COVID-19 has forced consumers to stay at home. This has influenced search behaviour and buying patterns with more time spent improving the home and getting round to DIY jobs.

**How do consumers search to equip their homes?**

We see growth in both searches and clicks for home and garden products in all the markets examined.

There are nuances in the product/category trends by markets:
- In France, **Garden and Patio** category grew a lot.
- In Italy, growth was mainly driven by **Appliances**.
- In Spain, **Kitchen** was the leading category in driving growth.

**Recommended Actions**

We advise our partners to:
- **Adapt their shopping campaigns** to address categories and queries that are emerging.
- **Leverage DSA**, for easy automated agility to changing behaviours.
France
‘Home & Garden’ searches exceeded volume past peak season
Week 12-18 April: **78% growth** in year on year searches and **49% growth** in year-on-year clicks

**Indexed Searches**
Overall 30% YoY

**Indexed Clicks**
Overall 1% YoY

Source: Microsoft Internal Data, All Devices
Strong ‘Garden & Patio’ query growth post lockdown start

Indexed Searches for Home & Garden sub-verticals

Query samples

**Appliances**: “deshumidificateur”, “frigo”, “lave vitre”, “surjeteuse.”

**Bedding & Linen**: “achat lit”, “armoire lit”, “couvre-lit”, “matelas.”

**Furniture**: “armoire”, “chaise gaming”, “dressing”, “meuble angle.”

**Garden & Patio**: “balancoire”, “garage en bois”, “portique”, “abri de jardin.”

**Home Furnishing**: “bricolage”, “porte de douche”, “velux”

**Kitchen**: “coffret cuisine”, “gaufrier”, “grille pain”, “crepière.”

Source: Microsoft Internal Data, All Devices, *Post lockdown = since week 12*
‘Garden & Patio’ had a large surge in growth post lockdown start. All other categories also show growth post lockdown.

YoY Search Growth for Home & Garden sub-verticals

- **Garden & Patio**: +83%
- **Appliances**: +75%
- **Kitchen**: +71%
- **Home Furnishing**: +63%
- **Furniture**: +38%
- **Bedding & Linen**: +4%

Source: Microsoft Internal Data, All Devices/ *Post lockdown = since week 12

**Appliances**: Electromenager | **Bedding & Linen**: Lit et linge de lit/maison | **Furniture**: Mobilier | **Garden & Patio**: Jardin | **Home Furnishing**: Bricolage et décoration | **Kitchen**: Cuisine
‘Garden & Patio’ & ‘Home Furnishing’ show consistent growth over time

2020 - Share of Volume Searches

All other categories are dropping/showing no trend in share and volume.

Source: Microsoft Internal Data, All Devices

‘Garden & Patio’ : as there are threats on summer vacation journey constraints, people search for ‘above ground pool’

Indexed Searches for
Top 10 ‘Garden & Patio’ queries

Top Growing Queries YoY

- Abri jardin soldes destockage
- balancoires

Source: Microsoft Internal Data, All Devices
*Searches indexed to 2nd calendar week in January **YoY Query Calculation based Year to Date 18th April

**FR:** With quick growing CTR, some queries drive opportunities. And CPC are down for some of them.

<table>
<thead>
<tr>
<th>Category</th>
<th>QueryPhrase</th>
<th>WoW CTR</th>
<th>WoW CPC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Furniture</td>
<td>Porte interieure vitree</td>
<td>498%</td>
<td>45%</td>
</tr>
<tr>
<td>Bedding &amp; Linen</td>
<td>Lit 90x190</td>
<td>378%</td>
<td>-58%</td>
</tr>
<tr>
<td>Home Furnishing</td>
<td>Rideaux lin</td>
<td>150%</td>
<td>29%</td>
</tr>
<tr>
<td>Appliances</td>
<td>Lave vaiselle miele</td>
<td>105%</td>
<td>-3%</td>
</tr>
<tr>
<td>Garden &amp; Patio</td>
<td>Cabanes jardin</td>
<td>86%</td>
<td>-50%</td>
</tr>
<tr>
<td>Kitchen</td>
<td>Croque monsieur</td>
<td>83%</td>
<td>-67%</td>
</tr>
</tbody>
</table>

