



MICROSOFT ADVERTISING INSIGHTS

# New Year, new you

Health, Wellness, Retail, CPG,  
and Finance New Year Trends

Microsoft Advertising. Great relationships start here.



# Key findings



Top New Year's resolutions include physical health, mental health, & financial management related goals



Search and click volume for physical and mental health are trending up in the fourth quarter, indicating it's top of mind for users



Workout apparel and gear searches and clicks showed high growth in 2020 and has remaining strong in 2021 as well



Queries related to financial goals related to money management, debt management or credit cards peak around January

# Action items to get ahead of New Year-related queries



## IN-MARKET AUDIENCES

Leverage [In-market Audiences](#) so you can capture peak seasonal spending for different categories that will pop from now until 2022



## DYNAMIC SEARCH ADS

Utilize [Dynamic Search Ads](#) with static headlines to match your landing pages to new and unique queries you haven't used



## BROAD MATCH

Include [Broad Match](#) to stay on top of emerging queries and expose search trends and themes on New Years resolutions

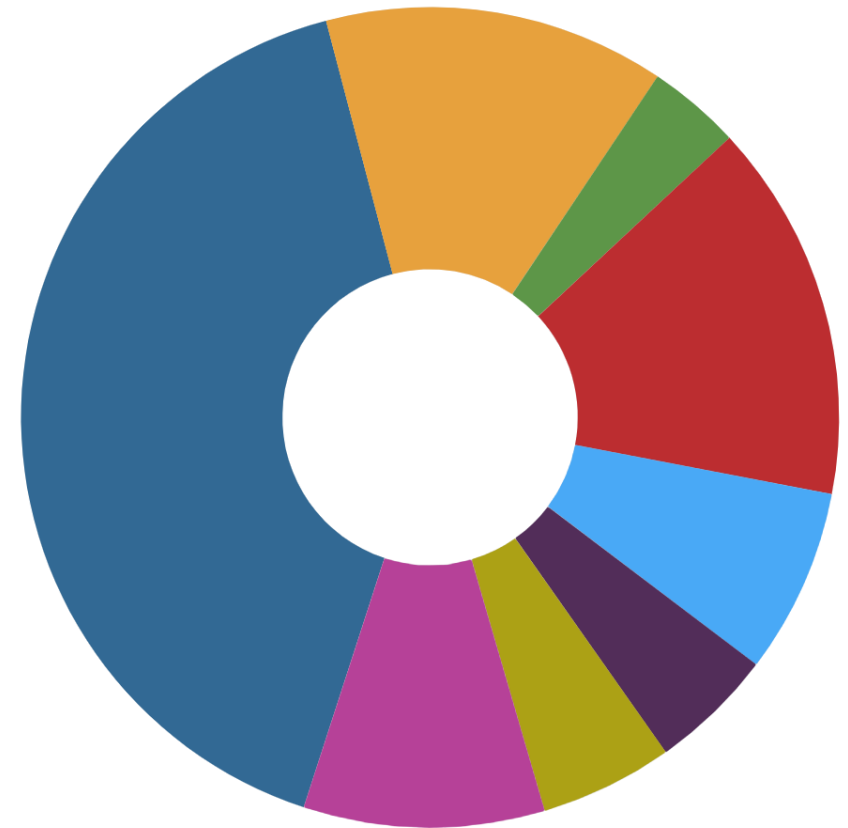
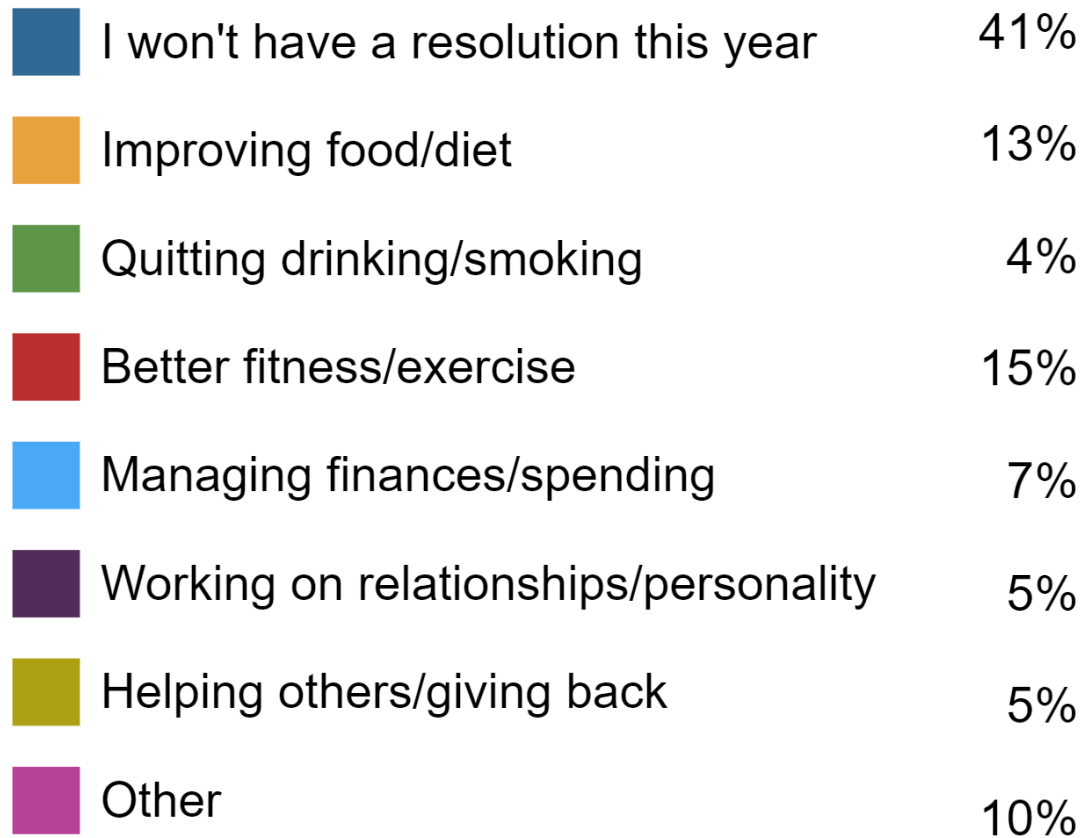


