



Home Appliances Trends United Kingdom, France, Germany, Italy, Spain

As of April 11, 2020



Hypothesis

Lockdown and the current economic-pandemic situation force consumers to stay inside. This means that a much larger portion of their time is now going to household tasks like cleaning and cooking .

Consequently, people might be more prone to search for and buy home appliances than in the past.

Key Takeaways – the EMEA view



Fridge & Freezer searches are increasing across Europe as people stock up on food items. There are interesting local differences however, with the Italians searching for food makers/processors and the French looking for coffee makers since all the cafés are closed.



Not only are searches up but click-through-rate is increasing substantially, which indicates a strong commercial intent that advertisers should pay attention to.



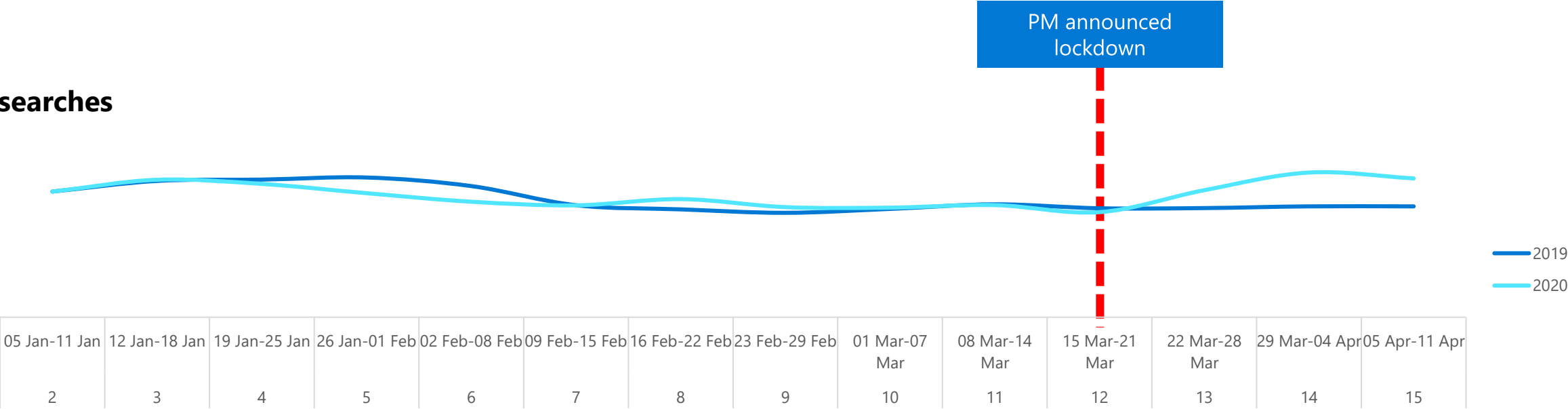
Persistent advertiser opportunity across markets, with increased search volume and declining cost per click. Many advertisers now have a bigger chance to drive conversions by reaching Mainline with the same search ad spend.

United Kingdom

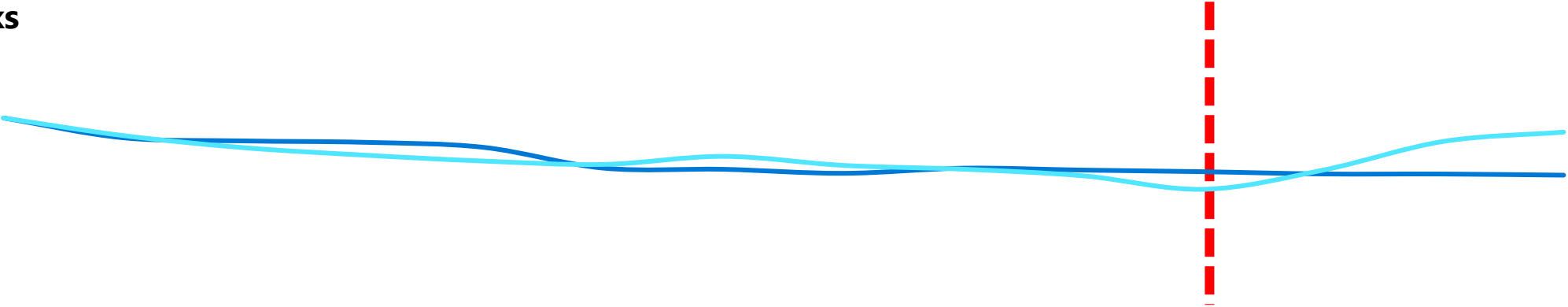
Searches and clicks **grew after the initial lockdown announcement**

searches are slowing slightly but **clicks are growing** showing **strong commercial intent**

Indexed searches



Indexed clicks

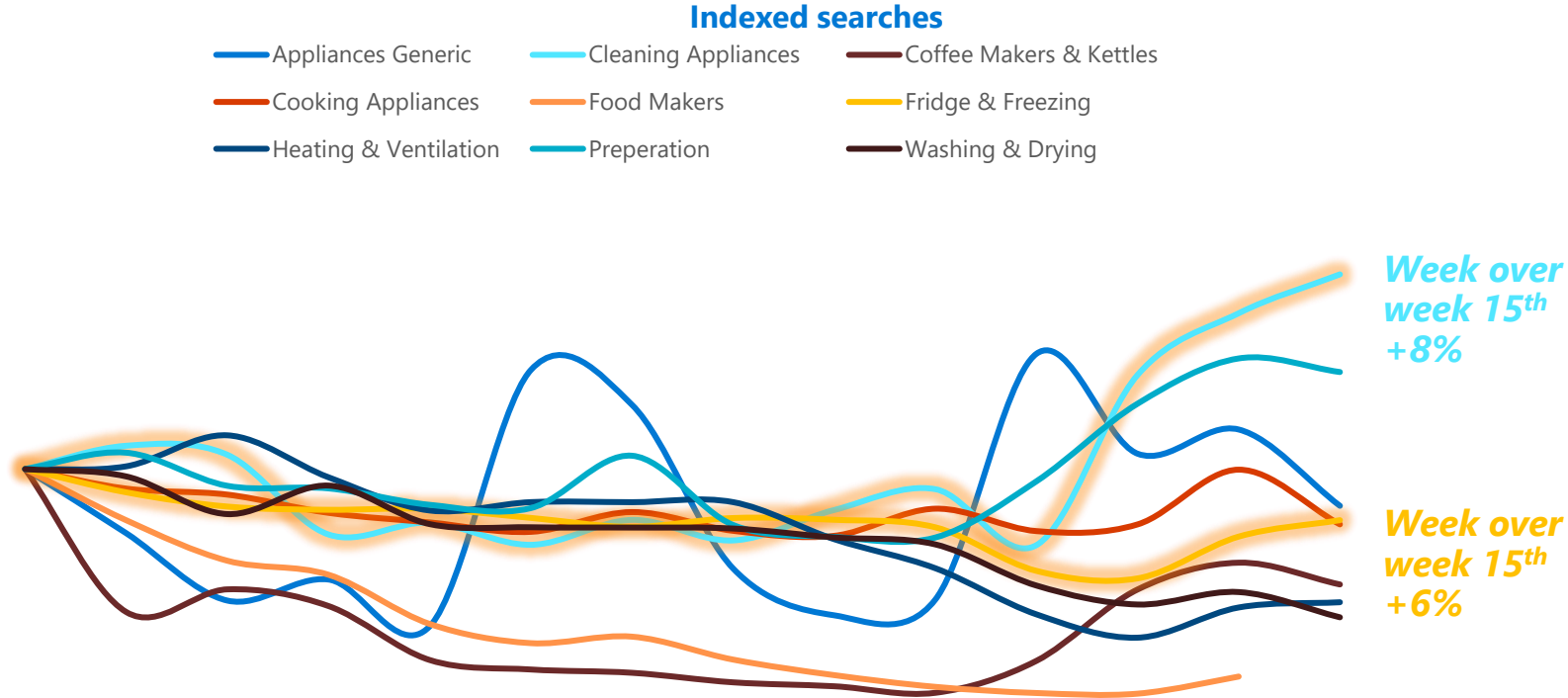


Source: Microsoft Internal Data, United Kingdom, All Devices



Mainly driven by **cleaning, fridge & freezing** and **heating/ventilation**

The remaining categories experienced a slow down during the recent weeks but remained stable



05 Jan-11	12 Jan-18	19 Jan-25	26 Jan-01	02 Feb-08	09 Feb-15	16 Feb-22	23 Feb-29	01 Mar-07	08 Mar-14	15 Mar-21	22 Mar-28	29 Mar-04	05 Apr-11
Jan	Jan	Jan	Feb	Feb	Feb	Feb	Feb	Mar	Mar	Mar	Mar	Apr	Apr
2	3	4	5	6	7	8	9	10	11	12	13	14	15

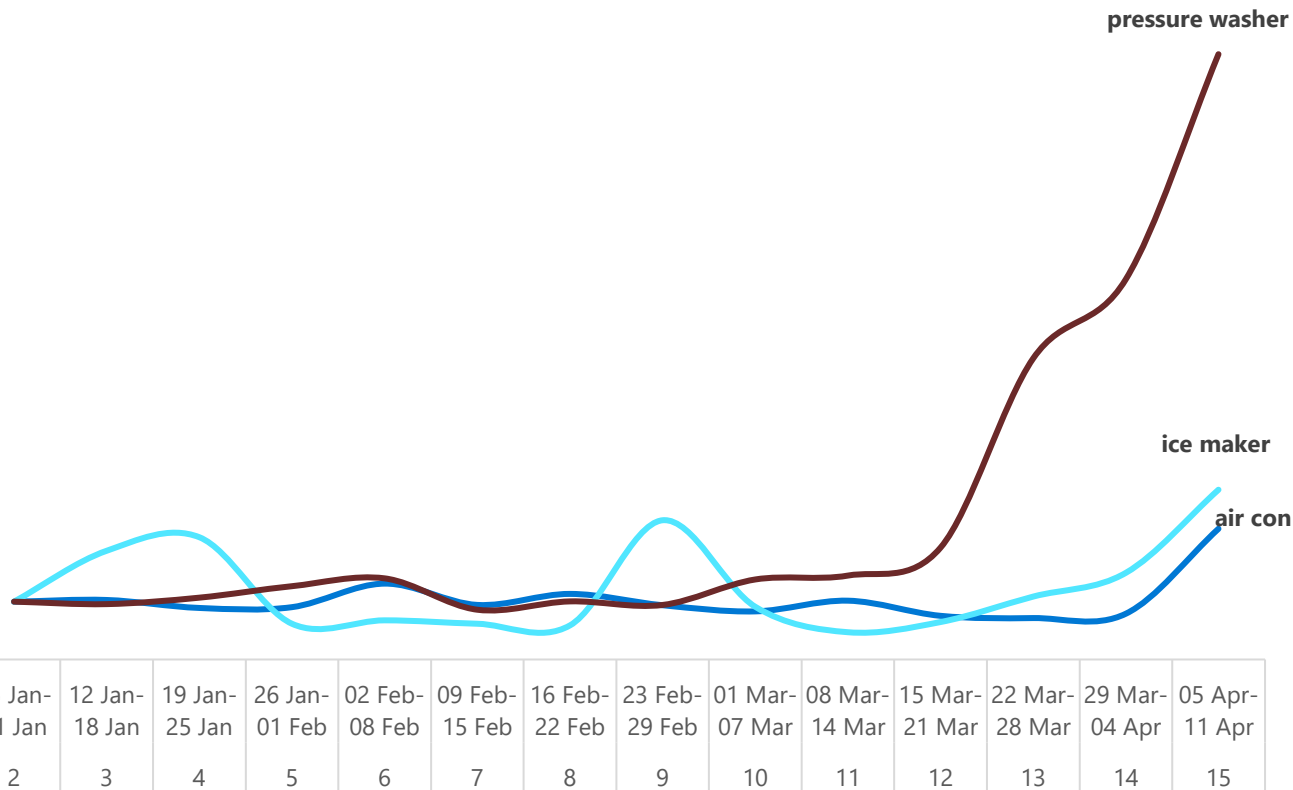
Category	Query sample
Appliances Generic	electrical goods, electrical shops
Cooking Appliances	microwave, air fryer
Heating & Ventilation	air conditioning, air purifier
Cleaning Appliances	vacuum cleaner
Food Makers	soup maker, ice cream maker
Preparation	mixer, kitchen aid
Coffee Makers & Kettles	coffee machine
Fridge & Freezing	fridge, refrigerator
Washing & Drying	washing machine, dishwasher