Source: Internal Data, All Device
*Considering Week 15 and 16 (5-11 April and 12-18 April)
## Top 5 Volume Searches by Category

<table>
<thead>
<tr>
<th>Appliances</th>
<th>Bedding &amp; Linen</th>
<th>Furniture</th>
<th>Garden &amp; Patio</th>
<th>Home Furnishings</th>
<th>Kitchen</th>
</tr>
</thead>
<tbody>
<tr>
<td>aspirateur</td>
<td>Meilleur matelas mal dos</td>
<td>bureau</td>
<td>Abri jardin</td>
<td>tableau</td>
<td>blender</td>
</tr>
<tr>
<td>Lave vaisselle</td>
<td>Meilleur matelas contre mal dos</td>
<td>bibliotheque</td>
<td>Piscine hors sol</td>
<td>portail</td>
<td>Croque monsieur</td>
</tr>
<tr>
<td>Aspirateur sans sac</td>
<td>lit</td>
<td>dressing</td>
<td>Abris jardin</td>
<td>Salon beige</td>
<td>Robot patissier</td>
</tr>
<tr>
<td>Aspirateur robot</td>
<td>matelas</td>
<td>Canape convertible</td>
<td>Cabane jardin</td>
<td>cuisine</td>
<td>Extracteur jus</td>
</tr>
<tr>
<td>Lave linge</td>
<td>Tete lit</td>
<td>Meuble tv</td>
<td>Abri jardin bois</td>
<td>brico</td>
<td>yaourtiere</td>
</tr>
</tbody>
</table>

Source: Internal Data, All Devices

**Appliances**: Electroménager  | **Bedding & Linen**: Lit et linge de lit/maison  | **Furniture**: Mobiler  | **Garden & Patio**: Jardin  | **Home Furnishings**: Bricolage et décoration  | **Kitchen**: Cuisine
# Top 5 Volume Searches Year-on-year by Category

<table>
<thead>
<tr>
<th>Appliances</th>
<th>Bedding &amp; Linen</th>
<th>Furniture</th>
<th>Garden &amp; Patio</th>
<th>Home Furnishings</th>
<th>Kitchen</th>
</tr>
</thead>
<tbody>
<tr>
<td>Climatiseur mobile sans evacuation silencieux</td>
<td>Ensemble sommier matelas</td>
<td>Four porte escamotable</td>
<td>Abris jardin soldes destockage</td>
<td>Fenetre pvc renovation prix usine</td>
<td>conservation</td>
</tr>
<tr>
<td>Fer repasser</td>
<td>Linge maison</td>
<td>Nappes table</td>
<td>balancoires</td>
<td>Coussins canape</td>
<td>blender</td>
</tr>
<tr>
<td>Aspirateur sans sac</td>
<td>Housse canape extensible</td>
<td>Petit bureau</td>
<td>Piscine hors sol bois destockage</td>
<td>Palissade pvc</td>
<td>grill</td>
</tr>
<tr>
<td>nettoyeur</td>
<td>Meilleurs matelas maux dos</td>
<td>Bureau gaming</td>
<td>Piscine hors sol</td>
<td>Tableau</td>
<td>wok</td>
</tr>
<tr>
<td>Seche linge top</td>
<td>Lit canape</td>
<td>bz</td>
<td>Piscine hors sol bois</td>
<td>Rideaux</td>
<td>cafetiere</td>
</tr>
</tbody>
</table>

Source: Internal Data, All Devices

**Appliances**: Electromenager | **Bedding & Linen**: Lit et linge de lit/maison | **Furniture**: Mobilier | **Garden & Patio**: Jardin | **Home Furnishings**: Bricolage et décoration | **Kitchen**: Cuisine
FRANCE
Main Takeaways

KEY FINDINGS

COVID-19 has forced consumers to stay at home. This has influenced search behaviour and buying patterns with more time spent improving the home and getting round to DIY jobs.

We have seen growth in both searches and clicks for home and garden products in France.

The Garden and Patio category grew strongly, and that shows that French people probably want to improve their homes in the short term. Improvements are not superficial though, with search queries related to large items like “swings” (balançoires) and “pools” (piscine hors sol) growing rapidly. Home furnishing is also a fast growing area.