## MICROSOFT AUDIENCE NETWORK

Pair your search campaigns with native ads on the [Microsoft Audience Network](#) to extend your reach and increase engagement through brand lift and improved conversion rates

# Top New Year's resolutions the past five years

28% of survey respondents cited their resolution would be dedicated to living a healthier lifestyle, either by improving their diet or fitness routines



# 36% of people have not chosen a 2022 New Year resolution

Make sure to align your keywords with New Year resolution messaging in order to reach consumers who are still undecided on what changes they want to make in 2022

## Is it too soon to start thinking about new year's resolutions?



■ Yes, I think it is   ■ Maybe, I'm not sure   ■ No, I don't think it is   ■ Other / No opinion

Source: Civic Science Data: 184 respondents in survey conducted from 11/10 to present

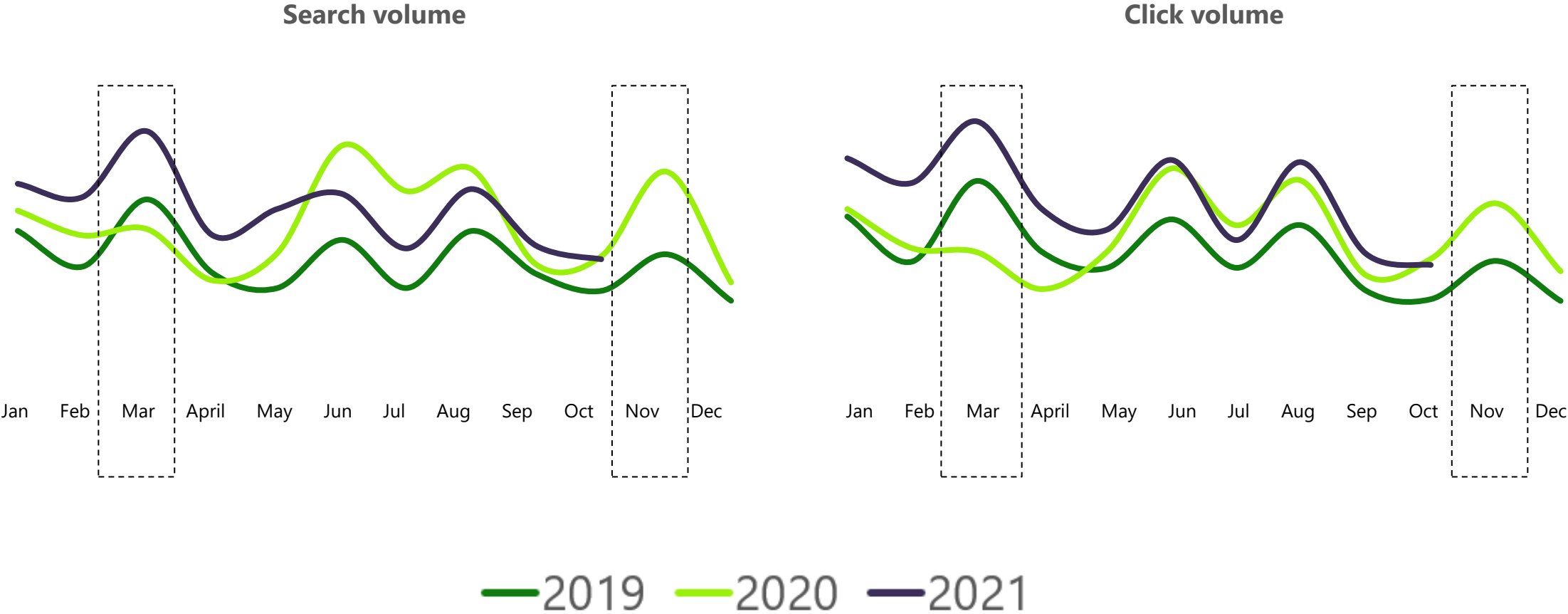


# Health and Wellness trends



# Nutrition & Dieting search and click volume

In 2021, volume peaked in March and history indicates that volume may ramp up again and hit a second peak in late November/early December.



