



MICROSOFT ADVERTISING

Food & Grocery trends (U.S.)

Microsoft Advertising. Intelligent connections.



Analysis compares pre vs. post timeframes

Determined by the COVID-19 National Emergency Declaration date

"Pre" timeframe

"Post" timeframe

4-Jan 11-Jan 18-Jan 25-Jan 1-Feb 8-Feb 15-Feb 22-Feb 29-Feb 7-Mar 14-Mar 21-Mar 28-Mar 4-Apr 11-Apr 18-Apr 25-Apr 2-May



Food & Grocery searches are up 64% to forecast and 52% year over year (YoY) during post timeframe

Costs per click (CPCs) have also dropped from -3% YoY pre to -30% YoY post emergency declaration



Categories centered around online grocery and 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 the need

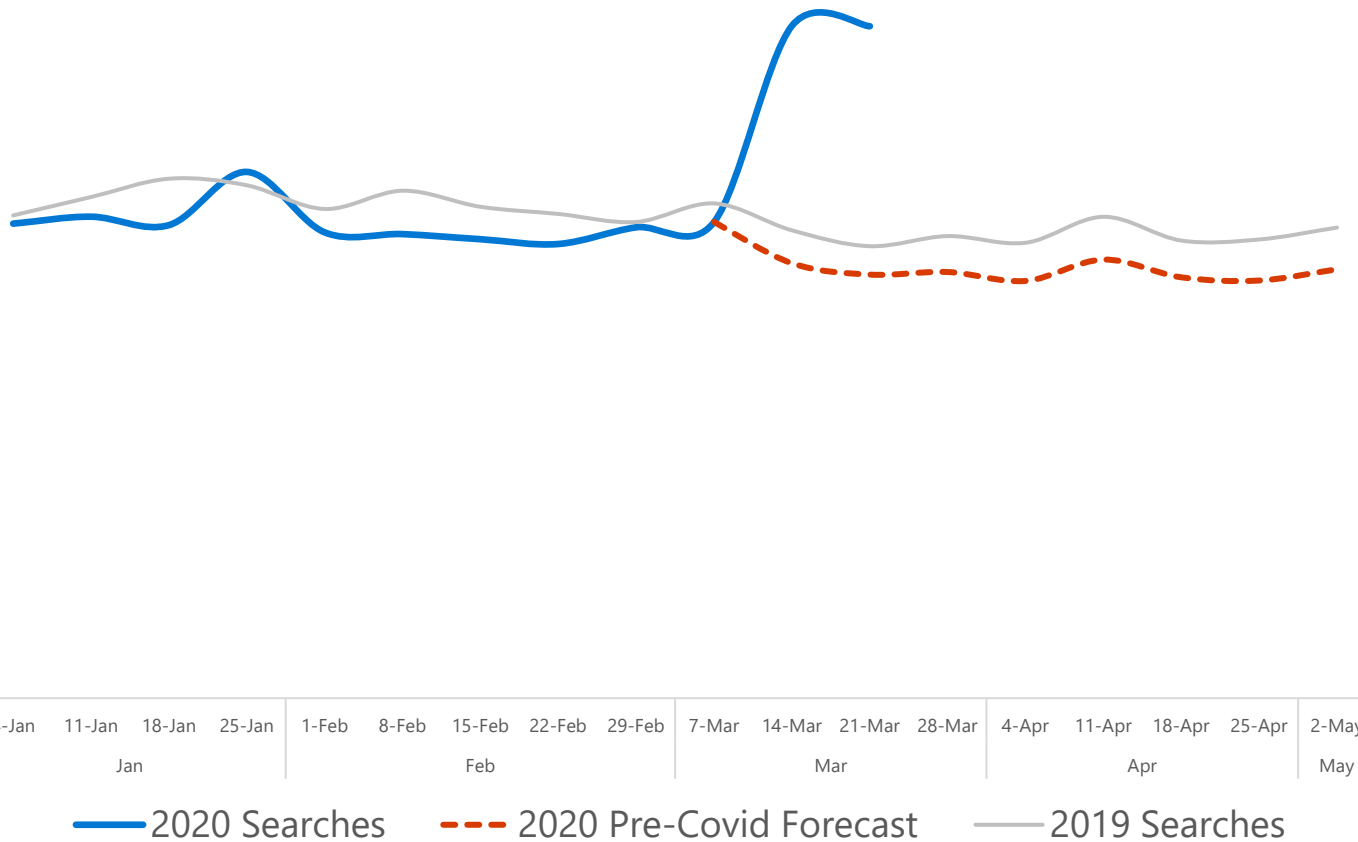


Query trends are pointing towards a decrease in goods demand after initial rush and an increase in grocery delivery demand

Take advantage of queries where you have services to provide. Pay attention to news who can drive demand on other goods.

