



MICROSOFT ADVERTISING

# AU Apparel Trends

April 16<sup>th</sup> 2020

Microsoft Advertising. Intelligent connections.



# Summary of findings



Apparel related searches increased +17% post lock-down compared to same time last year

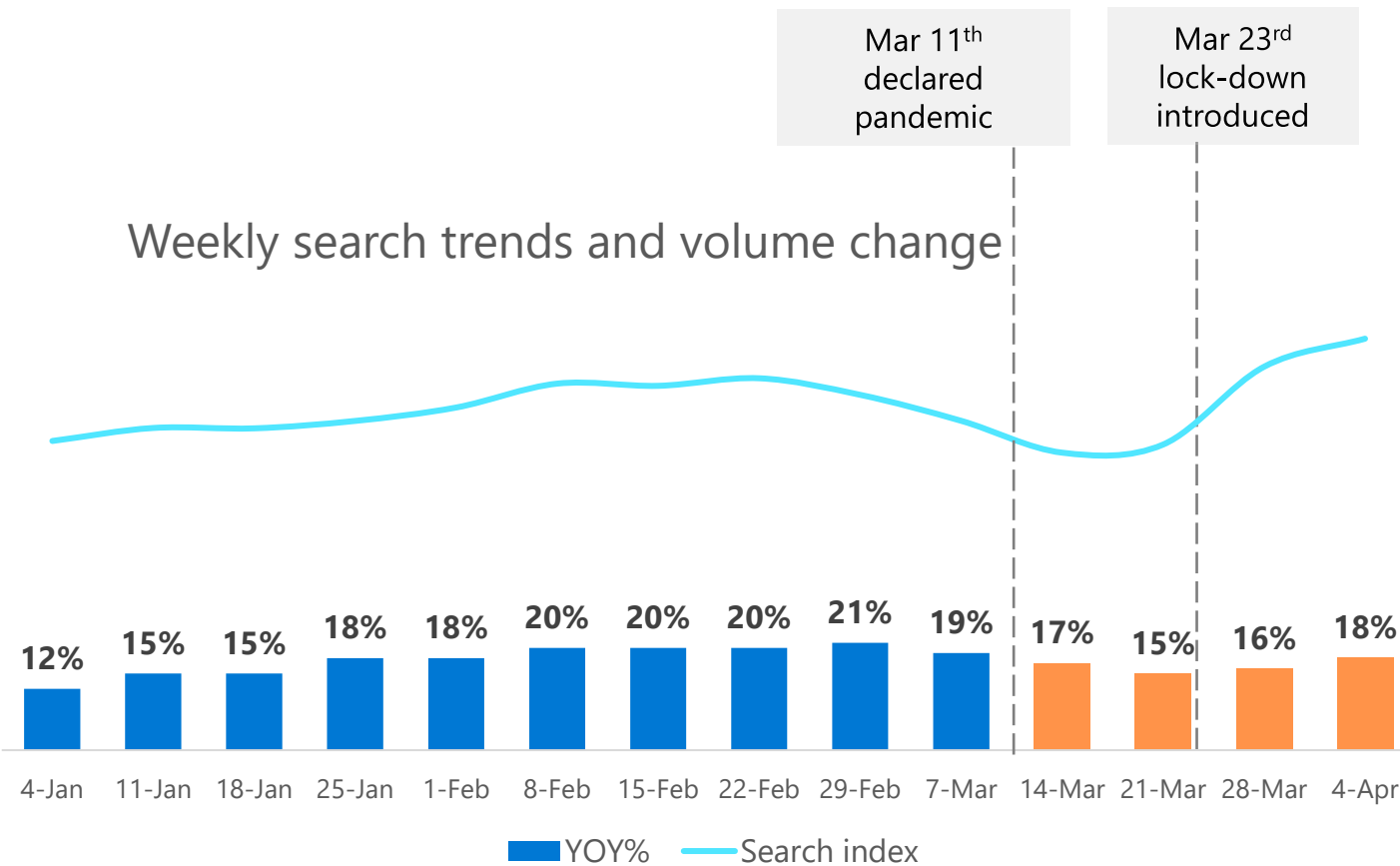


Being comfortable at home is one of the biggest drivers to current search growth



While brand searches dominate essential wear and activewear, non-brand searches with category focus are also popular in sleepwear, underwear and comfortable streetwear categories