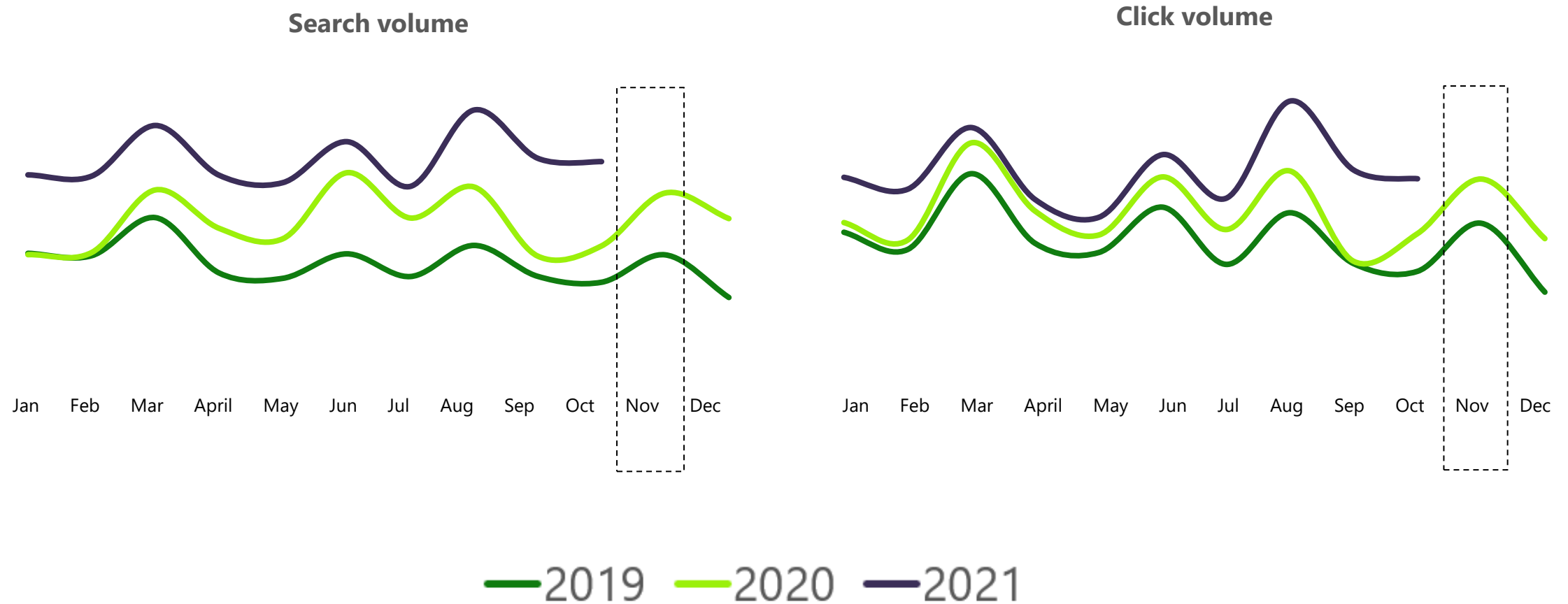
Source: Microsoft Internal Data; Jan2019 – Oct2021





# Vitamins & Supplements search and click volume

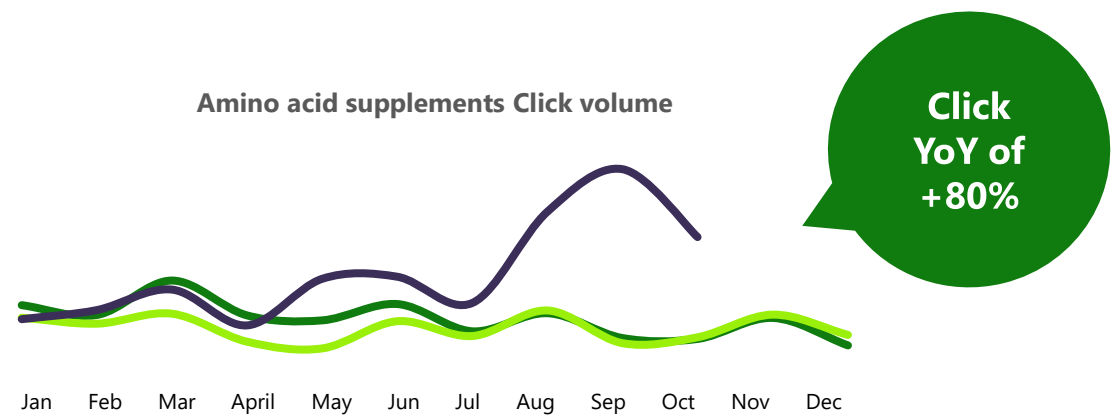
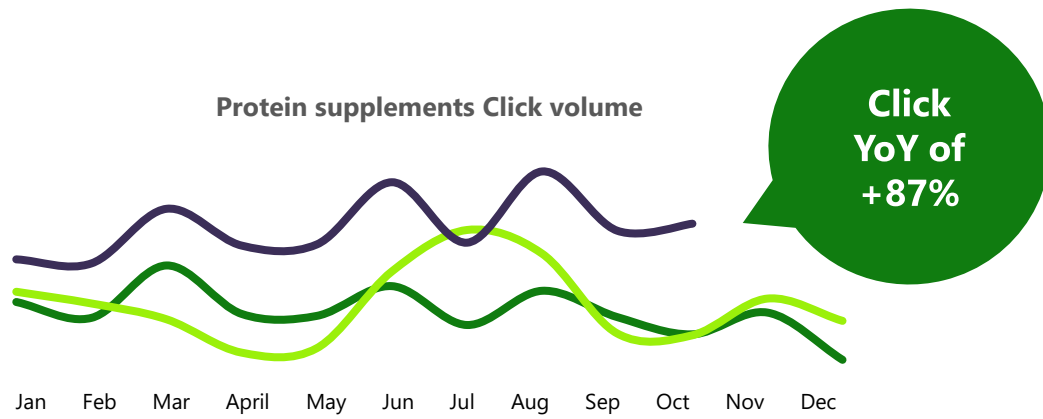
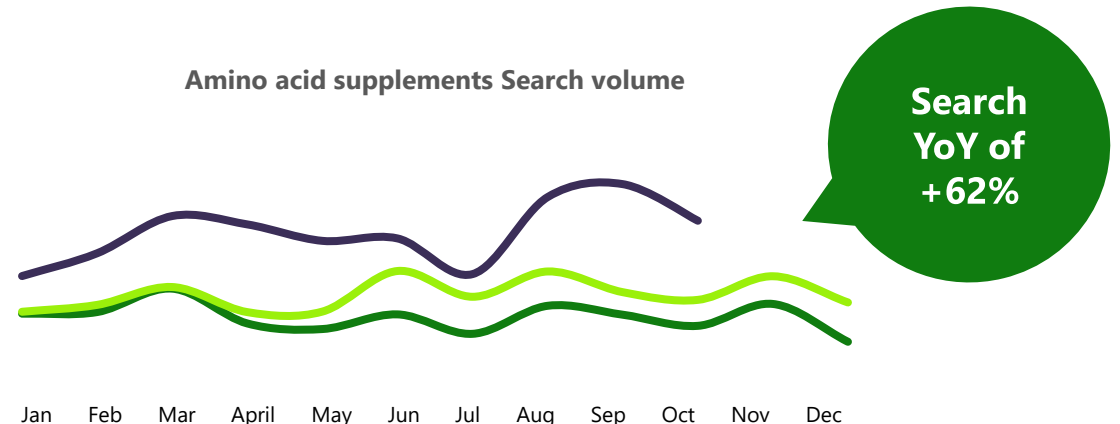
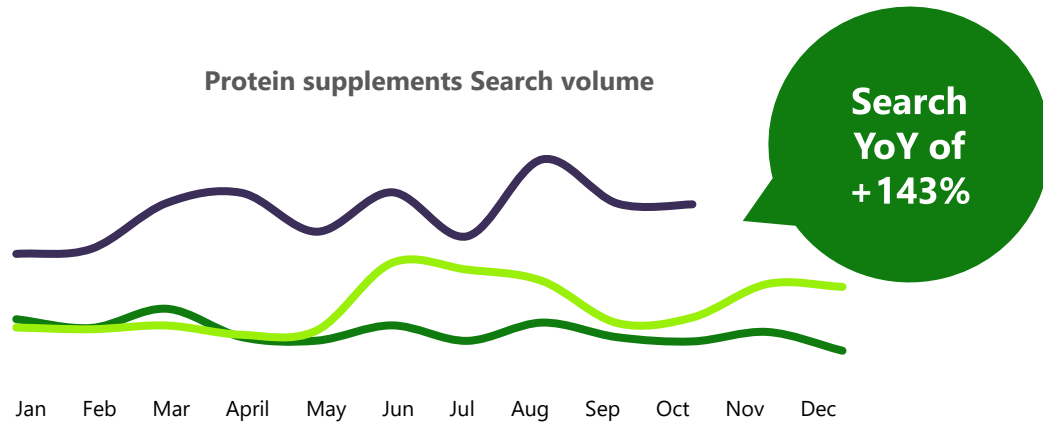
Search and click volume has reached its highest level since 2019 and trends suggest that they will continue to increase year over year (YoY) and spike again in late November/early December.





