



ES Health & Fitness

As of April 11, 2020

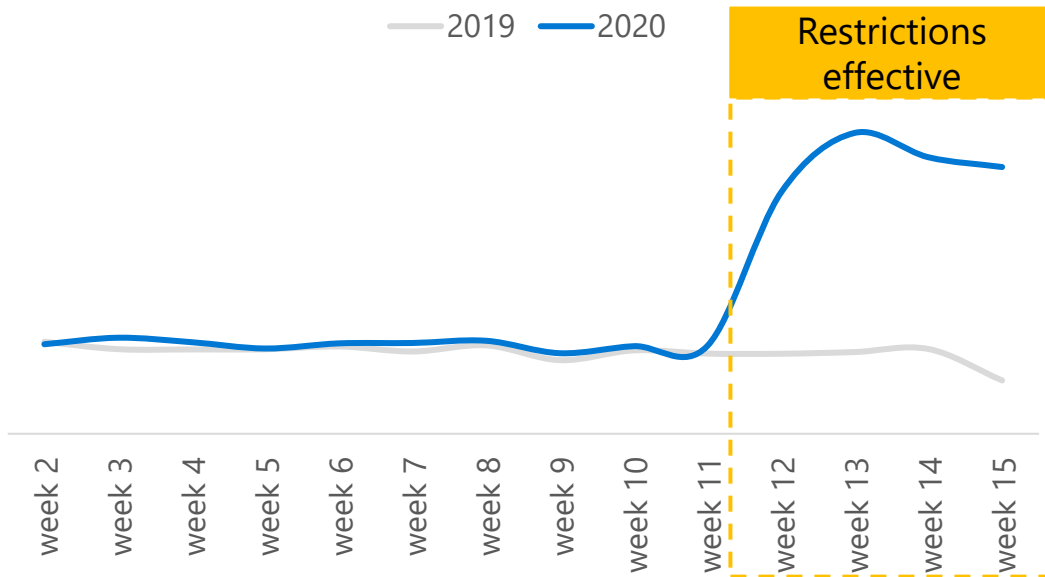


HYPOTHESIS

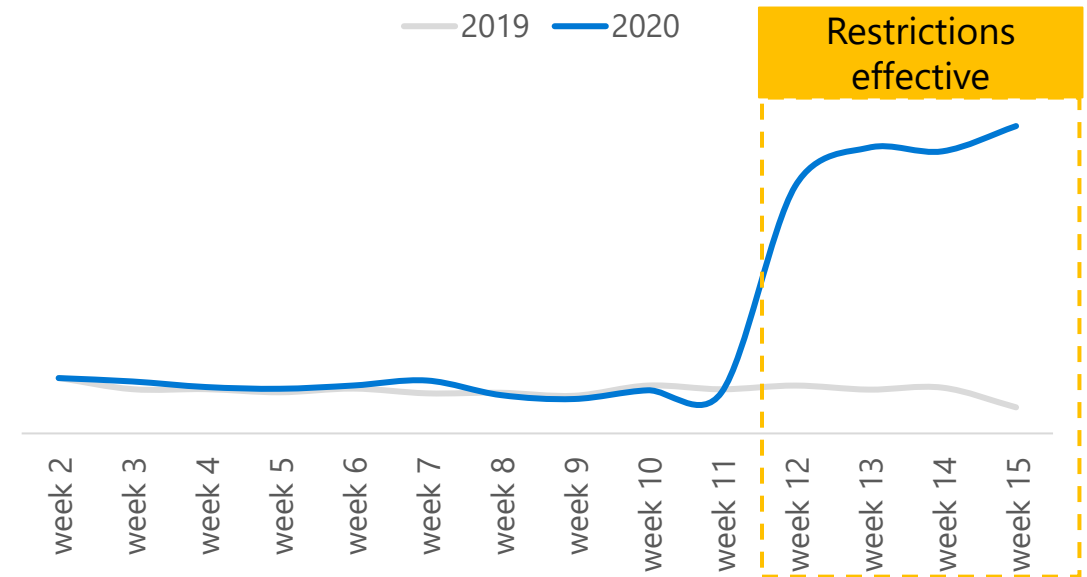
Since consumers are currently spending **a lot more time at home**, they might look to invest in more **Health & Fitness** products/equipment which will best suit their needs when they are training/working out outside of the gym.