# Searches regain momentum after soft stretch in the most recent reporting week



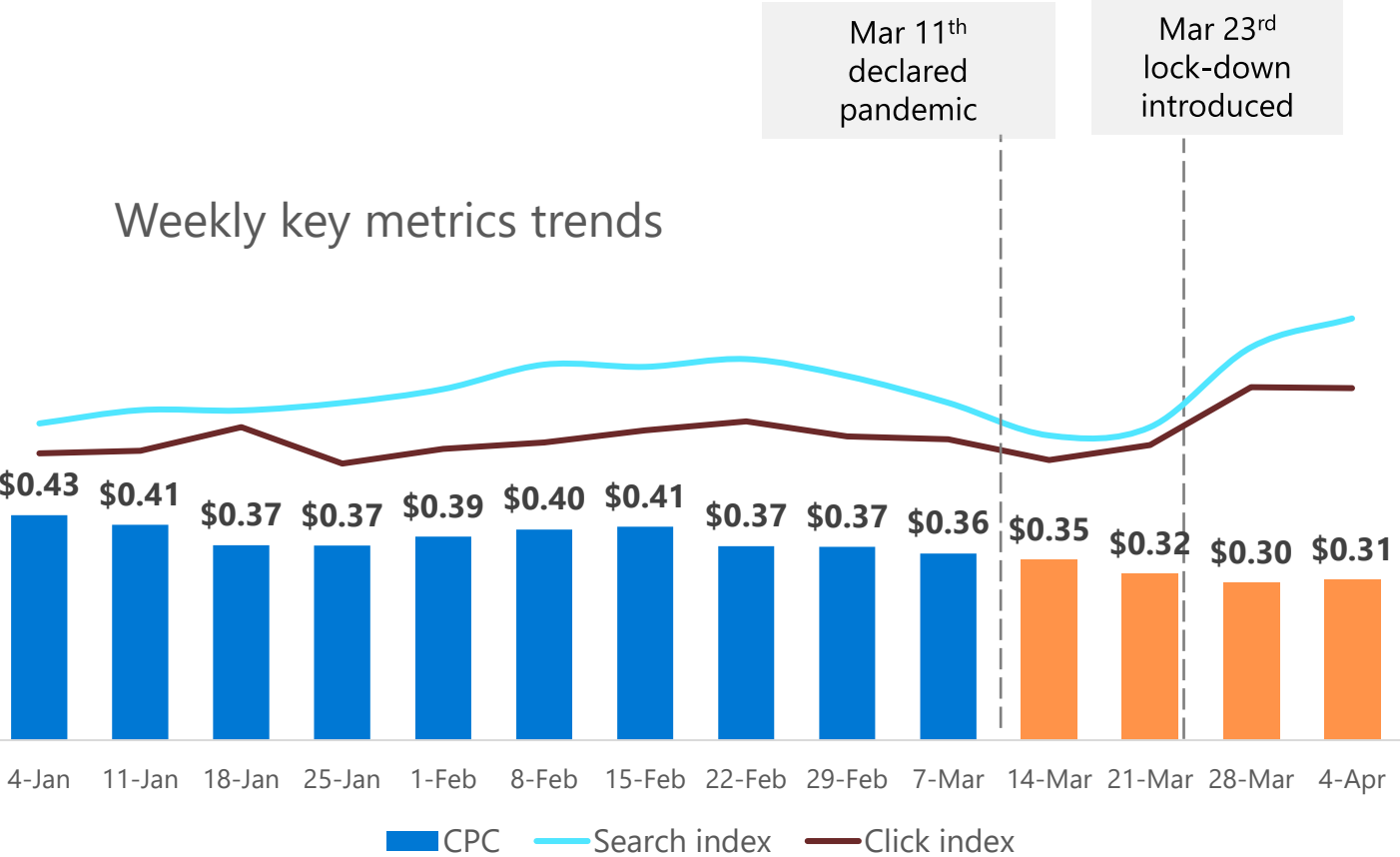
Source: Microsoft Advertising Internal Data, all devices, Jan 1– Apr 4, 2019 v. 2020,