Trend continues to stay high

Search trends YoY with pre-COVID-19 forecast



Food & Grocery searches

+64%

to forecast post

+52%

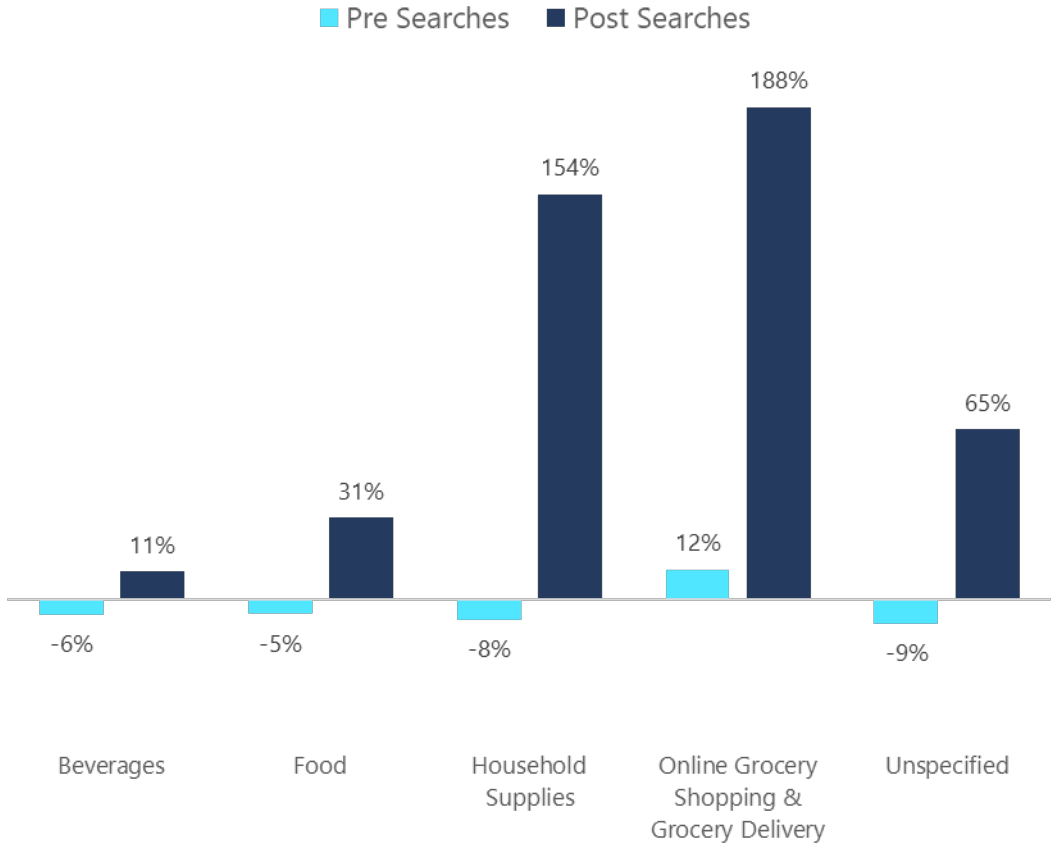
to 2019 post

(-4% during baseline)

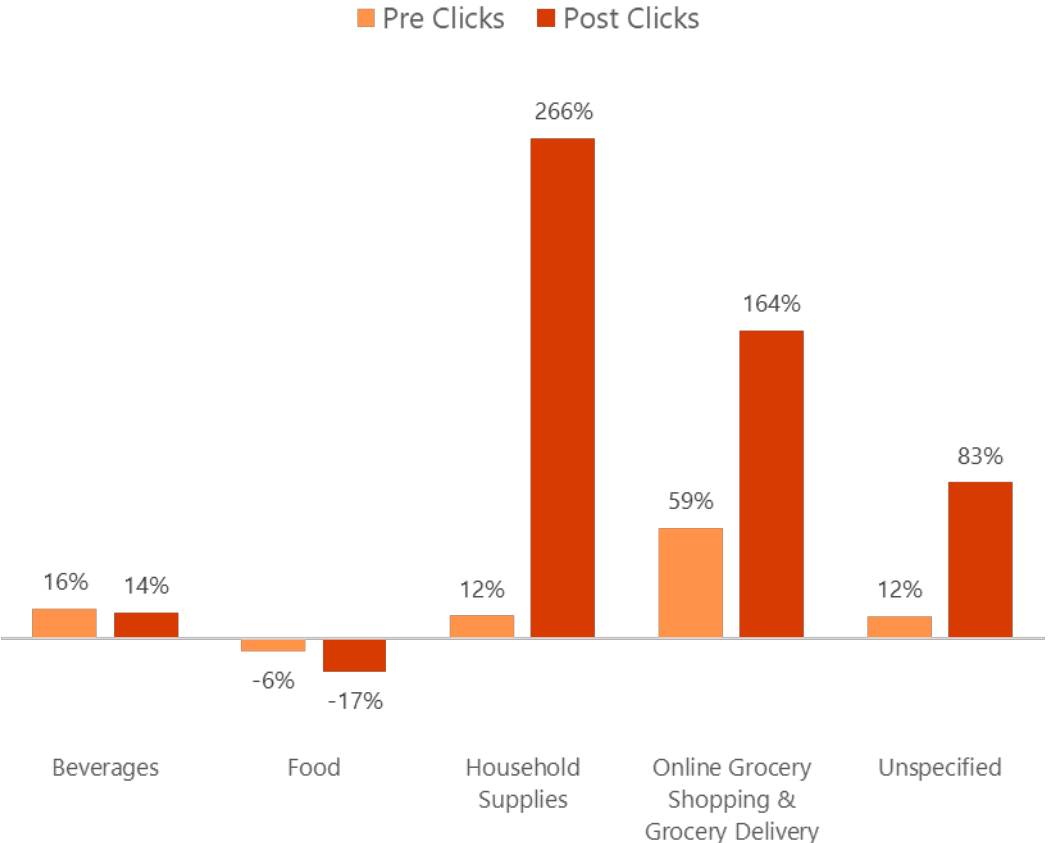
Goods and groceries continue to trend high in searches & clicks