RECOMMENDED ACTIONS

We advise our partners to:

▪ Adapt their shopping campaigns to make sure to maximize their impression share on products which may have been “niche” in the past, but recently grew a lot due to behaviour changes.

▪ Leverage DSA, for the non-shopping ads, to be agile and adapt to search changes.
Italy
‘Home & Garden’ searches maintaining volume past peak season with **109% growth** in year on year searches in the last week.

Source: Microsoft Internal Data, All Devices
Strong ‘Garden & Patio’ query growth as well as growth in other categories post lockdown

Indexed Searches for Home & Garden sub-verticals

Query samples

- **Appliances**: “dyson”, “lavatrice.”
- **Bedding & Linen**: “Materassi”, “lenzuola.”
- **Furniture**: “divani”, “libreria.”
- **Garden & Patio**: “gazebo”, “pergola.”
- **Home Furnishing**: “orologio”, “candele.”
- **Kitchen**: “cuicine”, “termometro.”

Source: Microsoft Internal Data, All Devices
‘Appliances’ searches have increased the most YoY post lockdown
All other categories also show growth after lockdown

YoY Search Growth for Home & Garden sub-verticals

- Appliances: +66%
- Bedding & Linen: +7%
- Garden & Patio: 4%
- Home Furnishing: 19%
- Kitchen: 13%
- Furniture: 12%

Source: Microsoft Internal Data, All Devices
Post lockdown = week 12 to week 16
‘Garden & Patio’ shows an increase of volume share over time, especially in recent weeks.

2020 - Share of Volume Searches

Source: Microsoft Internal Data, All Devices
‘Garden & Patio’ search growth is being driven by searches for generic garden furniture and equipment

Indexed Searches for Top 10 ‘Garden & Patio’ queries

Top Growing Queries YoY

- Altalena da giardino
- Ombrelloni da giardino

Source: Microsoft Internal Data All Devices

*Searches indexed to 2nd calendar week in January **YoY Query Calculation based Year to Date 18th April
**IT: Several categories show growth in CTR and drop in CPC WoW for top queries**

<table>
<thead>
<tr>
<th>Category</th>
<th>QueryPhrase</th>
<th>WoW CTR</th>
<th>WoW CPC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home Furnishing</td>
<td>Cornici per foto</td>
<td>677%</td>
<td>-11%</td>
</tr>
<tr>
<td>Furniture</td>
<td>Comodino</td>
<td>440%</td>
<td>-31%</td>
</tr>
<tr>
<td>Garden &amp; Patio</td>
<td>Sedie a sdraio</td>
<td>258%</td>
<td>-22%</td>
</tr>
<tr>
<td>Appliances</td>
<td>Deumidificatore</td>
<td>128%</td>
<td>82%</td>
</tr>
<tr>
<td>Bedding &amp; Linen</td>
<td>Biancheria de letto</td>
<td>120%</td>
<td>-12%</td>
</tr>
<tr>
<td>Kitchen</td>
<td>Wok</td>
<td>65%</td>
<td>-12%</td>
</tr>
</tbody>
</table>

Source: Internal Data, All Device
*Considering Week 15 and 16*
### IT: Top 5 Volume Searches by Category

<table>
<thead>
<tr>
<th>Appliances</th>
<th>Bedding &amp; Linen</th>
<th>Furniture</th>
<th>Garden &amp; Patio</th>
<th>Home Furnishing</th>
<th>Kitchen</th>
</tr>
</thead>
<tbody>
<tr>
<td>dyson</td>
<td>materassi</td>
<td>divani</td>
<td>gazebo</td>
<td>orologio</td>
<td>cucine</td>
</tr>
<tr>
<td>lookfantastic</td>
<td>materasso</td>
<td>libreria</td>
<td>Gazebo da giardino</td>
<td>sveglia</td>
<td>Cucine ikea</td>
</tr>
<tr>
<td>lavatrice</td>
<td>lenzuola</td>
<td>Porte interne</td>
<td>Ombrelloni da giardino</td>
<td>orologi</td>
<td>Occhiali da vista</td>
</tr>
<tr>
<td>Dolce gusto</td>
<td>Materasso matrimoniale</td>
<td>sedie</td>
<td>pergola</td>
<td>Tappeti ikea</td>
<td>termometro</td>
</tr>
<tr>
<td>hoover</td>
<td>cuscino</td>
<td>porte</td>
<td>Casette da giardino</td>
<td>Tende a rullo</td>
<td>Cucine componibili</td>
</tr>
</tbody>
</table>