Source: Microsoft Internal Data, United Kingdom, All Devices*



The recent category growth was **driven by specific products** with considerable uplift for **'pressure washers'**

Indexed searches



Category	Driver	Top Query	Week over week*
Cleaning Appliances	pressure washer	best pressure washer	+35%
Fridge & Freezing	ice maker	ice maker	+47%
Heating & Ventilation	air con	portable air conditioning units	+263%

Source: Microsoft Internal Data, United Kingdom, All Devices
 *Considering Week 14th and 15th

Several queries seeing **continuous weekly click growth** with cost per click (**CPCs**) **dropping** significantly in some cases due to lack of competition

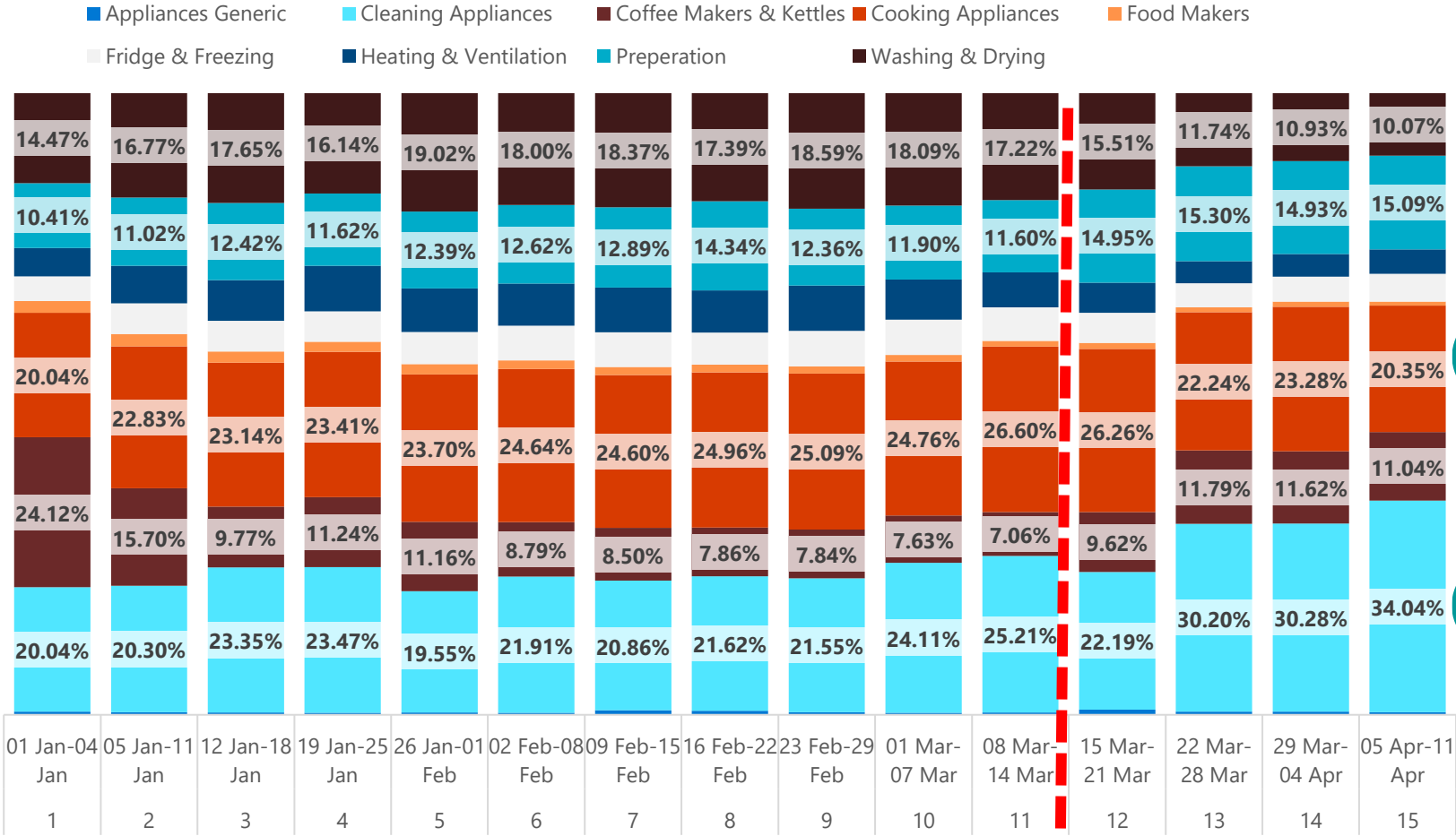


Category	QueryPhrase	Week over week (WoW) CTR	WoW CPC
Washing & Drying	used washing machines	372.73%	-23.96%
Coffee Makers & Kettles	coffee machines	324.43%	-24.24%
Fridge & Freezing	fridge	264.25%	-12.73%
Fridge & Freezing	cheap fridges sale	251.23%	-35.19%
Fridge & Freezing	cheap mini fridge	225.96%	-4.79%
Cleaning Appliances	Brand products	207.43%	-16.48%
Heating & Ventilation	cooling fan	190.07%	-72.56%
Heating & Ventilation	beer cooler	175.65%	-56.09%
Cleaning Appliances	brands	172.22%	-47.43%
Cooking Appliances	cheapest microwaves	169.54%	-41.82%
Cleaning Appliances	pressure washers reviews	166.67%	-41.39%
Washing & Drying	cheapest tumble dryer	145.00%	-91.38%
Coffee Makers & Kettles	coffee machine sale	130.53%	-19.75%
Cooking Appliances	brand microwaves	115.91%	-36.26%
Cooking Appliances	crook pot slow cooker	112.61%	-76.61%
Cleaning Appliances	best brand vacuum	109.52%	-18.21%
Heating & Ventilation	drinks cooler	104.73%	-71.35%
Preperation	brand mini mixer	102.78%	-9.06%

Source: Microsoft Internal Data, United Kingdom, All Devices
*Considering Week 14 and 15

Consumer search focus has shifted significantly since lockdown

Total searches split by the different categories



PM announced lockdown

With searchers confined indoors we are seeing a **shift in consumer focus** towards 'cleaning appliances' and away from 'cooking appliances'

Source: Microsoft Internal Data, United Kingdom, All Devices



Top 5 year over year volume searches by category

Appliances Generics	Cleaning Appliances	Coffee Makers & Kettles	Cooking Appliances	Food Makers	Fridge & Freezing	Heating & Ventilation	Preparation	Washing & Drying
electrical goods	{brand} steam cleaners	pod coffee machines	{brand} electric cooker	waffle iron	ice maker machine	best dehumidifier	kitchen mixer	washing machines best buy
electrical shops	{brand} pressure washer special offers	pink kettle	{brand} microwaves	yogurt maker	fridge arogs	dehumidifier {brand}	{brand} attachments	{brand} dishwasher
{brand} electricals online	best vacuum	coffee machines uk	mini ovens electric	ice cream maker	double fridge	{brand} humidifier	{brand} artisan mixer	buy washing machine
{brand} electrical goods	best pressure washers	{brand} kettle	electric cookers 60cm	waffle maker	new fridge	portable air conditioning units uk	{brand} uk	{brand} condenser dryer
{brand} electrical store	{brand}	best coffee machines	white microwave	ice cream makers	fridges uk	portable heater	stand mixers	{brand} washing machines

Top 5 volume searches by category

Appliances Generics	Cleaning Appliances	Coffee Makers & Kettles	Cooking Appliances	Food Makers	Fridge & Freezing	Heating & Ventilation	Preparation	Washing & Drying
{brand} electrical goods	{brand}	{brand}	microwave	ice cream maker	fridge	dehumidifier	mixer	washing machines
electrical shops	{brand} pressure washer	coffee machines	microwave ovens	waffle maker	mini fridge	humidifier	blender	{brand} washing machine
{brand} electricals online	best vacuum cleaner	kettle	induction hob	yogurt maker	fridges	air conditioning units	{brand}	washing machine
{brand} electrical goods	{brand} vacuum cleaner	kettles	air fryer	waffle iron	refrigerator	air purifier	{brand}	dishwasher
electrical goods	pressure washer	best coffee machine	microwaves	ice cream makers	under counter fridge	air conditioning	{brand} mixer	tumble dryers

Key Takeaways UK

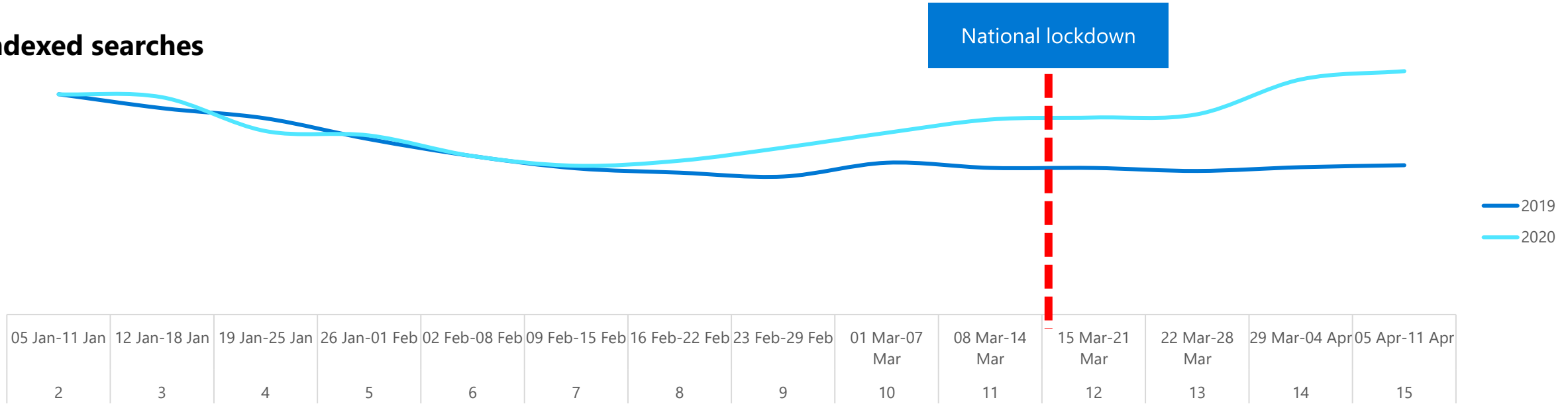
1. In the UK, the hypothesis proved partially correct with some categories increasing as expected but with some not experiencing the same expected growth.
2. With people confined to indoors we are seeing an increase in searches for products aimed at improving and gaining efficiency with regards to their quality of life. This can be seen through an increase in searches for “cleaning appliances” and “heating & ventilation” products. Another increase we are seeing is in the “fridge/freezing” category, presumably as people intend to stock up on frozen foods to minimise necessary shopping trips.
3. With the increase in commercial searches and clicks we are seeing reduced CPCs presenting an additional opportunity to drive more conversions by reaching mainline position 1 for the same advertising spend.