Pre vs. post searches and clicks

Searches Year over Year Pre v. Post



Clicks Year over Year Pre v. Post

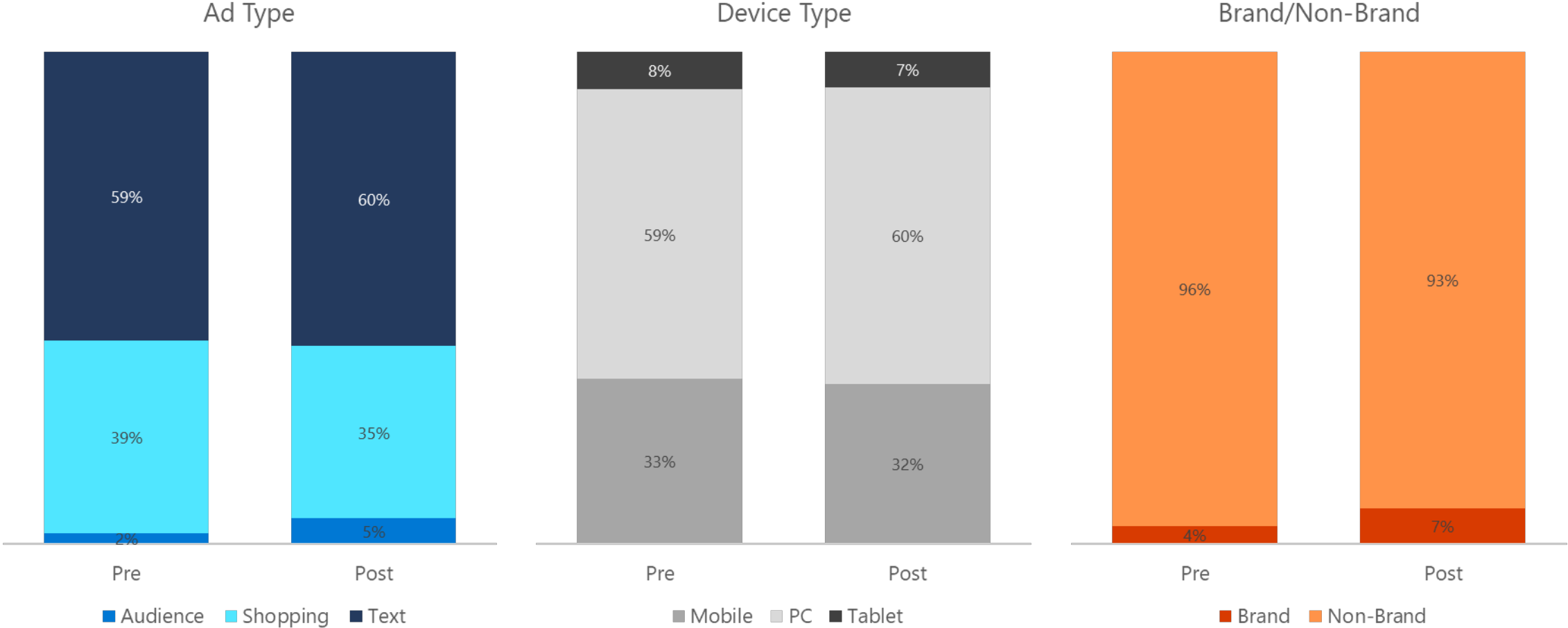


Source: Microsoft Advertising Internal Data, Jan – May 2019 v. 2020



