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

Restrictions effective

Last 4 weeks are week 12 – 15, covering the period 15 Mar – 11 Apr 2020
Source: Microsoft Internal, Italy, non-brand terms only

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

+120% YoY

'Exercise Machines' searches
- 2019
- 2020

+900% YoY

'Fitness Technology' searches
- 2019
- 2020

+9% YoY

'Sports & Gymwear' searches
- 2019
- 2020

-14% YoY

'Sports Equipment' searches
- 2019
- 2020

+133% YoY

'Sports Nutrition' searches
- 2019
- 2020

+26% 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, 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

<table>
<thead>
<tr>
<th>Cycling Equipment</th>
<th>Exercise Machines</th>
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<th>Sports &amp; Gymwear</th>
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<th>Sports Nutrition</th>
</tr>
</thead>
<tbody>
<tr>
<td>bicicletta</td>
<td>Tapis roulant</td>
<td>fitbit</td>
<td>Scarpe de calcio</td>
<td>pallavola</td>
<td>proteine</td>
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<td>ciclismo</td>
<td>cyclette</td>
<td>Garmin vivoactive 3</td>
<td>Scarponi da sci</td>
<td>palestra</td>
<td>creatina</td>
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<td>mtb</td>
<td>fitness</td>
<td>Fitbit versa</td>
<td>Abbigliamento sportivo</td>
<td>Ginnastica ritmica</td>
<td>arginina</td>
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<td>ellittica</td>
<td>Fitness tracker</td>
<td>Scarponi da montagna</td>
<td>donic</td>
<td>aminoacidi</td>
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<td>hoverboard</td>
<td>Fitbit inc</td>
<td>Abbigliamento da sci</td>
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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.