Apparel weekly searches

**+17%**

post lock-down compared to the same period in 2019

# Searches and clicks are trending upwards with declining cost per click

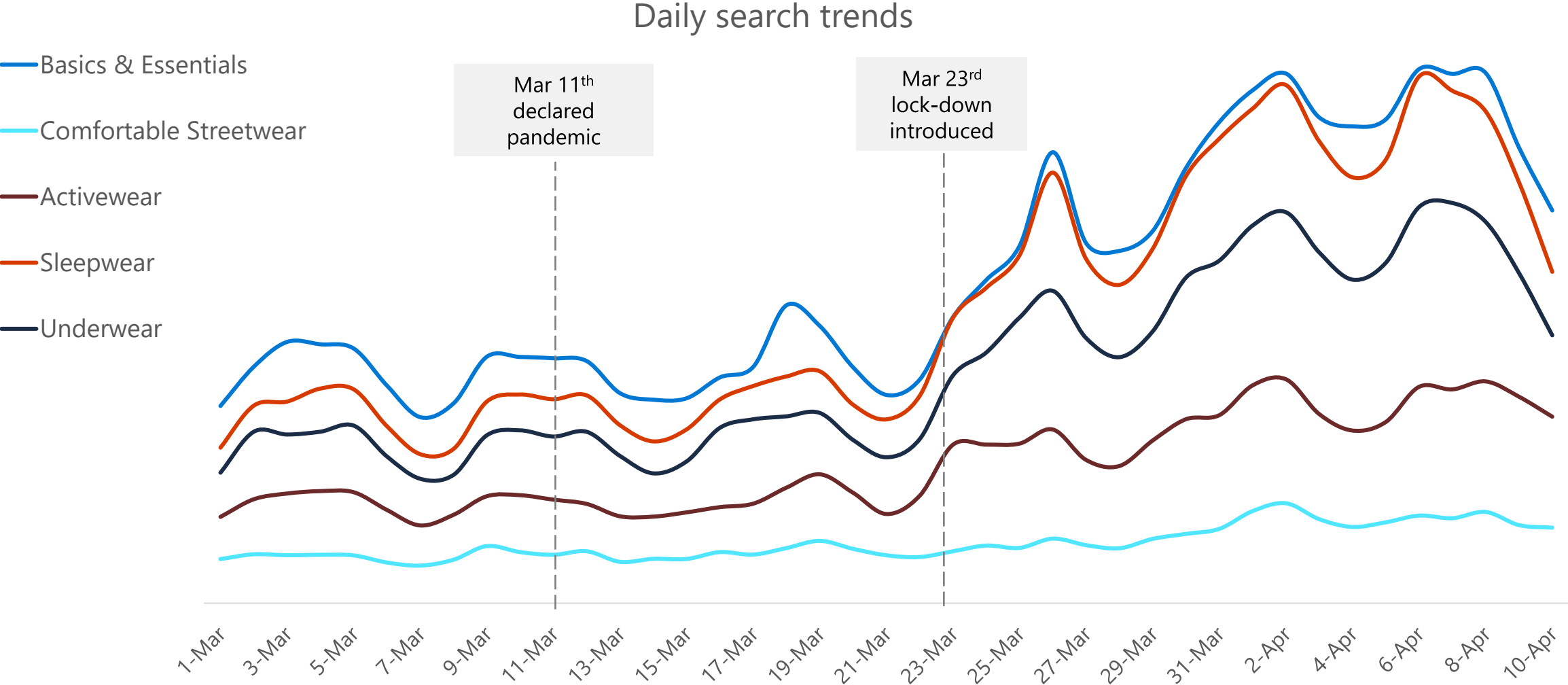


Strong opportunity to capture increasing consumer demand at a lower cost

Source: Microsoft Advertising Internal Data, all devices, Jan 1– Apr 4, 2019 v. 2020,



