



MICROSOFT ADVERTISING

Consumer trends in Home & Garden during COVID-19 (AU)

Microsoft Advertising. Intelligent connections.



Summary of findings

On March 23, Australia introduced strict lockdown laws. As a result, we are required to spend most of the time inside our homes. This seems to have resulted in an increased interest in Home & Garden (H&G) categories.



Weekly H&G searches and clicks have gained significant momentum when compared to start of this year



Australians are missing their café-style coffee, resulting in a strong spike in coffee machines searches

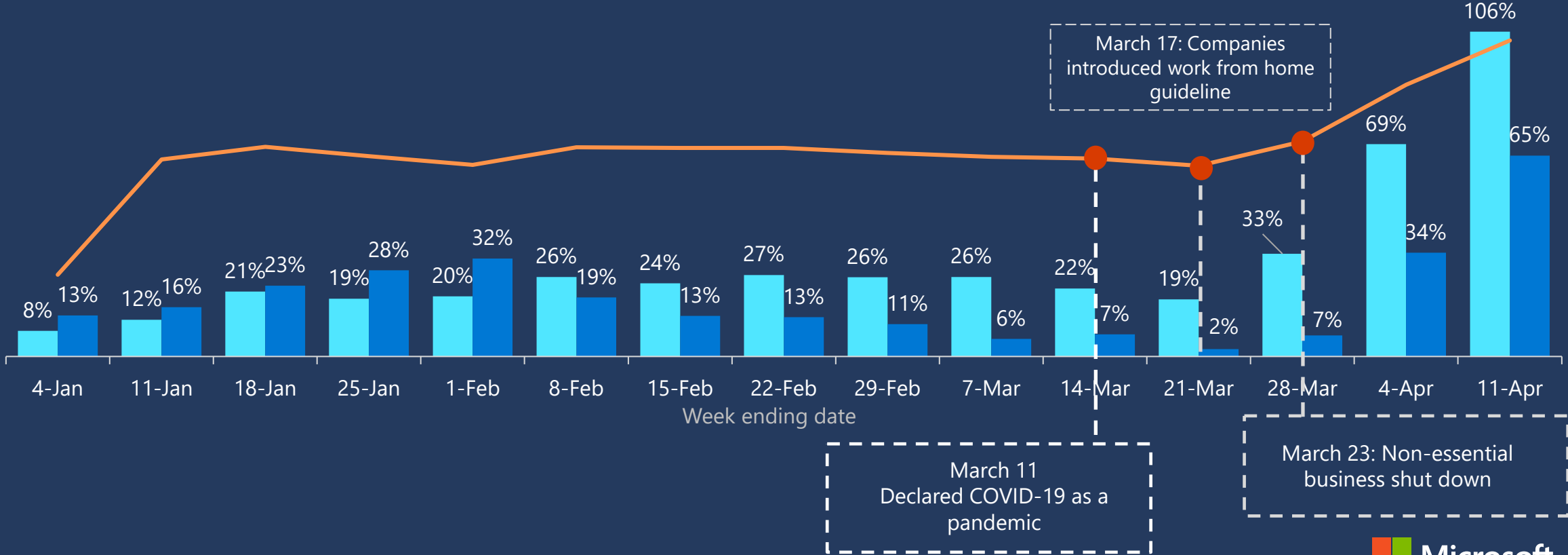


As we enter cooler months, searches for heaters and fireplaces are skyrocketing

Spending more time at home has resulted in an increased interest in Home & Garden categories