Click distribution has not changed much

Share of clicks pre vs. post

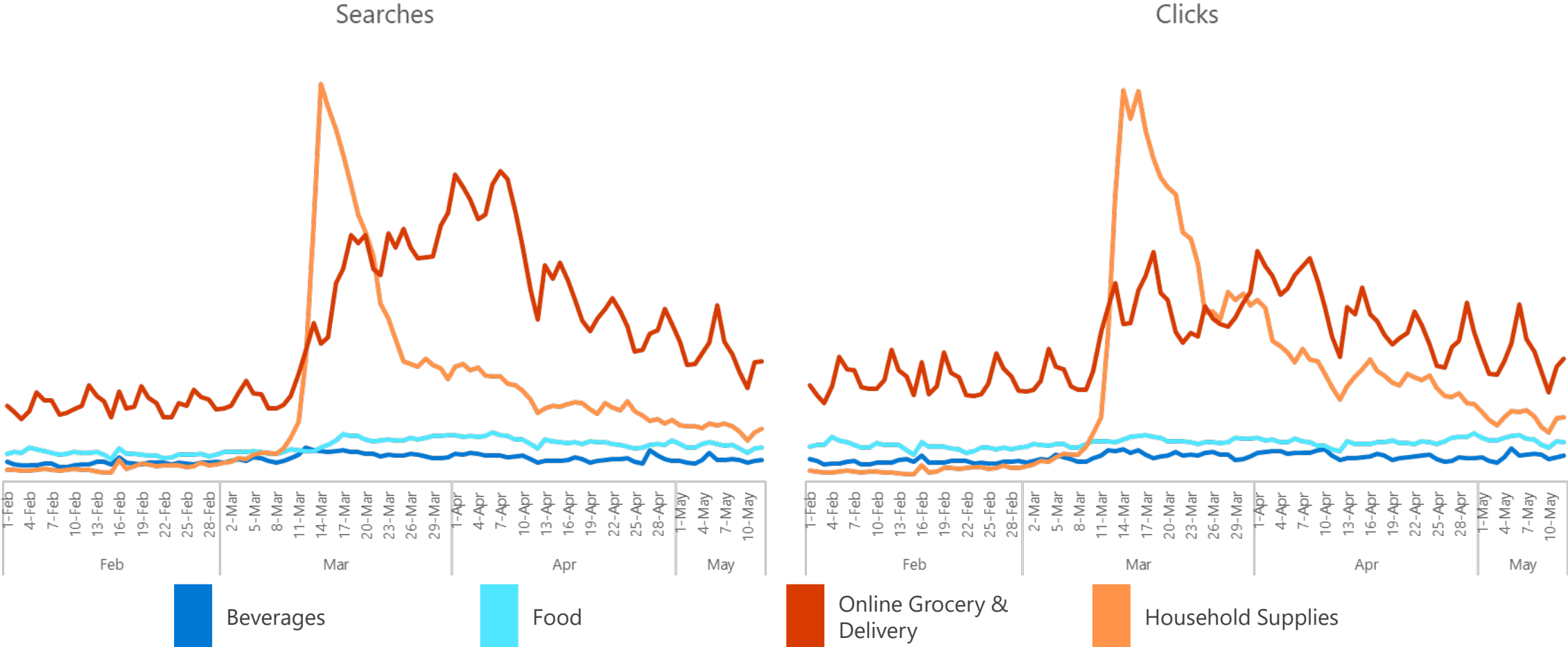


Source: Microsoft Advertising Internal Data, Jan – May 2020



