



MICROSOFT ADVERTISING

# COVID-19 Food & Grocery trends (U.S.)

Microsoft Advertising. Intelligent connections.



# This analysis compares “pre” vs. “post” timeframes\*

(determined by the COVID-19 national emergency declaration date)

\*





Food & Grocery searches are up 57% to forecast and 46% year over year (YoY) during the post timeframe

*CPCs have also dropped from -3% YoY pre to -39% YoY post emergency declaration*



Categories centered around Online Grocery & Grocery Delivery and Household Goods are peaking as people look to stock up

*Focus your effort on these categories if you have the product or service to meet consumer needs*

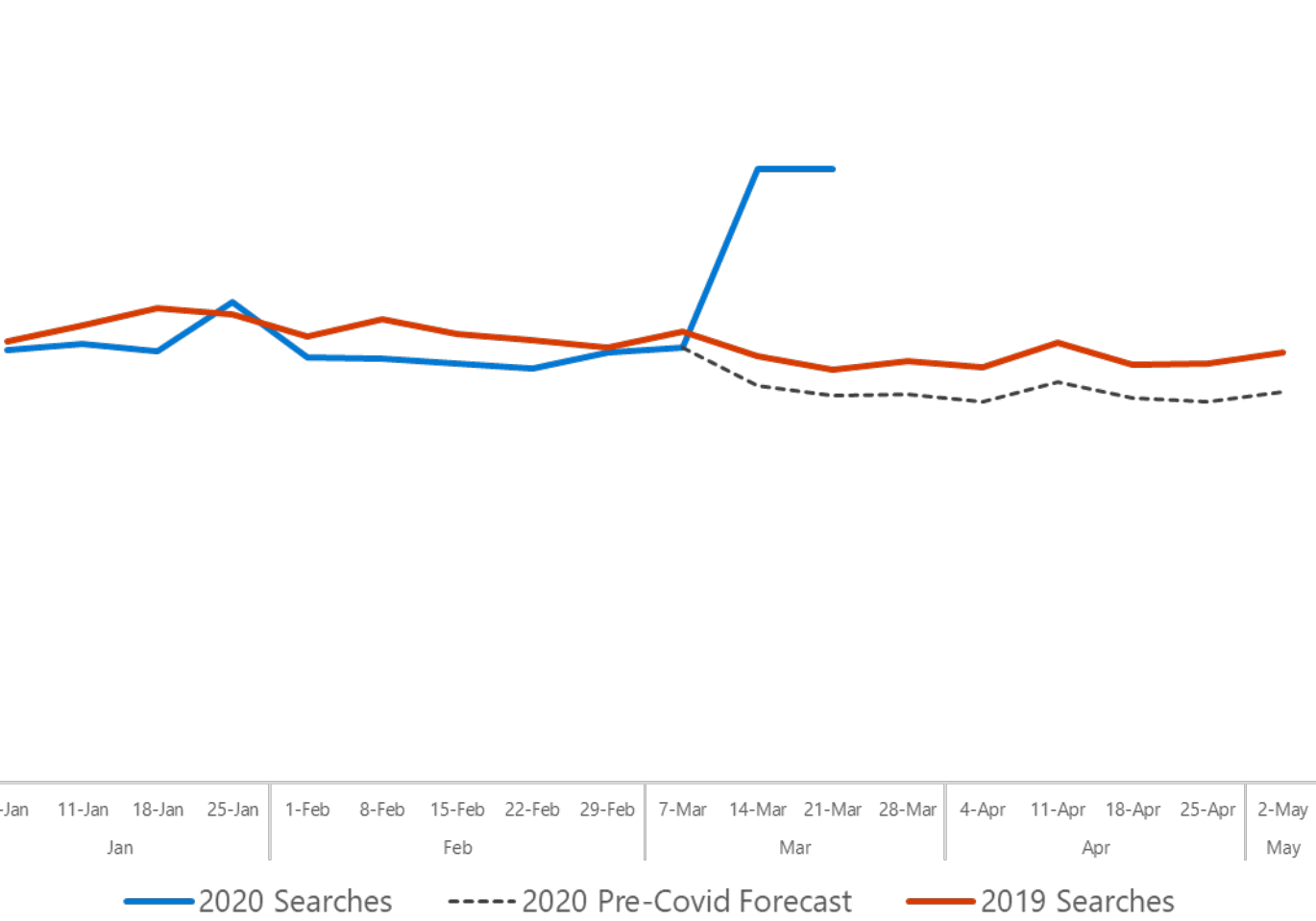


Query trends are pointing toward a decrease in Goods demand after the initial shopping rush, and an increase in Grocery Delivery demand

