



MICROSOFT ADVERTISING

# Consumer trends in Home & Garden during COVID-19 (AU)

Microsoft Advertising. Intelligent connections.



# Summary of findings

On Mar 23<sup>rd</sup> Australia introduced strict lockdown laws. As a result we are required to spend most of the time inside our homes. This seems to have resulted in an increased interest in home and garden categories.



Weekly home & garden searches and clicks have gained significant momentum when compared to start of this year



Australians are missing their café style coffee and therefore resulting in a strong spike in coffee machines

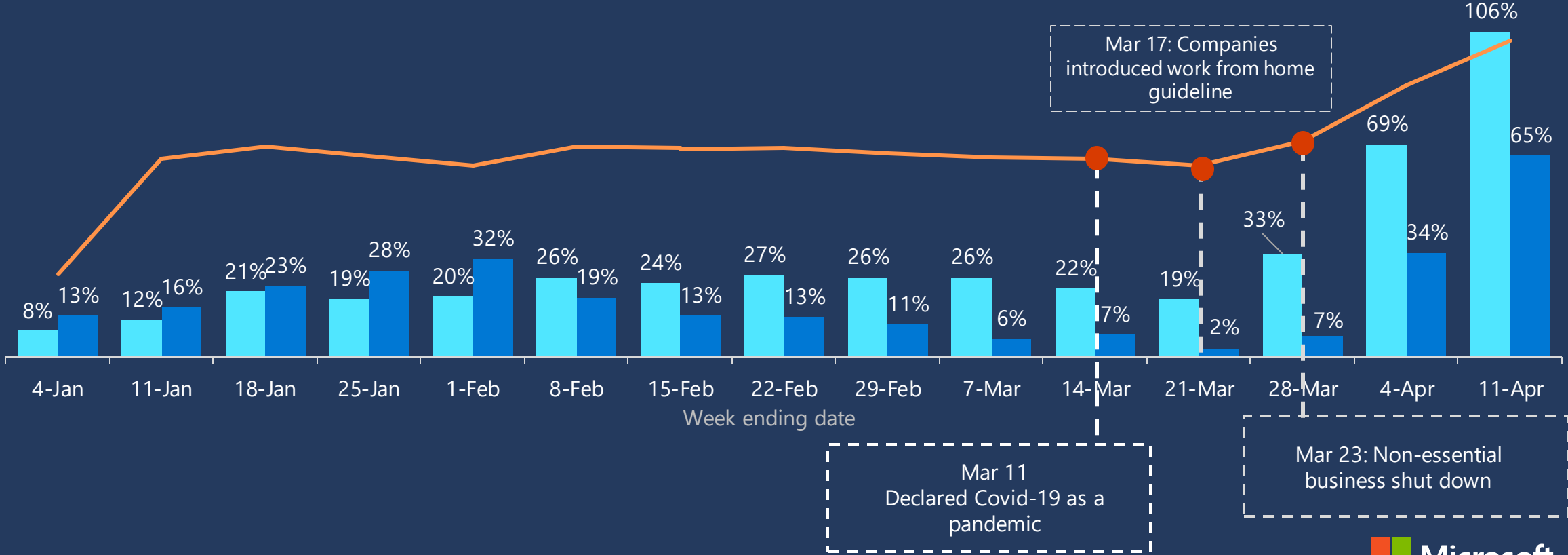


As we enter into cooler months, searches for heaters and fireplaces are skyrocketing

