



IT Health & Fitness

As of April 11, 2020

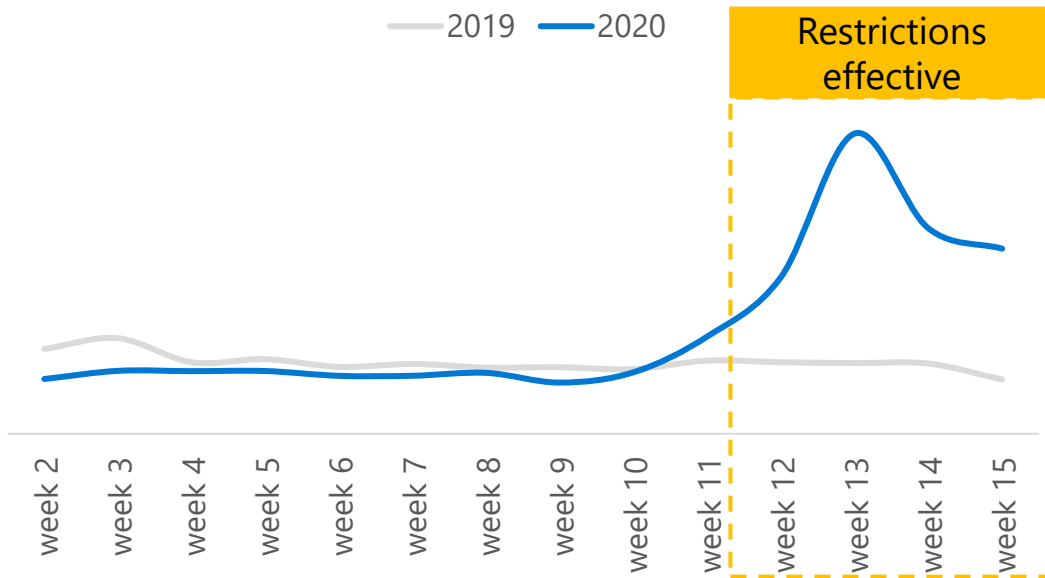


HYPOTHESIS

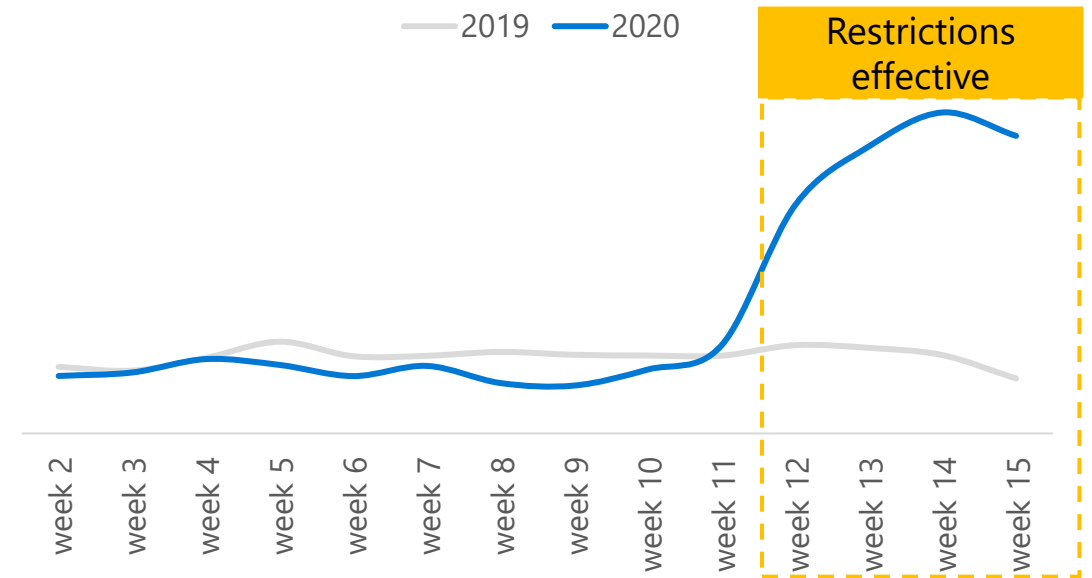
Since consumers are currently spending **a lot more time at home**, they might look to invest in more **Health & Fitness** products/equipment which will best suit their needs when they are training/working out outside of the gym.