# Top subcategories for search and click volume

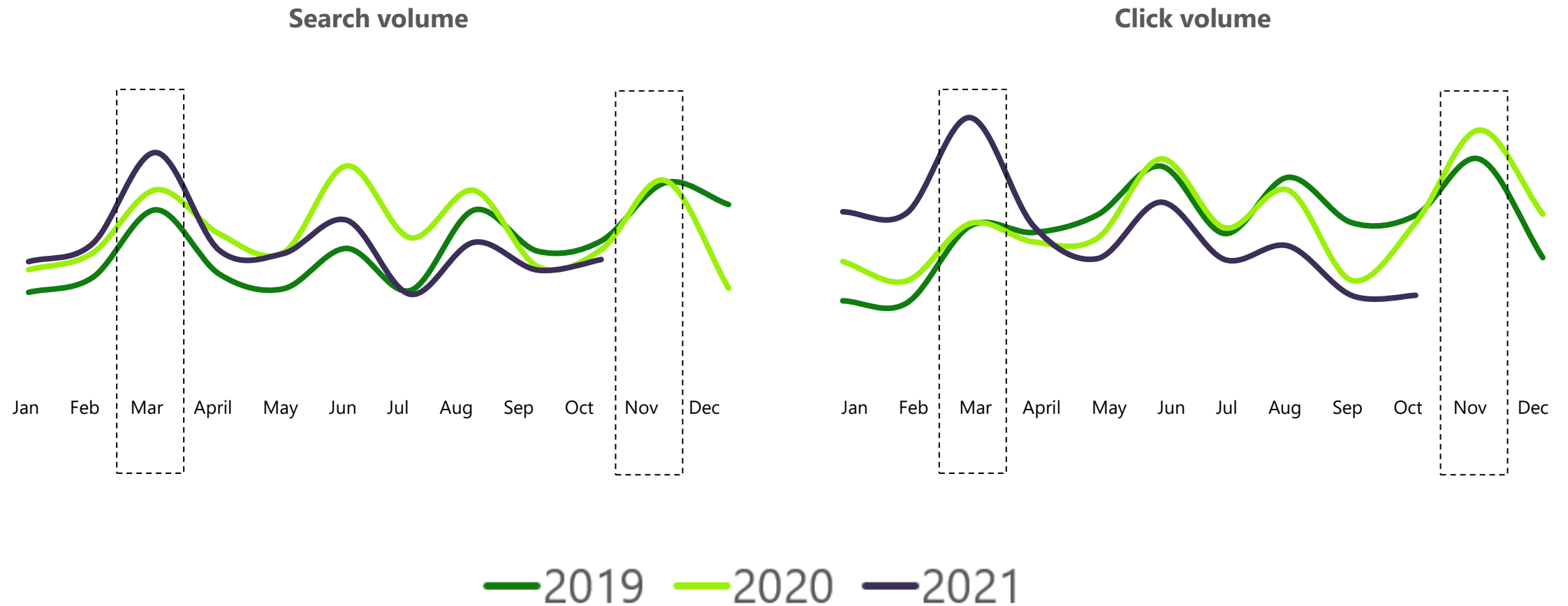
Proteins and Amino acids top the Vitamins & Supplements subcategory. Ensure coverage in November and December to increase conversions from your audience during these months.