France

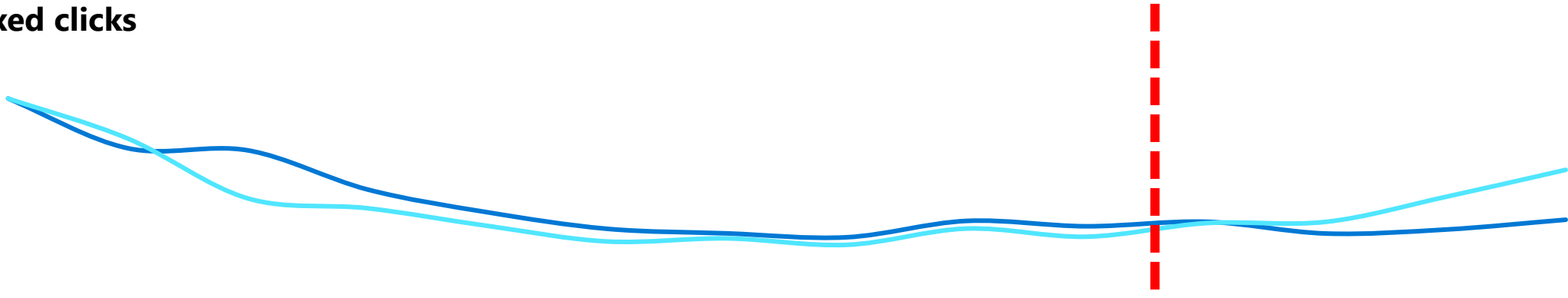
Searches and clicks rose **as approaching to the lockdown**

However, slightly slow down in searches last week. Despite, clicks still on an upward trend

Indexed searches



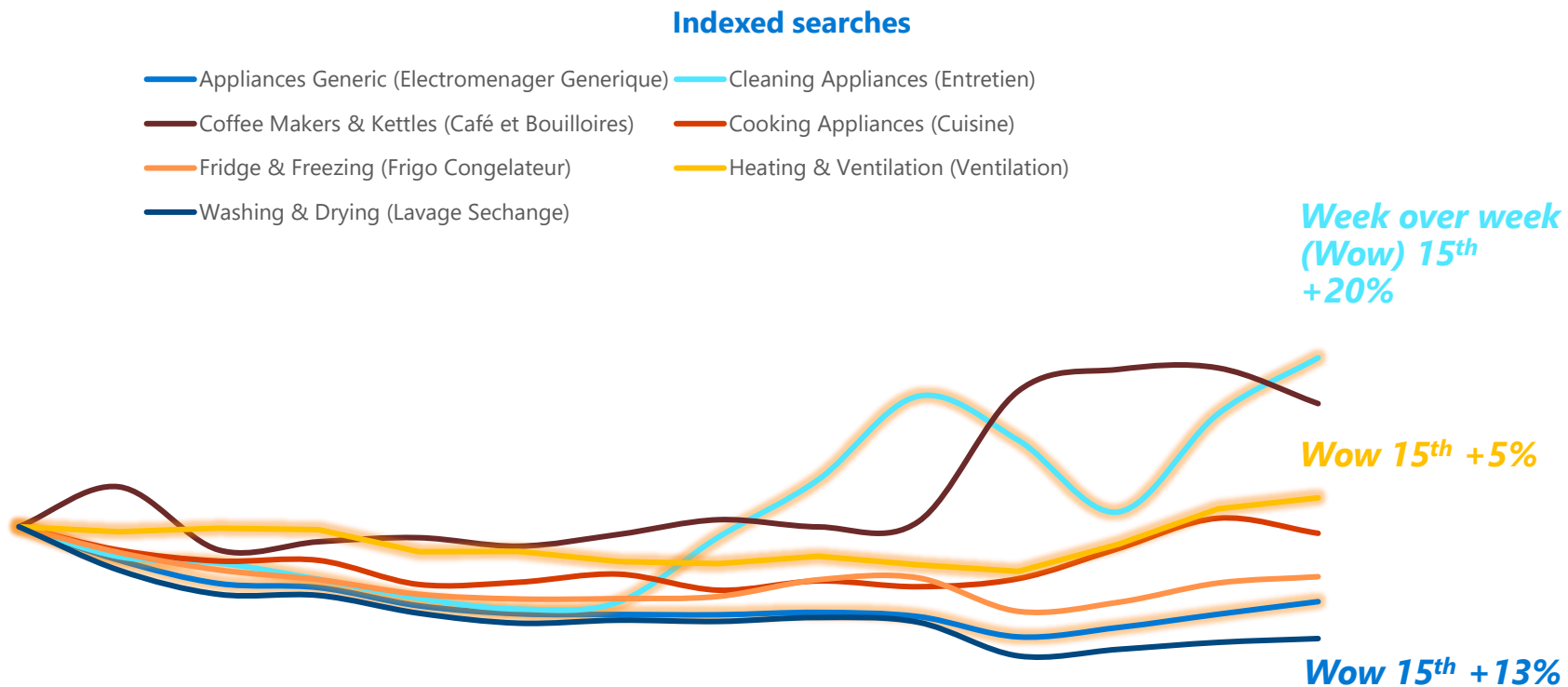
Indexed clicks



Source: Microsoft Internal Data, France, All Devices

Mainly led by cleaning and heating/ventilation

The remaining categories remained stable over the latter weeks



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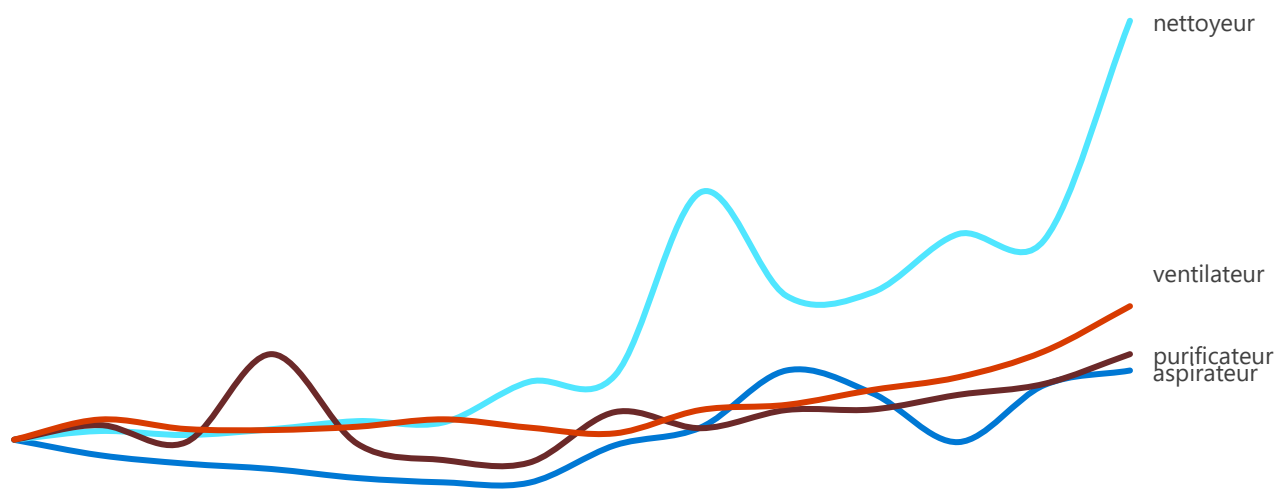
Category	Query sample
Appliances Generic	électro ménager
Cooking Appliances	mixeur, robot cuiseur
Heating & Ventilation	traitement de l'air, ventilateur
Cleaning Appliances	aspirateur, aspirateur sans sac
Coffee Makers & Kettles	machines à café, cafetière filtre
Fridge & Freezing	refrigerateur, frigo
Washing & Drying	lave ligne, sèche linge

Source: Microsoft Internal Data, France, All Devices

Last increment **driven by specific products**

with considerable uplift for nettoyeur and purificateur

Indexed searches



Category	Driver	Top Query	Week over week*
Cleaning Appliances	nettoyeur	nettoyeur haute pression karcher	+95%
Cleaning Appliances	aspirateur	aspirateur	+8%
Heating & Ventilation	purificateur	purificateur air	+34%

Source: Microsoft Internal Data, France, All Devices
*Considering Week 14th and 15th

Most of the category has a stable trend in clicks and searches

Furthermore, several queries result convenient while cost through rate (CTR) is on the rise



Category	QueryPhrase	Week over week (WoW)	
		CTR	WoW CPC
Washing & Drying (Lavage Sechange)	lave linge hoover	700.00%	-35.00%
Fridge & Freezing (Frigo Congelateur)	frigo americain beko	366.67%	-72.97%
Cooking Appliances (Cuisine)	yaourtiere moulinex	358.23%	-14.59%
Heating & Ventilation (Ventilation)	thermostat radiateur electrique	312.50%	-17.71%
Cooking Appliances (Cuisine)	crepiere electrique	286.65%	-22.57%
Washing & Drying (Lavage Sechange)	lave linge 3kg	270.83%	-99.51%
Fridge & Freezing (Frigo Congelateur)	frigo americain noir	264.10%	-2.50%
Cleaning Appliances (Entretien)	lance nettoyeur haute pression	263.16%	-63.41%
Cleaning Appliances (Entretien)	aspirateur sans fil pas cher	245.24%	-71.98%
Heating & Ventilation (Ventilation)	ventilateur ordinateur	229.11%	-56.54%
Fridge & Freezing (Frigo Congelateur)	temperature congelateur	228.51%	-84.53%
Cooking Appliances (Cuisine)	sterilisateur uv	217.38%	-34.48%
Cleaning Appliances (Entretien)	aspirateur centralise	212.71%	-27.01%
Cooking Appliances (Cuisine)	friteuse lidl	211.94%	-56.86%
Cooking Appliances (Cuisine)	blender moulinex	190.10%	-38.03%
Fridge & Freezing (Frigo Congelateur)	petit congelateur coffre	180.36%	-66.28%
Fridge & Freezing (Frigo Congelateur)	frigo bar	179.45%	-17.90%
Fridge & Freezing (Frigo Congelateur)	frigo trimixte	179.07%	-71.41%

Reading example

(fake figures just for example) :

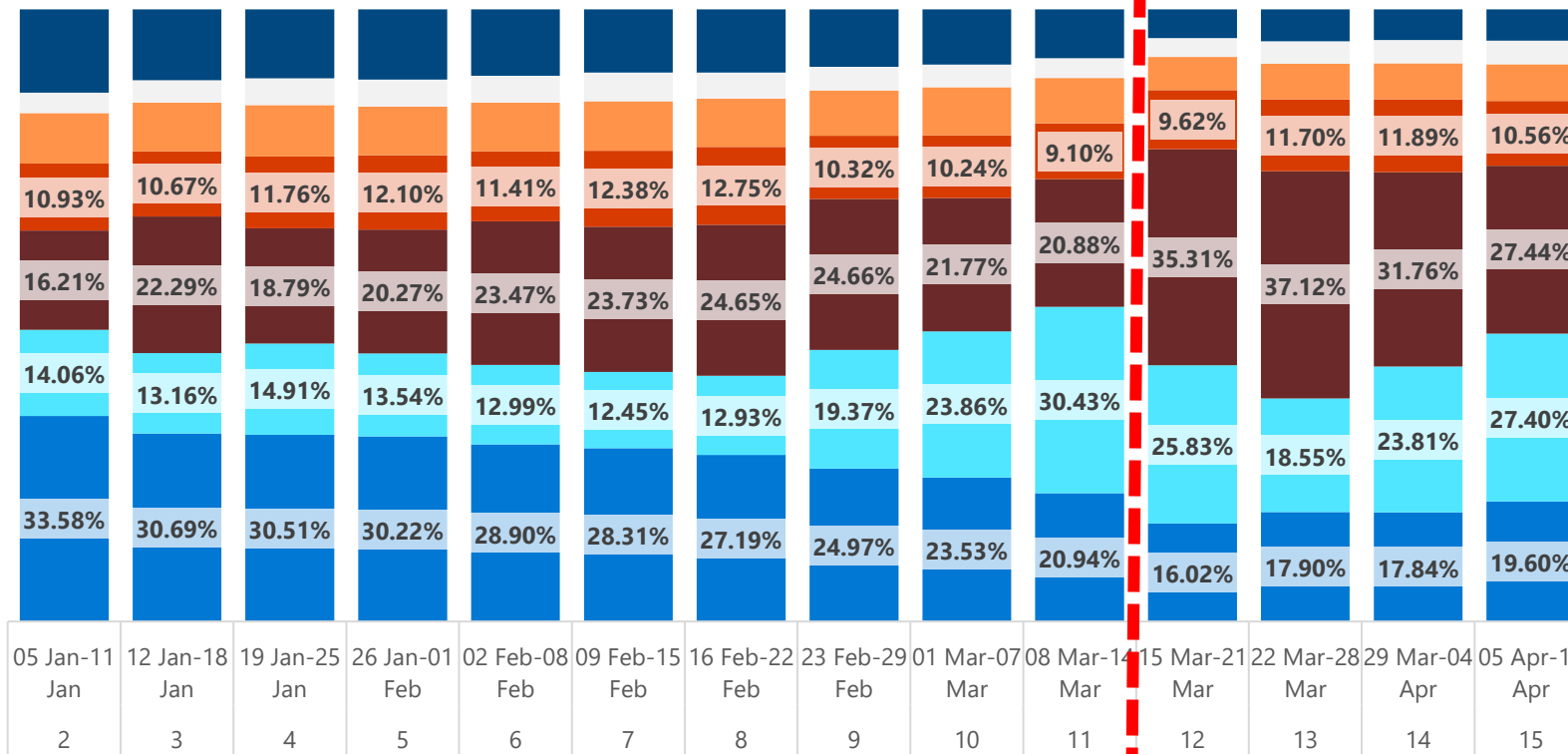
-if CTR was 1% on week #14 and was 8% on week #15, we show this as +700%.

