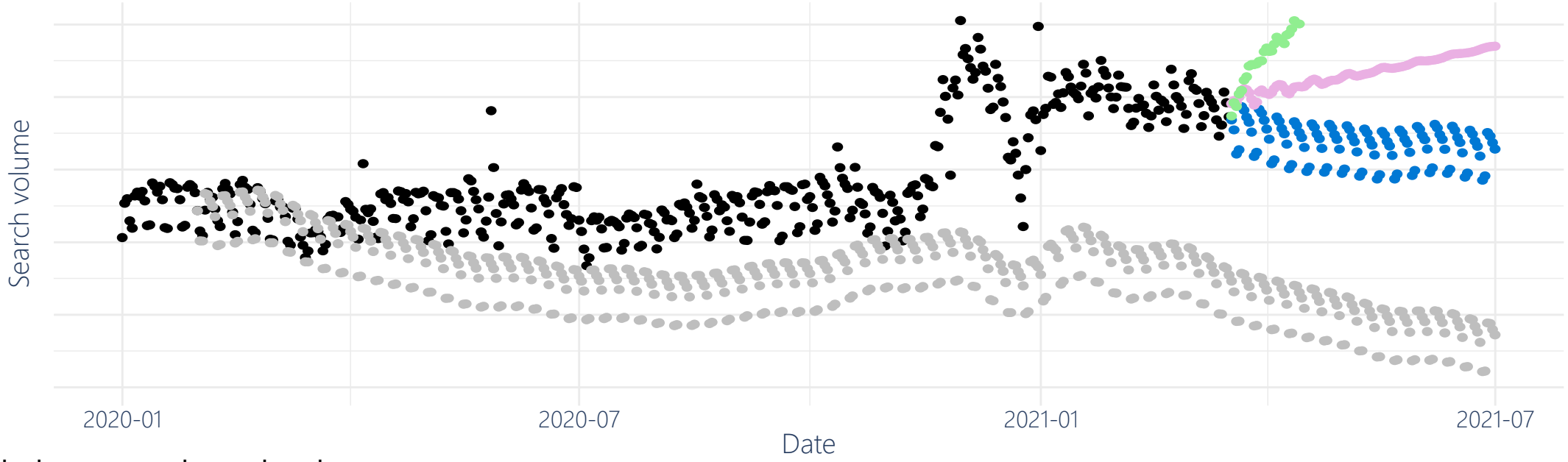
Users will also want to improve spaces with the right lighting

Lights and lighting forecasted search volume



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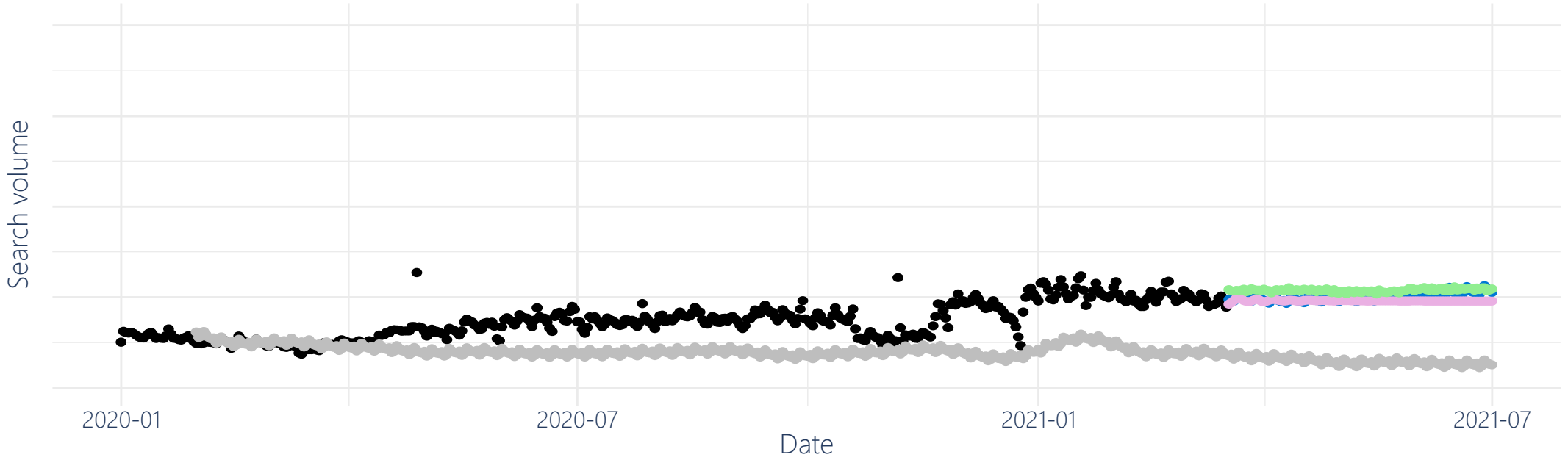
Storage and organizational solutions remain important

