



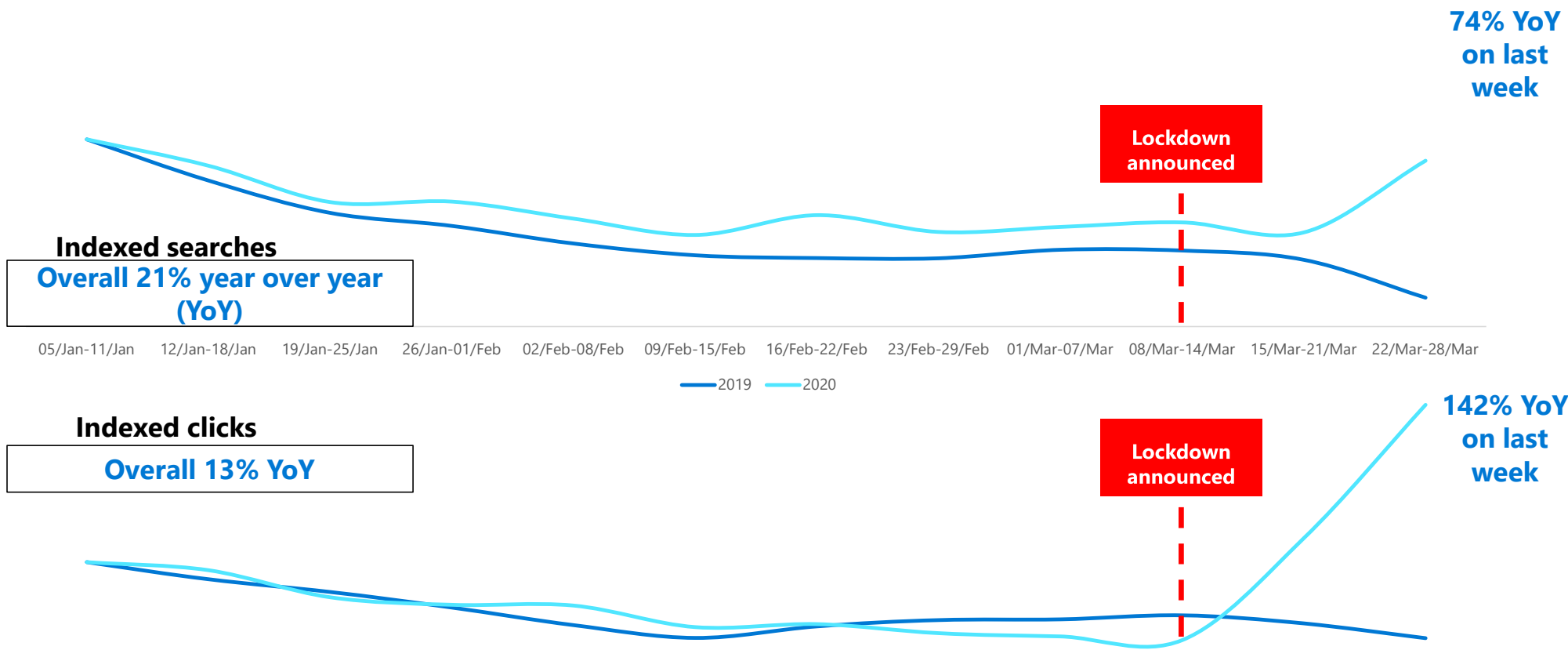
# The new weight of sport (France)

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.