### IT: Top 5 Volume Searches YoY by Category

<table>
<thead>
<tr>
<th>Appliances</th>
<th>Bedding &amp; Linen</th>
<th>Furniture</th>
<th>Garden &amp; Patio</th>
<th>Home Furnishing</th>
<th>Kitchen</th>
</tr>
</thead>
<tbody>
<tr>
<td>zuppa</td>
<td>cuscino</td>
<td>Divani in pelle</td>
<td>Altalena da giardino</td>
<td>sfondo</td>
<td>Termometro digitale</td>
</tr>
<tr>
<td>Dyson airswap</td>
<td>asciugamani</td>
<td>Divani letto economici</td>
<td>Florigere in legno</td>
<td>Persiane in legno</td>
<td>Bilance da cucina</td>
</tr>
<tr>
<td>Lavatrici bosch</td>
<td>Biancheria da letto</td>
<td>Tavolo da biliardo</td>
<td>Ombrelloni da giardino</td>
<td>tenda</td>
<td>Vasi di terracotta</td>
</tr>
<tr>
<td>Purificatore d aria</td>
<td>materasso</td>
<td>Divani angolari</td>
<td>Barbecue gas</td>
<td>vasi</td>
<td>Utensil da cucina</td>
</tr>
<tr>
<td>piroascafo</td>
<td>cuscini</td>
<td>divano</td>
<td>ombrelloni</td>
<td>Cuscini per sedie</td>
<td>Vasi per piante</td>
</tr>
</tbody>
</table>
KEY FINDINGS

COVID-19 has forced consumers to stay at home. This has influenced search behaviour and buying patterns with more time spent improving the home and getting round to DIY jobs.

We have seen growth in both searches and clicks for home and garden products in Italy.

- In week 16 (12 Apr-18 Apr), there has been 109% search volume growth YoY and a 100% clicks growth YoY.
- Several categories feed into this growth but ‘Appliances’ has been the category with the largest YoY growth with 66% between week 12 and week 16.
- There are also many opportunities in several categories that have growing CTR and reducing CPC WoW.

RECOMMENDED ACTIONS

We advice our partners to:

- Adapt their shopping campaigns to make sure to maximize their impression share on products which may have been “niche” in the past, but recently grew a lot due to behaviour changes.
- Leverage DSA, for the non-shopping ads, to be agile and adapt to search changes.
Spain
‘Home & Garden’ searches maintaining volume past peak season with **111% growth** in year on year searches in the last week.

Indexed Searches
Overall 15% YoY

Indexed Clicks
Overall 8% YoY

Source: Microsoft Internal Data, All Devices
Strong ‘Kitchen’ query growth as well as growth in other categories in recent weeks

Indexed Searches for Home & Garden sub-verticals

Query samples

**Appliances**: “dolce gusto”, “dyson.”

**Bedding & Linen**: “colchones”, “almohadilla.”

**Furniture**: “sofas”, “sillas.”

**Garden & Patio**: “kiosko”, “canape.”

**Home Furnishing**: “reloj”, “cortinas.”

**Kitchen**: “lupa”, “cocina.”
‘Kitchen’ searches have increased the most YoY post lockdown whilst several other categories show growth as well.
All categories remain constant throughout the period and show no significant trends.
The growth in ‘Kitchen’ queries is likely to be driven by generic kitchen equipment.