Health & Fitness searches and clicks growth accelerating after lockdown

Weekly searches 'Health & Fitness'



Weekly clicks 'Health & Fitness'



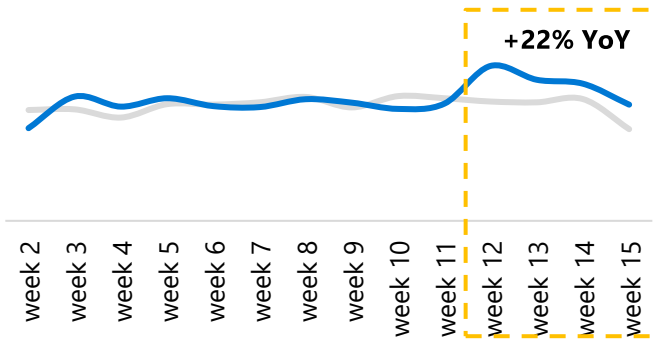
Growth searches and clicks accelerates during lockdown:

- 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)

Exercise Machines are driving growth during lockdown period

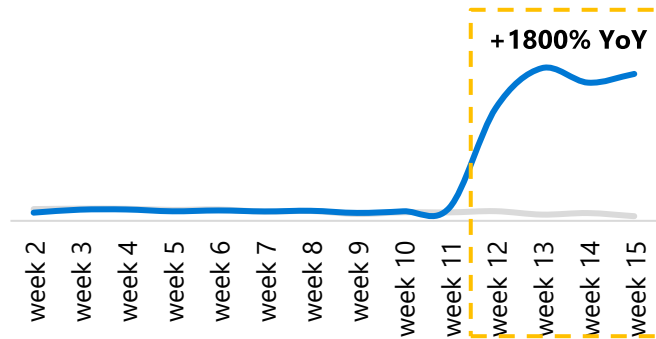
'Cycling Equipment' searches

— 2019 — 2020



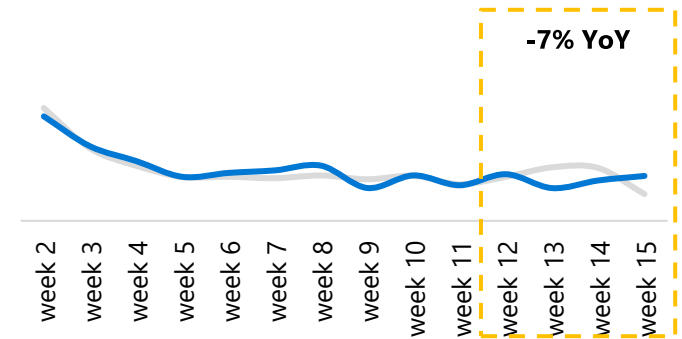
'Exercise Machines' searches

— 2019 — 2020



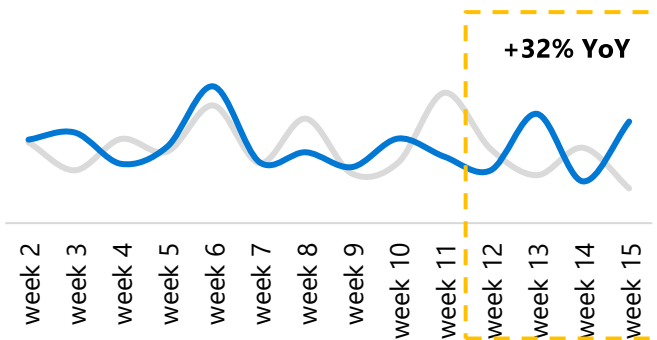
'Fitness Technology' searches

— 2019 — 2020



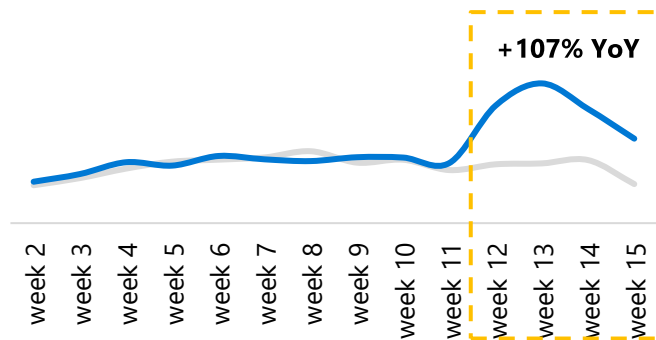
'Sports & Gymwear' searches

— 2019 — 2020



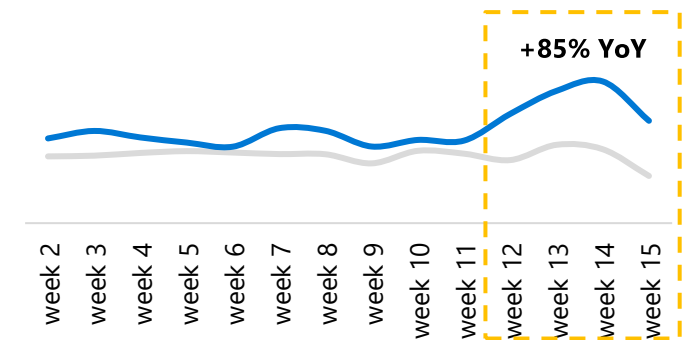