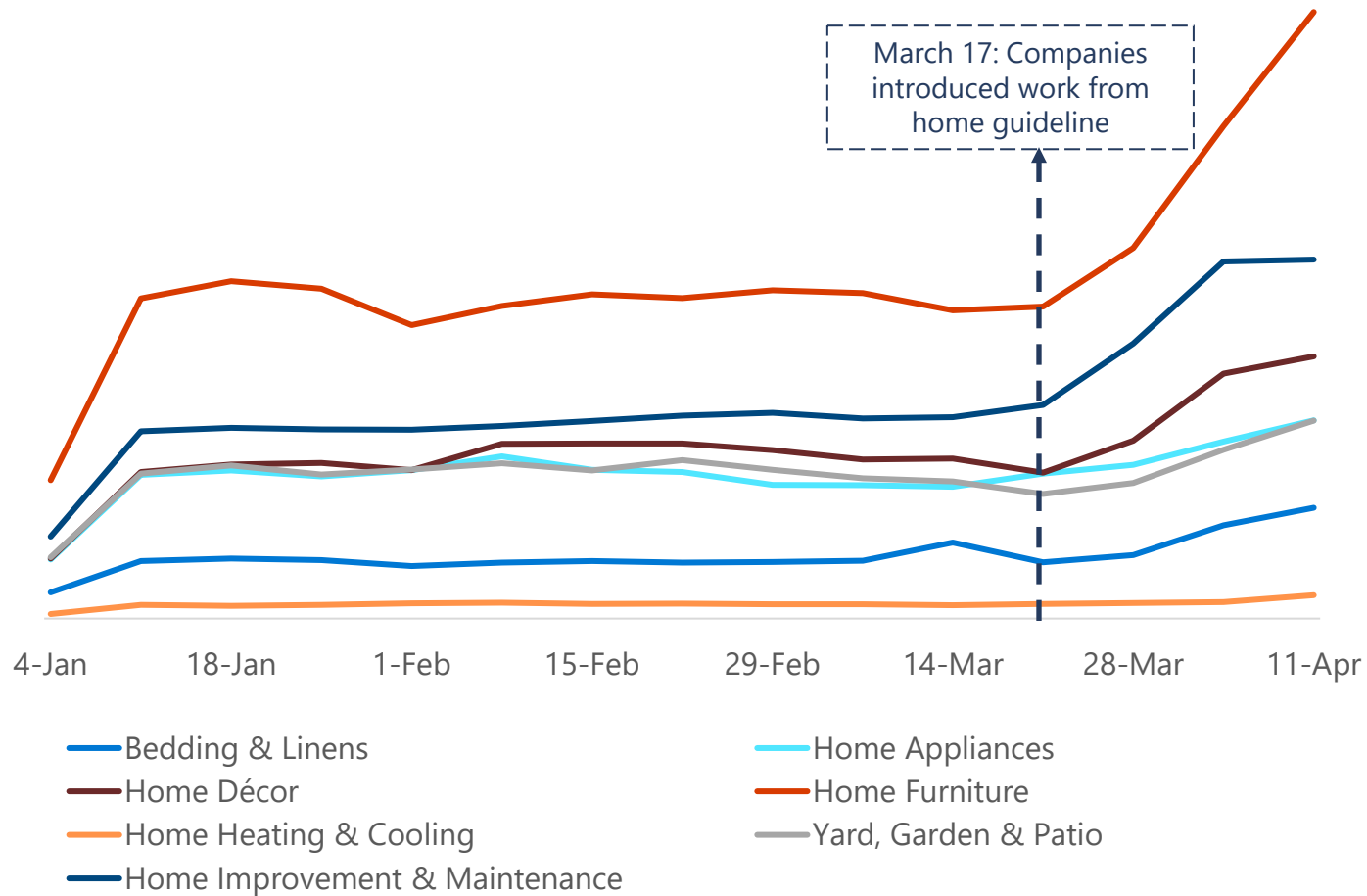
Home & Garden search trends

Search volume (vol.) year over year (YoY) Clicks YoY Search vol. (indexed)



