The new weight of sport (France)

March 28, 2020
**Hypothesis**

Since consumers are currently spending a lot more time at home, they might look to invest more in **Health & Fitness** products and equipment which will best suit their needs when they are training/working-out outside of the gym.
Health & Fitness category growing since lockdown started in France with **74% YoY** for searches and **142% YoY** for Clicks

Source: Microsoft internal data
Strong ‘Weight Training’ & ‘Yoga & Pilates’ query growth
Other sub-verticals also growing

Query samples

Cycling equipment: “velo”, “velo electrique.”

Exercise machines: “tapis course”, “rameur.”

Fitness technology: “montre”, “montre garmin.”

Games sports: “trampoline”, “arc.”

Running shoes: “chaussures running”, “chaussures sport”

Team sports: “ballon foot”, “but football.”

Yoga pilates: “tapis yoga”, “cousin yoga.”

Weight training: “banc musculation”, “halteres.”

Source: Microsoft internal data
YoY Search Growth for Health & Fitness sub-verticals

- Cycling equipment: 58%
- Exercise machines: +307%
- Yoga & pilates: 219%
- Running shoes: -34%
- Team sports: 131%
- Boxing: 107%

‘Weight training’ and ‘exercise machines’ searches have grown the most.

Source: Microsoft internal data
‘Yoga & Pilates’ growth likely being driven by ‘Yoga mat’ related queries

Indexed Searches for
Top 8 ‘Yoga & Pilates’ queries

Top growing queries YoY
- Tapis gym decathlon
- Tapis yoga ecologique
- Tapis gymnastique

Source: Microsoft internal data
*Searches indexed to 2nd calendar week in January **YoY query calculation based on year to date on 28th March
‘Weight Training’ growth likely being driven by generic weightlifting equipment that can be easily used at home.

Indexed Searches for Top 8 ‘Weight Training’ queries

Top growing queries YoY
- Barre traction
- halteres
- Chaise romaine

Source: Microsoft internal data
*Searches indexed to 2nd calendar week in January **YoY query calculation based on year to date on 28th March
‘Exercise machines’ growth being driven by generic ‘treadmill’ (tapis de course) related queries

Indexed Searches for
Top 8 ‘Exercise Machines’ queries

Top Growing Queries YoY
- Tapis courses
- Mini stepper
- Tapis course professionnel

Source: Microsoft internal data
*Searches indexed to 2nd calendar week in January **YoY query calculation based on year to date on 28th March
# France: Top 5 volume searches by category

<table>
<thead>
<tr>
<th>Exercise machines</th>
<th>Yoga &amp; pilates</th>
<th>Weight training</th>
<th>Team sports</th>
<th>Boxing</th>
<th>Games sports</th>
<th>Cycling equipment</th>
<th>Fitness technology</th>
<th>Running shoes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tapis course</td>
<td>Tapis yoga</td>
<td>Banc musculation</td>
<td>Ballon foot</td>
<td>kimono</td>
<td>trampoline</td>
<td>velo</td>
<td>Montre connectee</td>
<td>Chaussure running</td>
</tr>
<tr>
<td>rameur</td>
<td>Tapis gym</td>
<td>Barre traction</td>
<td>Panier basket</td>
<td>Punching ball</td>
<td>arc</td>
<td>Velo electrique</td>
<td>montre</td>
<td>Chaussures running</td>
</tr>
<tr>
<td>stepper</td>
<td>Tapis gymnastique</td>
<td>halteres</td>
<td>But football</td>
<td>Sac frappe</td>
<td>ballon</td>
<td>vtt</td>
<td>Montre garmin</td>
<td>Chaussures sport</td>
</tr>
<tr>
<td>Tapis course electrique</td>
<td>Coussin yoga</td>
<td>Chaise romaine</td>
<td>But foot</td>
<td>Gant boxe</td>
<td>Ballon basket</td>
<td>Velo electrique pascher</td>
<td>Montre sport</td>
<td>Chaussure trail</td>
</tr>
<tr>
<td>Tapis course pas cher</td>
<td>Tapis yoga ecologique</td>
<td>Barre musculation</td>
<td>Ballon football</td>
<td>Kimono judo</td>
<td>Marche nordique</td>
<td>Vtt electrique</td>
<td>Montre cardio</td>
<td>Chaussures trail</td>
</tr>
</tbody>
</table>

# France: Top 5 volume searches YoY by category

<table>
<thead>
<tr>
<th>Exercise machines</th>
<th>Yoga &amp; pilates</th>
<th>Weight training</th>
<th>Team sports</th>
<th>Boxing</th>
<th>Games sports</th>
<th>Cycling equipment</th>
<th>Fitness technology</th>
<th>Running shoes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tapis courses</td>
<td>Tapis yoga ecologique</td>
<td>Kit halteres</td>
<td>Mini panier basket</td>
<td>Sac boxe</td>
<td>Arc fleche</td>
<td>Velo appart</td>
<td>Montre connectee</td>
<td>Chaussure running femme</td>
</tr>
<tr>
<td>Mini stepper</td>
<td>Coussin yoga</td>
<td>Halteres reglables</td>
<td>Panier basket pied</td>
<td>Sac frappe pied</td>
<td>Table tennis table</td>
<td>Velo elliptique pliable</td>
<td>Montre polar</td>
<td>Basket running femme</td>
</tr>
<tr>
<td>Tapis course professionnel</td>
<td>Tapis gym</td>
<td>halteres</td>
<td>Panier basket</td>
<td>Kimono karate</td>
<td>Tire arc</td>
<td>Vtt xc</td>
<td>Montre garmin</td>
<td>Chaussure running homme</td>
</tr>
<tr>
<td>Tapis course pliable</td>
<td>Tapis yoga</td>
<td>Barre traction</td>
<td>Ballon football</td>
<td>Sac frappe</td>
<td>Ballon football americain</td>
<td>Velos elliptiques</td>
<td>montre</td>
<td>Basket running homme</td>
</tr>
<tr>
<td>Rameur musculation</td>
<td>Tapis gymnastique</td>
<td>Banc musculation</td>
<td>Cage foot</td>
<td>Gant boxe</td>
<td>flechettes</td>
<td>vtt</td>
<td>Montre cardio gps</td>
<td>Chaussures sport</td>
</tr>
</tbody>
</table>

Source: Microsoft Internal data, March 2019 vs March 2020 until 28th March
Hypothesis: Since consumers are currently spending a lot more time at home, they might look to invest more in Health & Fitness products and equipment which will best suit their needs when they are training/working-out outside of the gym.

Conclusion: The hypothesis is confirmed based on data. Some interesting highlights are:

- The YoY click index is way above YoY search index: 142% YoY for Clicks vs 74% YoY for searches, establishing a clear increased interest in these products.
- While media is zooming on brand new people now running, running shoes does not over-index.
- Yoga category is growing.
- Exercise machines and Weight training are growing, some of these product take space and are high cost, yet people are prioritizing sport and exercise and are ready to invest in equipment.