Indexed Searches for Top 5 ‘Kitchen’ queries

Top Growing Queries YoY

- Termometro digital
- Copas de vino
**ES:** Some opportunities in several categories with growing CTR and reducing CPC week-on-week

<table>
<thead>
<tr>
<th>Category</th>
<th>QueryPhrase</th>
<th>WoW CTR</th>
<th>WoW CPC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appliances</td>
<td>Secador de pelo</td>
<td>1550%</td>
<td>-65%</td>
</tr>
<tr>
<td>Home Furnishing</td>
<td>cortina</td>
<td>240%</td>
<td>53%</td>
</tr>
<tr>
<td>Furniture</td>
<td>Sillas de comedor baratas</td>
<td>167%</td>
<td>44%</td>
</tr>
<tr>
<td>Bedding &amp; Linen</td>
<td>edredones</td>
<td>131%</td>
<td>-37%</td>
</tr>
<tr>
<td>Kitchen</td>
<td>Wok</td>
<td>90%</td>
<td>-67%</td>
</tr>
<tr>
<td>Garden &amp; Patio</td>
<td>pergola</td>
<td>83%</td>
<td>82%</td>
</tr>
</tbody>
</table>
### ES: Top 5 Volume Searches by Category

<table>
<thead>
<tr>
<th>Appliances</th>
<th>Bedding &amp; Linen</th>
<th>Furniture</th>
<th>Garden &amp; Patio</th>
<th>Home Furnishing</th>
<th>Kitchen</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dolce gusto</td>
<td>colchones</td>
<td>sofas</td>
<td>kiosko</td>
<td>Fondo de pantalla</td>
<td>cocina</td>
</tr>
<tr>
<td>dyson</td>
<td>colchon</td>
<td>sofa</td>
<td>canape</td>
<td>reloj</td>
<td>termometro</td>
</tr>
<tr>
<td>cocinas</td>
<td>almohadilla</td>
<td>sillas</td>
<td>pergola</td>
<td>relojes</td>
<td>Cocinas ikea</td>
</tr>
<tr>
<td>lookfantastic</td>
<td>edredones</td>
<td>camas</td>
<td>conduccion</td>
<td>cortinas</td>
<td>wok</td>
</tr>
<tr>
<td>microondas</td>
<td>Ropa de cama</td>
<td>Sofa cama</td>
<td>jardineras</td>
<td>despertador</td>
<td>Termometro digital</td>
</tr>
</tbody>
</table>

### ES: Top 5 Volume Searches YoY by Category

<table>
<thead>
<tr>
<th>Appliances</th>
<th>Bedding &amp; Linen</th>
<th>Furniture</th>
<th>Garden &amp; Patio</th>
<th>Home Furnishing</th>
<th>Kitchen</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purificador de aire</td>
<td>Colchon emma</td>
<td>Camas para perros</td>
<td>conduccion</td>
<td>cortina</td>
<td>Receta de magdalenas</td>
</tr>
<tr>
<td>refrigerador</td>
<td>almohadilla</td>
<td>Sillas plegables</td>
<td>Bancos de jardin</td>
<td>Fondo de pantalla</td>
<td>Termometro digital</td>
</tr>
<tr>
<td>tetera</td>
<td>Ropa de cama</td>
<td>Mesas plegables</td>
<td>Pergola</td>
<td>felpudos</td>
<td>vasos</td>
</tr>
<tr>
<td>secadora</td>
<td>colchon</td>
<td>Mesa redonda</td>
<td>Canape</td>
<td>despertador</td>
<td>Copas de vino</td>
</tr>
<tr>
<td>Aspiradora sin cable</td>
<td>almohadas</td>
<td>Sofas cama baratos</td>
<td>kiosko</td>
<td>Reloj de pared</td>
<td>alacena</td>
</tr>
</tbody>
</table>
SPAIN
Main Takeaways

KEY FINDINGS

COVID-19 has forced consumers to stay at home. This has influenced search behaviour and buying patterns with more time spent improving the home and getting round to DIY jobs.

We have seen growth in both searches and clicks for home and garden products in Spain.

- In week 16 (12/Apr-18/Apr), there has been 111% search volume growth YoY and a 121% clicks growth YoY.
- Several categories feed into this growth but ‘Kitchen’ has been the category with the largest YoY growth with 93% between week 12 and week 16.
- There are also many opportunities in several categories that have growing CTR and reducing CPC WoW.

RECOMMENDED ACTIONS

We advice our partners to:

- Adapt their shopping campaigns to make sure to maximize their impression share on products which may have been “niche” in the past, but recently grew a lot due to behaviour changes.
- Leverage DSA, for the non-shopping ads, to be agile and adapt to search changes.