Storage and organization forecasted search volume



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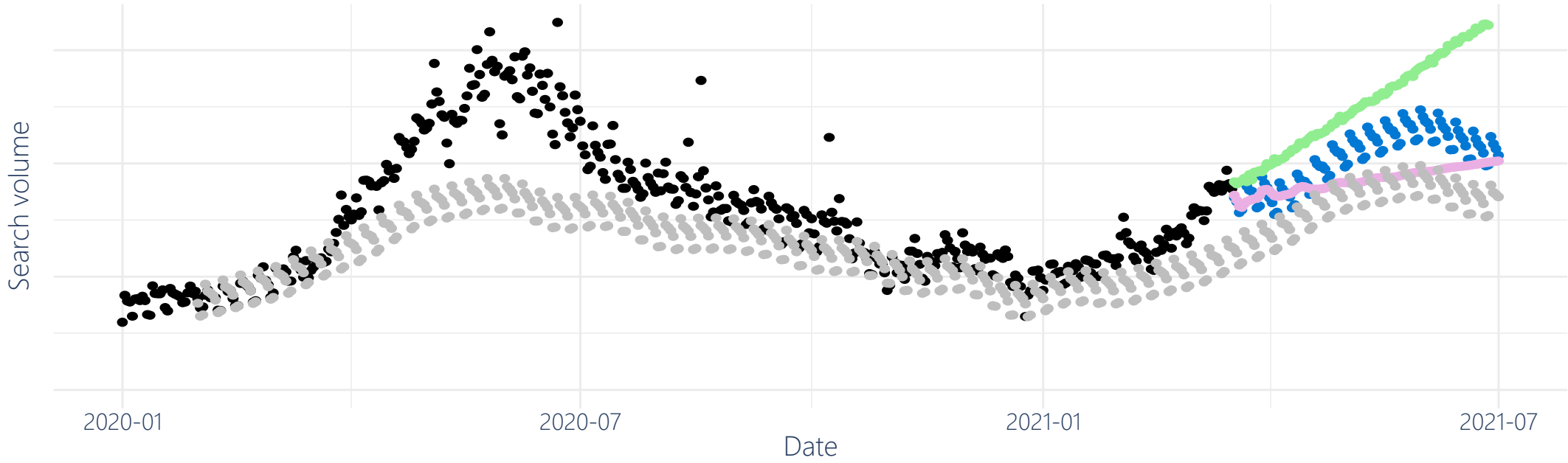
Outdoor escapes are fueling yard, garden, and patio searches

Yard, garden, and patio forecasted search volume



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Takeaways

eCommerce and digital demand should remain strong as low contact shopping brings convenience

Remote and hybrid models implemented during the pandemic should continue as this flexibility is helpful when opening back up

The risk of another wave/shutdown will continue to heighten the demand for protective and preparation products

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