Spike in searches can be seen across categories

Weekly search trend



Queries with highest uplift *(compared to January)*

sofa bed/s **+3,000+%**

bunk bed/s **+2,000+%**

bunnings online **+243%**

spotlight online **+188%**

nespresso **+154%**

spotlight **+104%**

temple and webster **+101%**

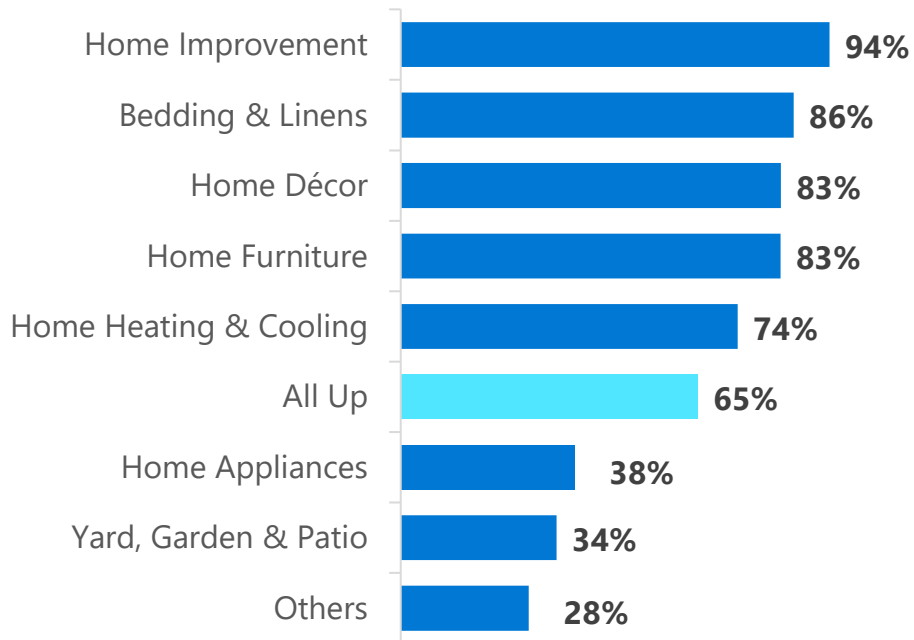
bunnings **+89%**

adairs **+82%**

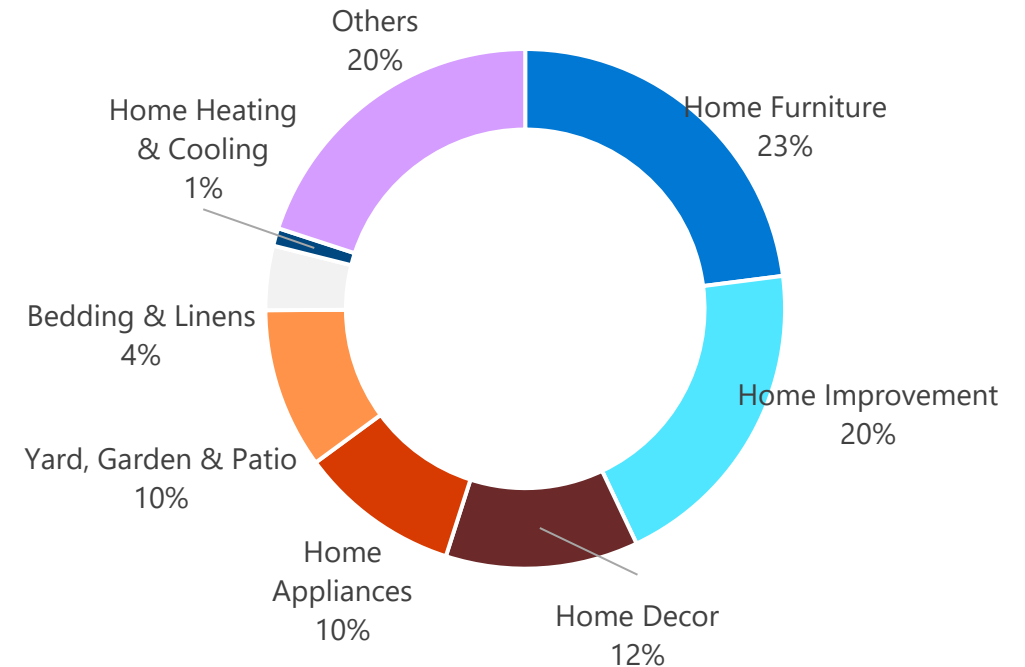
ikea **+77%**

Strong spike across Home & Garden categories indicate people's interest in improving their homes