-if CPC was 1€ on week #14 and was 0.65€ on week #15, we show this as -35%.

Changing preferences and search patterns

Total searches split by the different categories

- Appliances Generic (Electromenager Genérique)
- Coffee Makers & Kettles (Café et Bouilloires)
- Fridge & Freezing (Frigo Congelateur)
- Washing & Drying (Lavage Sechange)
- Cleaning Appliances (Entretien)
- Cooking Appliances (Cuisine)
- Heating & Ventilation (Ventilation)



Cleaning appliance has increased its share of volume since the beginning of the lockdown. Similar trend for appliances generic. The remaining categories recorded small fluctuations over time.

National lockdown

Source: Microsoft Internal Data, France, All Devices

Top 5 year volume searches by category

Appliances Generics	Cleaning Appliances	Coffee Makers & Kettles	Cooking Appliances	Fridge & Freezing	Heating & Ventilation	Washing & Drying
grossiste electromenager	aspirateur sans sac	code nespresso	robot pâtissier moulinex	congelateurs	ventilateur plafonnier	meilleur lave ligne
electromenager ligne	aspirateur eau poussieres	commande capsules nespresso	mixeur	frigo congel	ventilateur brumisateur	lave ligne 3kg
electromenager cuisine	aspirateur balai	cafe nespresso	robot multifunction cuiseur	frigo americain pas cher	ventilateurs	bosch lave vaisselle
envie electromenager	nilfisk nettoyeur haute pression	nespresso commande capsules	crepiere electrique	frigo trimixte	deshumidificateur professionnel	nettoyer lave vaisselle
eelectroomenager	aspirateur sans fil	commande nespresso	blender magimix	congelateur	thermostat four	nettoyage lave vaisselle

Top 5 % volume searches by category

Appliances Generics	Cleaning Appliances	Coffee Makers & Kettles	Cooking Appliances	Fridge & Freezing	Heating & Ventilation	Washing & Drying
darty electromenager	aspirateur	nespresso	blender	frigo	ventilateur	lave vaisselle
electromenager	aspirateur sans sac	nespresso commande	mixeur	refrigerateur	thermostat	lave ligne
bosch electromenager	aspiratuer robot	nespresso capsules	yaourtiere	congelateur armoire	purificateur air	lave vaisselle encastrable
siemens electromenager	aspirateur sans fil	capsules nespresso	robot pâtissier	congelateur	ventilateur plafond	seche ligne
miele elctromenager	nettoyeur haute pression	nespresso fr	friteuse electrique	frigo americain	humidificateur air	lave vaisselle pas cher

Key takeaways France

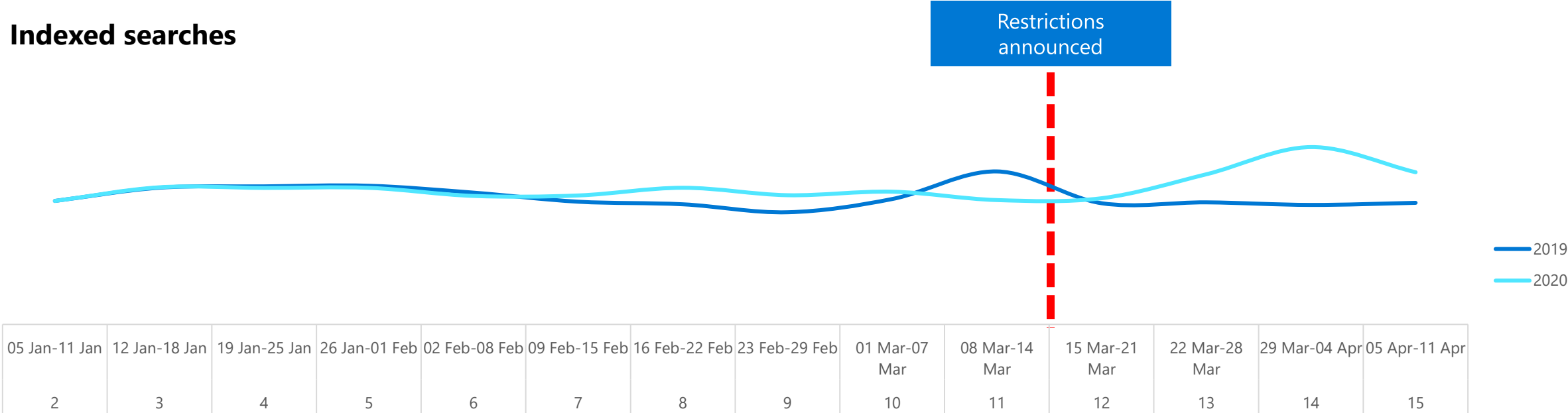
1. In France, the hypothesis proved correct.
2. As cafés are closed, we saw a spike in “Coffee Machines and Kettles”. “Cooking appliances” also grew a lot, as French people have both time and will to cook (as a hobby). The “Fridge & Freezing” category also grows, which makes sense when some people want to have a food “stock”.
3. With more people at home and health/sanity concerns, “cleaning” and “ventilation” categories also grew a lot.

Germany

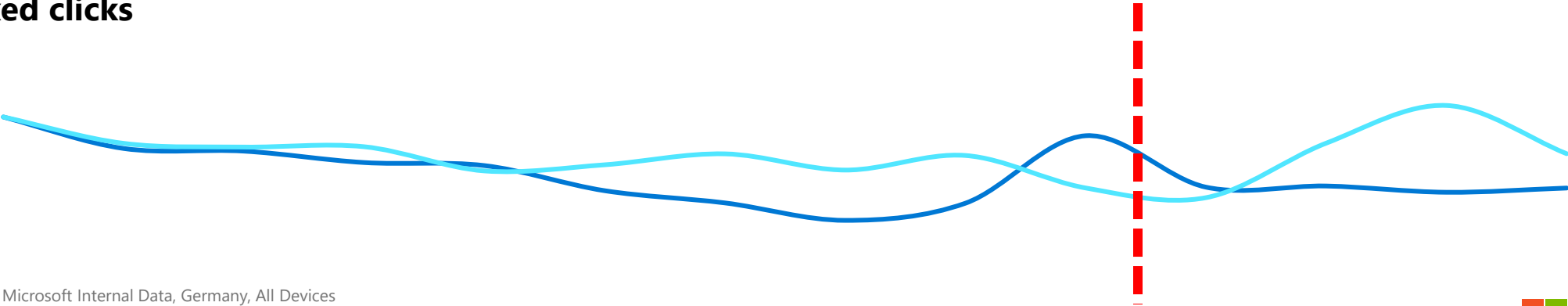
Searches and clicks rose **immediately after the restrictions**

However, slightly slow down in searches and clicks last week

Indexed searches



Indexed clicks

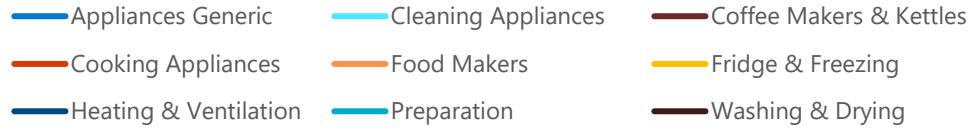


Source: Microsoft Internal Data, Germany, All Devices



Despite an overall downturn, **appliances generic & heating/ventilation are rising** as per the recent weeks

Indexed searches



Week over week 15th +154%

Week over week 15th +19%

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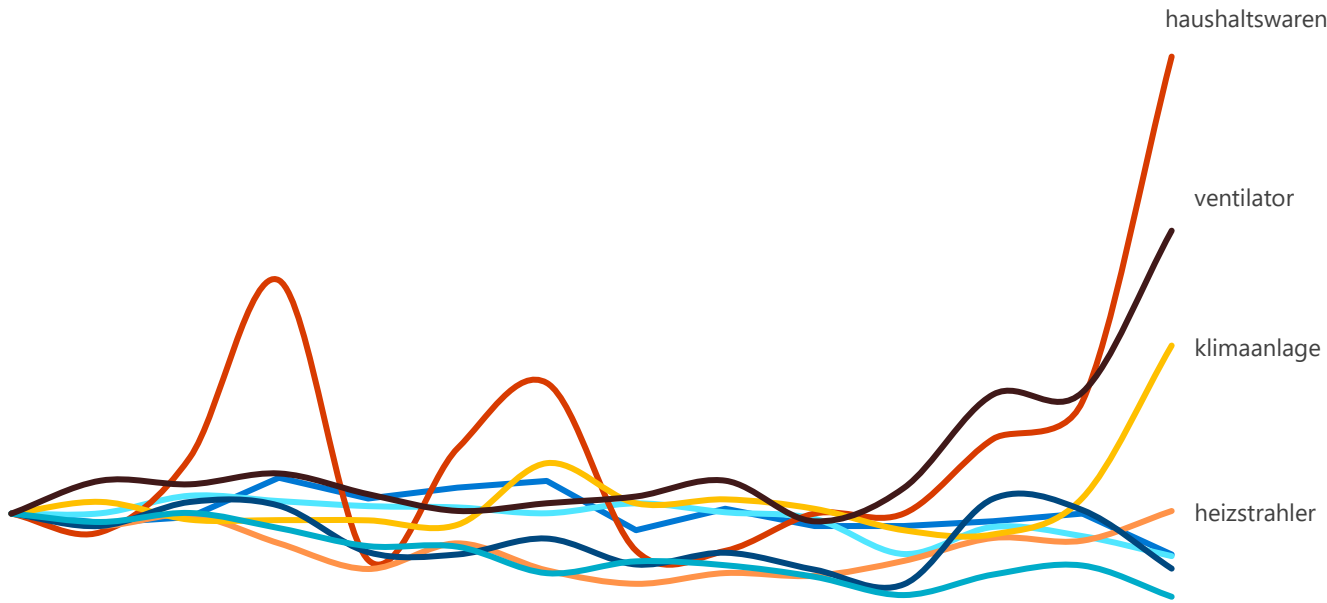
Category	Query sample
Appliances Generic	Elektrogeräte, Haushaltswaren
Cooking Appliances	Mikrowelle, Wasserkocher
Heating & Ventilation	Klimaanlage, Luftbefeuchter
Cleaning Appliances	Staubsauger, Hochdruckreiniger
Coffee Makers & Kettles	Kaffeemaschine, Kaffeevollautomat
Fridge & Freezing	Kühlschrank, Gefriertruhe
Washing & Drying	Waschmaschine, Trockner

Uplift mainly driven by specific products

With considerable growth for 'Klimaanlagen'

Indexed searches

- boiler
- durchlauferhitzer
- elektroladen
- haushaltswaren
- heizstrahler
- klimaanlage
- luftbefeuchter
- thermostat
- ventilator



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Category	Driver	Top Query	Week over week *
Appliances Generic	haushaltswaren	haushaltswaren	+154 %
Heating & Ventilation	ventilator	ventilator	+66 %
Heating & Ventilation	klimaanlage	mobile klimaanlage	+225 %
Heating & Ventilation	heizstrahler	heizstrahler	+34 %

Source: Microsoft Internal Data, Germany, All Devices
 *Considering Week 14th and 15th

Most of the categories have a stable trend in clicks and searches

Furthermore, several queries show convenient cost per click (CPC) while cost through rate (CTR) is on the rise



