Microsoft Advertising. Intelligent connections.

COVID-19 Food & Grocery trends (U.S.)
This analysis compares “pre” vs. “post” timeframes* (determined by the COVID-19 national emergency declaration date)
Query trends are pointing toward a decrease in Goods demand after the initial shopping rush, and an increase in Grocery Delivery demand. Categories centered around Online Grocery & Grocery Delivery and Household Goods are peaking as people look to stock up. 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. Focus your effort on these categories if you have the product or service to meet consumer needs. 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

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