# Spending more time at home has resulted in an increased interest in Home & Garden Categories

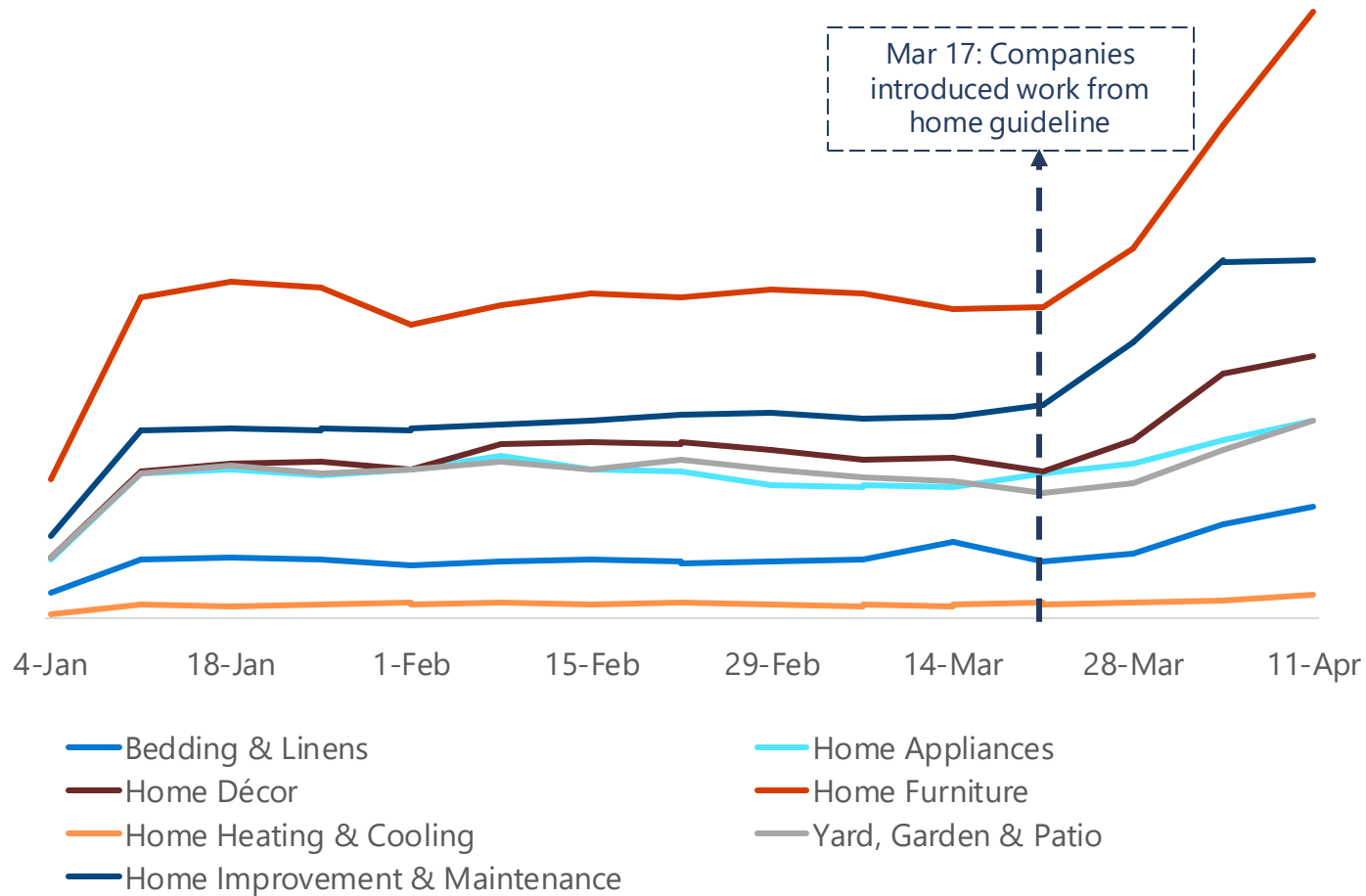
Home & Garden search trends

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



# Spike in searches can be seen across categories

Weekly Search Trend



## Queries with highest uplift *(compared to Jan)*

Sofa bed/s **+3,000+%**

Bunk bed/s **+2,000+%**

Bunnings online **+243%**