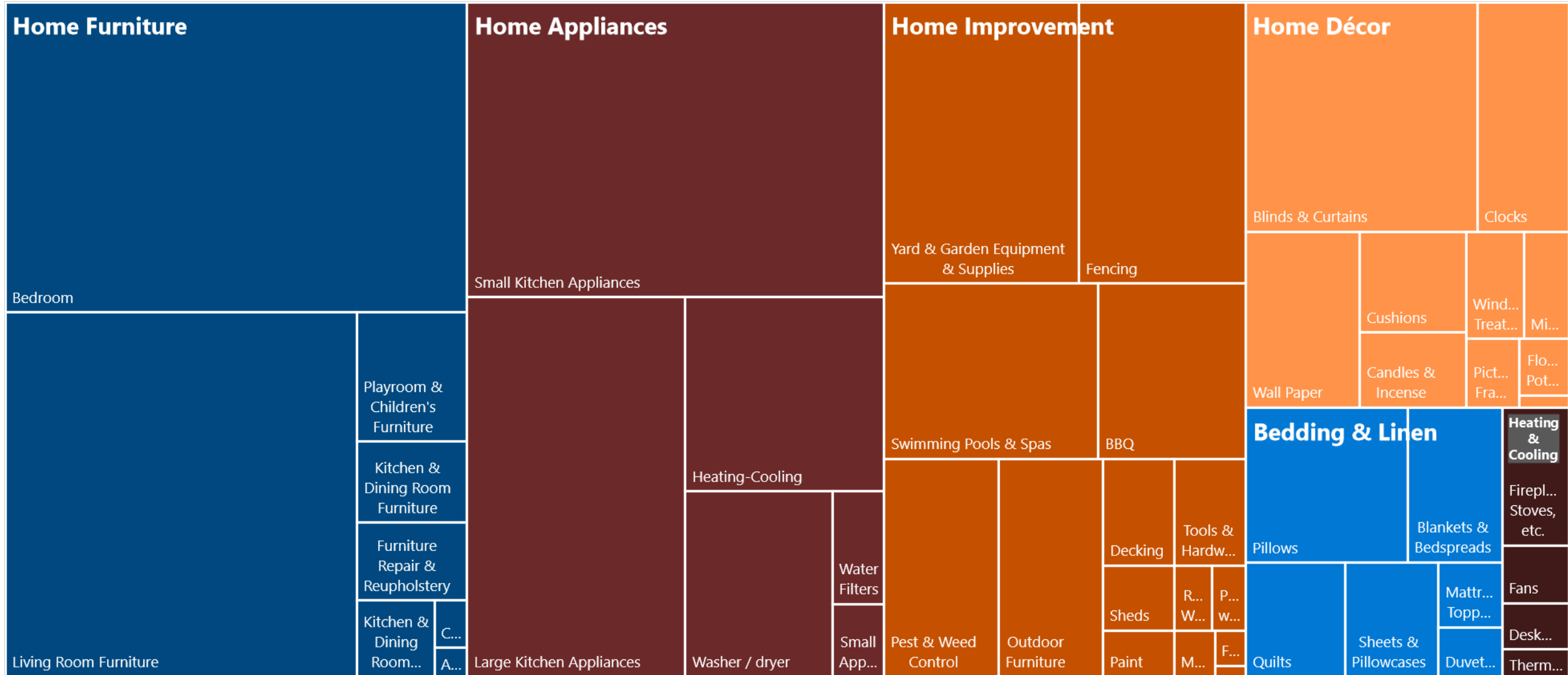
Sub-category search growth compared to Jan



Sub-category split (March-April search volume)