Searches have been more volatile than clicks

Food & Grocery searches and clicks by L2 category



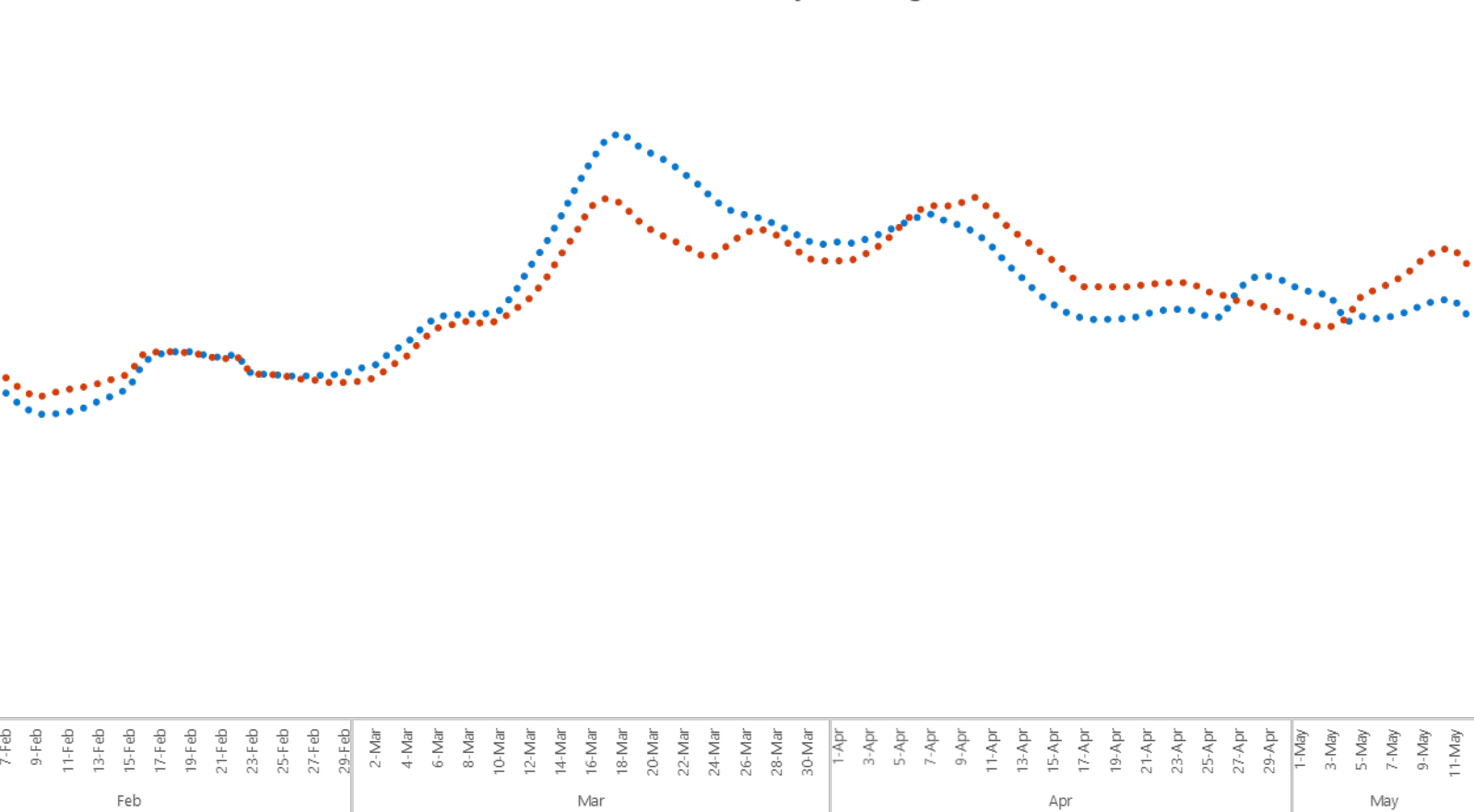
Source: Microsoft Advertising Internal Data, Jan – May 2020