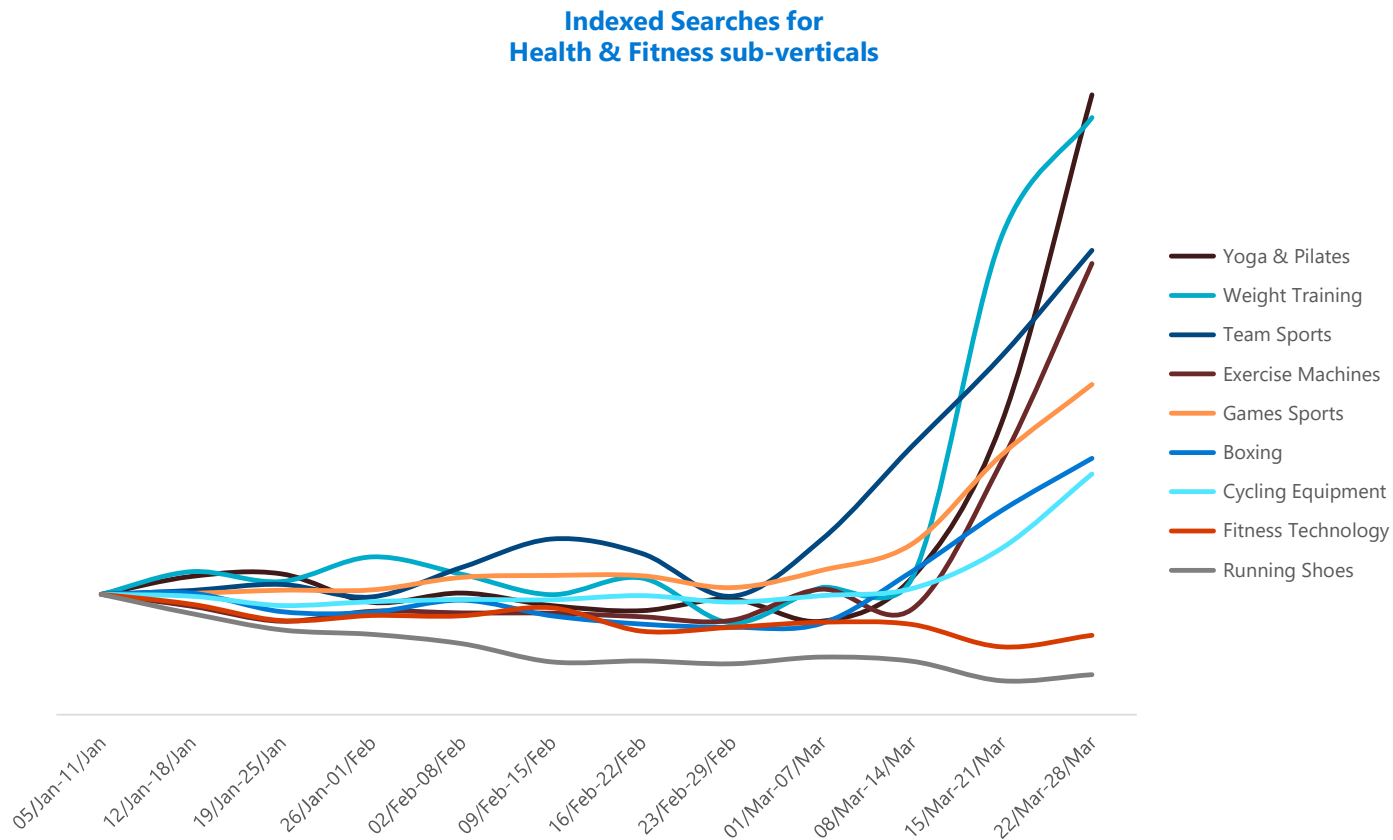
# Health & Fitness category growing since lockdown started in France with 74% YoY for searches and 142% YoY for Clicks