*Take advantage of queries where you have services to provide*

# Food & Grocery searches are trending up

YoY search trends with pre-coronavirus forecast



Food & Grocery searches

**+57%**

to forecast, post timeframe

**+46%**

YoY, post timeframe

(-4% during baseline)

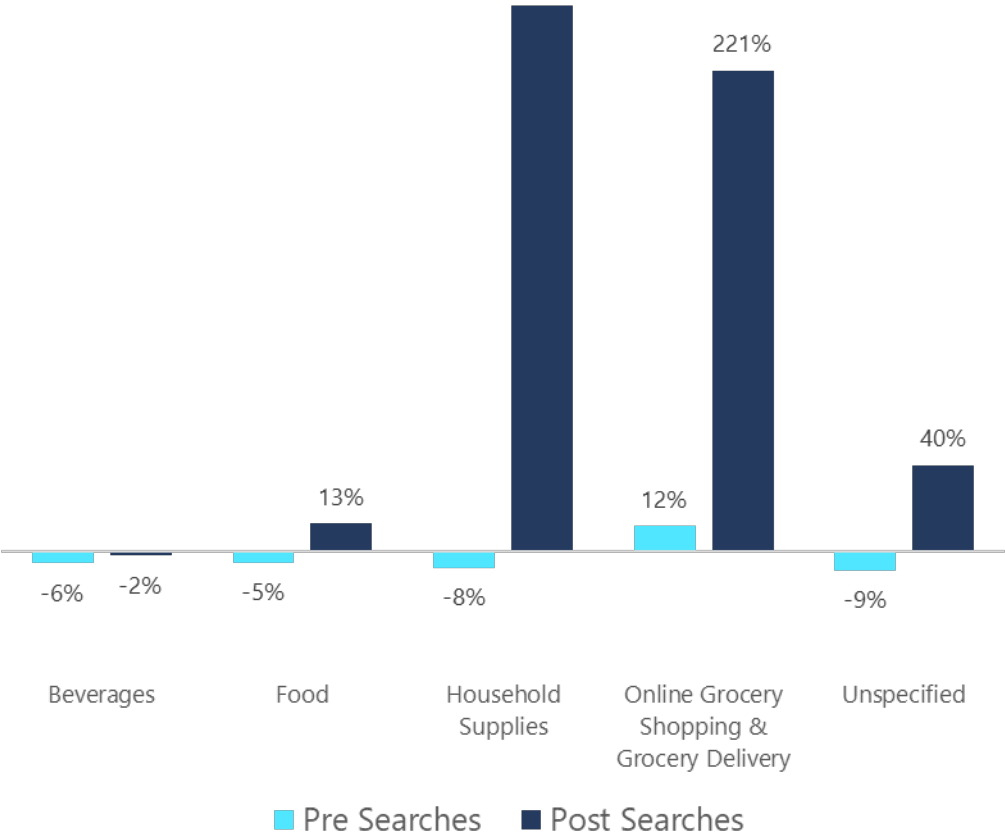
Source: Microsoft Advertising Internal Data, Jan – Mar, 2019 vs. 2020