— 2019 — 2020 — 2021

# Mental Health search and click volume

In March 2021, search and click volume peaked and trends show that volumes will spike in November/December 2021, increase coverage by engaging with your audience during these months.



# Emerging queries for Health & Wellness

## Vitamins

"vitamin d"  
\*vitamin brand\*  
"vitamin b12"  
"vitamin d3"

## Supplements

"magnesium"  
"collagen"  
"iron"  
"fiber"

## Nutrition & Dieting

"keto diet"  
"mediterranean diet"  
\*diet brand 1\*  
\*diet brand 2\*

## Mental Health

"mental health"  
"mental health first aid"  
"mental health services"  
"mental health definition"



Expand your keyword search with these top queries

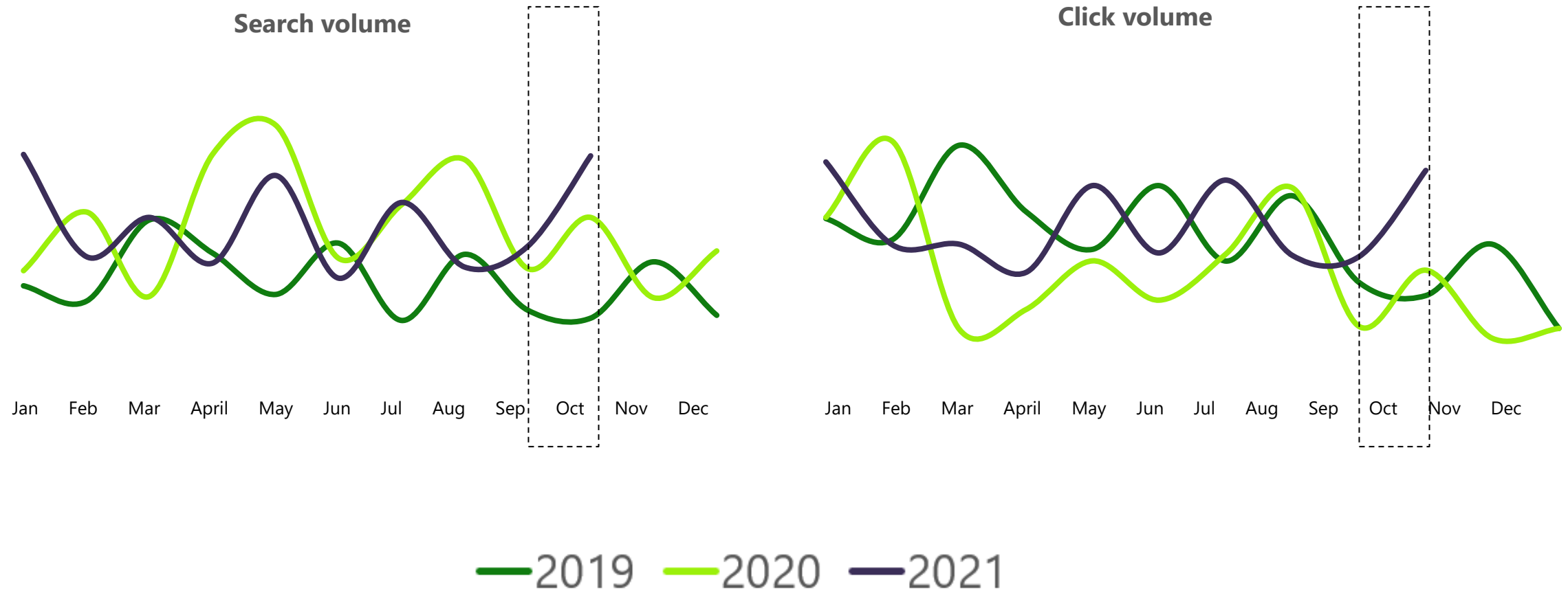