Health & Fitness searches and clicks growth accelerating after lockdown

Weekly searches 'Health & Fitness'



Weekly clicks 'Health & Fitness'



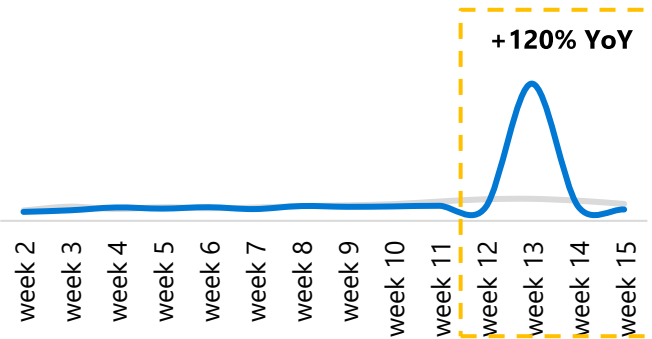
Growth searches and clicks accelerates during lockdown:

- Growth searches in last 4 weeks is **+218%** (vs. +34% this year before lockdown)
- Growth clicks in last 4 weeks is **+270%** vs. (vs. +78% before lockdown)

Exercise Machines are driving growth during lockdown period

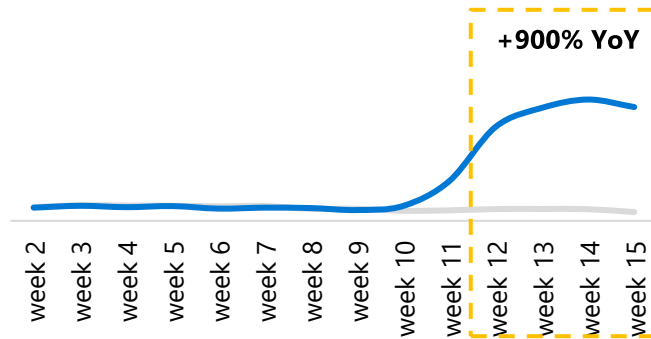
'Cycling Equipment' searches