Source: Microsoft internal data

# Strong **'Weight Training' & 'Yoga & Pilates'** query growth

## Other sub-verticals also growing



Source: Microsoft internal data

### Query samples

**Cycling equipment:** "velo", "velo électrique."

**Exercise machines:** "tapis course", "rameur."

**Fitness technology:** "montre", "montre garmin."

**Games sports:** "trampoline", "arc."

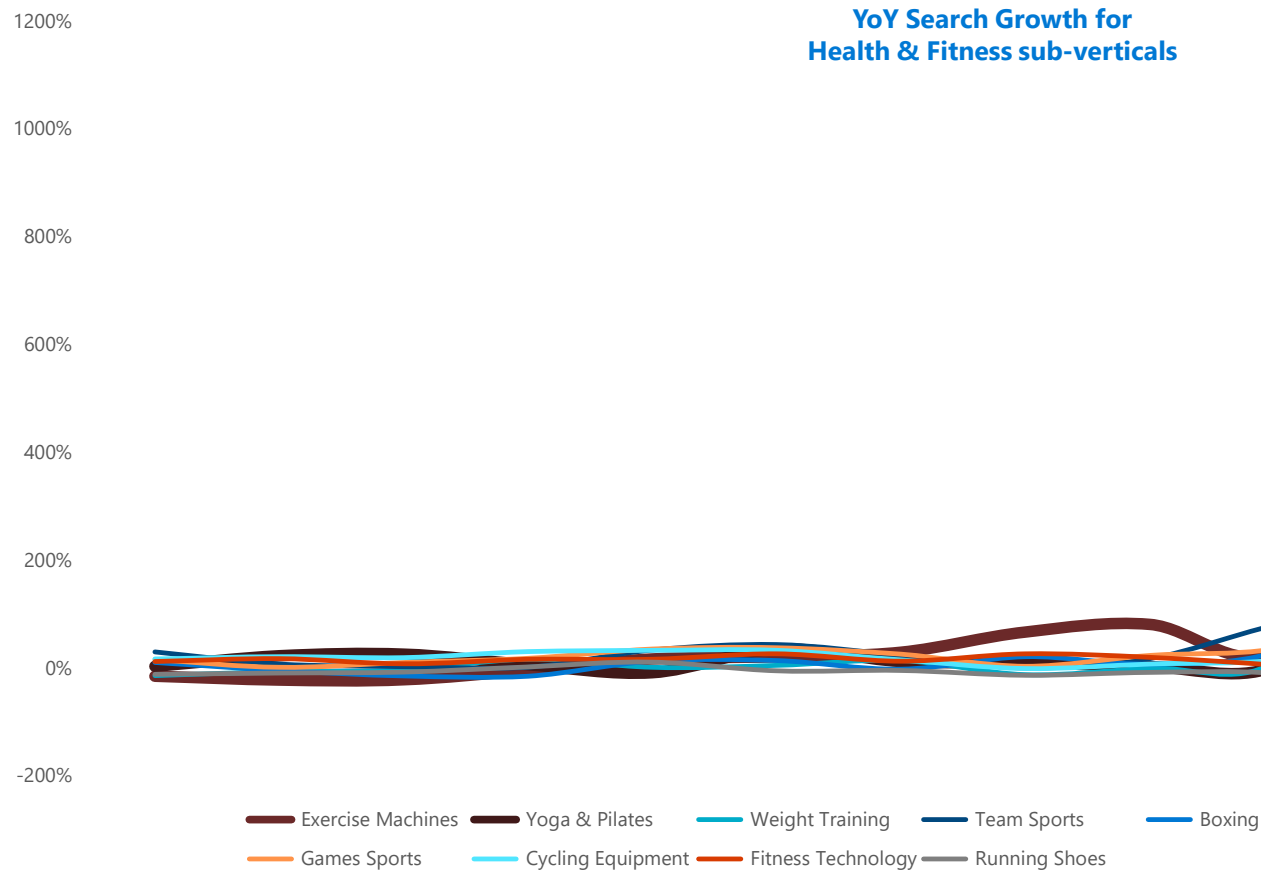
**Running shoes:** "chaussures running", "chaussures sport"

