Consumer trends in Electronics and Office categories during COVID-19 (AU)
Summary of findings

Companies introduced work from home due to COVID-19 pandemics in March. As a result people were required to work from the confinements of their homes for a foreseeable future. This has driven a sharp uplift in demand for home office equipment and accessories.

Weekly office furniture searches and clicks have gained significant momentum when compared to start of this year.

A sharp increase in “ergonomic/adjustable” office furniture related clicks highlight people’s concern about long term wellbeing.

This is a high research category where 1 in 5 search terms had a signal like “best”, “compare”, and “reviews.”
Work from home has driven strong surges in search and click volume across Electronics & Office Categories.

Electronics & office search trends

- **Search Vol. YoY**
- **Clicks YoY**
- **Search vol.(indexed)**

- **Week ending date**
  - Mar 11: Declared Covid-19 as a pandemic
  - Mar 17: Companies introduced work from home guideline
  - Mar 23: Non-essential business shut down

Microsoft internal data | Electronics & Office | Jan - Apr 2020 | search volume
+91% searches increase across combined Electronics & Office category*

+231%
Office
- Office Furniture
- Software & Stationary
- Printers & Scanners

+105%
Electronics
- Headphone & Speakers
- Laptop & Tablets
- Networking
- Accessories

Microsoft internal data | Electronics & Office | Jan vs. Apr 2020 (1st two weeks) | search volume
*This is for all up electronics & office category | For work-from-home during covid-19 analysis, we have focused only on home office related queries
Working from home caused a considerable spike in office furniture, software and stationary searches.

**Queries with highest uplift** (compared to Jan)
- scientific calculator +651%
- jb hi fi online +481%
- Powerpoint +460%
- harvey norman computers +409%
- officeworks australia +399%
- microsoft office 365 +338%
- officeworks online +314%
- Logitech + 278%
- good guys online +267%
- harvey norman online +246%
25% of the queries in this category contain one of the below signals...indicating this is a high research category

- "best", "cheap", "compare", "vs"
- "discount", "promo", "coupon" + "code"
- "catalogue/s"
- "review/s"
- "how to", "how do", "how much"

2020 Search Volume and Jan vs Apr uplift(%)
Strong spike across **Electronics & Office** categories indicate people’s need to have appropriate office equipment & accessories.

Sub-category search growth compared to Jan:

- Office Furniture: 431%
- Software & Stationary: 248%
- Networking: 139%
- Printers & Scanners: 126%
- Headphones & Speakers: 112%
- Gaming & Media: 100%
- Pure Brand: 81%
- Accessories: 78%
- Laptops & Tablets: 70%

Brand queries without product intention

**Sub-category split** (March-April search volume):

- Networking: 1%
- Printers & Scanners: 4%
- Office Furniture: 2%
- Pure Brand: 42%
- Gaming & Media: 16%
- Laptops & Tablets: 9%
- Software / Stationery: 18%
- Audio: 2%
- Accessories: 5%
We have seen a strong demand for brands across key retailers

General Consumer Electronic Retailers

<table>
<thead>
<tr>
<th>Retailer</th>
<th>Uplift</th>
</tr>
</thead>
<tbody>
<tr>
<td>JB Hi-Fi</td>
<td>+91%</td>
</tr>
<tr>
<td>Harvey Norman</td>
<td>+70%</td>
</tr>
<tr>
<td>The Good Guys</td>
<td>+69%</td>
</tr>
<tr>
<td>Bing Lee</td>
<td>+54%</td>
</tr>
<tr>
<td>Joyce Mayne</td>
<td>+34%</td>
</tr>
</tbody>
</table>

Niche Retailers

<table>
<thead>
<tr>
<th>Retailer</th>
<th>Uplift</th>
</tr>
</thead>
<tbody>
<tr>
<td>Officeworks</td>
<td>+125%</td>
</tr>
<tr>
<td>winc</td>
<td>+32%</td>
</tr>
<tr>
<td>pc case gear</td>
<td>+138%</td>
</tr>
<tr>
<td>Mwave</td>
<td>+160%</td>
</tr>
<tr>
<td>ink station</td>
<td>+138%</td>
</tr>
</tbody>
</table>

Top Brands (by search volume)
Uplift = Jan vs Apr search volume uplift
Online marketplace and department stores have witnessed substantial growth in consumer demand

**Online Marketplaces**
- ebay: +84%
- amazon: +129%
- kogan: +128%
- catch.com.au: +196%
- graysonline: +163%

**Department Stores**
- kmart: +125%
- big w: +32%
- target: +138%
- Myer: +160%
- DJ: +138%

Top Brands (by search volume)
Uplift = Jan vs Apr search volume uplift

Microsoft Internal Data | Electronics & Office | Jan vs. Apr 2020 (1st two weeks) | search volume
Office furniture
When working from home, desks seems to be a higher priority item for Microsoft Audience
A sharp increase in “ergonomic” related clicks uncover people’s concern about long term wellbeing...
...a similar increase in “adjustable desks” related clicks confirms people are taking their wellbeing seriously
Queries with “online” saw a sharp uplift since March

Queries containing "online"

Microsoft internal data | see appendix for more terms
Key Takeaways

1. As consumers shift towards online, businesses have a huge opportunity to connect their customers with the right product and provide a great customer experience.