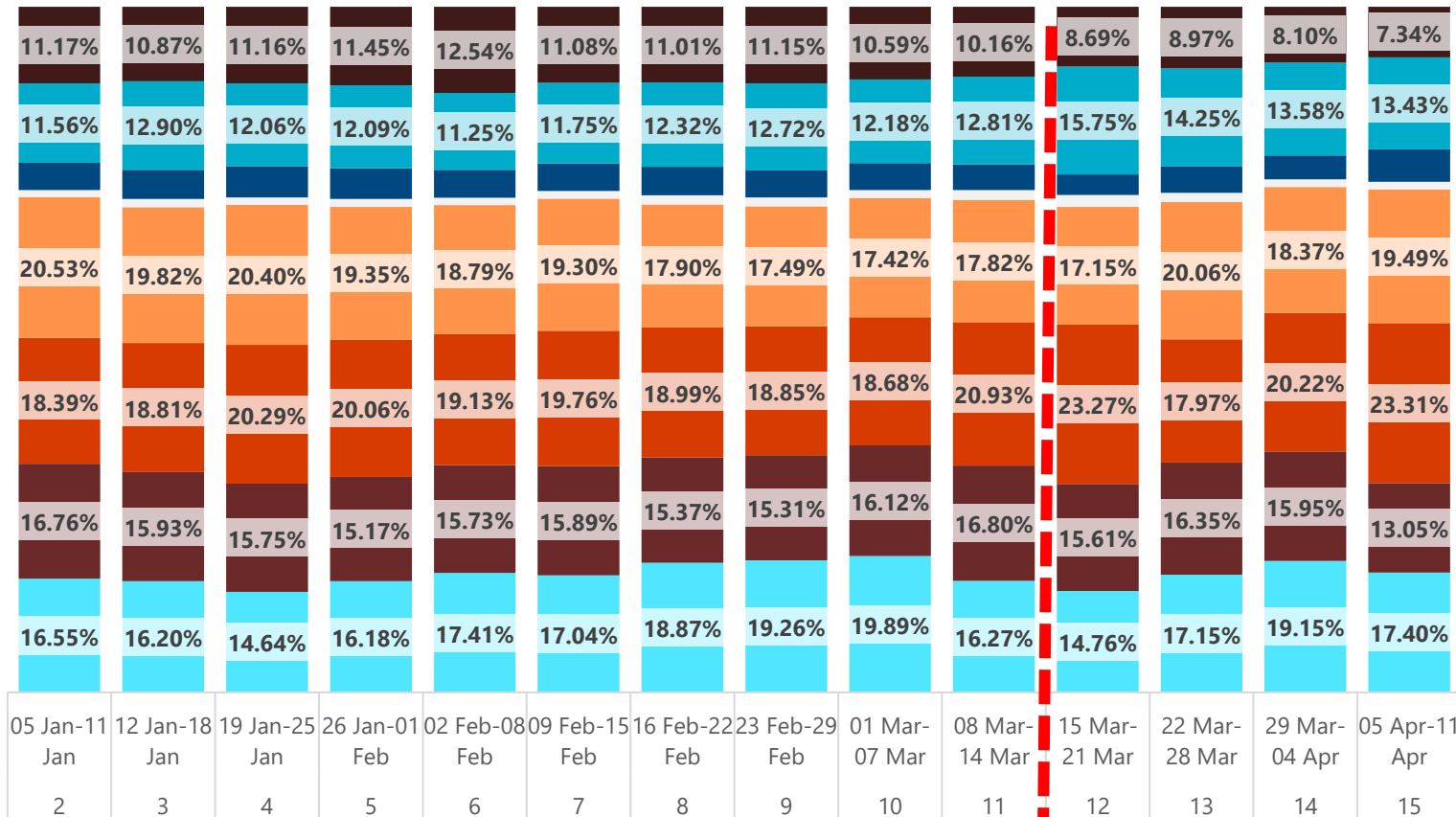
Category	QueryPhrase	WoW CTR	WoW CPC
Cooking Appliances	kleiner backofen	874.23%	-58.38%
Cleaning Appliances	staubsauger kabellos	491.95%	-81.75%
Coffee Makers & Kettles	kaffeemaschinen	322.22%	-47.28%
Cooking Appliances	holzkohlegrill edelstahl	272.57%	-58.32%
Cooking Appliances	specksteinofen	257.59%	-20.49%
Coffee Makers & Kettles	kaffeemaschinen mit mahlwerk	217.46%	-14.40%
Washing & Drying	waschmaschinen	216.67%	-51.26%
Cooking Appliances	minibackofen mit umluft	206.67%	-69.69%
Coffee Makers & Kettles	espressomaschine	203.57%	-39.63%
Food Makers	sandwichmaker rezepte	186.93%	-20.26%
Washing & Drying	waeschetrockner test	185.12%	-13.09%
Cleaning Appliances	beutelloser staubsauger	183.56%	-26.73%
Coffee Makers & Kettles	kaffeevollautomat reduziert	170.87%	-8.50%
Cooking Appliances	neff backofen bedienungsanleitung	169.32%	-62.58%
Washing & Drying	waschmaschinen test 2019	165.55%	-12.76%
Cooking Appliances	multikoher	142.48%	-38.08%
Cleaning Appliances	stielstaubsauger test stiftung warentest	131.65%	-9.62%
Cooking Appliances	toaster test	123.51%	-62.96%

Source: Microsoft Internal Data, Germany, All Devices
*Considering Week 14th and 15th

Changing preferences and search patterns

Total searches split by the different categories

- Appliances Generic
- Cleaning Appliances
- Coffee Makers & Kettles
- Cooking Appliances
- Food Makers
- Fridge & Freezing
- Heating & Ventilation
- Preparation
- Washing & Drying



Restrictions announced

None of the categories is a huge player when it comes to % of searches captured. The categories considered slightly fluctuated over time, without any significant drop/increase. Share of searches are more equally distributed than in other markets

Top 5 year over year volume searches by category

Cleaning Appliances	Coffee Makers & Kettles	Cooking Appliances	Food Makers	Fridge & Freezing	Heating & Ventilation	Preparation	Washing & Drying
{brand} staubsauger test 2019	kaffeefullautomat angebot des tages	induktionskochfeld test stiftung warentest	eierkocher{brand} stiftung warentest	gefriertruhen	klimaanlage {brand} stiftung warentest	nudelmaschinen stiftung warentest	{brand} waschmaschinen
{brand} hochdruckreiniger	{brand} kaffeemaschine	{brand} mit hohem wirkungsgrad	waffeleisen {brand} stiftung warentest	gefriertruhe	luftbefeuchter stiftung warentest	kitchenaid toaster	waschtrockner stiftung warentest
{brand} staubsauger	kaffeefullautomaten testsieger 2019	spirituskocher	{brand}	gefrierkombination	durchlauferhitzer 220v steckdose	{brand}	{brand} waschmaschinen stiftung warentest
{brand} hochdruckreiniger	{brand} kaffeemaschine	eismaschinen test stiftung warentest	sandwichmaker	{brand} gefrierkombination	split klimaanlage	{brand} stream	waeschetrockner {brand} stiftung warentest
handstaubsauger {brand}	kaffeefullautomaten angebote schnaepchen	campingkocher	waffeleisen	{brand} gefrierkombination test	mobile klimaanlage	{brand} vakuumierer	waschmaschine toplader

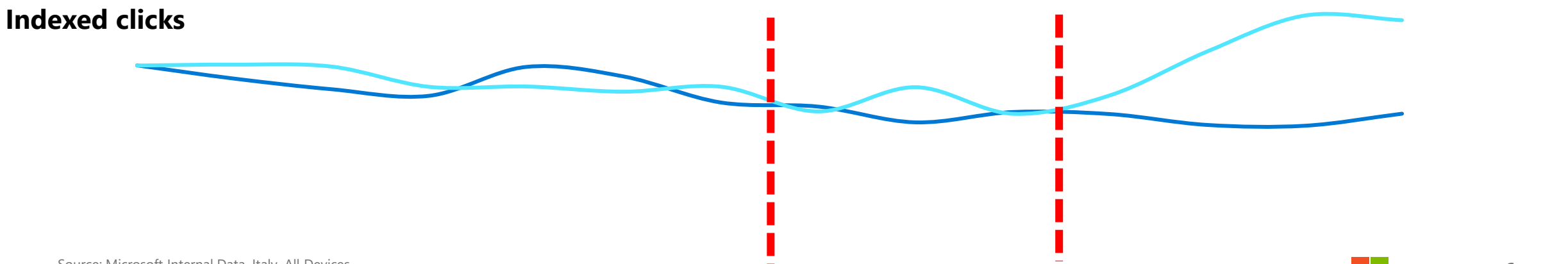
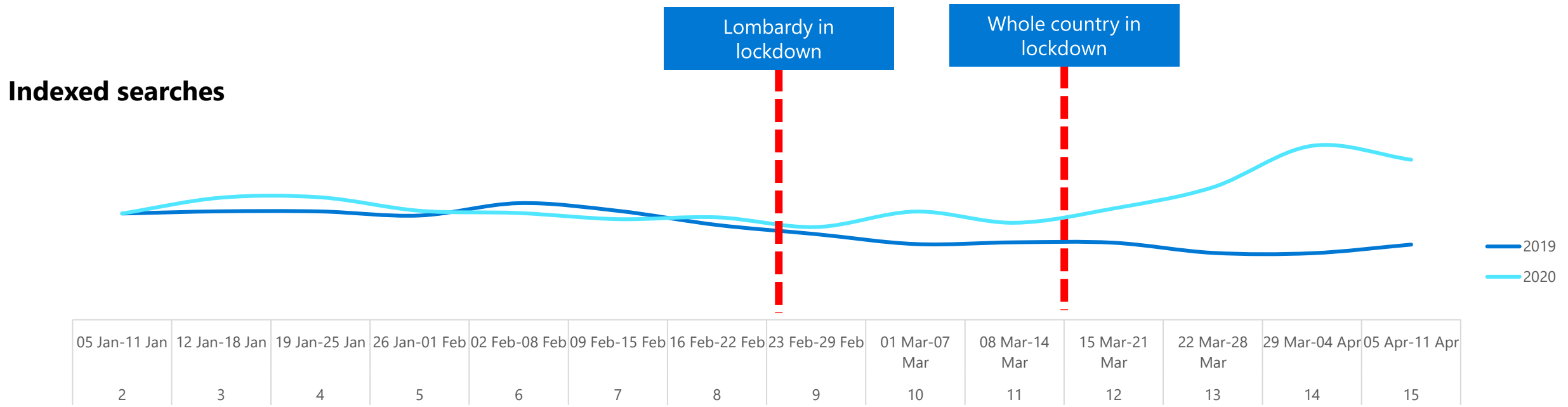
Top 5 % volume searches by category

Cleaning Appliances	Coffee Makers & Kettles	Cooking Appliances	Food Makers	Fridge & Freezing	Heating & Ventilation	Preparation	Washing & Drying
{brand} staubsauger	kaffeefullautomaten	weber grill	{brand}	{brand} gefrierkombination	durchlauferhitzer	{brand}	waschmaschine
{brand} staubsauger	{brand} kaffeefullautomat	mikrowelle	{brand}	Gefriertruhe	ventilator	{brand}	{brand} waschmaschine
staubsauger	kaffeemaschinen	wasserkocher	{brand}	Gefrierkombination	luftbefeuchter	{brand}	waschmaschine {brand}
Hochdruckreiniger	kaffeefullautomaten {brand} 2019	grill	{brand}	liebherr {brand} - gefrierkombination	klimaanlage	{brand} crystal	wäschetrockner
Staubsauger stiftung warentest sehr gut	kaffeemaschine	dunstabzugshauben	waffeleisen	gefriertruhen test stiftung warentest	{brand} eltron durchlauferhitzer	{brand} stream	waschtrockner

Italy

Searches and clicks **grew after the initial lockdown announcement**

searches are slowing slightly but **clicks are stable** showing **strong commercial intent**