**Team sports:** "ballon foot", "but football."

**Yoga pilates:** "tapis yoga", "cousin yoga."

**Weight training:** "banc musculation", "halteres."

# 'Weight training' and 'exercise machines' searches have grown the most



## Post lockdown

Exercise machines: +307%

Yoga & pilates: 219%

Weight training: +218%

Team sports: 131%

Boxing: 107%

Games sports: 85%

Cycling equipment: 58%

Fitness technology: 15%

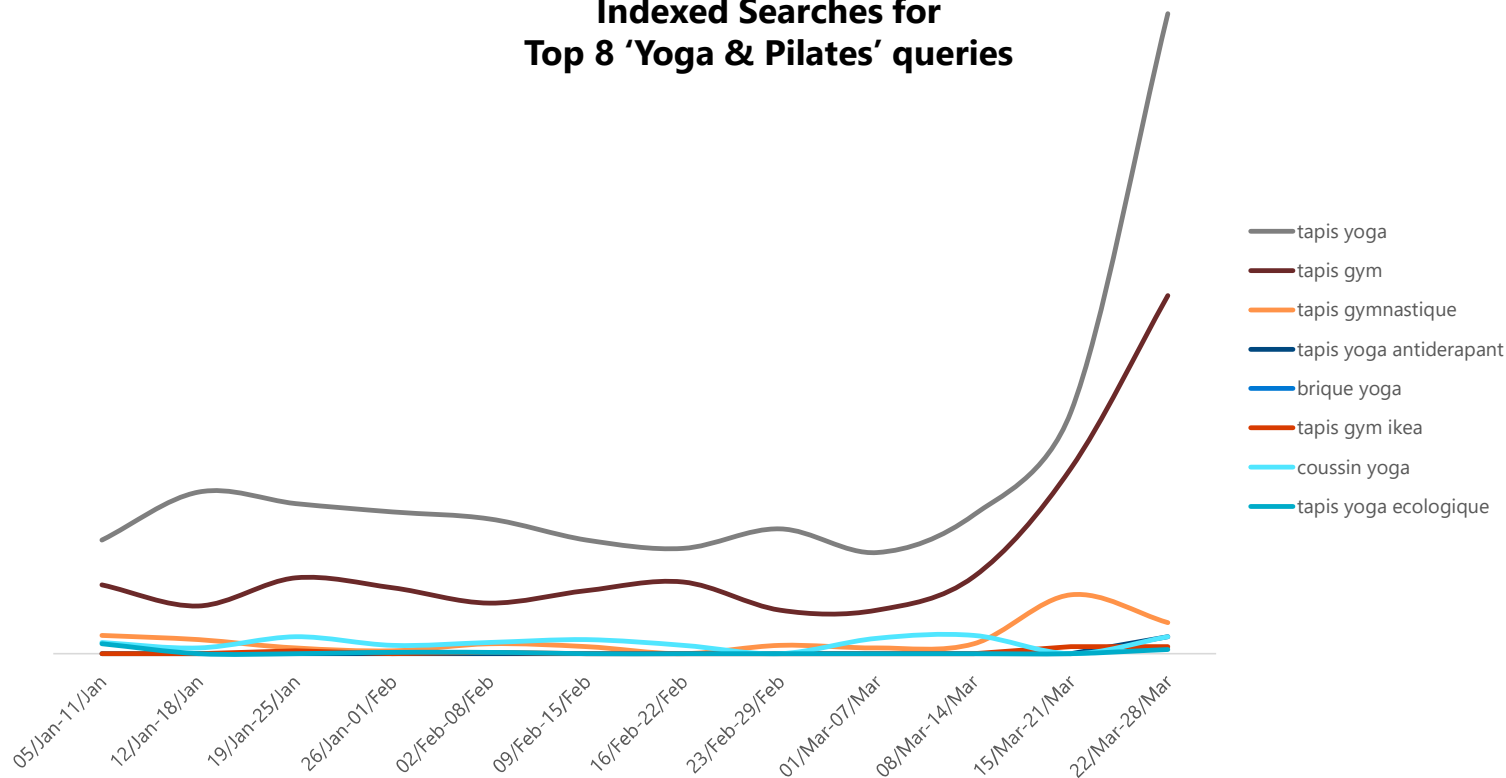
Running shoes: -34%



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

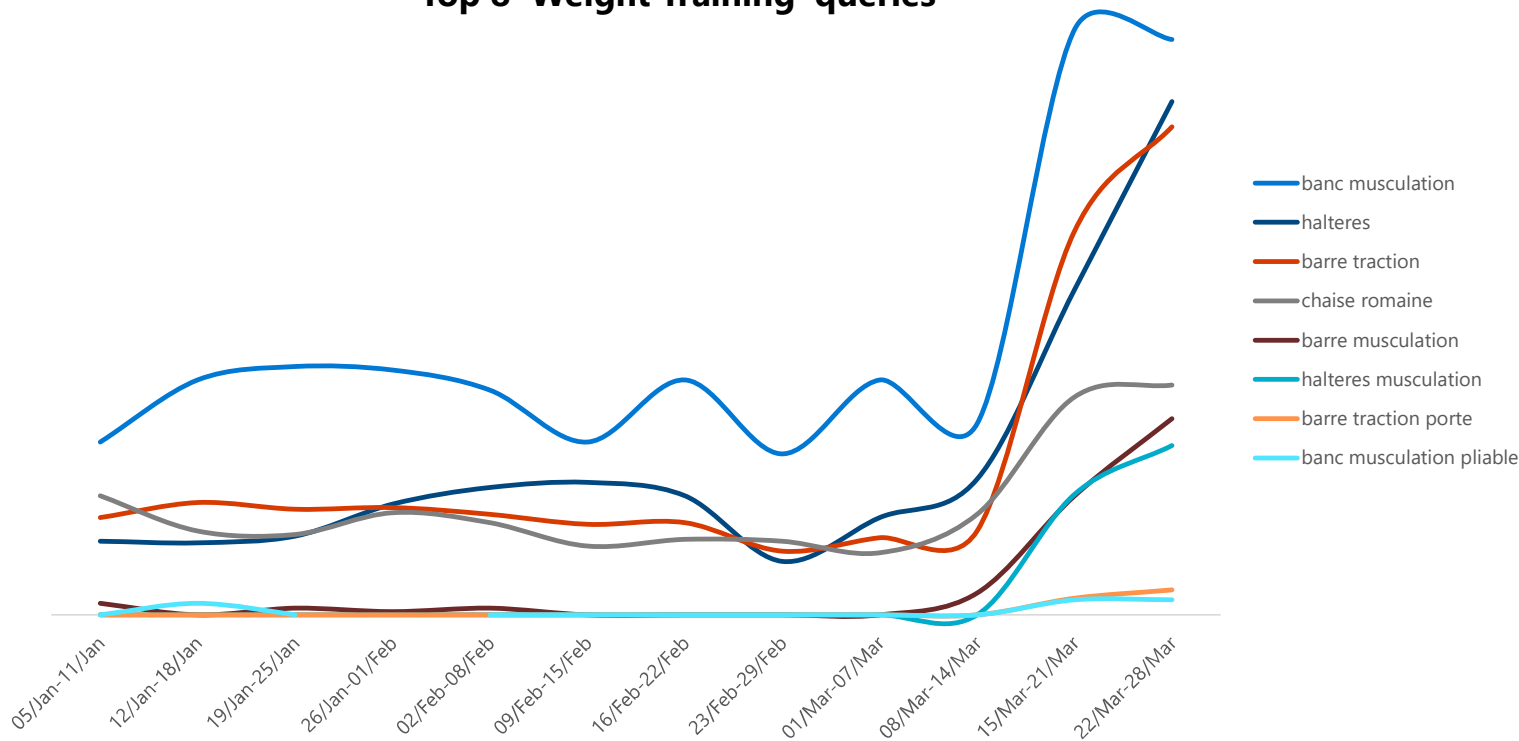
- Tapis gym decathlon
- Tapis yoga ecologique
- Tapis gymnastique