Spotlight online **+188%**

Nespresso **+154%**

spotlight **+104%**

Temple and webster **+101%**

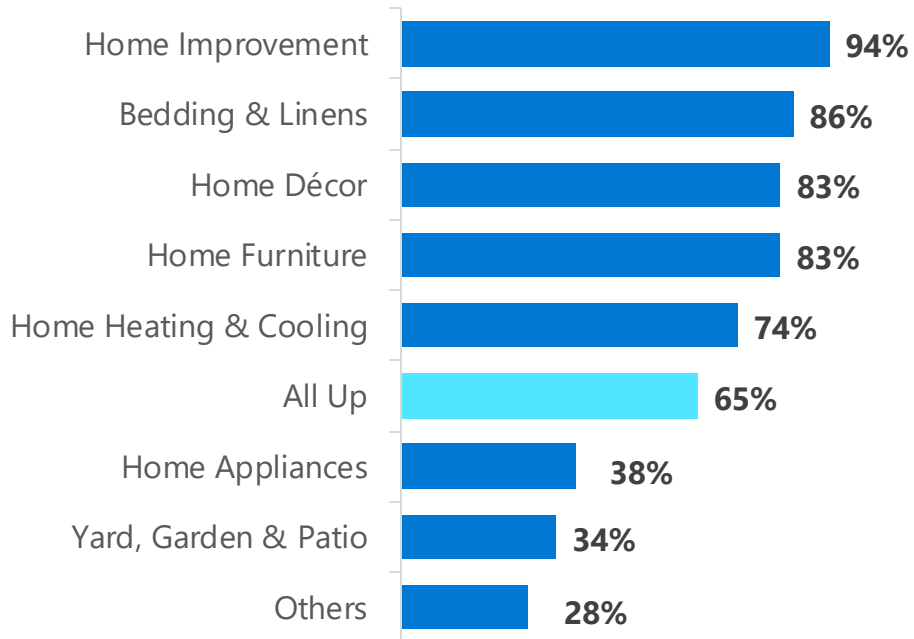
bunnings **+89%**

adairs **+ 82%**

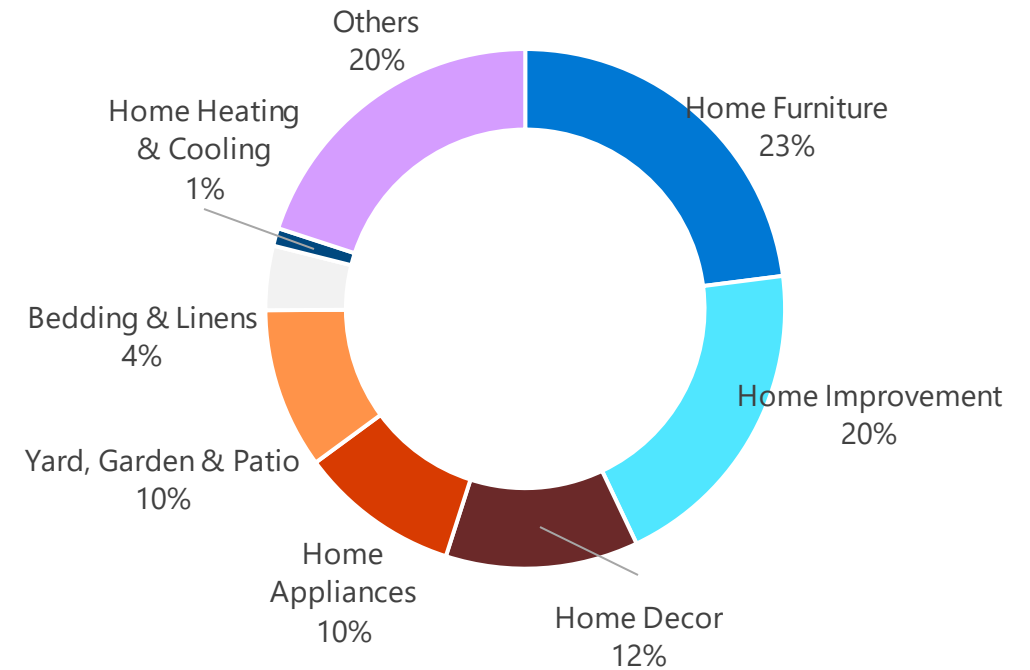
ikea **+77%**

# Strong spike across **Home & Garden** categories indicate people's interest in improving their homes

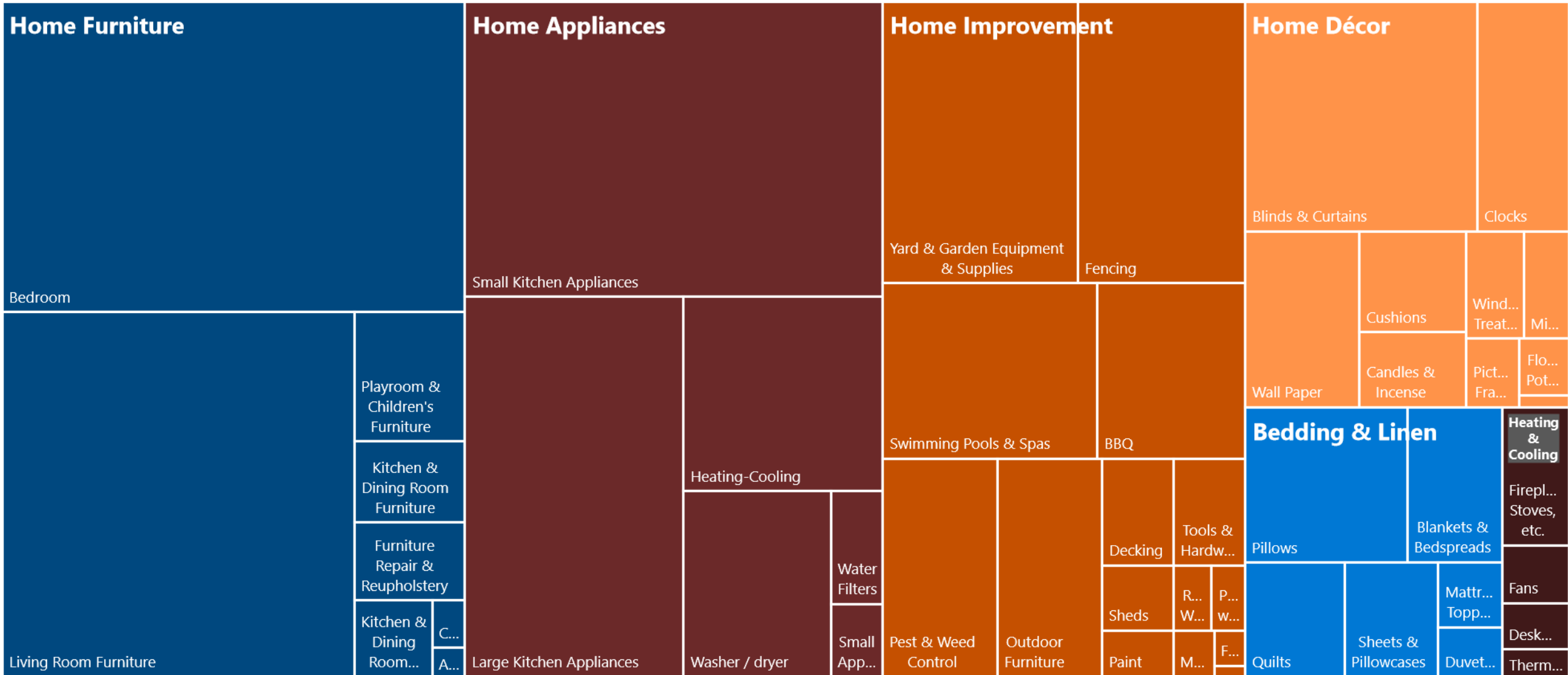
## Sub-category search growth compared to Jan