— 2019 — 2020



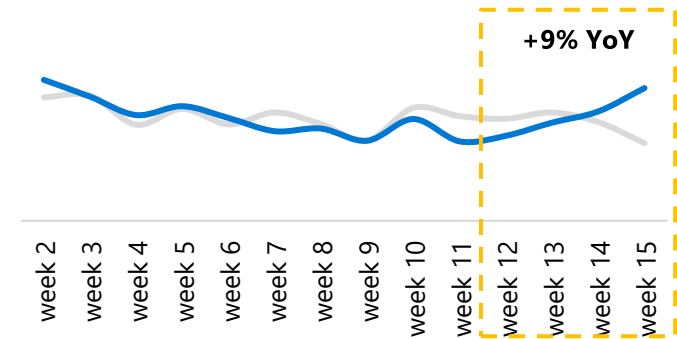
'Exercise Machines' searches

— 2019 — 2020



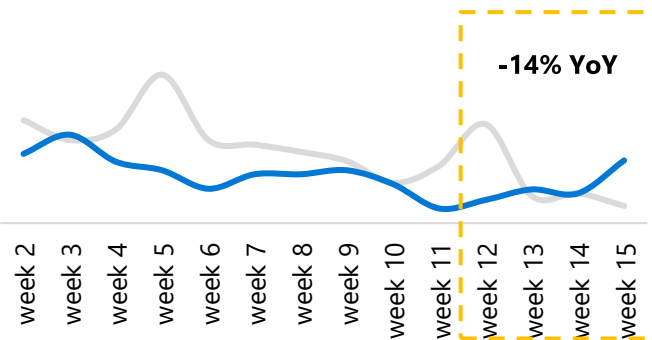
'Fitness Technology' searches

— 2019 — 2020



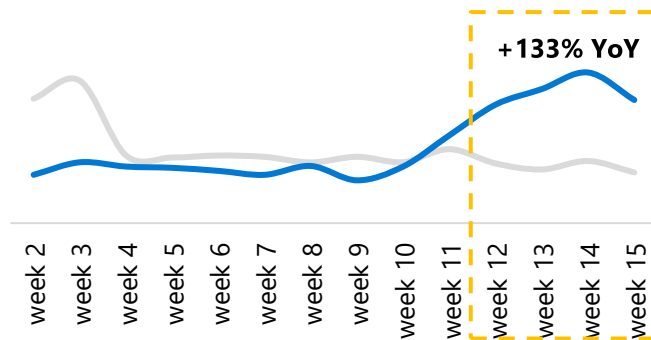
'Sports & Gymwear' searches

— 2019 — 2020



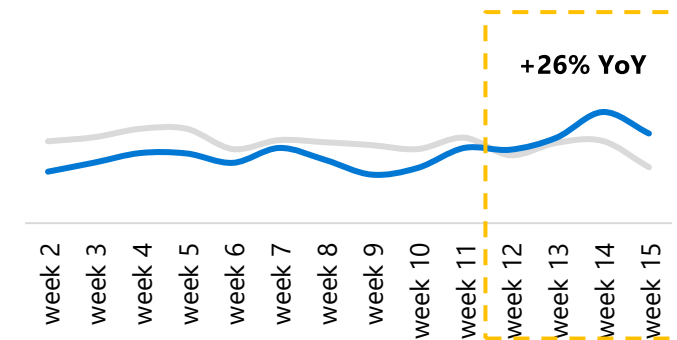
'Sports Equipment' searches

— 2019 — 2020



'Sports Nutrition' searches

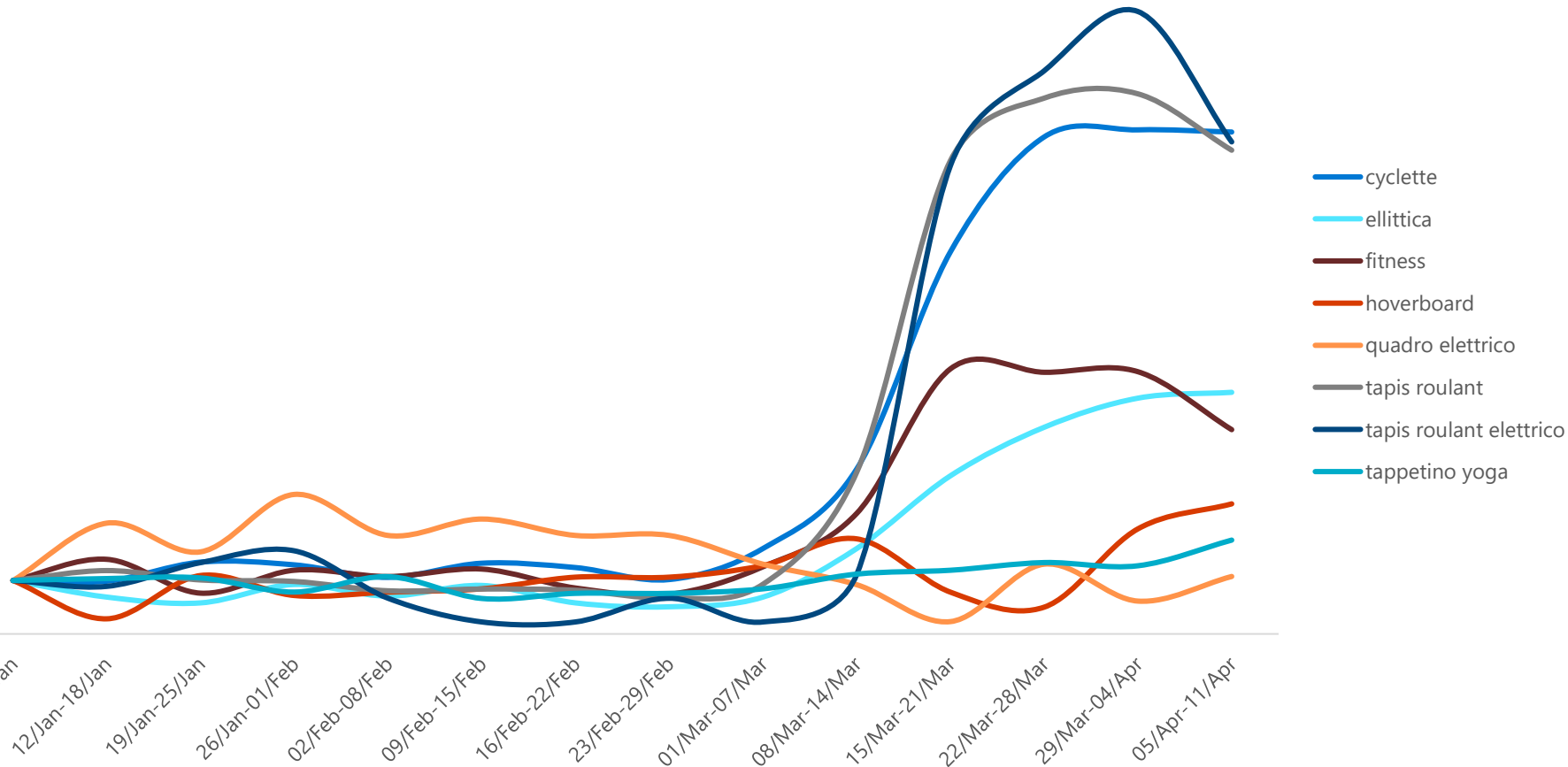
— 2019 — 2020



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, Italy, non-brand terms only