Beverage searches are up 11% post COVID-19

Top beverage queries categorized and trended by day

Searches & Clicks 7 Day Average



TOP QUERIES

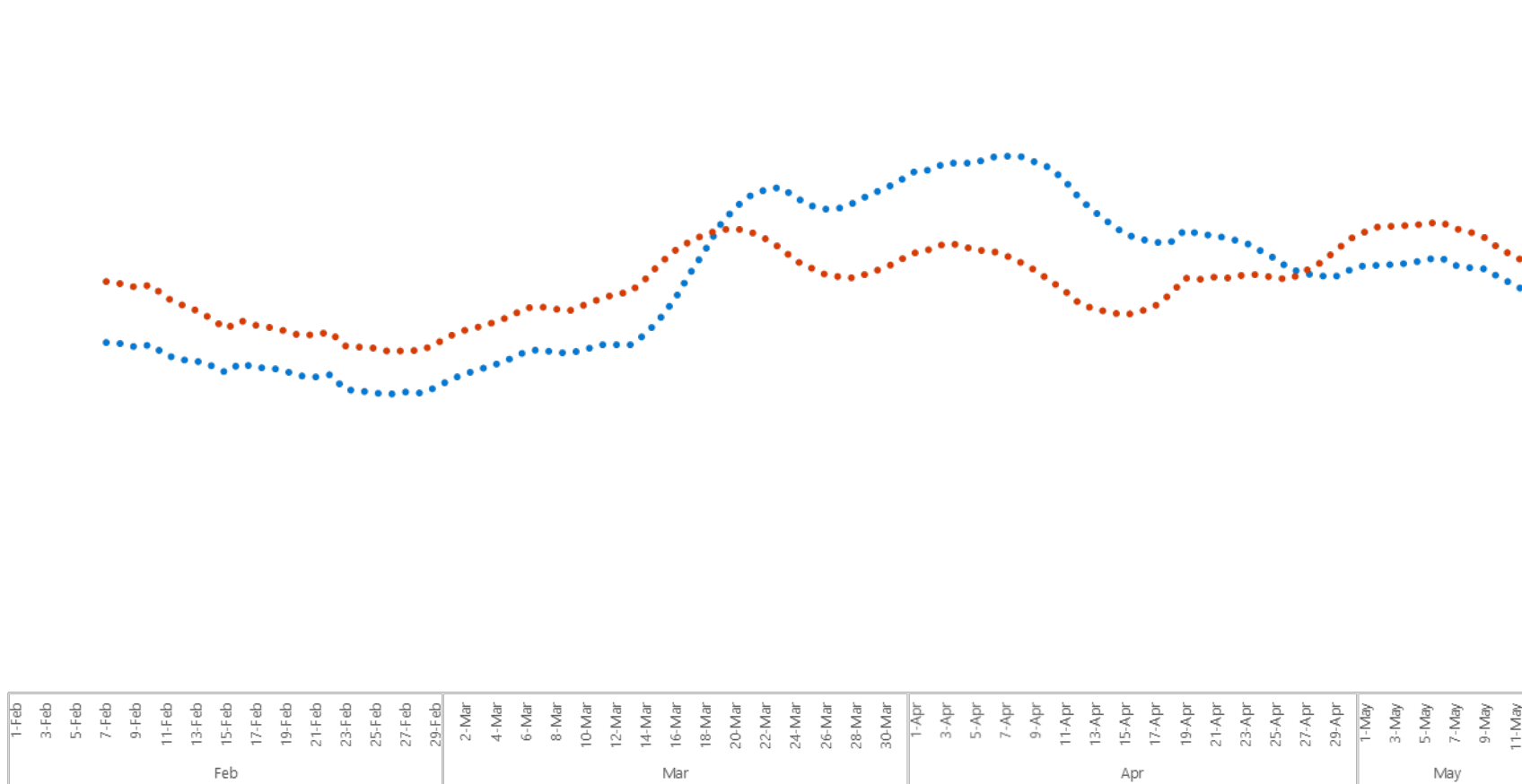
Query	COVID-19 Search Change	COVID-19 Click Change
'starbucks'	-8%	-24%
'coffee'	13%	38%
'total wine'	48%	78%
'drinking water delivery service'	-36%	-35%
'bottled water best'	-70%	-80%
'alcohol'	76%	227%
'bevmo'	182%	398%
'wine'	38%	107%
'bottled water'	62%	88%
'best bottled water'	58%	80%
'corona beer'	-6%	-46%
'whiskey old fashioned recipe'	452%	280%
'total wine more'	197%	259%
'coca cola'	-10%	-24%
'sodastream'	33%	72%
'margarita recipe'	276%	223%
'poland water vs sparkletts bottled water delivery'	319%	285%
'old fashioned recipes'	16%	24%
'drinking water delivery services'	-68%	-68%
'low calorie vodka drinks'	12489%	9746%