2. Defend your brand entity and be a part of the user journey as they find ways to adjust to this new world.

3. Take advantage of your search campaigns to understand your customers better and plan your next steps.

4. Connect your customers with the right products on the first click.
Top Generics – Electronics

Laptops & Tablets
- Student discount laptop
- Best laptop
- Desktop
- Laptop
- Gaming PC

Software & Stationary
- Office 365
- Powerpoint
- Microsoft Word
- Microsoft 365
- Microsoft Office

Printers & Scanners
- Printer
- Printers
- 3d Printer

Audio
- Headphones
- Speakers
- Bluetooth Headphones
- Speaker
- Headset

Accessories
- Keyboard
- Monitor
- USB
- Monitors
- Web Camera
# Top Brand Terms – Electronics

<table>
<thead>
<tr>
<th>Laptops &amp; Tablets</th>
<th>Software &amp; Stationary</th>
<th>Printers &amp; Scanners</th>
<th>Audio</th>
<th>Accessories</th>
</tr>
</thead>
<tbody>
<tr>
<td>HP</td>
<td>Microsoft</td>
<td>Epson</td>
<td>Bose</td>
<td>Microsoft</td>
</tr>
<tr>
<td>Dell</td>
<td>HP(cartridges)</td>
<td>Hp</td>
<td>Beats</td>
<td>Sony</td>
</tr>
<tr>
<td>Microsoft</td>
<td>Epson(cartridges)</td>
<td>Canon</td>
<td>Sony</td>
<td>(gaming accessories)</td>
</tr>
<tr>
<td>Apple</td>
<td>Canon(cartridges)</td>
<td>Brother</td>
<td>Jbl</td>
<td>HP</td>
</tr>
<tr>
<td>Lenovo</td>
<td>Brother(cartridges)</td>
<td>samsung</td>
<td>jabra</td>
<td>Logitech</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Razer</td>
</tr>
</tbody>
</table>

Microsoft Internal Data | Electronics & Office | Mar - Apr 2020 | search volume
## Top Generics – Office furniture

<table>
<thead>
<tr>
<th>Generic</th>
<th>Desks</th>
<th>Chairs</th>
<th>Ergonomic</th>
<th>Adjustable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office furniture</td>
<td>Home office desk/s</td>
<td>Office chair/s</td>
<td>Ergonomic chair/s</td>
<td>Stand up desk</td>
</tr>
<tr>
<td>Home office furniture</td>
<td>Desk/s</td>
<td>Desk chair/s</td>
<td>Ergonomic office chair/s</td>
<td>Sit stand desk</td>
</tr>
<tr>
<td>Office furniture australia</td>
<td>Office desk/s</td>
<td>Office chairs for sale</td>
<td>ergonomic office</td>
<td>Adjustable standing desk</td>
</tr>
<tr>
<td></td>
<td>Computer desk</td>
<td>Computer chair</td>
<td>Best ergonomic chair</td>
<td>Adjustable desk</td>
</tr>
<tr>
<td></td>
<td>Student desk</td>
<td>Ergonomic desk</td>
<td>Ergonomic desk</td>
<td>Height adjustable desk</td>
</tr>
</tbody>
</table>

Microsoft Internal Data | Electronics & Office | Mar - Apr 2020 | search volume
Top Brand Terms – Office furniture

**Generic**
- Harvey norman Office furniture
- Home office furniture
- Office furniture australia

**Desks**
- Ikea desk
- Officeworks desk
- Kmart desks
- Big w desk
- Target desk

**Chairs**
- Officeworks chair/s
- Harvey Norman office chair
- Ikea office chairs
- Kmart office chair
- Big w office chairs

**Ergonomic**
- Officeworks ergonomic chair/s
- Ergonomic chair officeworks
- Ergonomic chairs officeworks

**Adjustable**
- Varidesk
- Varidesk australia
- Ikea sit stand desk
- Officeworks sit stand desk
- Ikea stand up desk

Microsoft Internal Data | Electronics & Office | Mar - Apr 2020 | search volume