# Retail and consumer packaged goods (CPG) trends



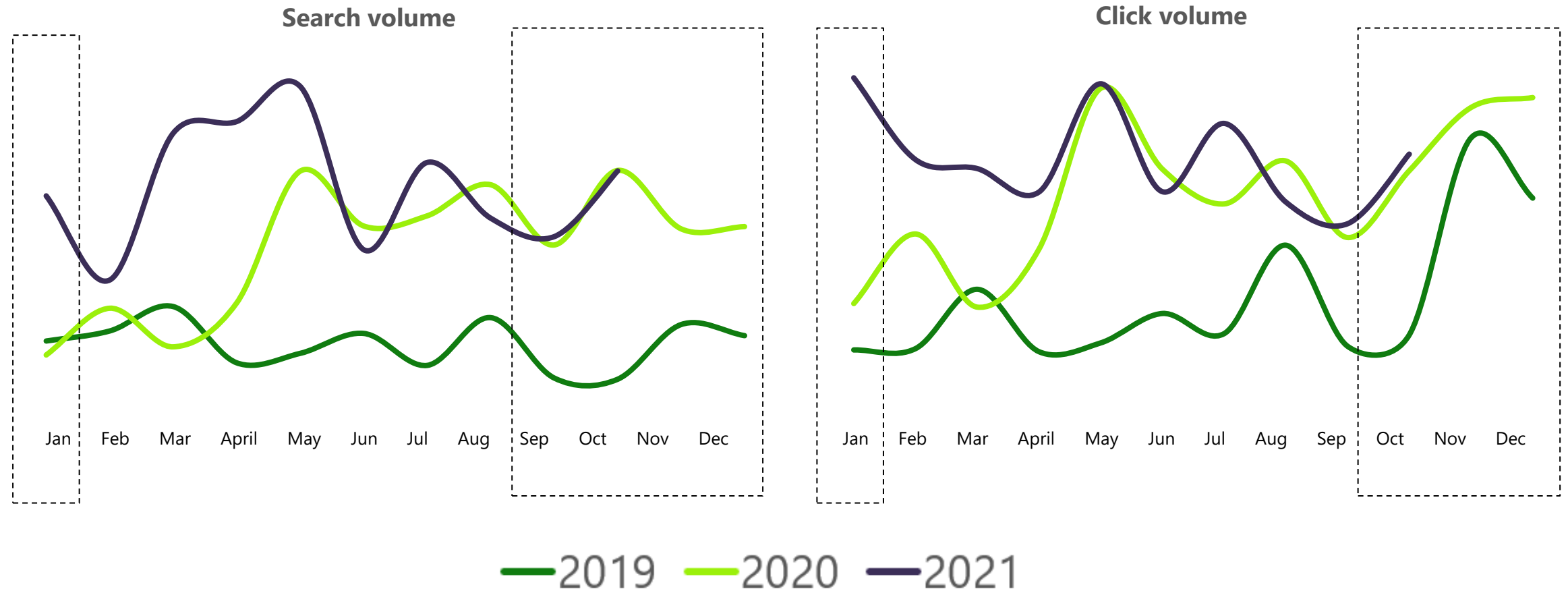
# Health Foods search and click volume

Health food searches and clicks peak at different times throughout the year, but both 2021 searches and clicks are showing spikes leading into November 2021.



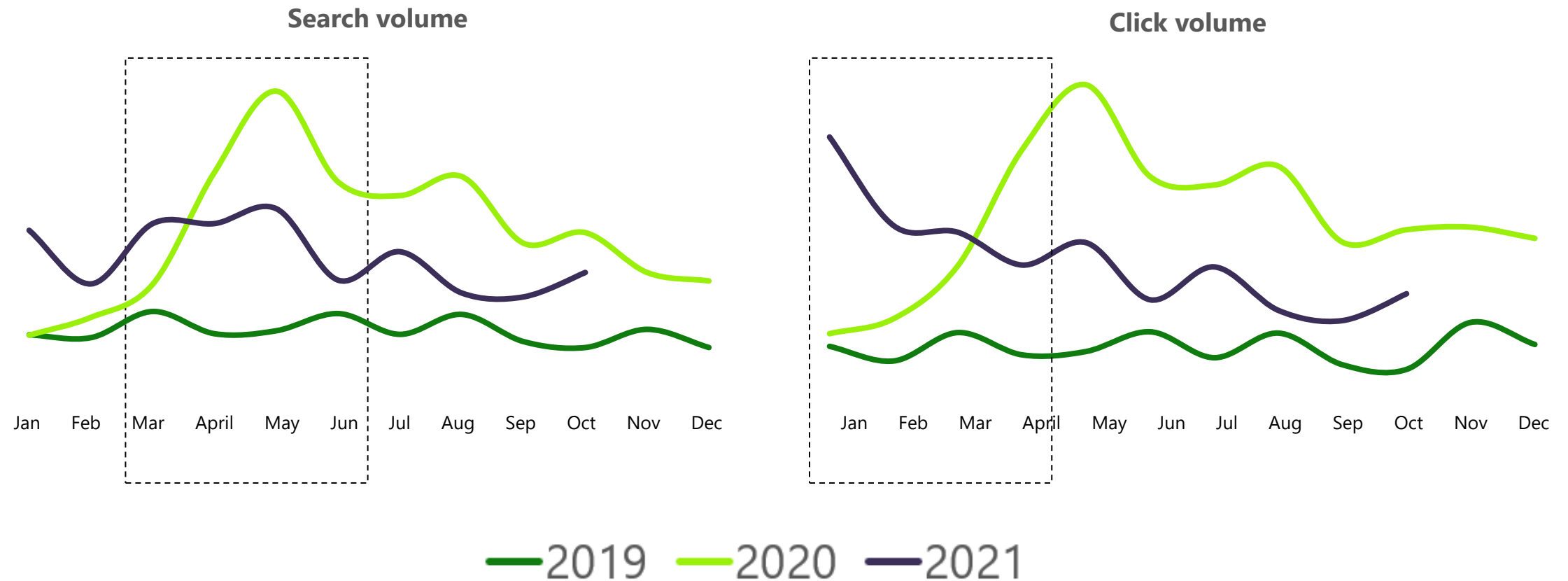
# Workout Apparel and Shoes search & click Volume

Both Athletic shoes searches and clicks seem to drop off slightly in December before picking up again in Q1.



# Workout Equipment Search & Click Volume

Searches and clicks have been growing consistently YoY since 2019, with peak highs seen in the spring and summer of 2020. The end of 2021 is ramping up and should hit high growth in early 2022 if aligning with last year's trends.