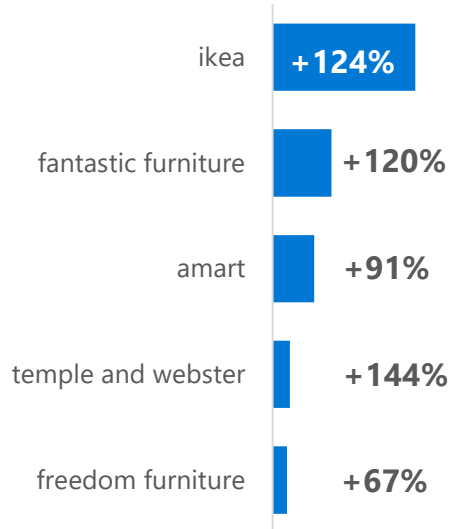


Category composition (excluding pure brand terms)

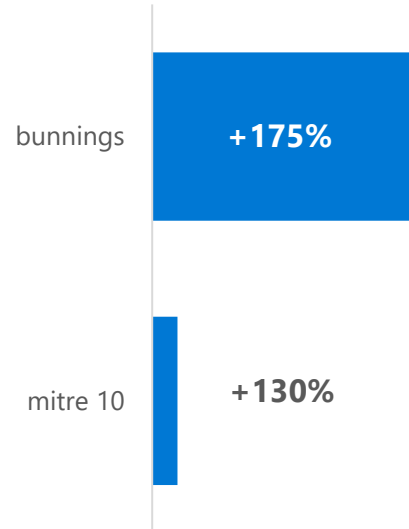


We have seen a strong demand for brands

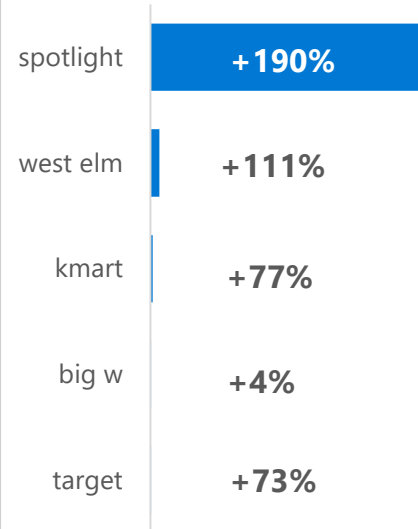
Home Furniture



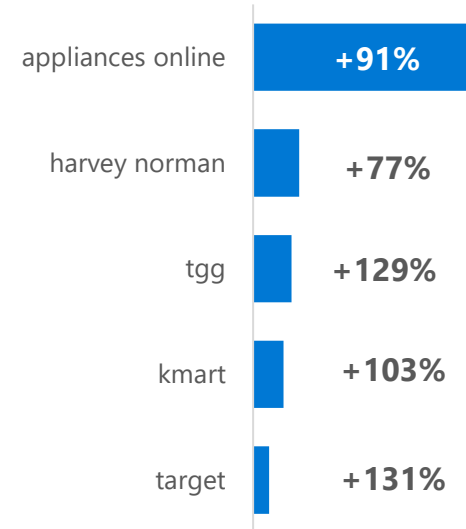
Home Improvement



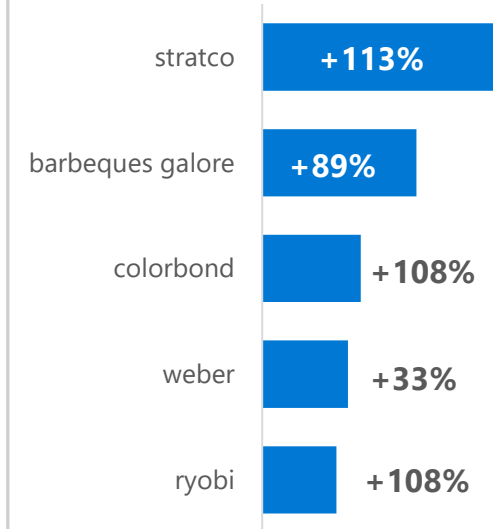
Home Decor



Home Appliances



Yard, Garden & Patio

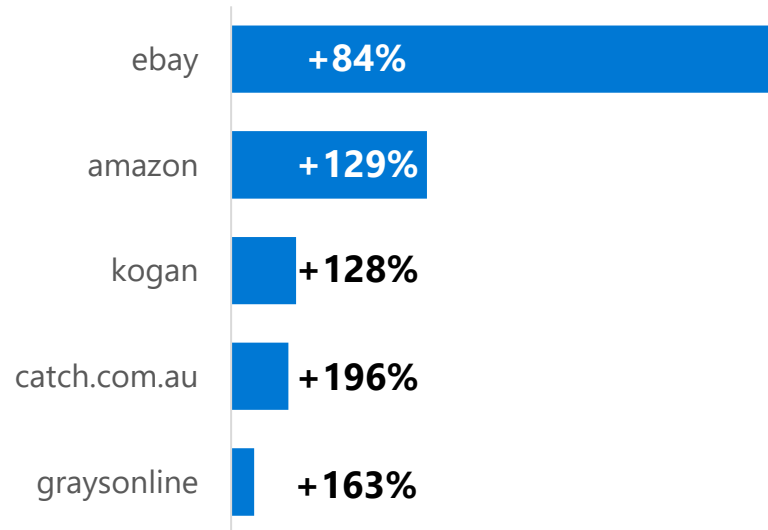