Source: Microsoft Advertising Internal Data, Feb – May 2020

Food searches are up 31% post COVID-19

Top Food queries categorized and trended by day

Searches & Clicks 7 Day Average



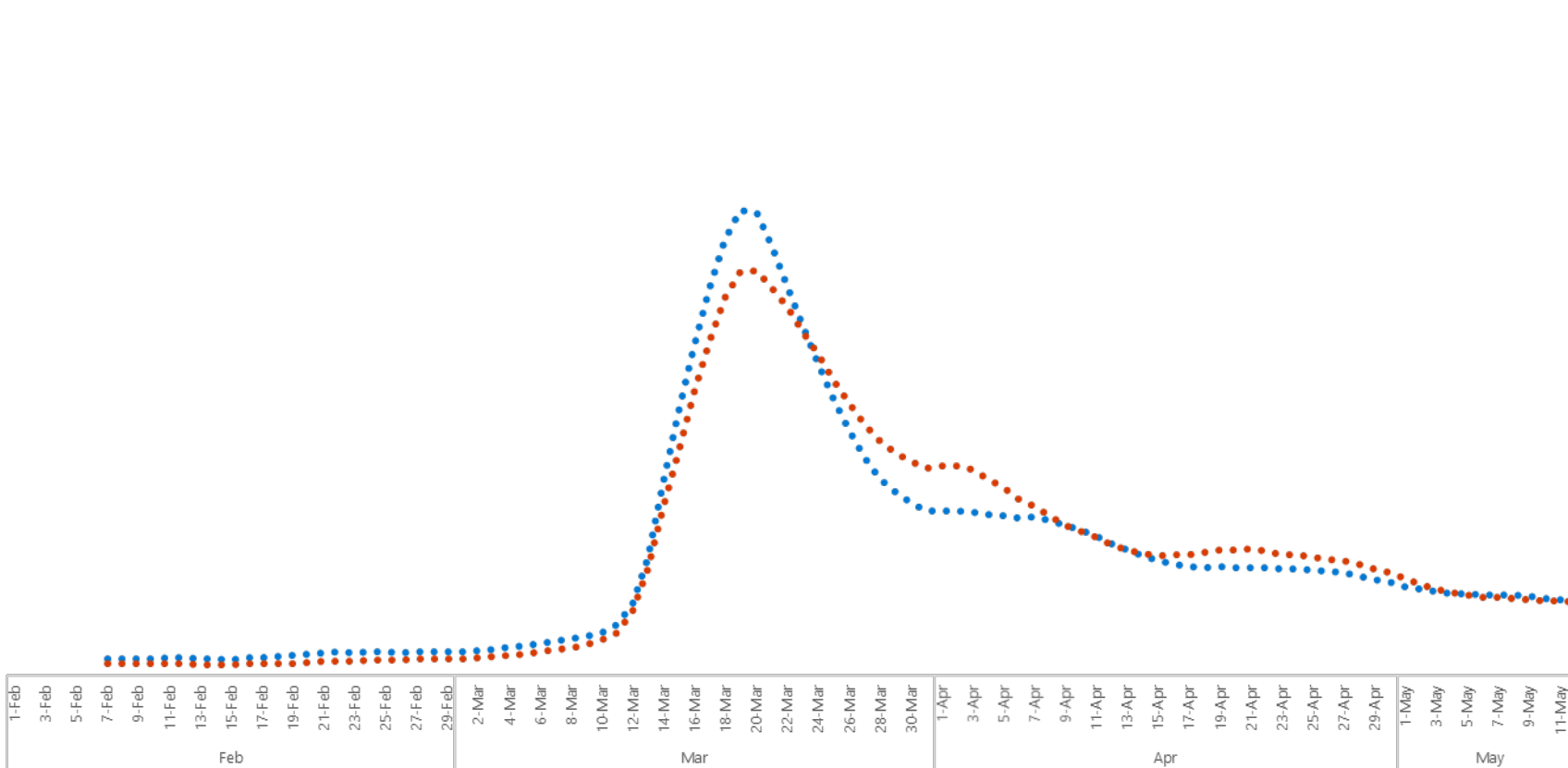
TOP QUERIES

Query	COVID-19 Search Change	COVID-19 Click Change
'honey'	54%	234%
'apple cider vinegar diet'	2%	2%
'healthy snacks toddlers'	-34%	-34%
'vitacost'	24%	-10%
'good high protein snacks'	-3%	-16%
'king arthur flour'	368%	7%
'nothing bundt cakes'	35%	-65%
'candy'	39%	39%
'cookies'	6%	20%
'lactose free snacks toddlers'	790%	731%
'popcorn machine'	14%	-16%
'fry'	63%	31%
'thrive market'	81%	-74%
'best meal delivery service'	812%	389%
'popcorn'	23%	56%
'chocolate chip cookies'	119%	92%
'peanut butter cookies'	133%	114%
'girl scout cookies'	-72%	-80%
'honey baked ham'	537%	747%
'daily harvest'	80%	69%