## Sub-category split (March-April search volume)

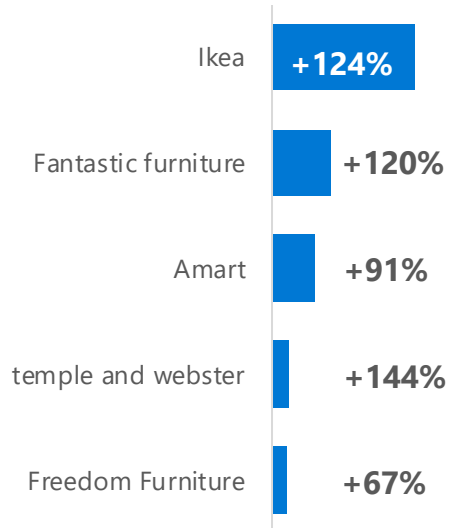


# Category Composition (excluding pure brand terms)

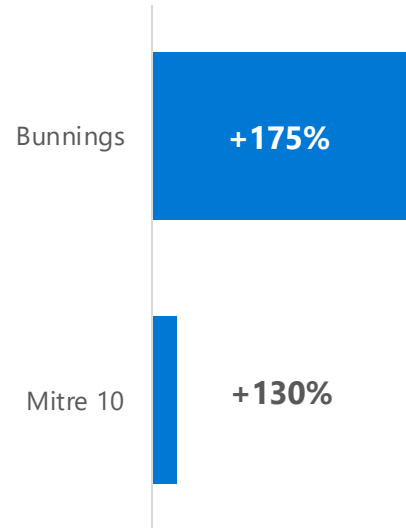


# We have seen a strong demand for brands

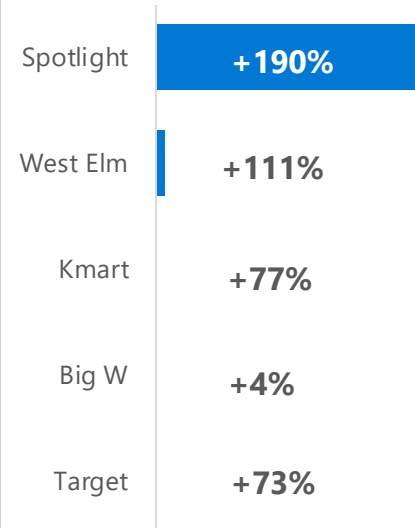
## Home Furniture



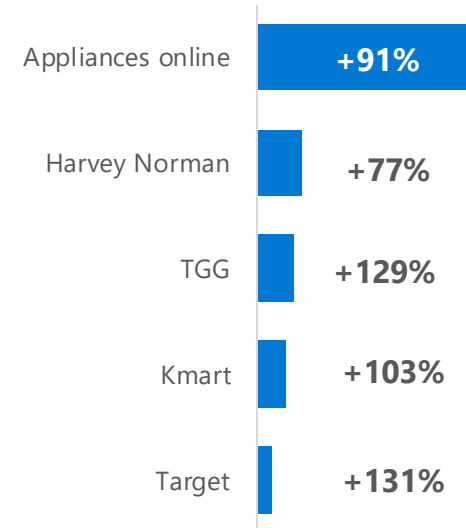
## Home Improvement



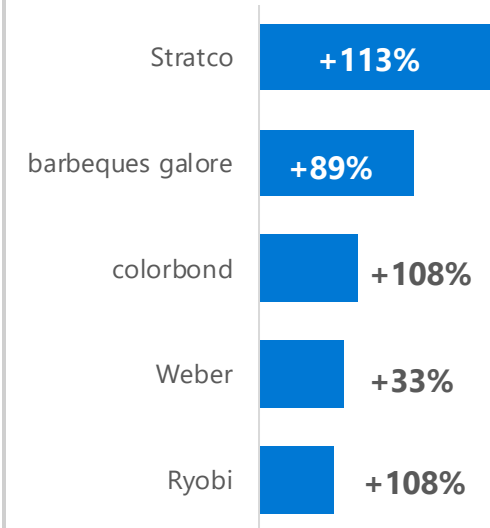
## Home Decor



## Home Appliances



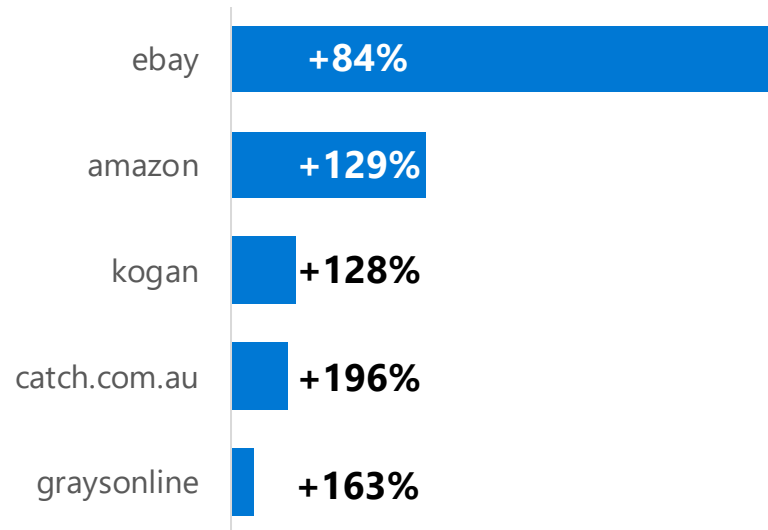
## Yard, Garden & Patio



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

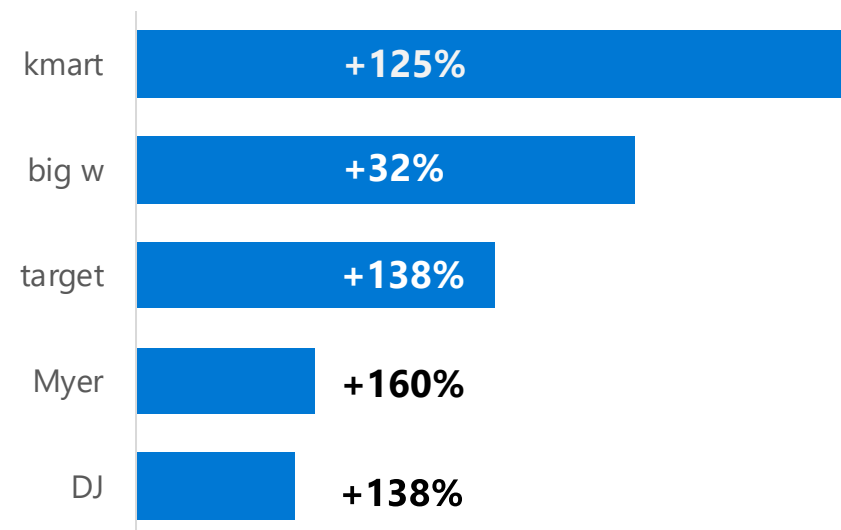
# Online marketplaces and department stores have witnessed substantial growth in consumer demand

## Online Marketplaces



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

## Department Stores



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

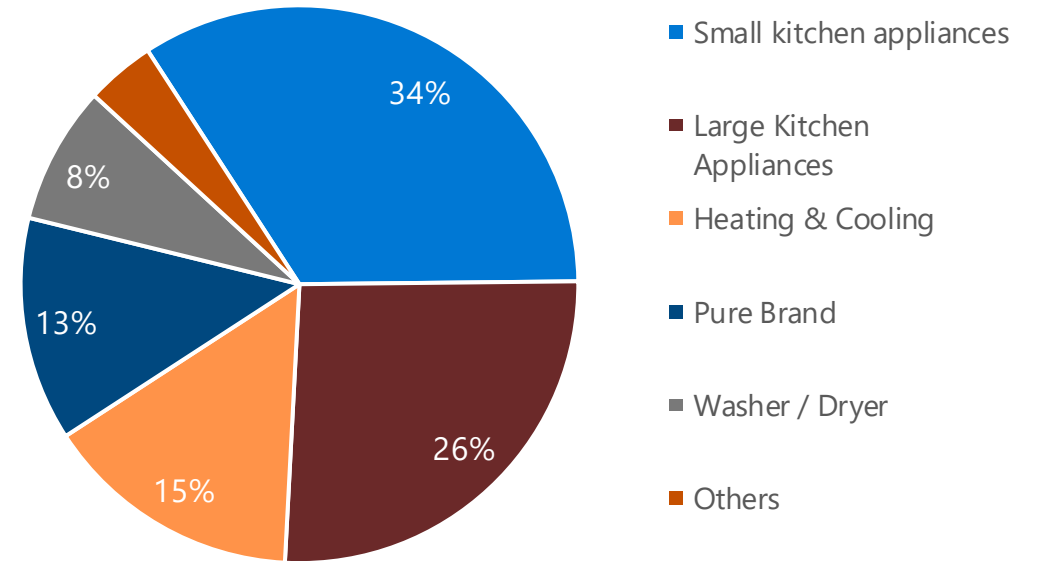


# Home Appliances

Covid-19 has pushed us to cook more at home. As a result, home appliance searches have increased by 37% YoY