Source: Microsoft internal data

\*Searches indexed to 2<sup>nd</sup> calendar week in January \*\*YoY query calculation based on year to date on 28<sup>th</sup> 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**

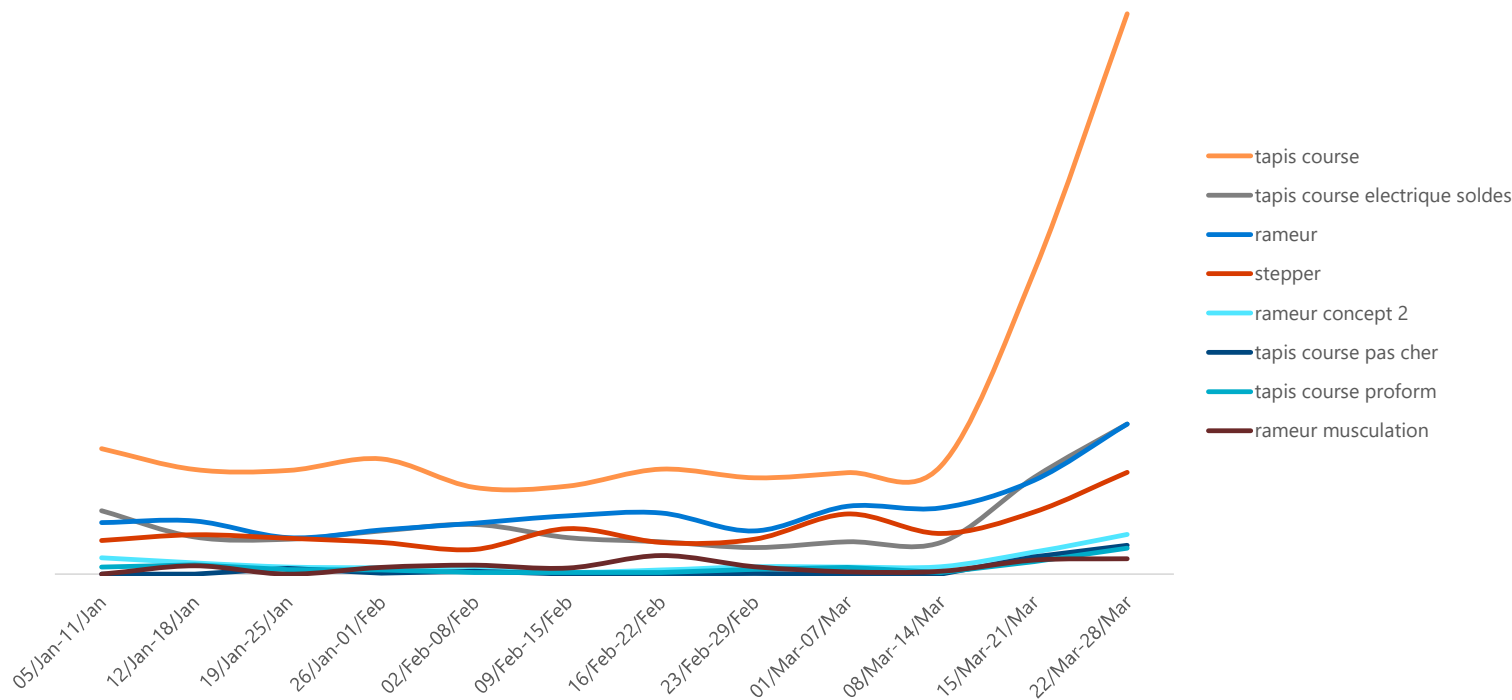
- Barre traction
- halteres
- Chaise romaine

Source: Microsoft internal data

\*Searches indexed to 2<sup>nd</sup> calendar week in January \*\*YoY query calculation based on year to date on 28<sup>th</sup> 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 2<sup>nd</sup> calendar week in January \*\*YoY query calculation based on year to date on 28<sup>th</sup> March



## France: Top 5 volume searches by category

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

## France: Top 5 volume searches YoY by category

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

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.