# Growth is driven by need of being comfortable while staying at home



# Searches peak on Thursday across key categories with +16% weekly average

● Thursday

— Basics & Essentials

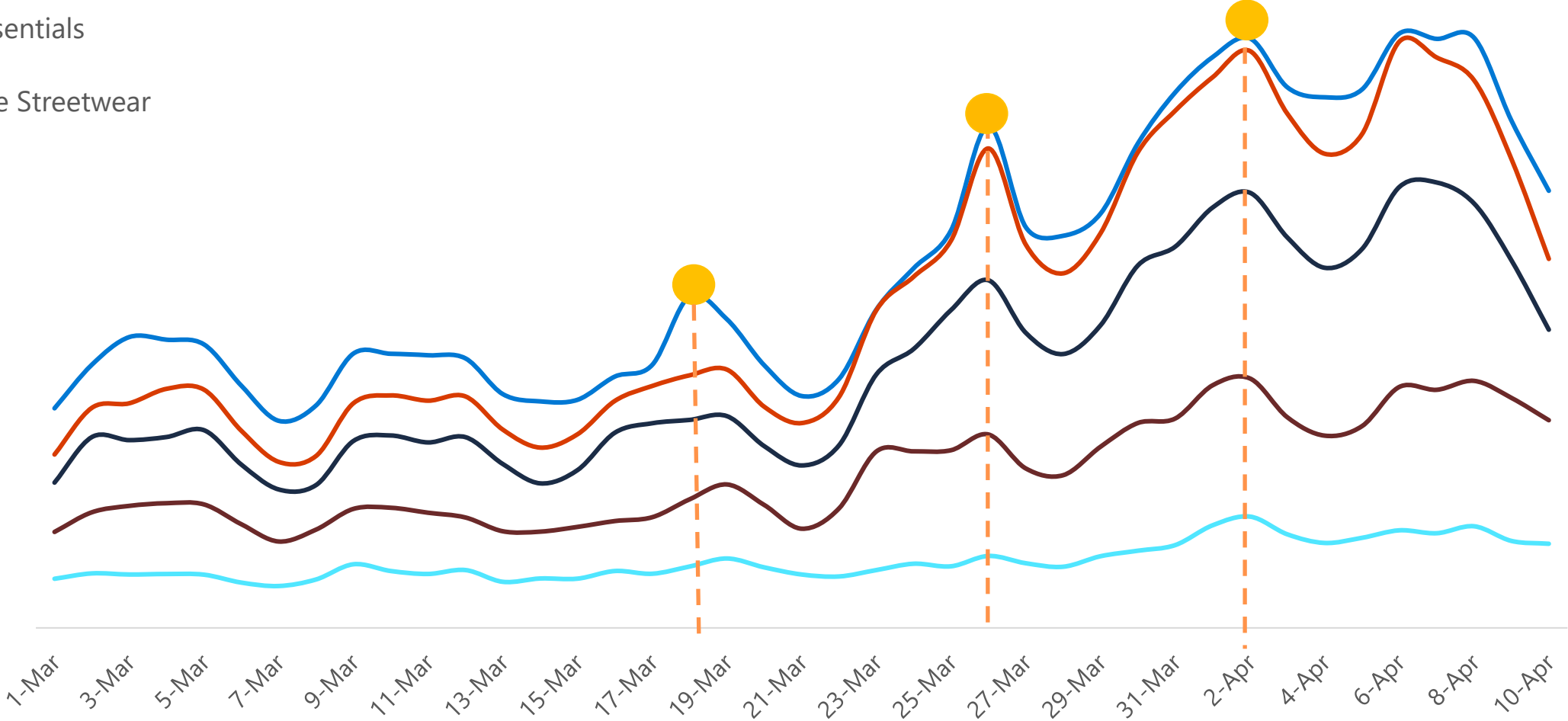
— Comfortable Streetwear

— Activewear

— Sleepwear

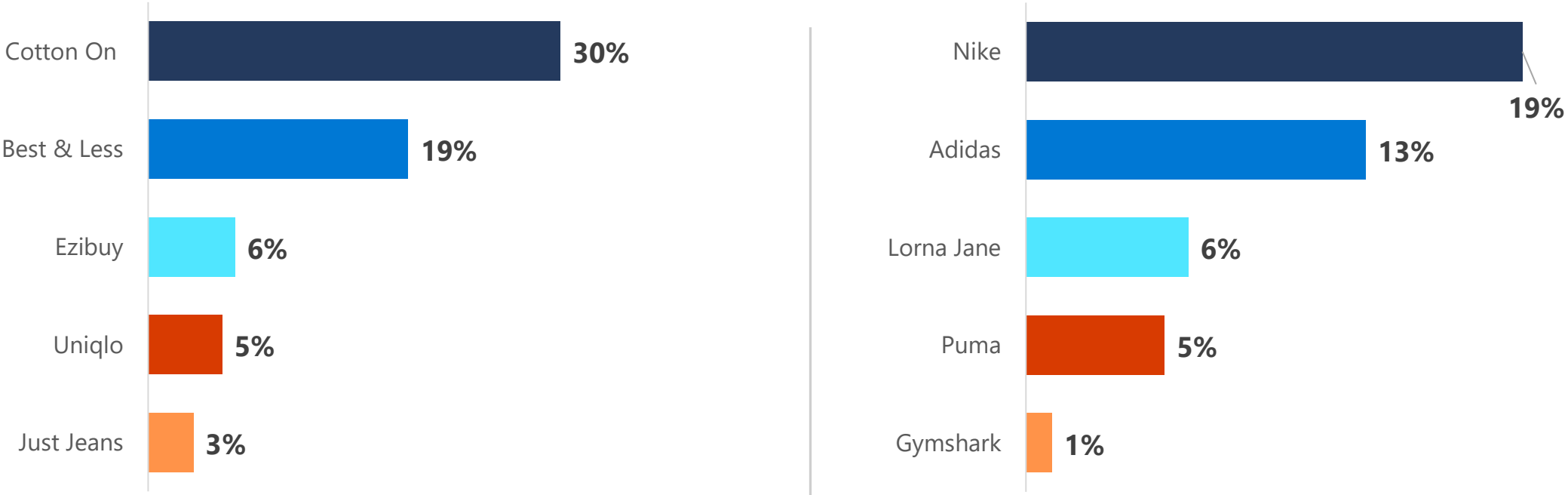
— Underwear

Daily search trends



# Essentials and activewear category searches are dominated by brand terms

Share of essentials and activewear related searches from March 1st to April 10th, 2020



Source: Microsoft Advertising Internal Data, Mar 1– Apr 10, 2020

# People mix brand and generic when looking for sleepwear, underwear and comfortable streetwear

Sleepwear	
Top brands	Trending categories
Peter Alexander	[gender] pyjamas
Painelle	robe
Best n Less	dressing gowns
loungewear	sleepwear
Gingerlilly	pajamas

Underwear	
Top brands	Trending categories
Bonds	[brand] lingerie
Bras n Things	panties
Modibodi	[brand]/[functional]
Lounge underwear	bras
Victoria's Secret	[brand] underwear
	[categories] +Australia

Comfortable streetwear	
Top brands	Trending categories
Iconic	[brand]/[style] hoodies
Asos	[brand] sweater
City Beach	[brand]/[color] jumper
Champion	[brand] sweatshirt
Culture Kings	track pants

Source: Microsoft Advertising Internal Data, Mar 1– Apr 10, 2020





# Key Takeaways

1. Demand of comfortable apparel spikes, businesses have a huge opportunity to connect their customers with the right product and provide a great customer experience.
2. Investing in Brand and conquering activities is crucial for essential wear and activewear.
3. Ensure your presence of trending products to keep your brand on top of consumers' minds.



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