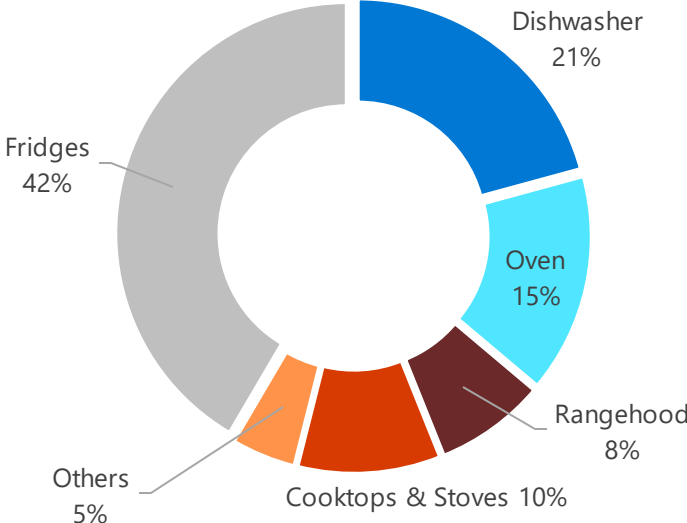
*"Nielsen Homescan data revealed that Australians are getting more adventurous with their cooking ingredients. Baking is also high on the homestay agenda"\**

Search volume %



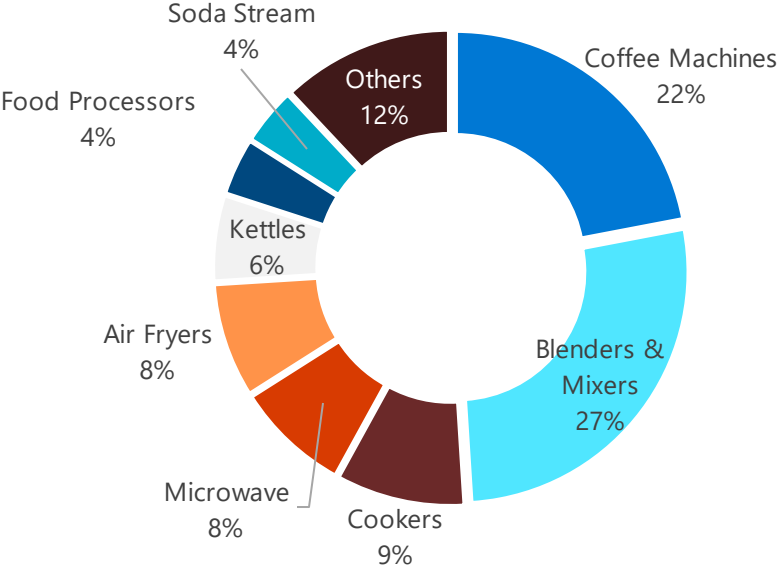
# Product Split by search volume (Mar-Apr 2020)

