COVID-19 Fitness trends (U.S.)
This analysis compares “pre” vs. “post” timeframes*
(determined by the COVID-19 national emergency declaration date)
Query trends are pointing toward general workout and on demand categories.

Categories centered around Home Workout ideas and Fitness Equipment & Accessories are seeing strong lifts.

Fitness searches are up 100% to forecast and 70% year over year (YoY) during the post timeframe.

Take advantage of queries and products centered around workouts that can be done at home.

Focus your effort on these categories, especially in Shopping Campaigns which have seen growth in traffic.
Fitness searches are trending up
YoY search trends with pre-coronavirus forecast

Fitness searches
+100%

to forecast, post timeframe

+70%

YoY, post timeframe
(-13% during baseline)

Source: Microsoft Advertising Internal Data, Jan – Mar, 2019 vs. 2020
The Fitness sub-vertical is seeing strong growth in the post timeframe

Pre vs. post timeframe searches and clicks

YoY searches, pre vs. post timeframe

YoY clicks, pre vs. post timeframe

Source: Microsoft Advertising Internal Data, Jan – Mar 2019 vs. 2020
Fitness clicks have shifted toward Shopping Campaigns and mobile devices

Share of clicks, pre vs. post timeframe

Click share by ad type
- Pre: 54% Audience, 62% Shopping, 5% Text
- Post: 33% Audience, 45% Shopping, 5% Text

Click share by device
- Pre: 54% Mobile, 35% PC, 7% Tablet
- Post: 60% Mobile, 35% PC, 4% Tablet

Brand vs. non-brand clicks
- Pre: 97% Non-Brand, 3% Brand
- Post: 97% Non-Brand, 3% Brand

Source: Microsoft Advertising Internal Data, Jan – Mar 2020
On-demand queries are growing

Top 20 Fitness queries categorized into groups; trended by day