

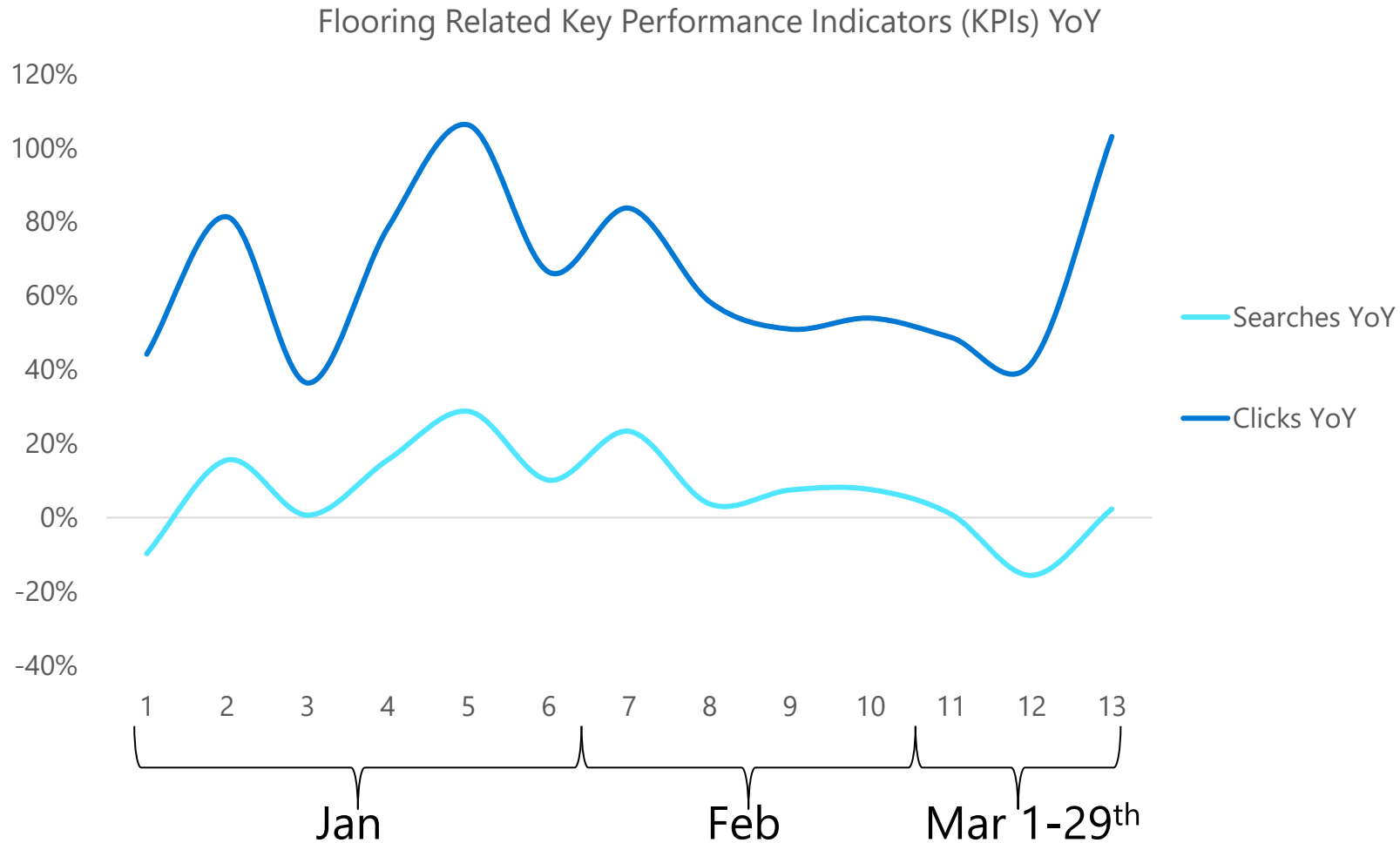


UK Flooring Trends

As of April 3rd, 2020



UK flooring related clicks have increased significantly year on year (YoY)