# Top emerging queries for Retail and CPG

## Health Foods

"vegan recipes"  
"healthy eating"  
"best organic meals"  
"health food stores near me"  
"clean eating"

## Workout Apparel & Footwear

\*running shoes brand 1\*  
"fitness clothing"  
\*running shoes brand 2\*  
"best men running shoes"  
"workout clothes"

## Workout Equipment

"best home workout equipment"  
"fitness gear"  
"workout bench"  
"workout mirror"  
"exerciser bands workout"



Expand your keyword search with these top queries

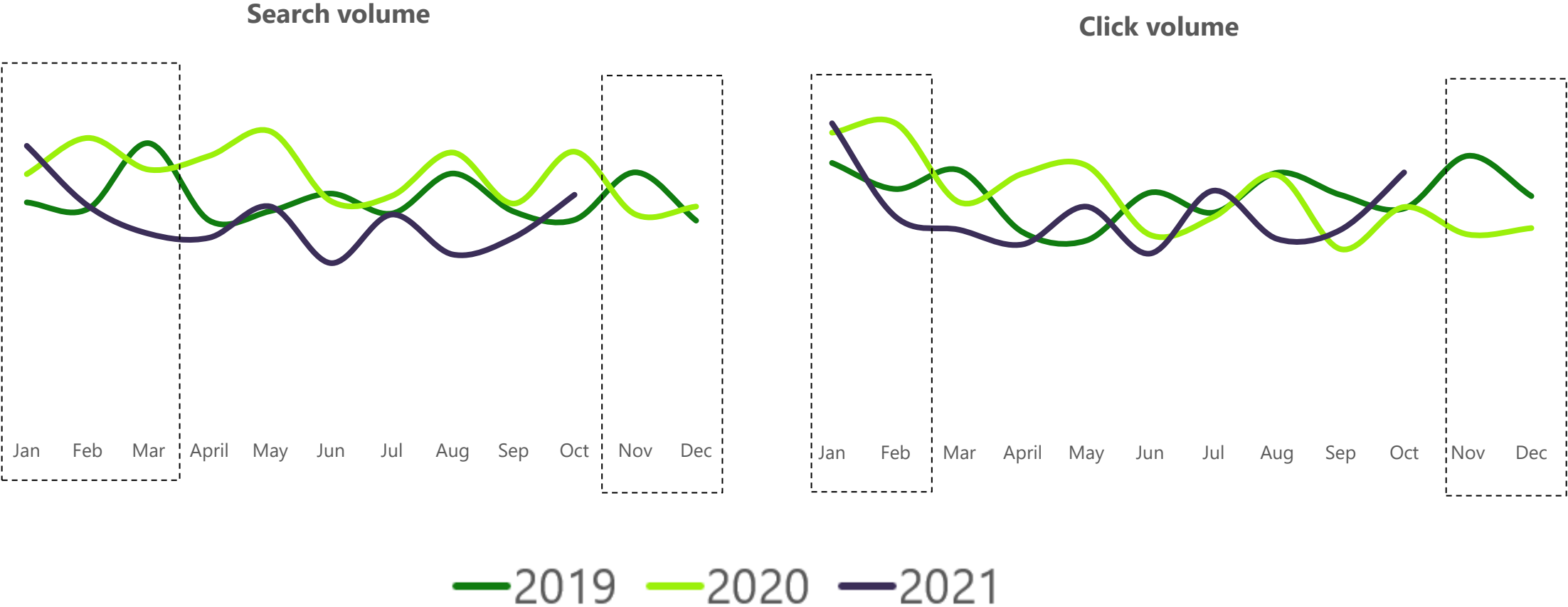


# Financial Services trends



# Money Management searches & clicks over time

Search and click volume typically declines in December before reaching its peak volume in January and February.

