DE Health & Fitness

As of March 28, 2020
HYPOTHESIS

Since consumers are currently spending a lot more time at home, they might look to invest in more Health & Fitness products/equipment which will best suit their needs when they are training/working out outside of the gym.
‘Health & Fitness’ growing since lockdown begun in Germany with **196% YoY** for searches and **277% YoY** for Clicks

**Indexed Searches**

- Overall 11% YoY

**Indexed Clicks**

- Overall 14% YoY

Source: Microsoft Internal Data, All Devices
Strong ‘**Weight Training**’ query growth

Growth seen in other sub-verticals too

**Query samples**

**Cycling Equipment:** “fahrrad”, “e bike.”

**Exercise Machines:** “fitness”, “trampoline.”

**Fitness Technology:** “fitbit”, “smart watches.”

**Running shoes:** “nike zoom”, “laufschuhe.”

**Sports & Gymwear:** “skijacken”, “fussballschuhe.”

**Sports Equipment:** “step aerobic”, “tischtennisplatte.”

**Sports Nutrition:** “aminosäuren”, “proteine.”

**Weight Training:** “gewichte”, “kurzhanteln.”

Source: Microsoft Internal Data, All Devices
YoY Search Growth for Health & Fitness sub-verticals

Post Lockdown

- **Weight Training**: +899%
- **Exercise Machines**: +112%
- **Sports Equipment**: 73%
- **Running Shoes**: 45%
- **Cycling Equipment**: 10%
- **Sports Nutrition**: 4%
- **Sports & Gymwear**: -5%
- **Fitness Technology**: -14%

Source: Microsoft Internal Data, All Devices
Categories maintain share of volume searches even after seasonality

**2020 - Share of Volume Searches**

Source: Microsoft Internal Data, All Devices
‘Weight Training’ driven by generic weight training equipment

Indexed Searches for
Top 10 ‘Weight Training’ queries

Source: Microsoft Internal Data, All Devices
*Searches indexed to 2nd calendar week in January **YoY Query Calculation based Year to Date 28th March with minimum of 500 Searches

Top Growing Queries YoY
- Kurzhantel
- Multipresse
- Power rack
### DE: Top 5 Volume Searches by Category

<table>
<thead>
<tr>
<th>Cycling Equipment</th>
<th>Exercise Machines</th>
<th>Fitness Tech</th>
<th>Sports &amp; Gymwear</th>
<th>Running shoes</th>
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<th>Sports Nutrition</th>
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</tr>
</thead>
<tbody>
<tr>
<td>fahrrad xxl</td>
<td>trampolin</td>
<td>fitbit</td>
<td>skijacken</td>
<td>laufschuh</td>
<td>calisthenics</td>
<td>aminosäuren</td>
<td>gewicht</td>
</tr>
<tr>
<td>fahrrad</td>
<td>hoverboard</td>
<td>fitness tracker</td>
<td>sneaker damen</td>
<td>turnschuhe</td>
<td>blackroll</td>
<td>amino</td>
<td>kurzhandeln</td>
</tr>
<tr>
<td>e bike / ebike</td>
<td>crosstrainer</td>
<td>smart watch</td>
<td>fussballschuh</td>
<td>laufschuh herren</td>
<td>tischtennisplatte</td>
<td>proteine</td>
<td>gewichte</td>
</tr>
<tr>
<td>cube bikes</td>
<td>Laufband</td>
<td>garmin vivoactive 3</td>
<td>winterjacken damen</td>
<td>laufschuh Damen</td>
<td>gymnastikball</td>
<td>arginin</td>
<td>hanteln kaufen</td>
</tr>
<tr>
<td>ktm e bike</td>
<td>ergometer</td>
<td>fitbit versa</td>
<td>skijacken damen</td>
<td>nike zoom</td>
<td>balance board</td>
<td>protein</td>
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<td>specialized e bike</td>
<td>trampolin kinder</td>
<td>fitbit versa lite</td>
<td>laufjacke herren</td>
<td>damen laufschuh</td>
<td>boxtraining</td>
<td>hochkalorische nahrung</td>
<td>kurzhandel</td>
</tr>
<tr>
<td>mountainbike fully</td>
<td>speedbike</td>
<td>samsung galaxy fit</td>
<td>merino shirt</td>
<td>joggingschuhe</td>
<td>kettlebell kaufen</td>
<td>hochkalorische trinknahrung</td>
<td>multipresse</td>
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<td>specialized levo</td>
<td>ergometer kaufen</td>
<td>fitbit inspire hr</td>
<td>polo sport</td>
<td>turnschuhe kinder</td>
<td>wahoo fitness</td>
<td>citrullin</td>
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<td>damenrad</td>
<td>punching ball</td>
<td>pulsuhr mit brustgurt</td>
<td>skijacken</td>
<td>laufschuh herren</td>
<td>sportsachen damen</td>
<td>komplexe kohlenhydrate</td>
<td>gewichtsweste</td>
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<td>sportgerät</td>
<td>galaxy fit</td>
<td>trainingshose herren</td>
<td>laufschuh kinder</td>
<td>boxsack kinder</td>
<td>proteinogene aminosaeuren</td>
<td>kurzhandeln</td>
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Source: Internal Data, All Devices, March 2019 vs March 2020. Until 28th March
Key Takeaways

With fitness studios being closed due to COVID-19 restrictions, searches for exercise equipment to be used at home are growing.

Individual outdoor exercise is still possible, leading to an increase in searches for running shoes, bicycle equipment and sports wear.

Equipment related to weight exercise seems to be especially popular.

Recommendation: Check and expand your keyword portfolio for growing categories.

Recommendation: Ensure your bids are competitive enough to generate clicks.

Recommendation: Try new ad copy speaking directly to the current situation.