Top brands (by search volume)

Uplift = January vs April search volume uplift

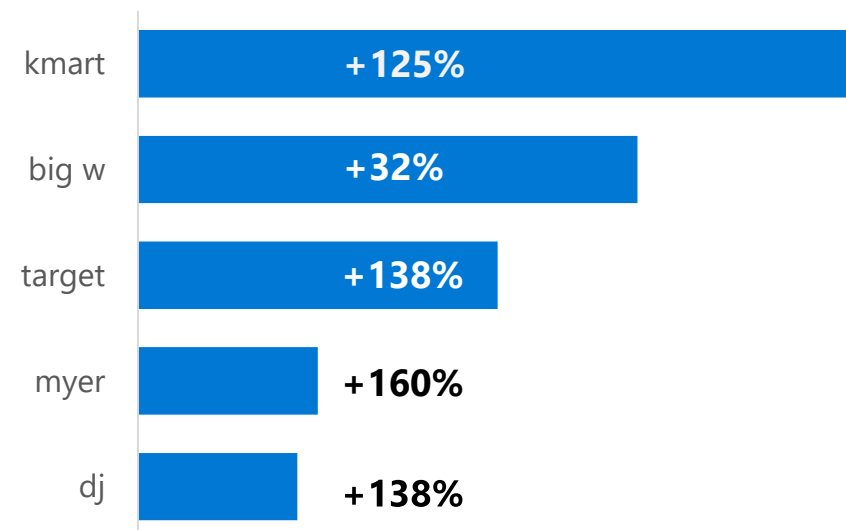
Online marketplaces and department stores have witnessed substantial growth in consumer demand

Online marketplaces



Top brands (by search volume)
Uplift = January vs April search volume uplift

Department stores



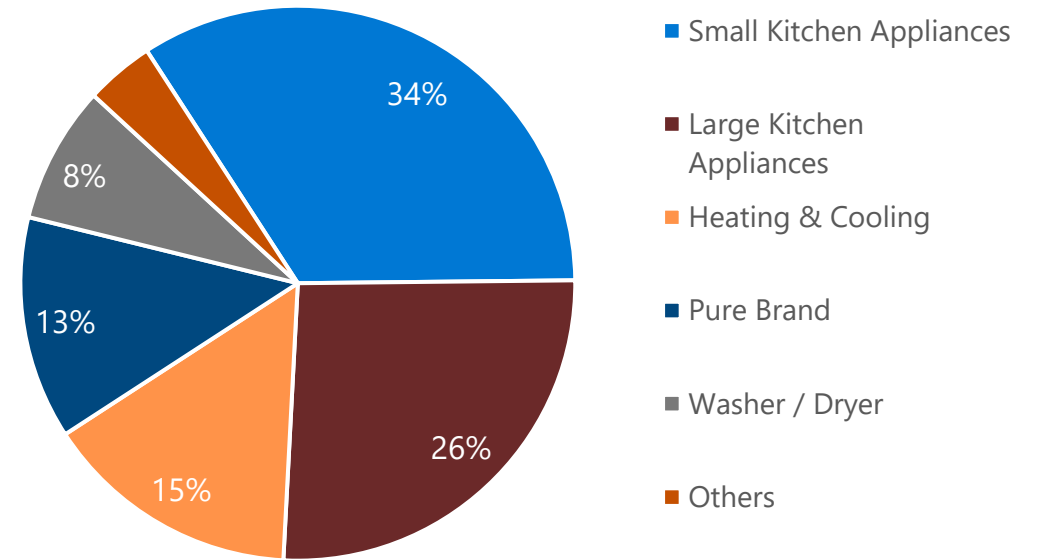
Top brands (by search volume)
Uplift = January vs April search volume uplift