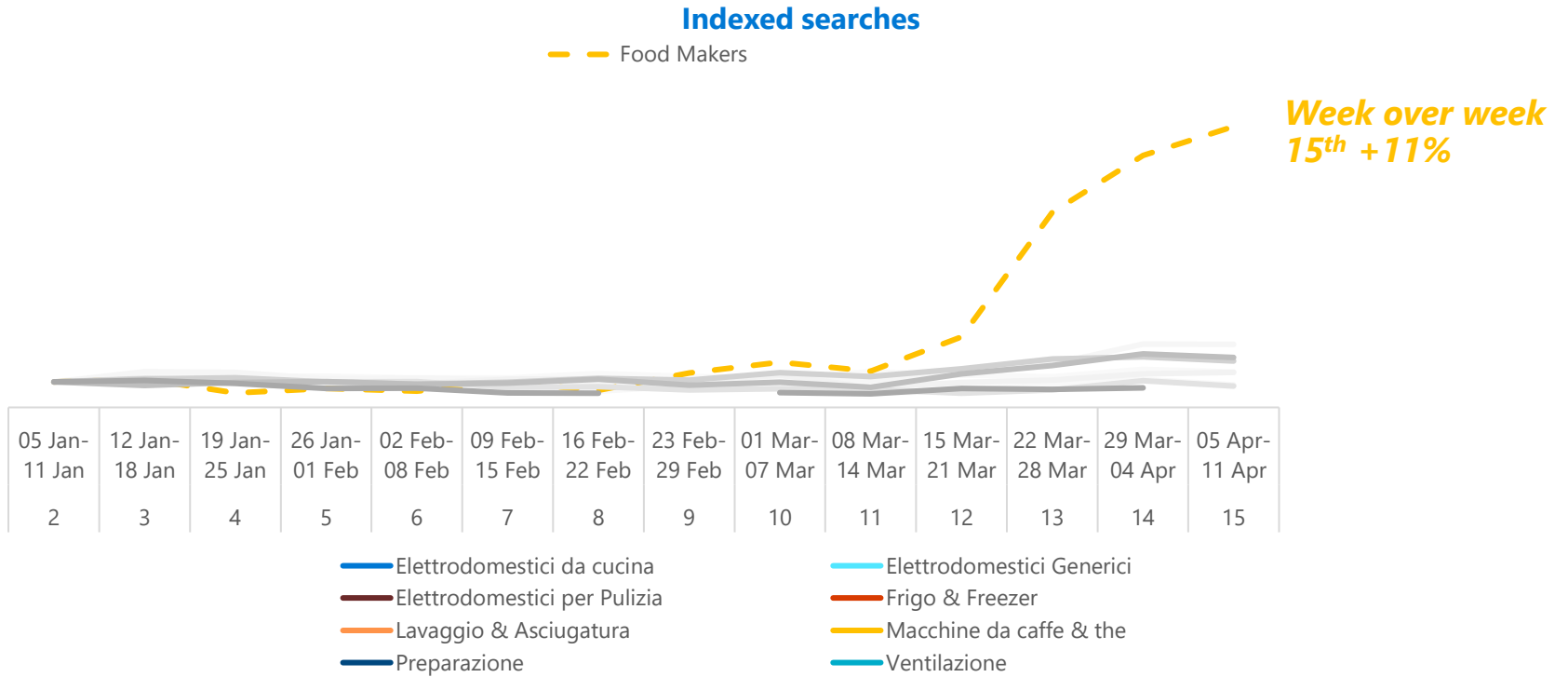


Source: Microsoft Internal Data, Italy, All Devices



Mainly driven by **food makers** and **frigo & freezer**

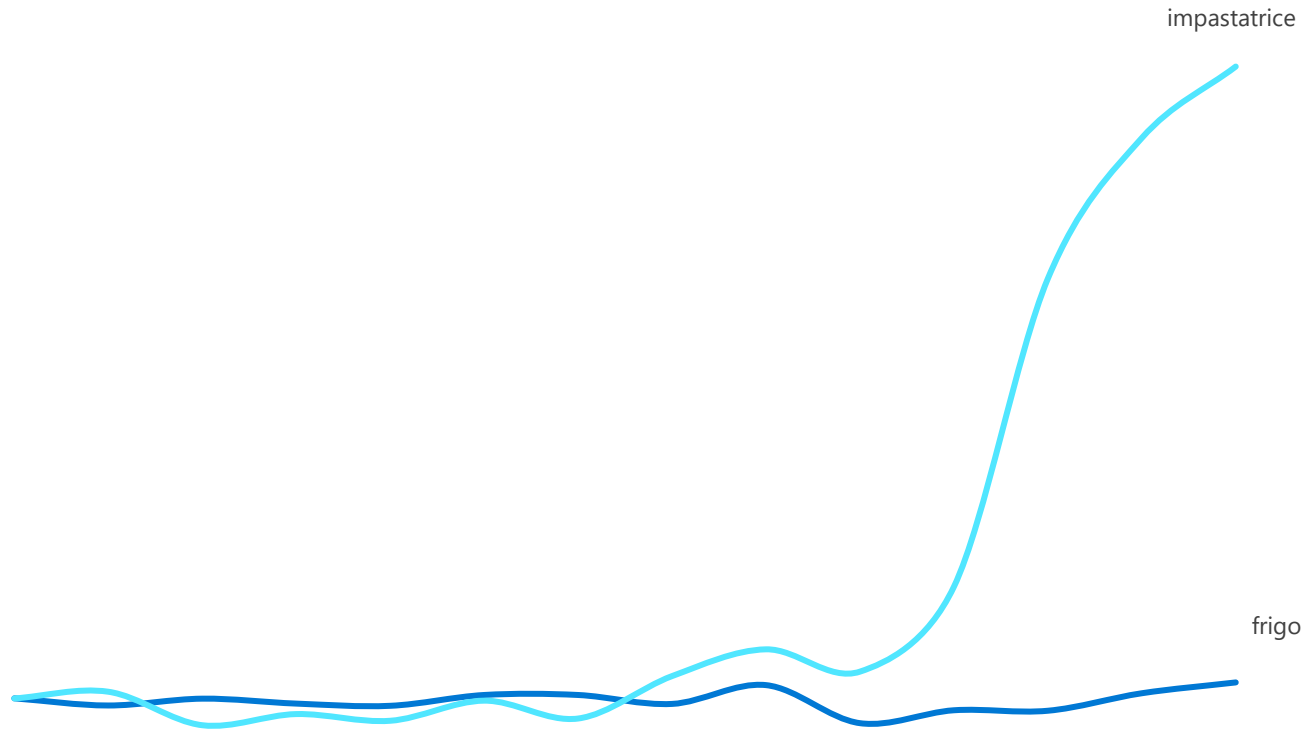
The remaining categories experienced a slow down during the recent weeks but remained stable



Category	Query sample
Elettrodomestici generici	elettrodomestici, elettrodomestici online
Elettrodomestici da cucina	forno, microonde
Ventilazione/ Riscaldamento	condizionatore, deumidificatore
Elettrodomestici per pulizia	aspirapolvere
Food Makers	impastatrice, planetaria
Preparazione	
Macchina da caffè/the	bollitore elettrico
Frigo & Freezer	frigo, congelatore
Lavaggio & Asciugatura	asciugatrice

The recent category growth was **driven by specific products** with considerable uplift for **'frigo'** as per last week

Indexed searches



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Category	Driver	Top Query	Week over week*
Food Makers	impastatrice	impastatrice planetaria in offerta	+18%
Frigo & Freezer	frigo	frigoriferi	+23%
Frigo & Freezer	frigo	frigoriferi in offerta	+34%

Source: Microsoft Internal Data, Italy, All Devices
*Considering Week 14th and 15th

Several queries seeing **weekly click growth**

with cost per click (**CPCs**) **dropping** significantly in some cases due to lack of competition



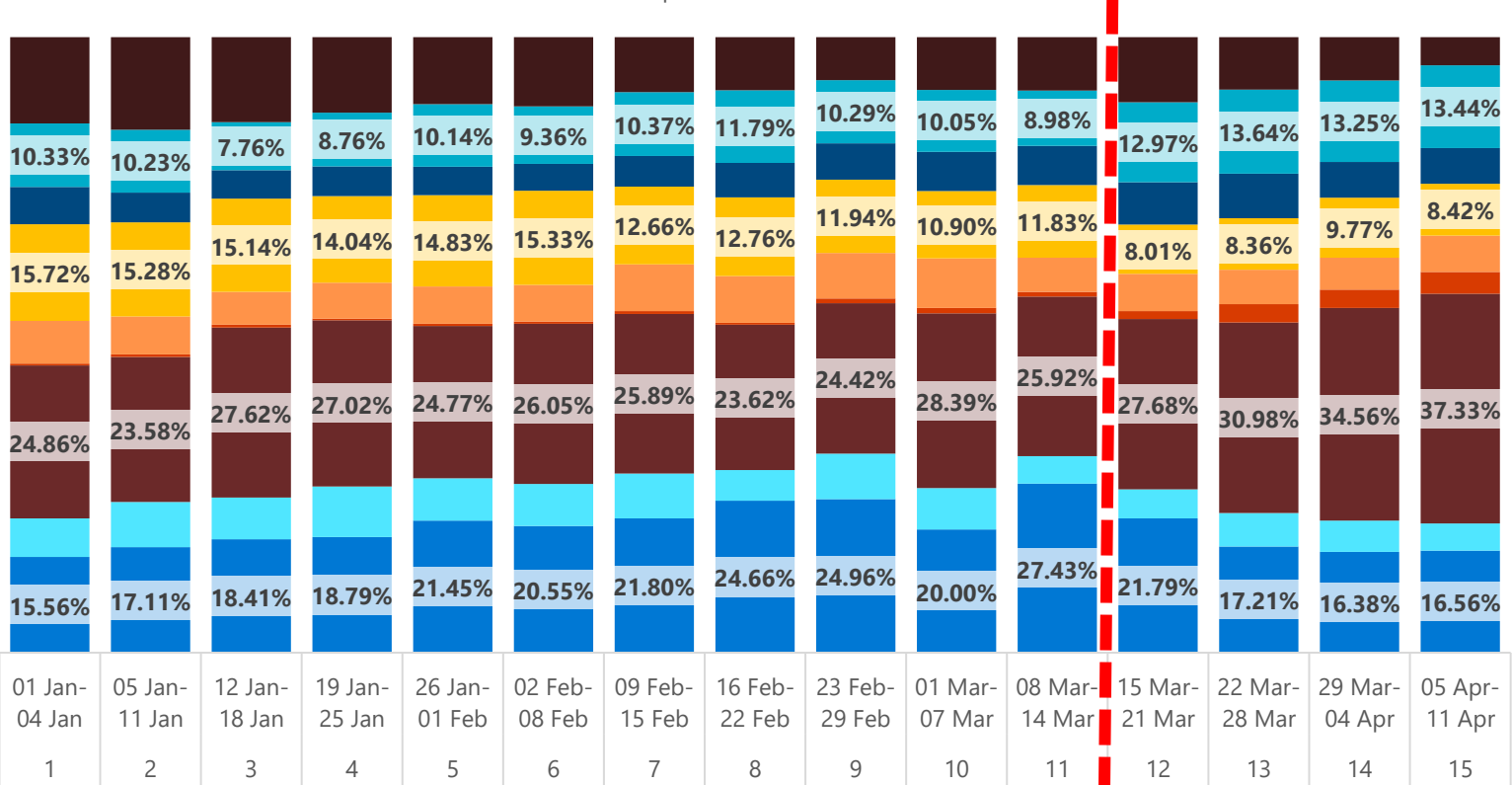
Category	Query	WoW CTR	WoW CPC
Lavaggio & Asciugatura	lavatrice lg	158.24%	-18.01%
Frigo & Freezer	frigo	137.07%	-29.52%
Lavaggio & Asciugatura	condensatore	119.46%	-6.98%
Ventilazione/Riscaldamento	caldaia	94.55%	-58.41%
Elettrodomestici da cucina	pentola a pressione	92.39%	-25.73%
Elettrodomestici da cucina	sacchi elettroforiture	91.20%	-2.29%
Elettrodomestici per Pulizia	dyson v11 absolute pro	87.50%	-10.75%
Ventilazione/Riscaldamento	termostato ambiente	70.37%	-50.42%
Elettrodomestici per Pulizia	aspirapolvere senza filo	66.52%	-34.63%
Lavaggio & Asciugatura	lavatrice carica dall alto	66.32%	-31.42%
Elettrodomestici per Pulizia	dyson pure cool	53.77%	-8.85%
Elettrodomestici da cucina	forno pizza	52.58%	-13.01%
Elettrodomestici da cucina	forni a legna	45.71%	-63.97%
Elettrodomestici da cucina	forni	45.39%	-3.60%
Elettrodomestici da cucina	forno microonde	39.85%	-10.15%
Elettrodomestici per Pulizia	aspirapolvere folletto	36.17%	-42.83%
Elettrodomestici per Pulizia	dyson	28.58%	-2.59%
Elettrodomestici per Pulizia	idropulitrice prezzi e offerte	23.70%	-35.92%
Lavaggio & Asciugatura	lavatrici offerte	21.87%	-39.57%
Frigo & Freezer	frigorifero	21.78%	-4.53%
Food Makers	impastatrice planetaria	17.20%	-2.40%

Source: Microsoft Internal Data, Italy, All Devices
*Considering Week 14 and 15

Consumer search focus has shifted significantly since lockdown

Total searches split by the different categories

- Elettrodomestici da cucina
- Elettrodomestici Generici
- Elettrodomestici per Pulizia
- Food Makers
- Frigo & Freezer
- Lavaggio & Asciugatura
- Macchine da caffè & the
- Preparazione
- Ventilazione



Whole country in lockdown



With searchers confined indoors we are seeing a constant growth in the share of volume related to 'elettrodomestici per la pulizia', since the start of the lockdown.