Home Supplies searches up 154% post COVID-19

Top Household Supplies queries categorized and trended by day

Searches & Clicks 7 Day Average



Source: Microsoft Advertising Internal Data, Feb – May 2020

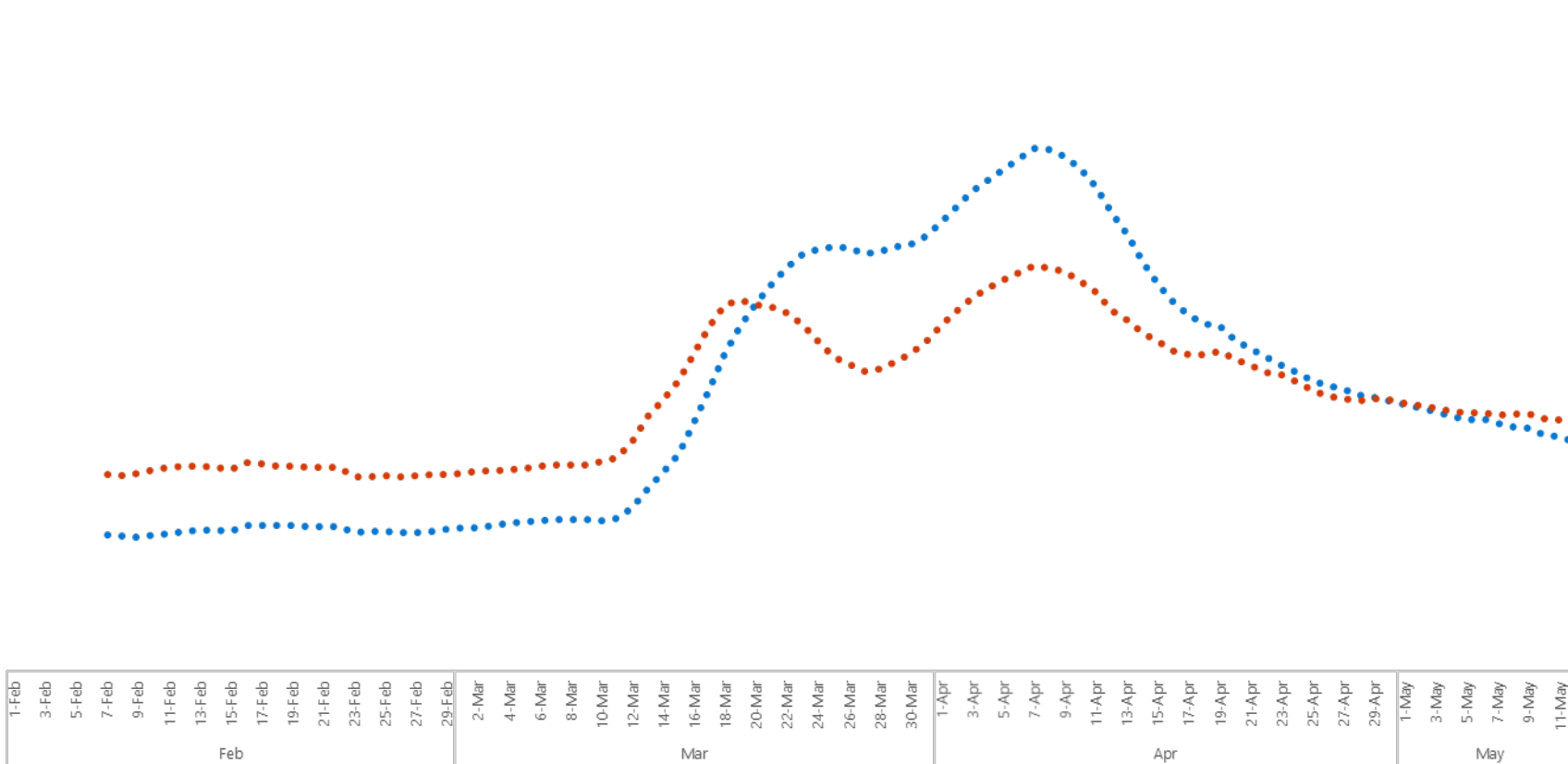
TOP QUERIES

Query	COVID-19 Search Change	COVID-19 Click Change
'toilet paper'	505%	628%
'lysol'	1215%	759%
'clorox wipes'	506%	557%
'lysol disinfectant spray'	1203%	1336%
'lysol spray'	1703%	1091%
'disinfectant wipes'	1298%	1533%
'lysol wipes'	446%	588%
'disinfectant spray'	2219%	1989%
'paper towels'	772%	1430%
'disinfecting wipes'	871%	1061%
'toilet paper online'	2202%	1802%
'clorox disinfecting wipes'	535%	617%
'large roll toilet paper'	108%	193%
'scott toilet paper'	379%	552%
'clorox'	378%	347%
'charmin toilet paper'	385%	445%
'bulk toilet paper'	140%	227%
'best cleaner bathroom'	-44%	-48%
'kids healthy snacks'	37%	27%
'buy bulk toilet paper'	205%	271%

Grocery searches are up 188% post COVID-19

Top Online Grocery queries categorized and trended by day

Searches & Clicks 7 Day Average



TOP QUERIES

Query	COVID-19 Search Change	COVID-19 Click Change
'kroger'	84%	58%
'instacart'	427%	-35%
'walmart grocery'	213%	-79%
'publix'	52%	57%
'aldi'	69%	39%
'meijer'	104%	19%
'safeway'	86%	-33%
'shoprite'	115%	33%
'whole foods'	23%	-28%
'walmart grocery pickup'	674%	-40%
'omaha steaks'	469%	702%
'trader joe'	87%	47%
'stop shop'	120%	63%
'fred meyer'	135%	148%
'publix weekly ad'	3%	-4%
'food lion'	108%	58%
'peapod'	153%	-56%
'wegmans'	138%	-11%
'harris teeter'	89%	57%
'albertsons'	91%	-13%

Strategies and recommendations

Learn immediate and recovery-phase strategies, and how to approach new opportunities and optimize account health in the [Digital Advertiser's Guide to COVID-19](#)



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