ES Health & Fitness

As of April 11, 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 searches and clicks growth accelerating after lockdown

Growth searches and clicks accelerates during lockdown:

- Growth searches in last 4 weeks is **+262%** (vs. +22% this year before lockdown)
- Growth clicks in last 4 weeks is **+586%** vs. (vs. +145% before lockdown)

Last 4 weeks are week 12 – 15, covering the period 15 Mar - 11 Apr 2020
Source: Microsoft Internal, Spain, non-brand terms only
Exercise Machines are driving growth during lockdown period

'Cycling Equipment' searches

2019 2020

+22% YoY

'Cycling Equipment' searches

2019 2020

+22% YoY

Exercise Machines' searches

2019 2020

+1800% YoY

Exercise Machines' searches

2019 2020

+1800% YoY

'Fitness Technology' searches

2019 2020

+7% YoY

'Fitness Technology' searches

2019 2020

+7% YoY

'Sports & Gymwear' searches

2019 2020

+32% YoY

'Sports & Gymwear' searches

2019 2020

+32% YoY

'Sports Equipment' searches

2019 2020

+107% YoY

'Sports Equipment' searches

2019 2020

+107% YoY

'Sports Nutrition' searches

2019 2020

+85% YoY

'Sports Nutrition' searches

2019 2020

+85% YoY

Last 4 weeks are week 12 – 15, covering the period 15 Mar - 11 Apr 2020, previous 4 weeks covers 16 Feb - 14 Mar 2020

Source: Microsoft Internal, Spain, non-brand terms only
Indexed Searches for Top 8 ‘Exercise Machines’ queries

Top Growing Queries YoY

- Bici estatica / Bicycle
- Cardio en casa / Cardio at home
- Cinta de correr / treadmill

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
‘Exercise Machines’ grows significantly after lockdown restrictions

2020 - Share of Volume Searches

Source: Microsoft Internal Data, All Devices
### ES: 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>Sports Equipment</th>
<th>Sports Nutrition</th>
</tr>
</thead>
<tbody>
<tr>
<td>ciclismo</td>
<td>gimnasio</td>
<td>fitbit</td>
<td>Ropa deportiva</td>
<td>baloncesto</td>
<td>amino</td>
</tr>
<tr>
<td>bicicleta</td>
<td>Bicicletas estaticas</td>
<td>Relojes inteligentes</td>
<td>Medias largas</td>
<td>boxeo</td>
<td>proteinas</td>
</tr>
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<td>bicicletas</td>
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<td>Reloj inteligente</td>
<td>Tiendas de deporte</td>
<td>barra</td>
<td>Aminoacidos</td>
</tr>
<tr>
<td>Bicicleta electrica</td>
<td>Gimnasia en casa</td>
<td>Garmin vivoactive 3</td>
<td>Sujetardo deportivo</td>
<td>Pelota de futbol</td>
<td>Creatina</td>
</tr>
<tr>
<td>mtb</td>
<td>Cintas de correr</td>
<td>Fitbit inc</td>
<td>Tienda de deportes</td>
<td>pelotas</td>
<td>proteina</td>
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<td>Bici estatica</td>
<td>Reloj inteligentes</td>
<td>Tienda de deportes</td>
<td>kettlebell</td>
<td>Aminoacidos esenciales</td>
</tr>
<tr>
<td>bicicleta</td>
<td>Cardio en casa</td>
<td>Fitbit</td>
<td>Futbol americano</td>
<td>netball</td>
<td>amino</td>
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<td>cardio</td>
<td>Garmin vivoactive 3</td>
<td>Botas de montana</td>
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HYPOTHESIS TESTING & CONCLUSION

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.

CONCLUSION: The hypothesis is confirmed. Since lockdown restrictions have taken place, search volume and clicks have grown significantly.

- Between 15th March 2020 – 11th April 2020, there has been 262% search volume growth YoY and a 586% clicks growth YoY.
- Several categories feed into this growth but ‘Exercise Machines’ has been the driving force in this growth with 1800% YoY search growth between week 12 and week 15.
- Taking a deeper look into this category, we revealed that consumers are searching mainly for generic exercise machine equipment, specifically treadmills & exercise bikes.