### Large Kitchen Appliances



Fridge was the most searched item

### Kitchen Appliances

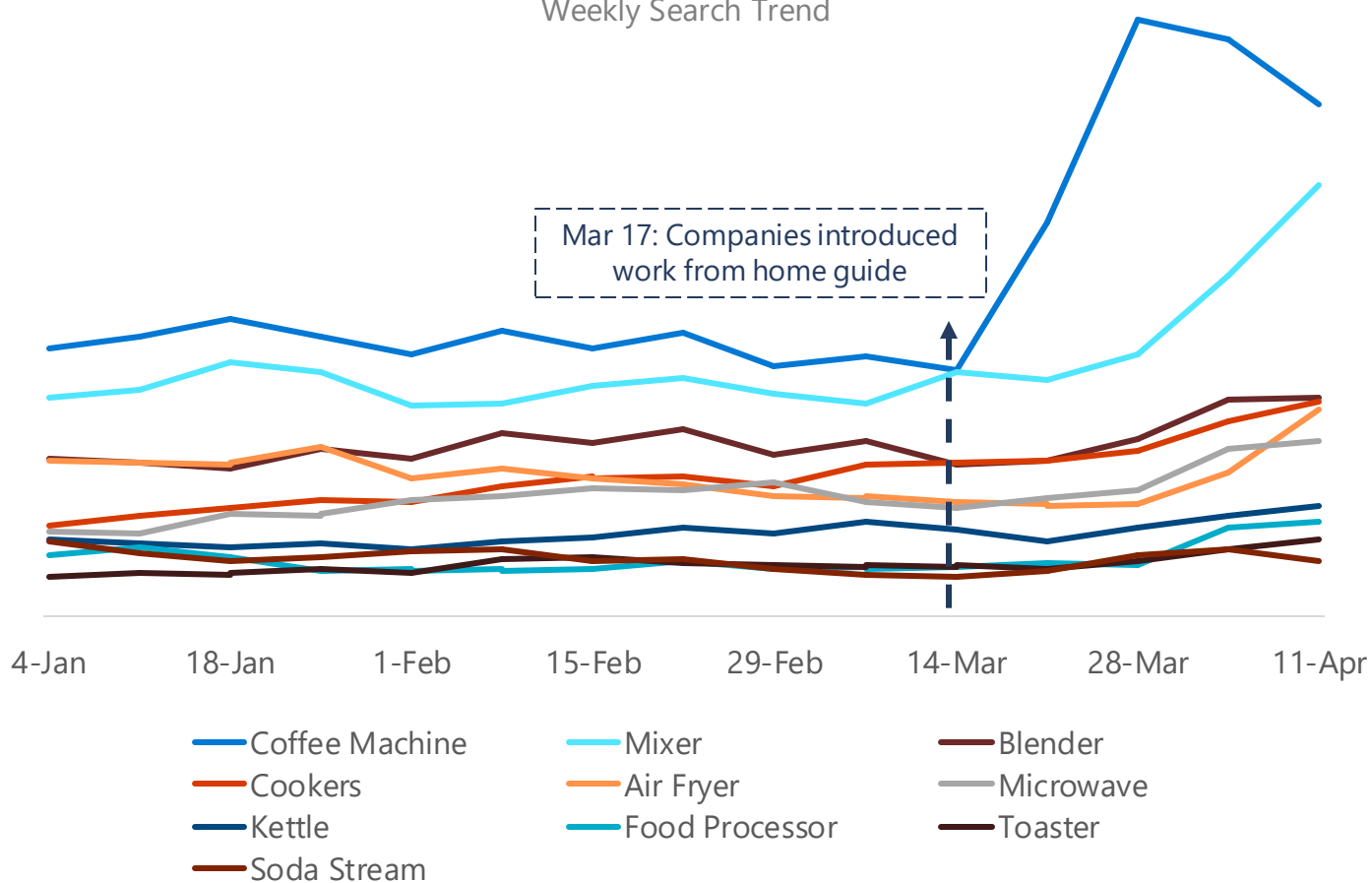


Coffee machines and Blenders & Mixers were the most searched items

# Australia's love for coffee is visible in the sudden spike in coffee machines searches

Weekly Search Trend

Mar 17: Companies introduced work from home guide



## Queries with highest uplift (compared to Jan)

Nespresso online **+1000+%**

Slow cooker **+252%**

Microwave **+228%**

Nespresso com **+160%**

Nespresso **+154%**

Rice cooker **+137%**

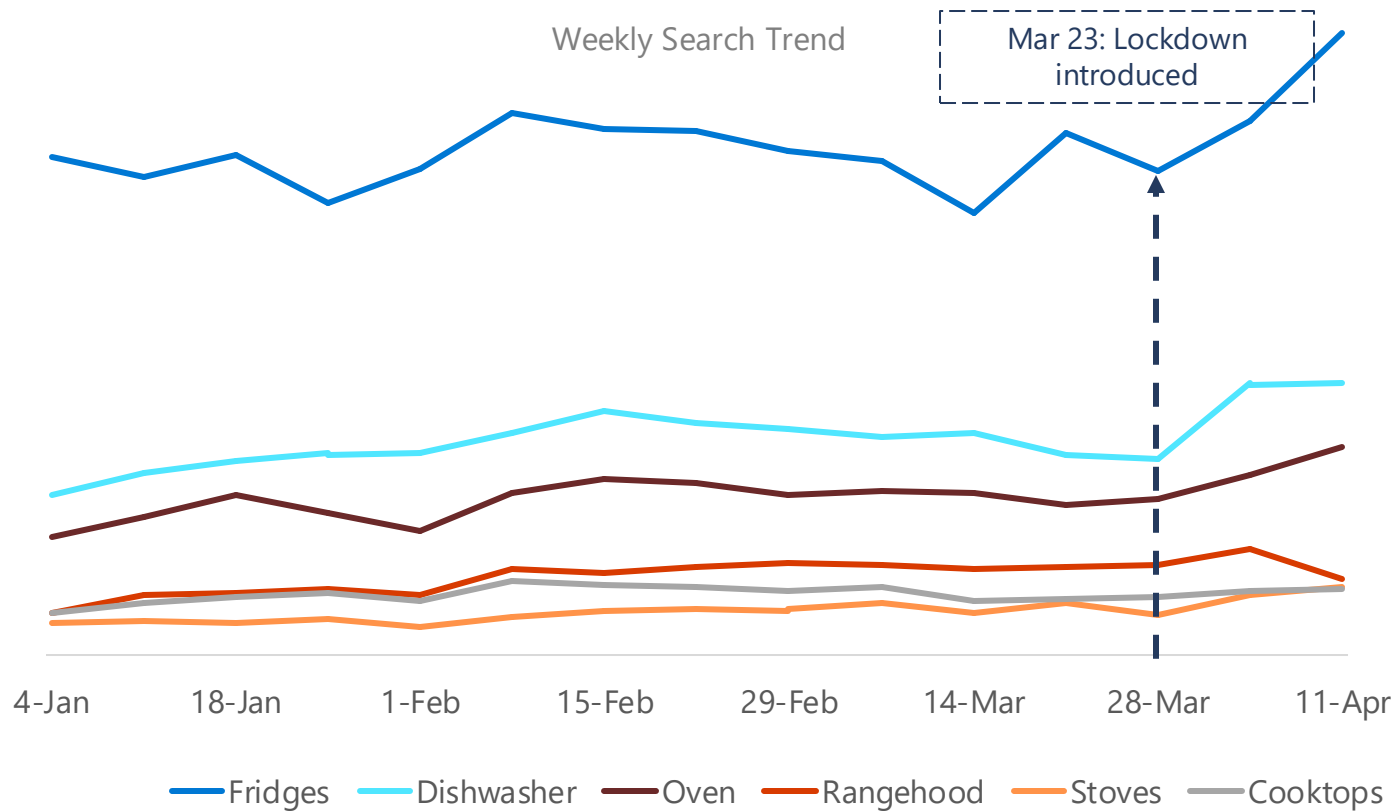
kettle **+117%**

Toaster **+116%**

Food processor **+106%**