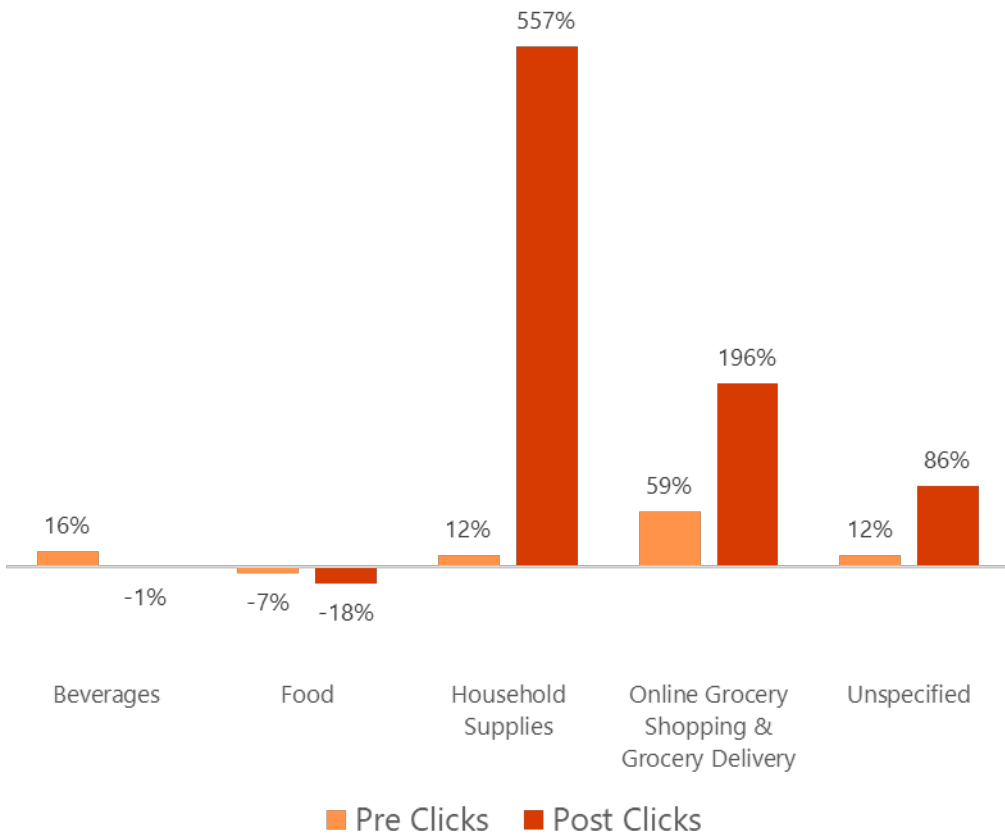
# People are stocking up, buying Goods & Groceries