Source: Microsoft Internal Data, Italy, All Devices



Top 5 year over year volume searches by category

Elettrodomestici Generici	Elettrodom. pulizia	Macchina caffè'/the'	Elettrodom. da cucina	Food Makers	Frigo & Freezer	Ventilazione Riscaldamento	Preparazione	Lavaggio e asciugatura
negozi elettrodomestici	{brand}	caffettiera napoletana	forno pizza	impastatrice {brand}	congelatore a pozzetto in offerta	condizionatore portatile	{brand}	Lavatrice {brand}
elettrodomestici online	{brand}	{brand}	forno {brand}	impastatrice {brand} in offerta	congelatore a cassette	caldaia a pellet	{brand}	lavasciuga {brand}
{brand} elettrodomestici	{brand}	{brand}	forno {brand}	impastatrice	frigorifero da incasso	umidificatore	frullatore ad immersione	lavatrice {brand}
elettrodomestici	aspirapolvere senza fili	bollitore elettrico	forno a legna	impastatrice 10 kg	congelatore	caldaia	{brand}	lavatrici {brand}
{brand} elettrodomestici	{brand}	montalatte elettrico	forno elettrico	impastatrice {brand}	frigorifero samsung	condizionatore	frullatore	{brand} lavatrici

Top 5 volume searches by category

Elettrodomestici Generici	Elettrodom. pulizia	Macchina caffè'/the'	Elettrodom. da cucina	Food Makers	Frigo & Freezer	Ventilazione Riscaldamento	Preparazione	Lavaggio e asciugatura
{brand} elettrodomestici	{brand}	{brand}	friggitrici ad aria	impastatrice	frigoriferi in offerta	caldaia	{brand}	lavatrice
{brand} elettrodomestici	aspirapolvere	{brand}	microonde	impastatrice {brand}	frigorifero	caldaia a condensazione	{brand}	lavatrici in offerta
elettrodomestici	{brand}	bollitore elettrico	forno	Impastatrice {brand} in offerta	frigoriferi	caldaia a condensazione prezzi	{brand}	condensatore
{brand} elettrodomestici	idropulitrice	{brand}	forno elettrico da incasso	impastatrice {brand}	frigoriferi da incasso	scaldabagno elettrico	frullatore	asciugatrice
{brand} elettrodomestici	{brand} aspirapolvere	caffettiera napoletana	forno microonde	impastatrice {brand}	frigo	deumidificatore	{brand} elettrodomestico prezzo	lavatrici

Key Takeaways Italy

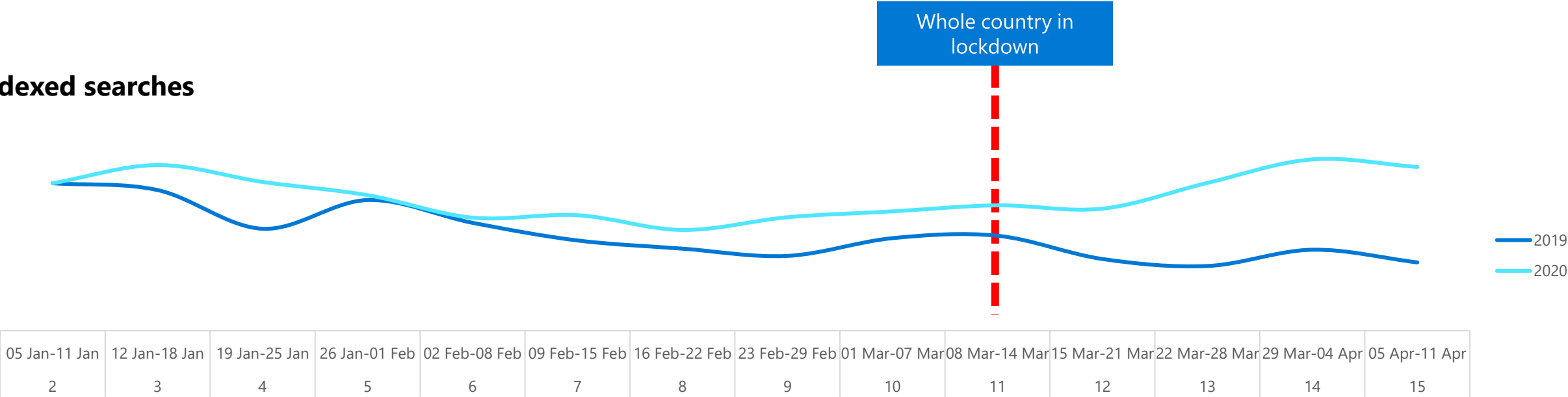
1. In IT, the hypothesis proved partially correct with some categories increasing immediately after the lockdown and other experiencing a more gradual growth.
2. With people confined to indoors we are seeing a spike in searches for kitchen products, mainly led by “food makers”. The explanation lies with the rising need to prepare food indoors either for leisure purpose or necessity. Another increase we are seeing is in the “frigo & freezer (fridge/freezing)” category, presumable as people intend to stock up on frozen foods to minimise necessary shopping trips.
3. With the increase in commercial searches and clicks we are seeing reduced CPCs presenting an additional opportunity to drive more conversions by reaching mainline position 1 for the same advertising spend.

Spain

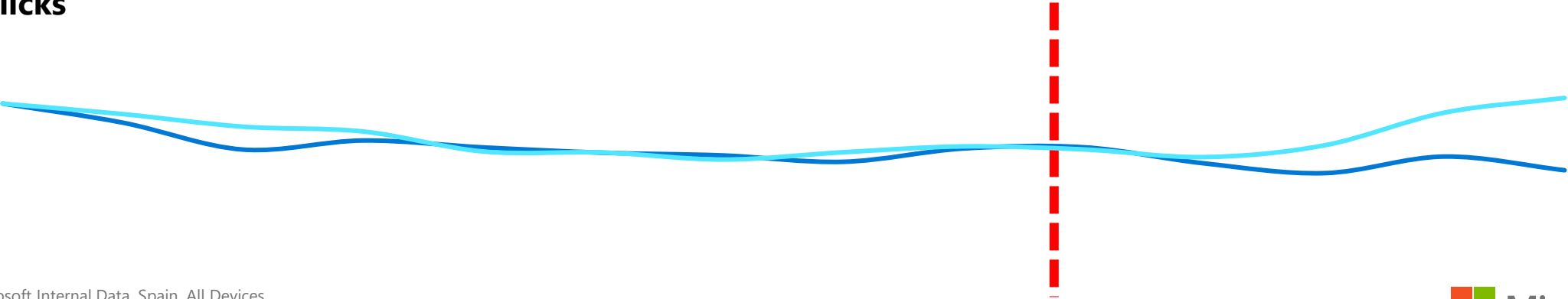
Searches recorded an uplift **few weeks after the lockdown**

clicks were remaining stable but suddenly jumped quite after the lockdown

Indexed searches



Indexed clicks



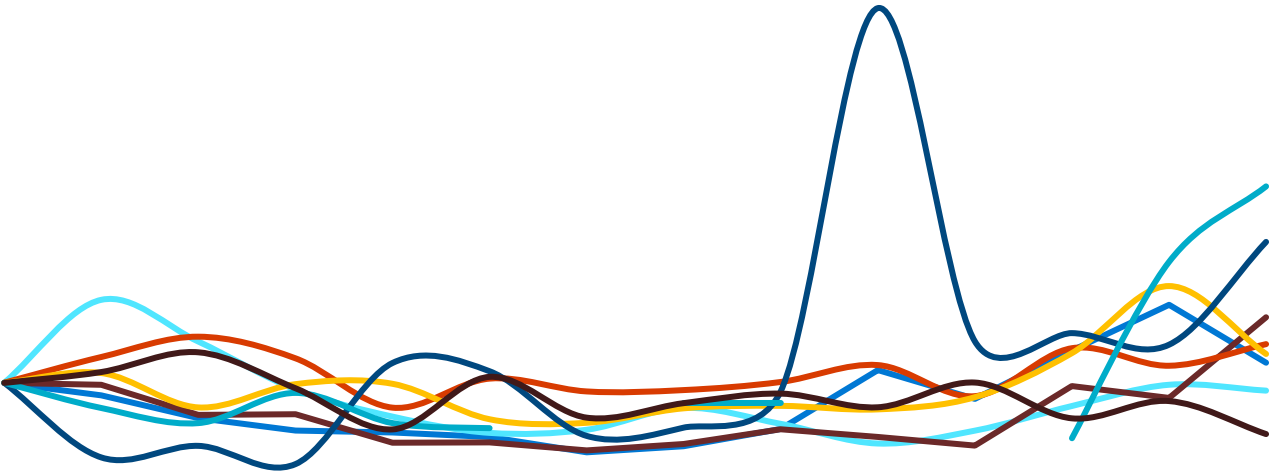
Source: Microsoft Internal Data, Spain, All Devices



Mainly driven by **electrodomestico de limpieza, nevera/congelador, as well as preparacion**

Indexed searches

- Cafeteras y teteras
- Electrodomésticos de cocina
- Electrodomésticos de limpieza
- Electrodomésticos Genéricos
- Lavado y secado
- Nevera y congelador
- preparación
- Ventilación



Week over week (Wow) 15th +28%

Wow 15th +59%

Wow 15th +61%

05 Jan-11 Jan	12 Jan-18 Jan	19 Jan-25 Jan	26 Jan-01 Feb	02 Feb-08 Feb	09 Feb-15 Feb	16 Feb-22 Feb	23 Feb-29 Feb	01 Mar-07 Mar	08 Mar-14 Mar	15 Mar-21 Mar	22 Mar-28 Mar	29 Mar-04 Apr	05 Apr-11 Apr
2	3	4	5	6	7	8	9	10	11	12	13	14	15