'Exercise Machines' driven by generic exercise machines

Indexed Searches for
Top 8 'Exercise Machines' queries



Top Growing Queries YoY

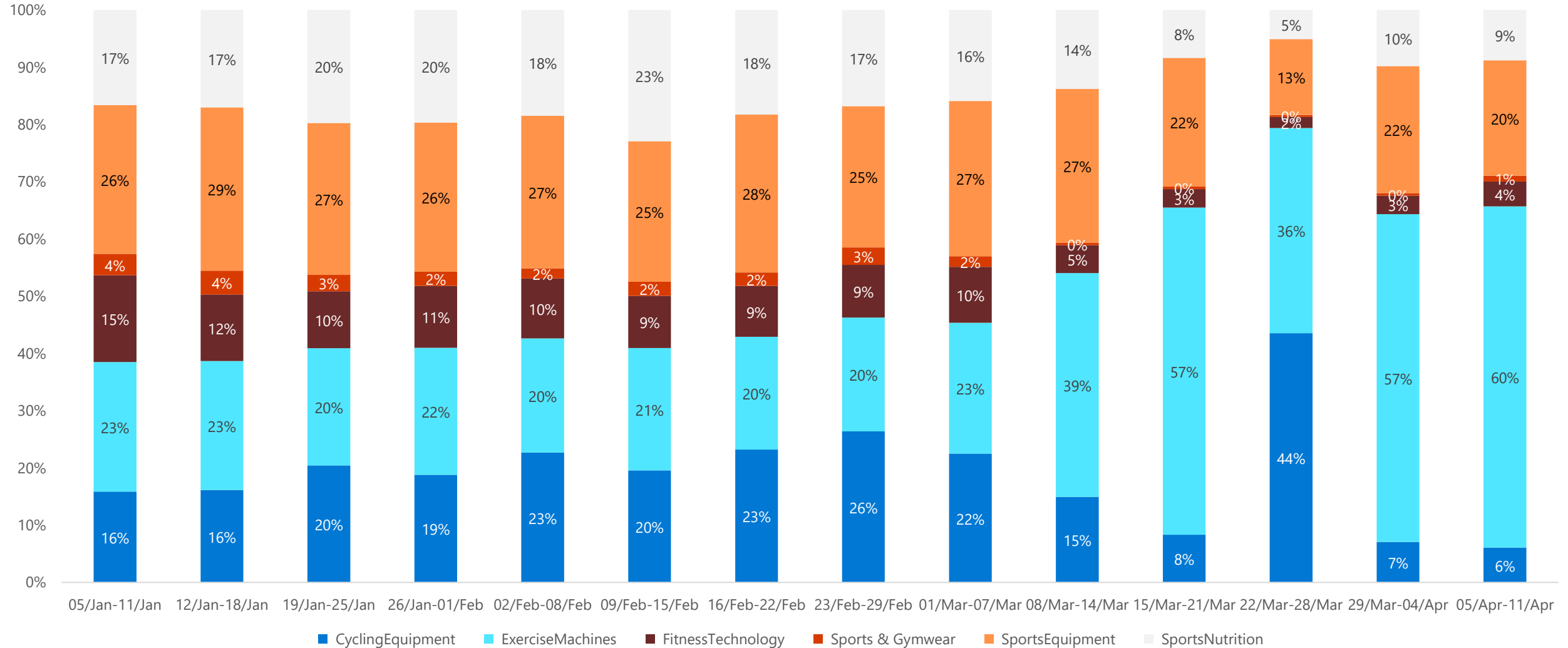
- Stepper
- Vogatore/ rowing machine
- Tapis roulant technogym / treadmill

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' more than doubles in search share over time

2020- Share of Volume Searches



Source: Microsoft Internal Data, All Devices

IT: Top 5 Volume Searches by Category

Cycling Equipment	Exercise Machines	Fitness Tech	Sports & Gymwear	Sports Equipment	Sports Nutrition
bicicletta	Tapis roulant	fitbit	Scarpe de calcio	pallavola	proteine
ciclismo	cyclette	Garmin vivoactive 3	Scarponi da sci	palestra	creatina
mtb	fitness	Fitbit versa	Abbigliamento sportivo	Ginnastica ritmica	arginina
Mountain bike	ellittica	Fitness tracker	Scarponi da montagna	donic	aminoacidi
Bici elettrica	hoverboard	Fitbit inc	Abbigliamento da sci	Porte a soffietto	integratori

IT: Top 5 Volume Searches YoY by Category

Cycling Equipment	Exercise Machines	Fitness Tech	Sports & Gymwear	Sports Equipment	Sports Nutrition
bicicletta	Tapis roulant technogym	Garmin forerunner	Crop top	elastici	proteina
Bici da corsa	Cyclette pieghevole	Fitness tracker	Borse sportive	tubi	amino
ebike	stepper	Fitbit	Scarponi da montagna	bilanciere	Integratori alimentari
ciclismo	Pull up	Fitbit versa	Abbigliamento sportivo	Tavolo da ping pong	caseina
Mountain bike	Tapis roulant elettrico	Garmin vivoactive 3	Scarpe da donna	Palla da basket	proteine

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 **218%** search volume growth YoY and a **270%** clicks growth YoY.
- Several categories feed into this growth but '**Exercise Machines**' has been the driving force in this growth with **900%** 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.