Kitchenaid **+89%**

# Searches for fridges spiked as soon as lockdown laws were introduced, indicating people started to stock up food items



## Queries with highest uplift (compared to Jan)

Small fridge **+6000+%**

Dishwashers for sale **+1000+%**

Pizza oven **+126%**

Mini fridge **+118%**

Online appliances **+99%**

Stove **+96%**

appliances **+93%**

Bosch dishwasher **+79%**

Miele dishwasher **+75%**

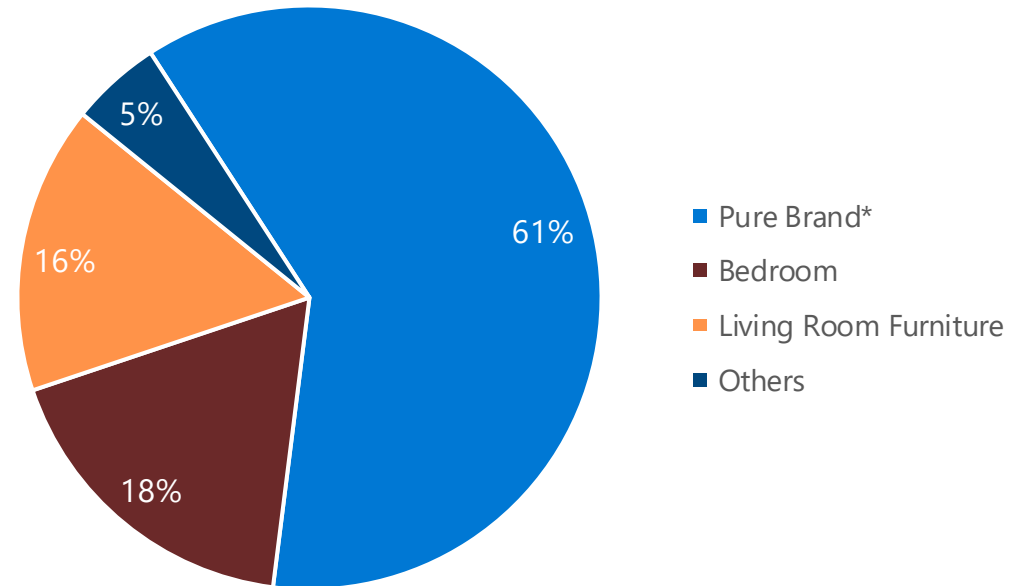
Asko dishwasher **+57%**

# Home Furniture

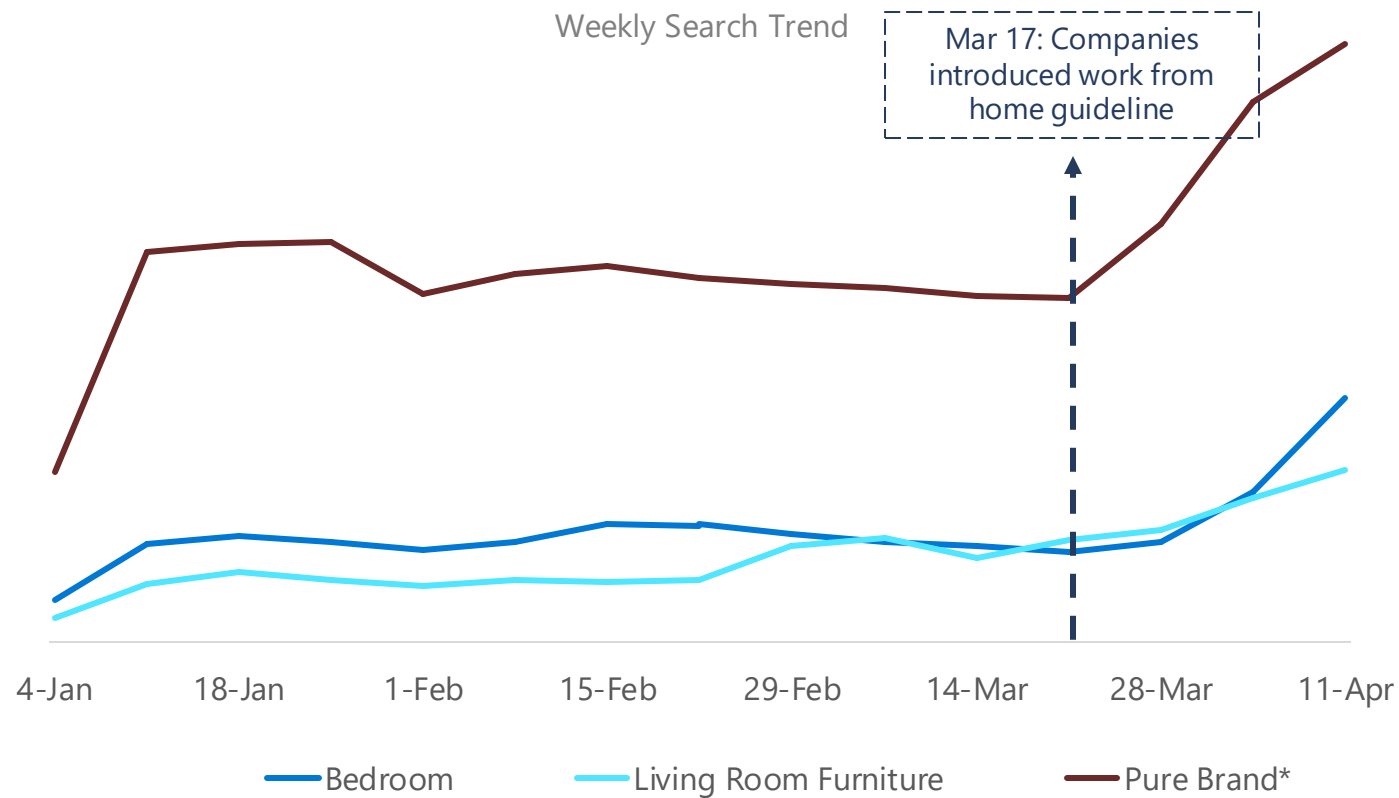
People spending more time at home seems to have a positive impact on home Furniture Searches.