'Sports Equipment' searches

— 2019 — 2020



'Sports Nutrition' searches

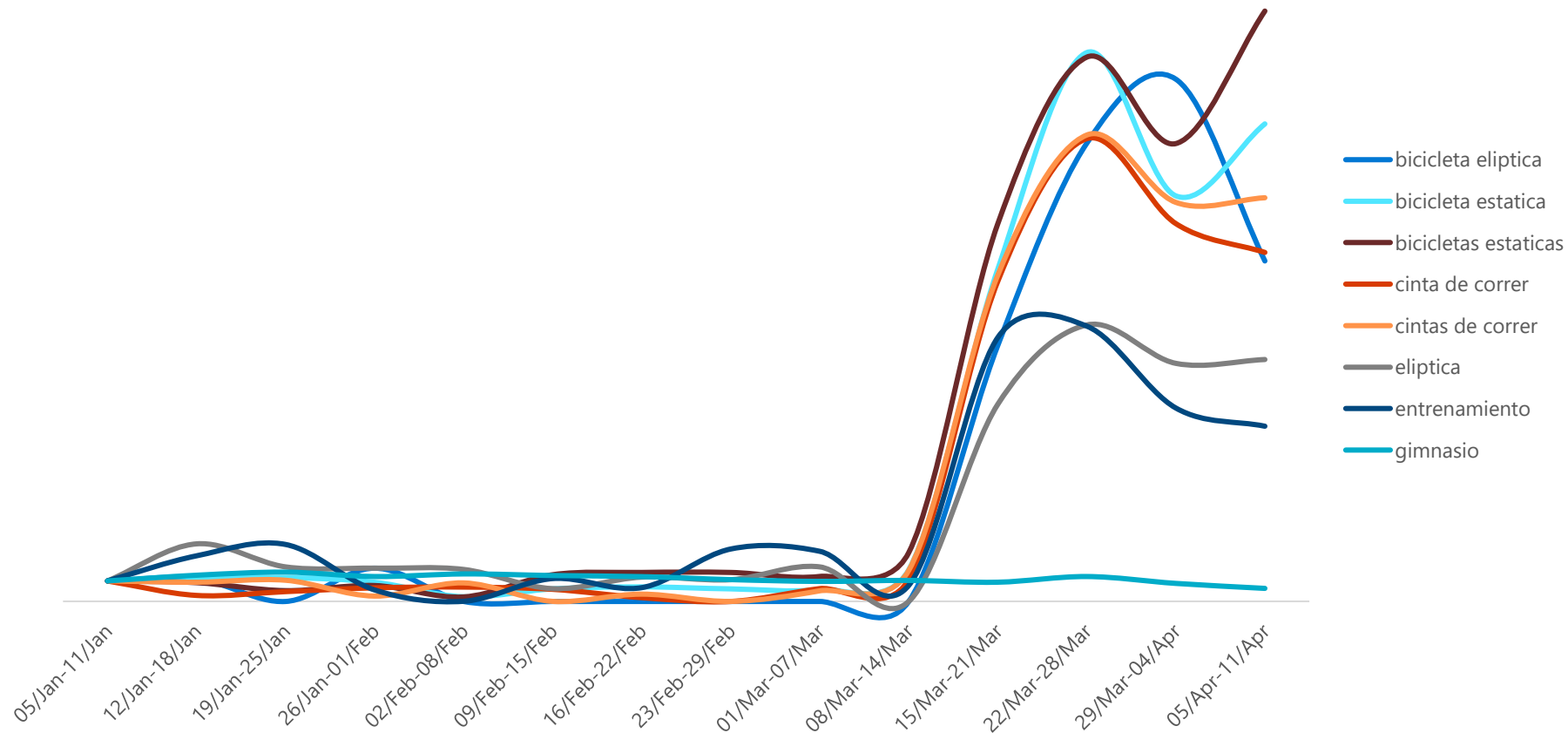
— 2019 — 2020



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

'Exercise Machines' driven by generic exercise machines

Indexed Searches for
Top 8 'Exercise Machines' queries



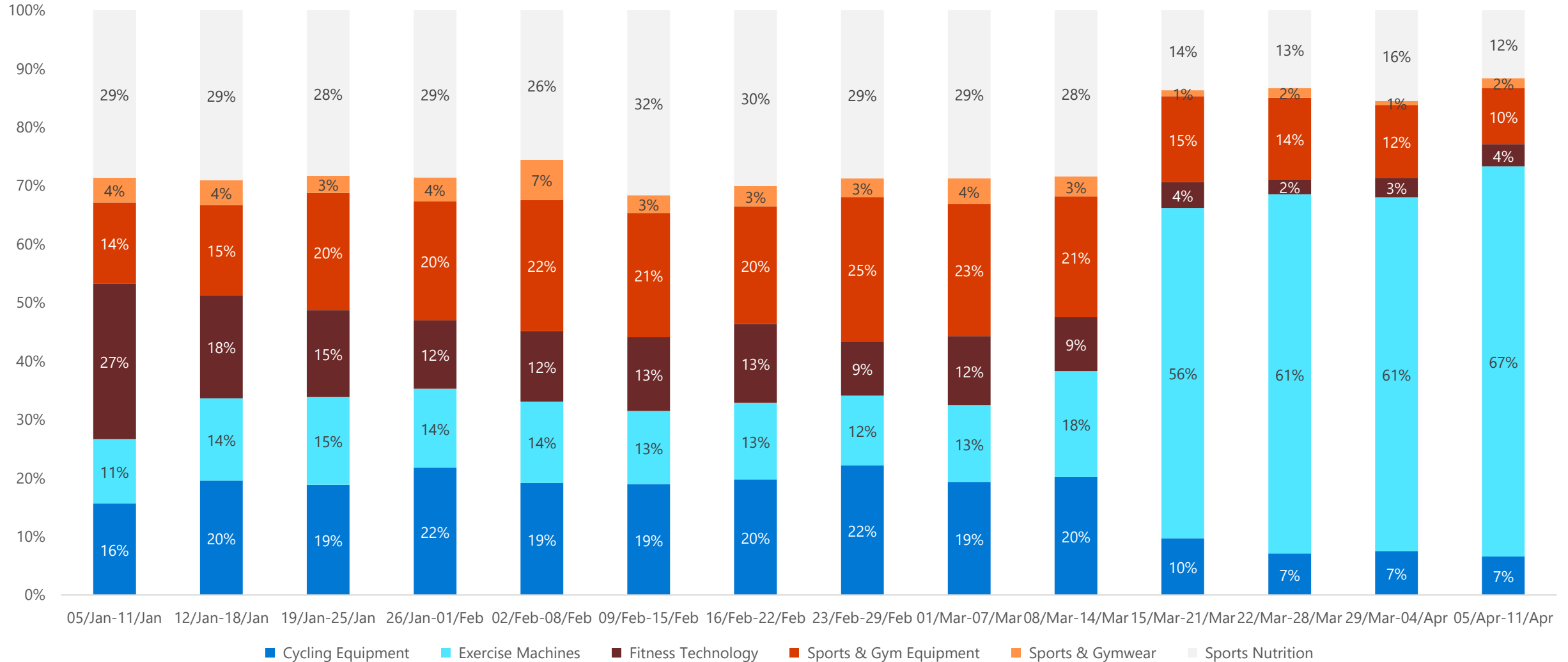
Top Growing Queries YoY

- 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

Cycling Equipment	Exercise Machines	Fitness Tech	Sports & Gymwear	Sports Equipment	Sports Nutrition
ciclismo	gimnasio	fitbit	Ropa deportiva	baloncesto	amino
bicicleta	Bicicletas estaticas	Relojes inteligentes	Medias largas	boxeo	proteinas
bicicletas	Bicicletas estatica	Reloj inteligente	Tiendas de deporte	barra	Aminoacidos
Bicicleta electrica	Gimnasia en casa	Garmin vivoactive 3	Sujetardo deportivo	Pelota de futbol	Creatina
mtb	Cintas de correr	Fitbit inc	Tienda de deportes	pelotas	proteina

ES: Top 5 Volume Searches YoY by Category

Cycling Equipment	Exercise Machines	Fitness Tech	Sports & Gymwear	Sports Equipment	Sports Nutrition
Venta de bicicletas	Bicicleta estatica plegable	Reloj inteligente	Medias largas	Bandas elasticas	proteina
ciclismo	Bici estatica	Relojes inteligentes	Tienda de deportes	kettlebell	Aminoacidos esenciales
bicicleta	Cardio en casa	Fitbit	Futbol americano	netball	amino
bicicletas	cardio	Garmin vivoactive 3	Botas de montana	Pelota de futbol	proteinas
Bicicleta de montana	Cinta de correr	Fitbit inc	Tiendas de deporte	pelotas	aminoacidos

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.