Searches and clicks, pre vs. post timeframe

YoY Searches Pre v. Post



YoY Clicks Pre v. Post

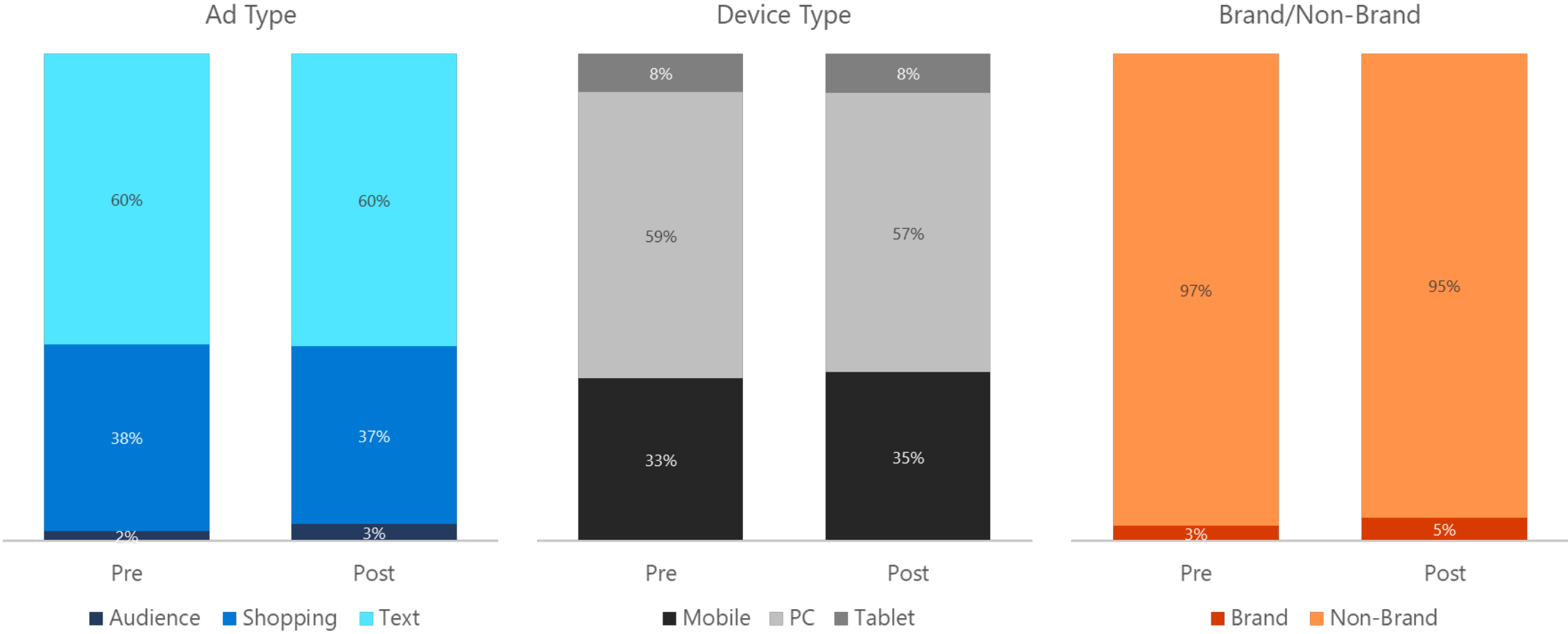


Source: Microsoft Advertising Internal Data, Jan – Mar 2019 vs. 2020



# Food & Grocery clicks have not changed much

Share of clicks, pre vs. post timeframe



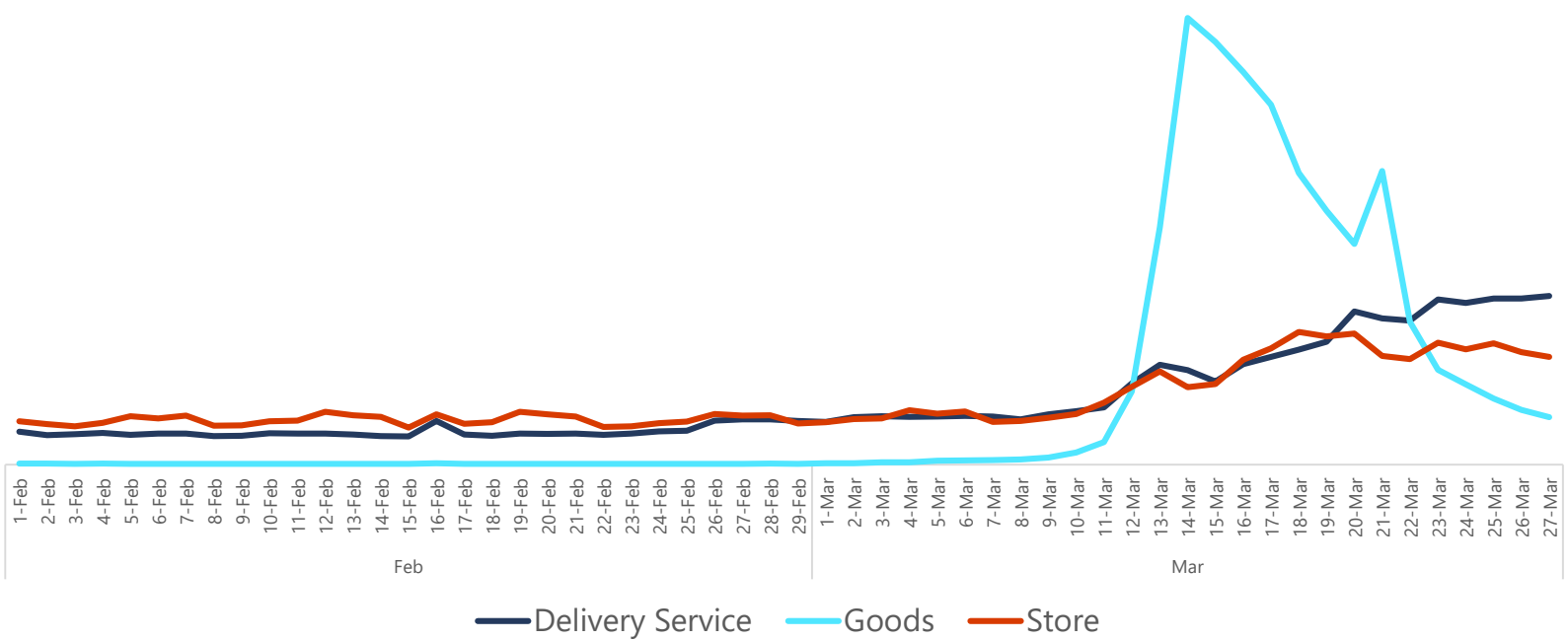
Source: Microsoft Advertising Internal Data, Jan – Mar 2020



# Store & Delivery queries are growing

Top Food & Grocery queries categorized; trended by day

Indexed searches by day



Goods demand is decreasing after the initial shopping rush

Grocery Delivery Services continue to grow in demand

Source: Microsoft Advertising Internal Data, Feb – Mar 2020





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