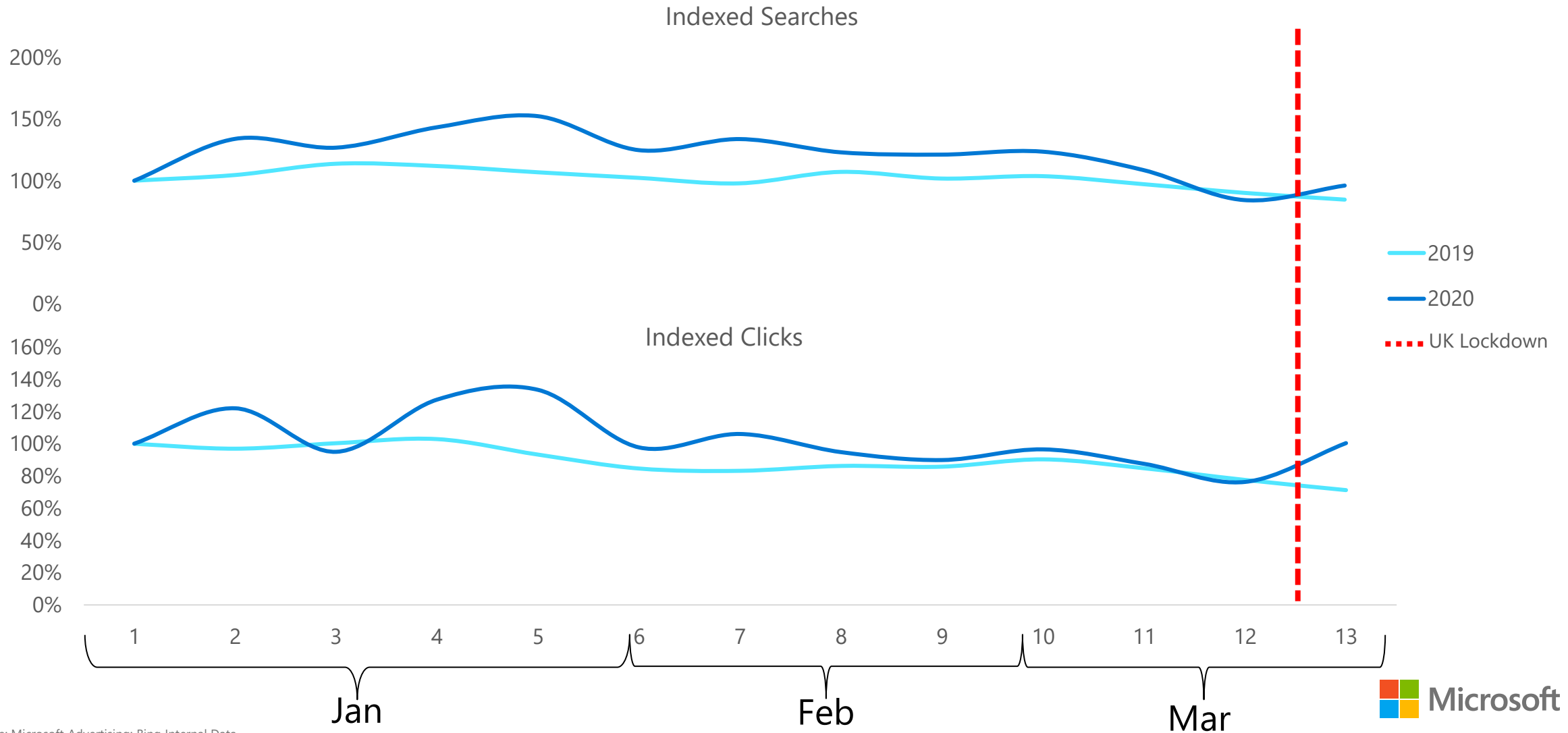


+2.3%
Searches YoY for
March 23-29

+103.1%
Clicks YoY for
March 23-29

Flooring searches and clicks' seasonality