Home Furniture searches grew by **141%** (Jan vs Apr)

Search volume %



# Home Furniture searches spiked when people started to work from home



## Queries with highest uplift (compared to Jan)

Cheap bunk beds +12,000+%

Coffee tables for sale +10,000+%

Best mattress +8,000+%

sofas +4,000+%

Sofa bed/s +3,000+%

Bunk bed/s +2,000+%

Fantastic furniture + 790%

Mattress +600%

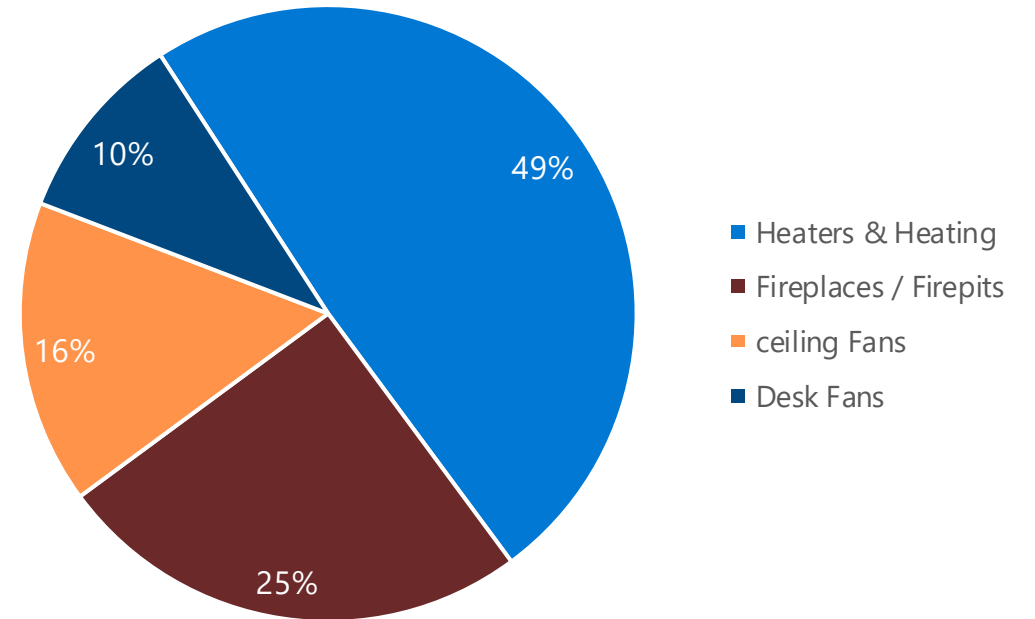
Ikea online +160%

Temple & Webster +101%

# Home Heating & Cooling

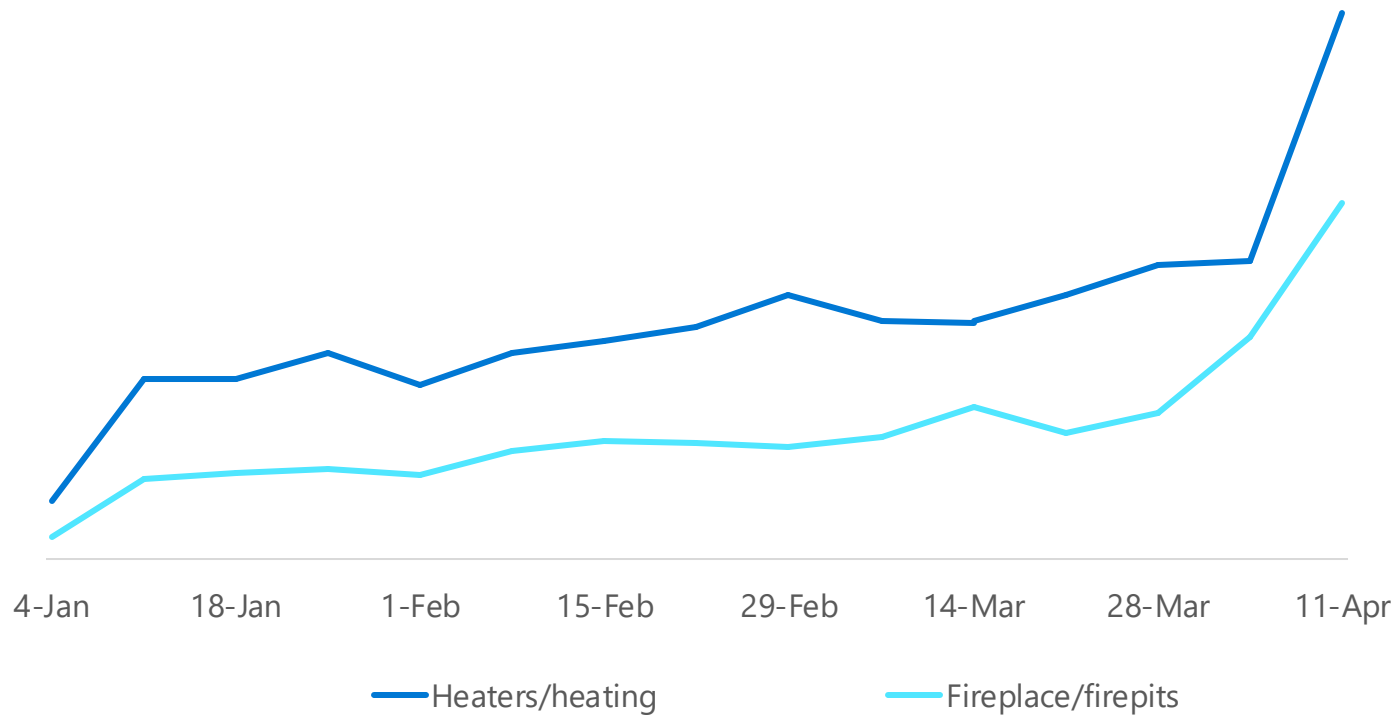
As we move towards winter, demand for heaters and fireplaces are growing

Search volume %



# Home Heating related searches are growing as we enter into cooler months

Weekly Search Trend



## Queries with highest uplift *(compared to Jan)*

Gas heaters australia **+2,000+%**

Wood heaters australia **+1,000+%**

Fire pit/s **+867+%**

Underfloor insulation **+230%**

Hydronic heating **+221+%**

jetmaster **+169+%**

Fireplace/s **+139%**

rheem **+52%**

Brivis **+45%**

Stiebel eltron **+30%**



# 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**.



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