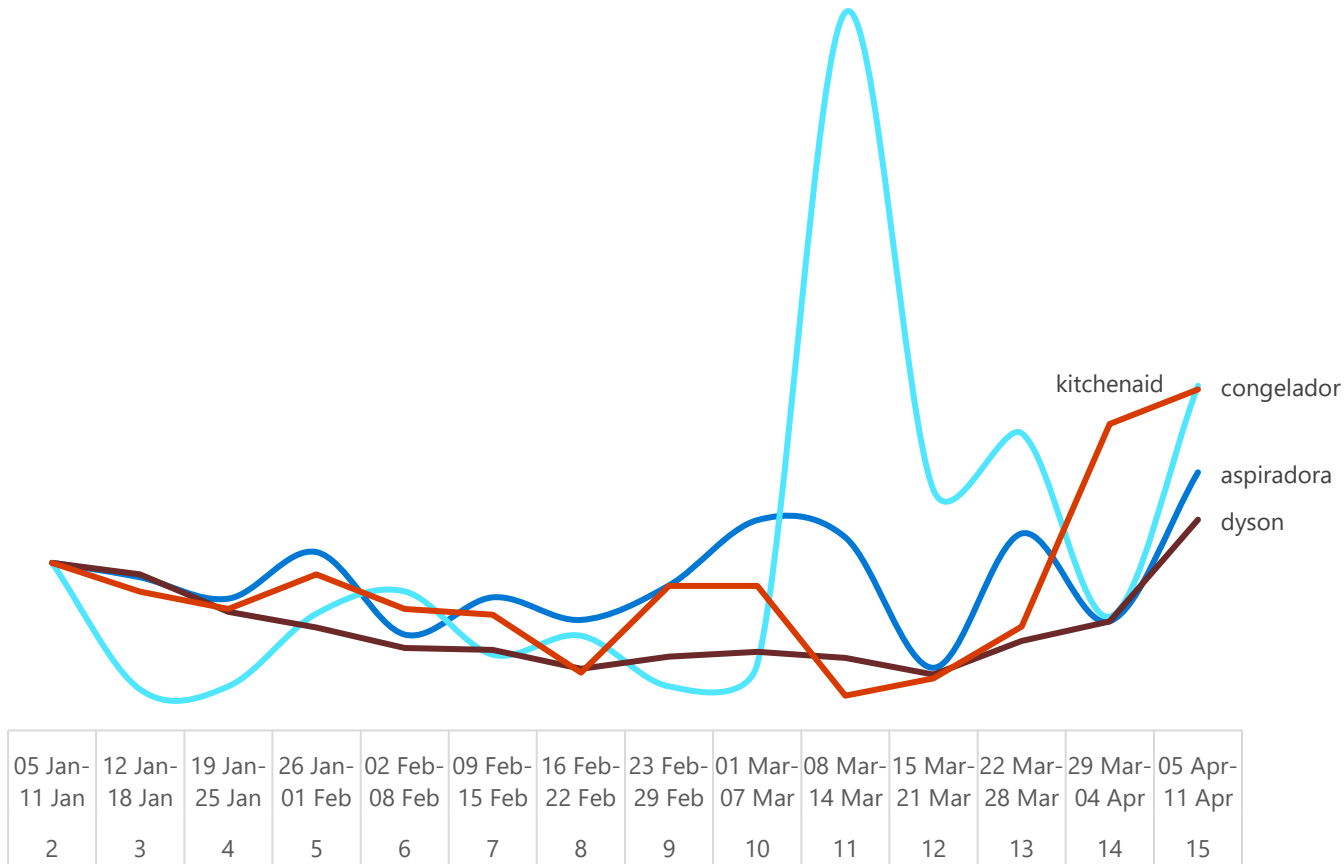
Category	Query sample
Electrodomesticos Genericos	electrodomesticos, electrodomesticos baratos
Electrodomesticos de cocina	microondas, horno
Ventilacion Calefaccion	caldera, aire acondicionado sin tubos
Electrodomesticos de limpieza	plancha
Food Makers	yogurtera
Preparacion	marca
Cafeteras y teteras	cafetera, cafetera
Nevera y congelador	neveras, congelador vertical
Lavado y secado	lavadoras, secadora

Source: Microsoft Internal Data, Spain, All Devices



The recent growth was **driven by specific products** with considerable uplift for **a branded product as per last week**

Indexed searches



Category	Driver	Top Query	Week over week*
Nevera y congelador	congelador	congeladores verticales	+35%
Electrodomestico de limpieza	marca	aspiradoras	+808%
Electrodomestico de limpieza	aspiradora	aspiradora	+58%
Preparación	marca	marca	+11%

Source: Microsoft Internal Data, Spain, All Devices
*Considering Week 14th and 15th

Several queries seeing **weekly click growth**

with cost per click (**CPCs**) **dropping** significantly in some cases due to lack of competition



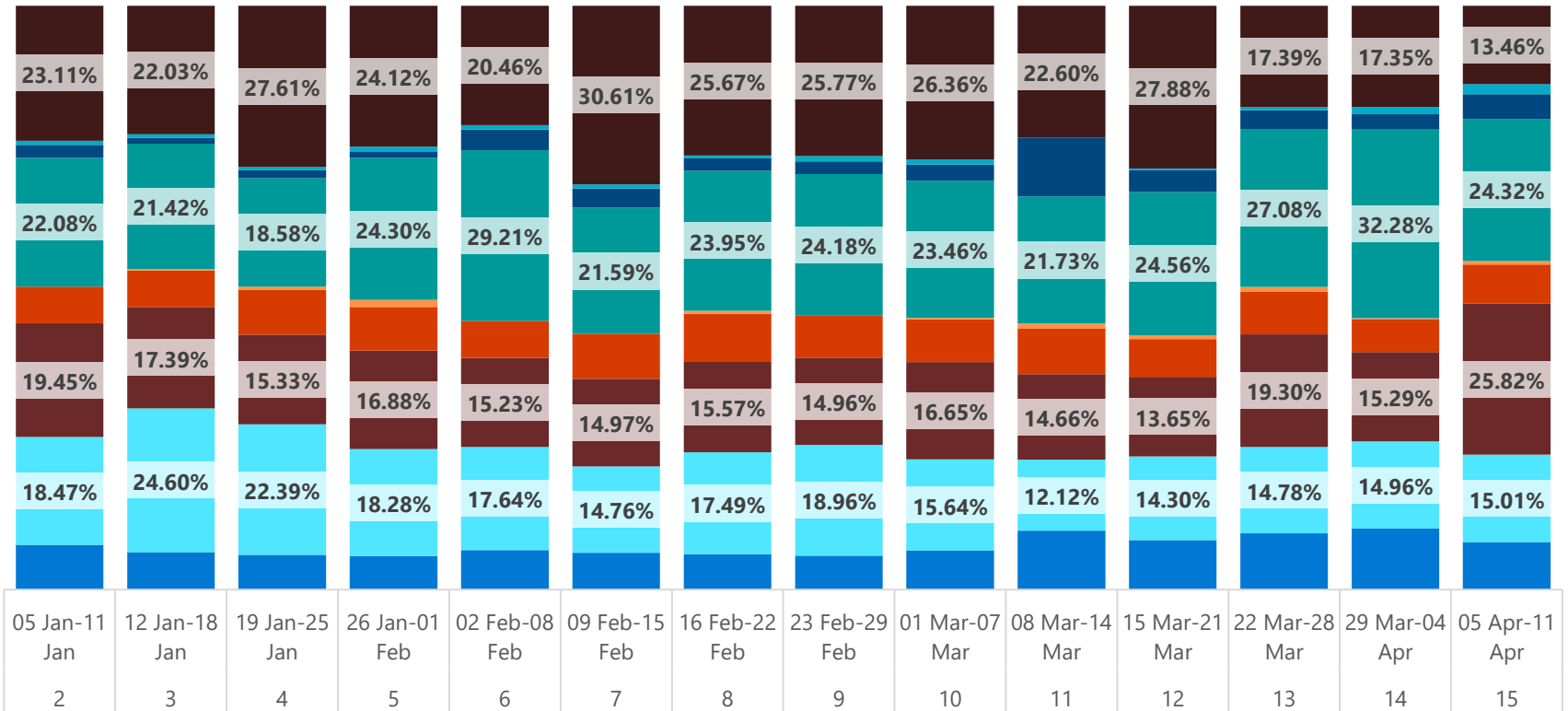
Category	Query	WoW CTR	WoW CPC
Cafeteras y teteras	mejores cafeteras express domesticas	320.00%	-13.27%
Electrodomésticos de cocina	estufa	221.43%	-93.20%
Electrodomésticos de limpieza	aspiradora	164.35%	-62.41%
Nevera y congelador	congelador	159.30%	-6.61%
Electrodomésticos de cocina	hornos electricos	77.90%	-27.42%
Electrodomésticos Genéricos	electrodomesticos	60.78%	-7.94%
Lavado y secado	comprar lavadora	56.92%	-41.36%
Ventilación/Calefaccion	humidificadores	43.48%	-0.27%
Electrodomésticos de cocina	hornos	32.19%	-9.62%
Electrodomésticos de limpieza	aspiradoras sin cable	30.23%	-25.75%
Electrodomésticos de cocina	freidora sin aceite	27.76%	-24.04%
Lavado y secado	secador de pelo	25.25%	-68.12%
Electrodomésticos de limpieza	{brand}	24.86%	-49.51%
Electrodomésticos de limpieza	{brand}	15.91%	-27.50%
Electrodomésticos de cocina	microonda	11.25%	-61.42%
Cafeteras y teteras	cafetera	7.17%	-29.84%
Electrodomésticos de limpieza	Aspiradoras {brand}	5.05%	-18.68%
Cafeteras y teteras	cafetera {brand}	0.90%	-25.10%

Source: Microsoft Internal Data, Spain, All Devices
*Considering Week 14 and 15

Distribution of searches has remained **fairly distributed** across the categories since the lockdown

Total searches split by the different categories

- Cafeteras y teteras
- Electrodomésticos de cocina
- Electrodomésticos de limpieza
- Electrodomésticos Genéricos
- Food Makers
- Lavado y secado
- Nevera y congelador
- preparación
- Ventilación



The distribution of the searches remained stable over time without significant increment/decrement after the lockdown.

Whole country in lockdown



Source: Microsoft Internal Data, Spain, All Devices

Top 5 year over year volume searches by category

Electrodomesticos Genericos	Electrodom. de limpieza	Cafeteras y teteras	Electrodom. de cocina	Nevera y congelador	Ventilacion Calefaccion	Preparacion	Lavado y secado
tiendas de electrodomesticos	aspiradora {brand}	cafeteras {brand}	hornos electricos	{brand} congelador	purificador de aire	{brand}	comprar lavadora
electrodomesticos online	aspiradora sin cable	cafeteras	hornos {brand}	congelador vertical	caldera		secadoras
electrodomesticos	planchas	cafetera express	horno de lena	neveras pequeñas	sistema aire acondicionado		secadora
electrodomesticos baratos	aspiradora	cafetera	microondas carrefour	congeladores verticales	ventilador		lavadoras {brand}
electrodomesticos {brand}	plancha	cafetera {brand}	tostadora	refrigerador	calderas de condensacion		lavadoras {brand}

Top 5 volume searches by category

Electrodomesticos Genericos	Electrodom. de limpieza	Cafeteras y teteras	Electrodom. de cocina	Nevera y congelador	Ventilacion Calefaccion	Preparacion	Lavado y secado
electrodomesticos	{brand}	cafetera	microondas	neveras	aire acondicionado sin tubos	kitchenaid	lavadora
electrodomesticos baratos	plancha	cafeteras {brand}	horno	congelador	aire acondicionado	nutribullet	lavadoras
electrodomesticos online	aspiradora sin cable	precio de cafeteras de capsulas	hornos electricos	congeladores verticales	ventilador		lavadoras baratas
electrodomesticos {brand}	{brand} aspiradoras	cafetera {brand}	hornos	neveras pequeñas	caldera		lavadoras {brand}
tiendas de electrodomesticos	aspiradoras	cafetera {brand}	microondas	congelador vertical	aire acondicionado portatil		lavadora secadora

Hypothesis, test, conclusions

- In Spain, the hypothesis proved partially correct. Indeed, overall searches/clicks uplift has been emphasized by the lockdown. In addition, most of the categories recorded a gradual and smooth growth.
- With people confined to indoors we are seeing a spike in searches for cleaning products, mainly led by branded products. Another increase we are seeing is in the “nevera y congelador” (fridge & freezing) category, presumable as people intend to stock up on frozen foods to minimise necessary shopping trips
- With the increase in commercial searches and clicks we are seeing reduced CPCs presenting an additional opportunity to drive more conversions across different categories

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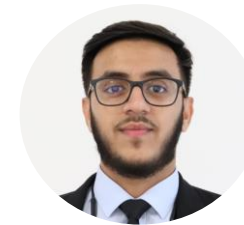
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