remains relatively stable

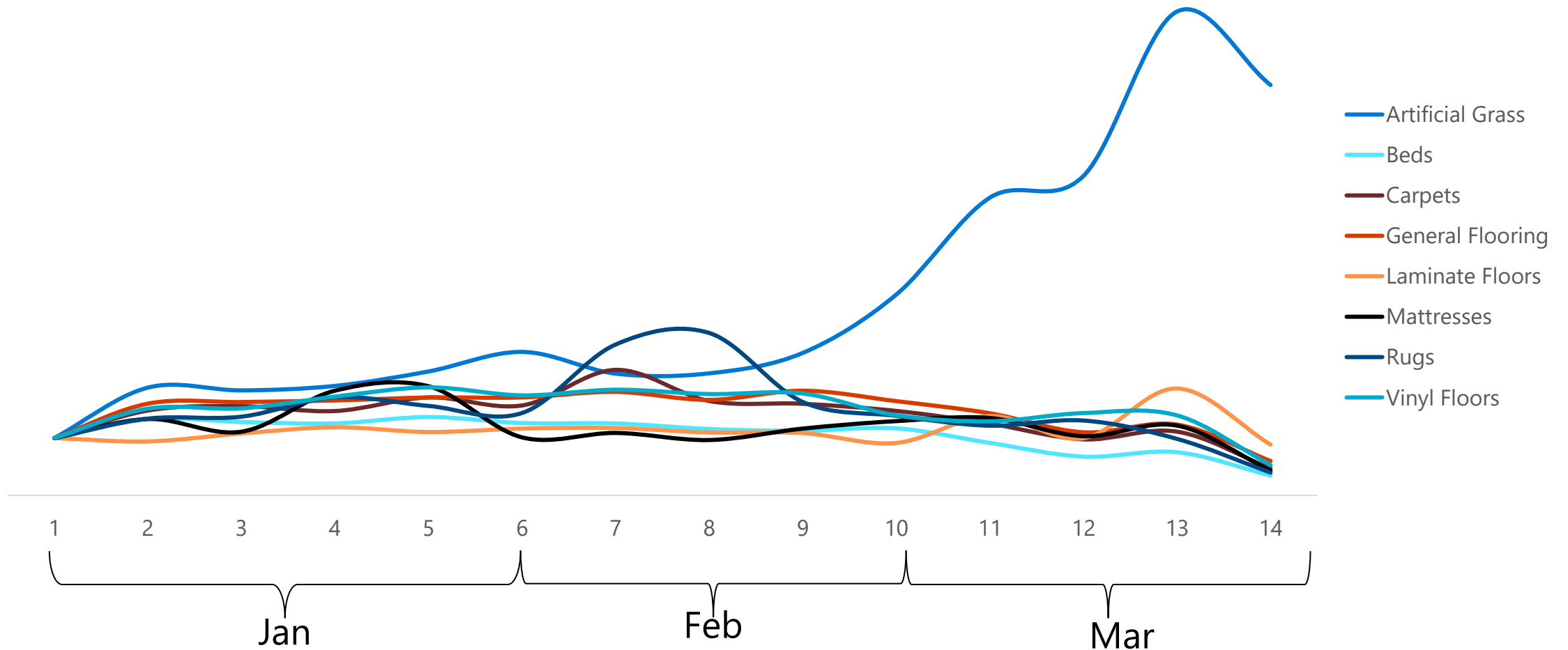
+30% growth in indexed clicks was seen the week the UK lockdown was announced