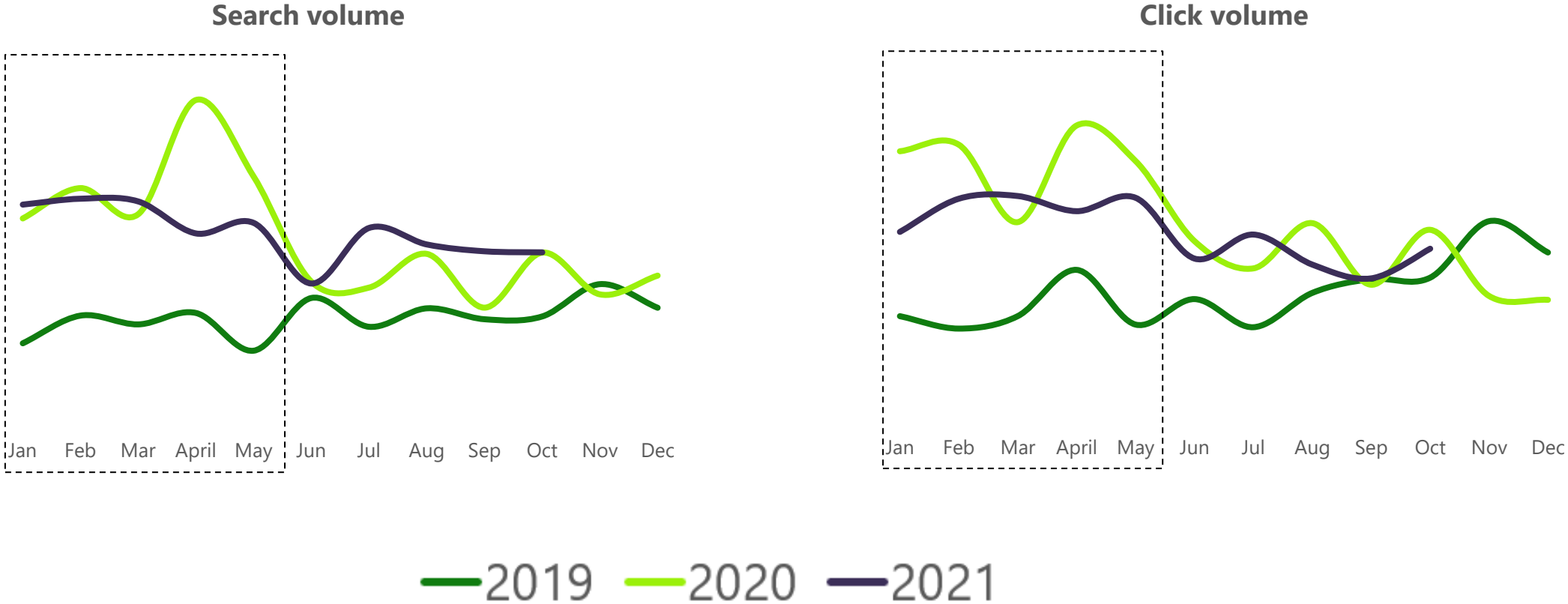


Source: Microsoft Internal Data; Jan2019 – Oct2021



# Debt Management & Consolidation searches & clicks over time

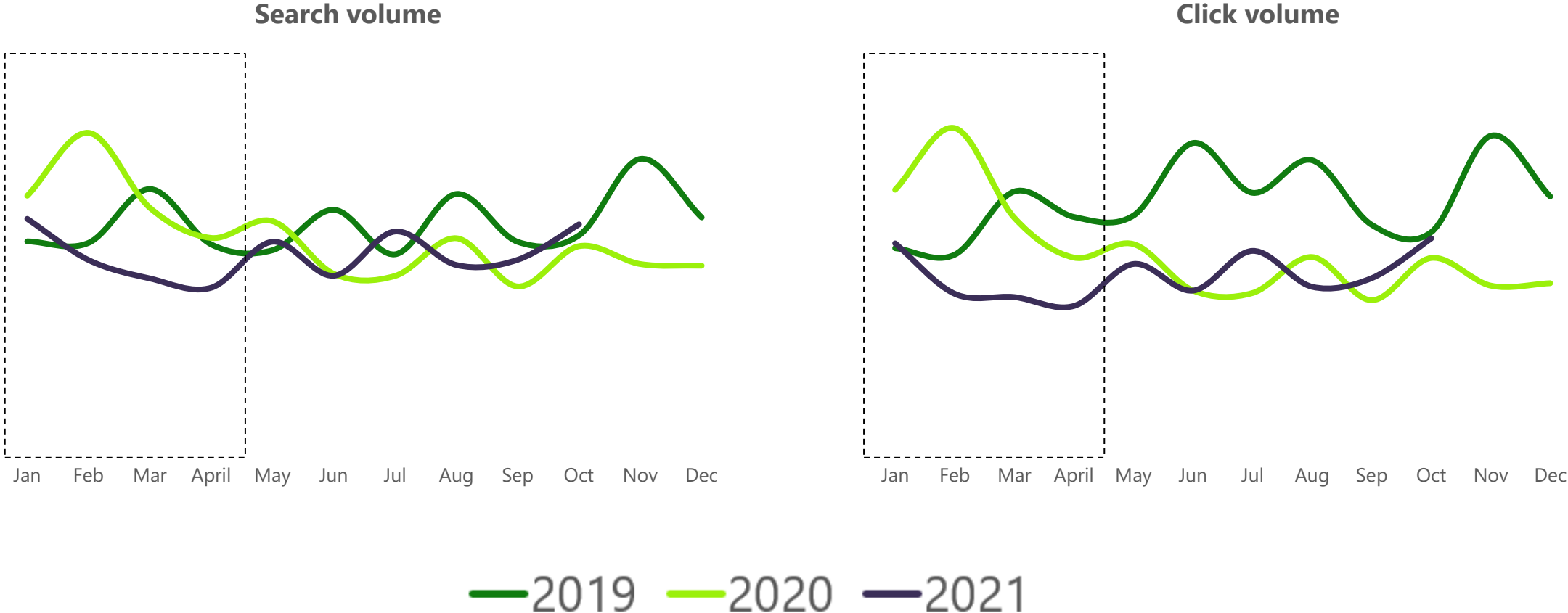
Searches and clicks begin to increase in January, with volume remaining steady, until declining in May.



Source: Microsoft Internal Data; Jan2019 – Oct2021

# Credit Card searches & clicks over time

Credit Card searches begin to rise in January, peaking in March and before hitting a sharp decline in April.



Source: Microsoft Internal Data; Jan2019 – Oct2021

# Emerging queries in Financial Services

## Money Management

"\*budgeting brand 1\*"  
"personal finance manager"  
"budget template"  
"personal finance software"  
"\*budgeting brand 2\*"

## Debt Management/Consolidation

"student loans consolidation"  
"irs debt relief"  
"debt forgiveness"  
"eliminate student loan debt"  
"best debt consolidation companies"

## Credit Cards

"top 5 rewards credit cards"  
"best travel credit cards"  
"credit card deals"  
"credit cards for bad credit"  
"\*brand\* credit card login"



Expand your keyword search with these top queries



To get actionable data, insights and best practices to help make decisions and grow your business, visit [MicrosoftAdvertising.com/Insights](https://MicrosoftAdvertising.com/Insights)





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