Huge growth seen in 'artificial grass' searches in March

With a steady volume of searches maintaining in other categories

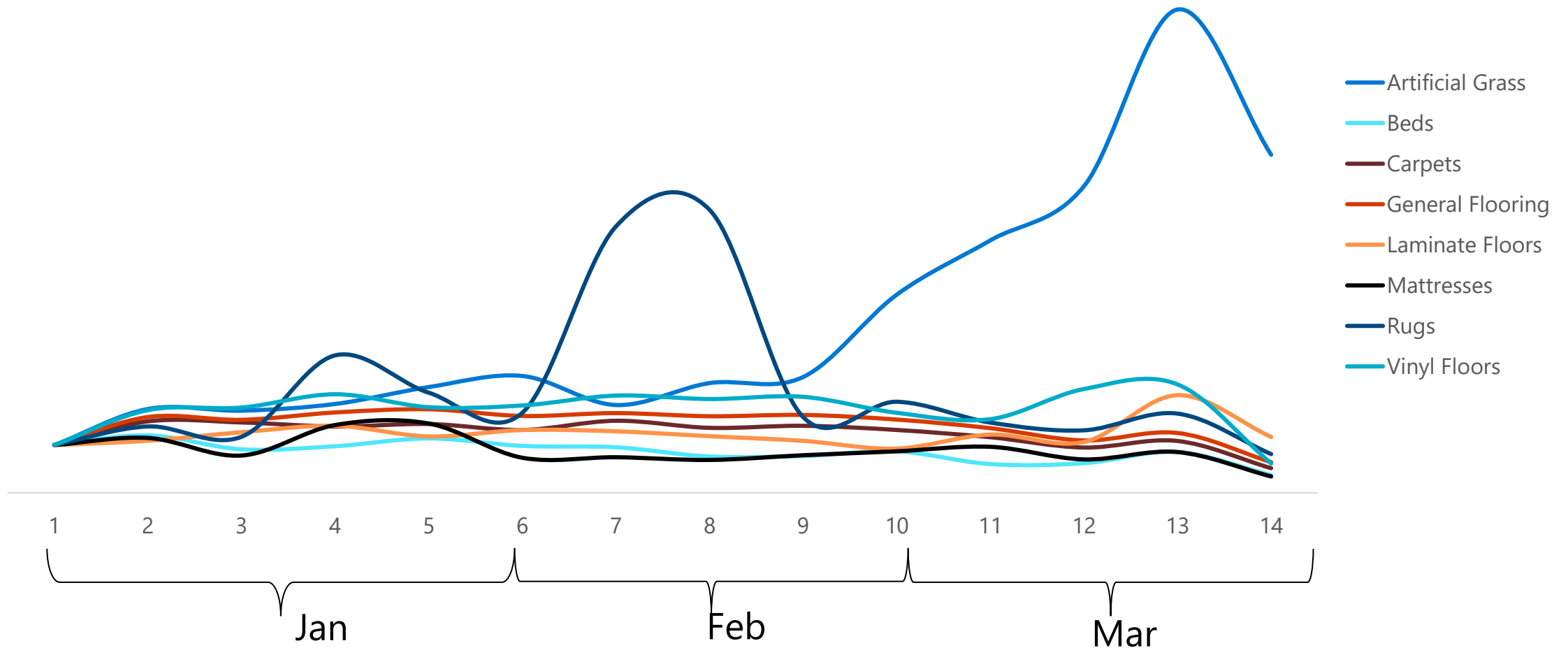
Indexed Searches for Artificial Grass



Click growth follows the same trend with a higher increase

With an early spike in click activity in early February

Indexed clicks for Flooring



Top 10 volume searches by category

Artificial Grass	Beds	Carpets	General Flooring	Laminate Floors	Mattresses	Rugs	Vinyl Floors
artificial grass	sofa bed	carpet	12mm oak flooring	laminate flooring	mattress	rug	vinyl
lay artificial grass	bed	carpet tiles	3d flooring	laminate flooring sale	king size bed mattress included	doormat rug runners	vinyl flooring
artificial grass uk	double bed	cheap carpet	60mm oak flooring	cheap laminate flooring	mattress next day delivery	entry rug home	vinyl floor tiles
install artificial grass	king size bed mattress included	carpet underlay	access flooring	laminate wood flooring	hybrid mattress	floor entry rug	vinyl floor
artificial grass pets	single bed	carpet cleaning machine	alternative chipboard flooring	laminate	double mattress	living room rug ideas	vinyl click flooring
artificial grass gardeners	king size bed	carpet off cut	alternative flooring	laminate floor	10 best mattress reviews	large rug	luxury vinyl flooring
artificial grass installation	most comfortable sofa bed	stair carpet	american black walnut flooring	laminate flooring uk	single mattress	home floor entry rug	vinyl flooring uk
artificial grass offcuts	adjustable ottoman bed	carpet remnants	anti slip flooring	laminate worktops	mattress sale	persian rug	vinyl wrap
artificial grass suppliers	1 bed flat	grey carpet	atlanta tile flooring	grey laminate flooring	king size mattress	grey rug	vinyl prices guide
laying artificial grass	double bed frame	carpet runners	bamboo flooring	lay laminate flooring	best mattress	runners rug	vinyl tiles



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