Home Appliances

COVID-19 has pushed us to cook more at home. As a result, home appliance searches have increased by 37% YoY.

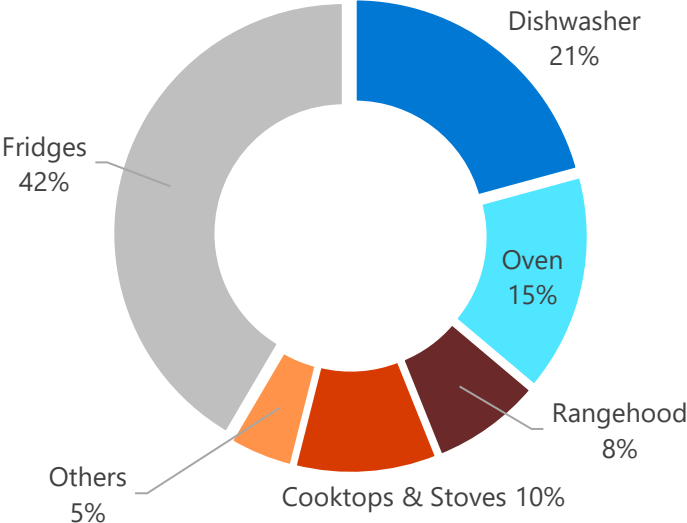
*"Nielsen Homescan data revealed that Australians are getting more adventurous with their cooking ingredients. Baking is also high on the homestay agenda."**

Search volume %



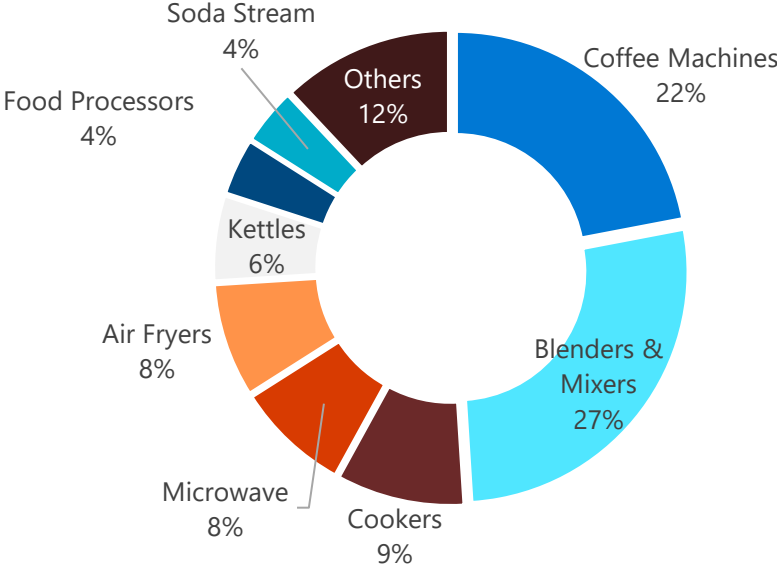
Product split by search volume (March-April 2020)

Large Kitchen Appliances



Fridge was the most searched item

Kitchen Appliances

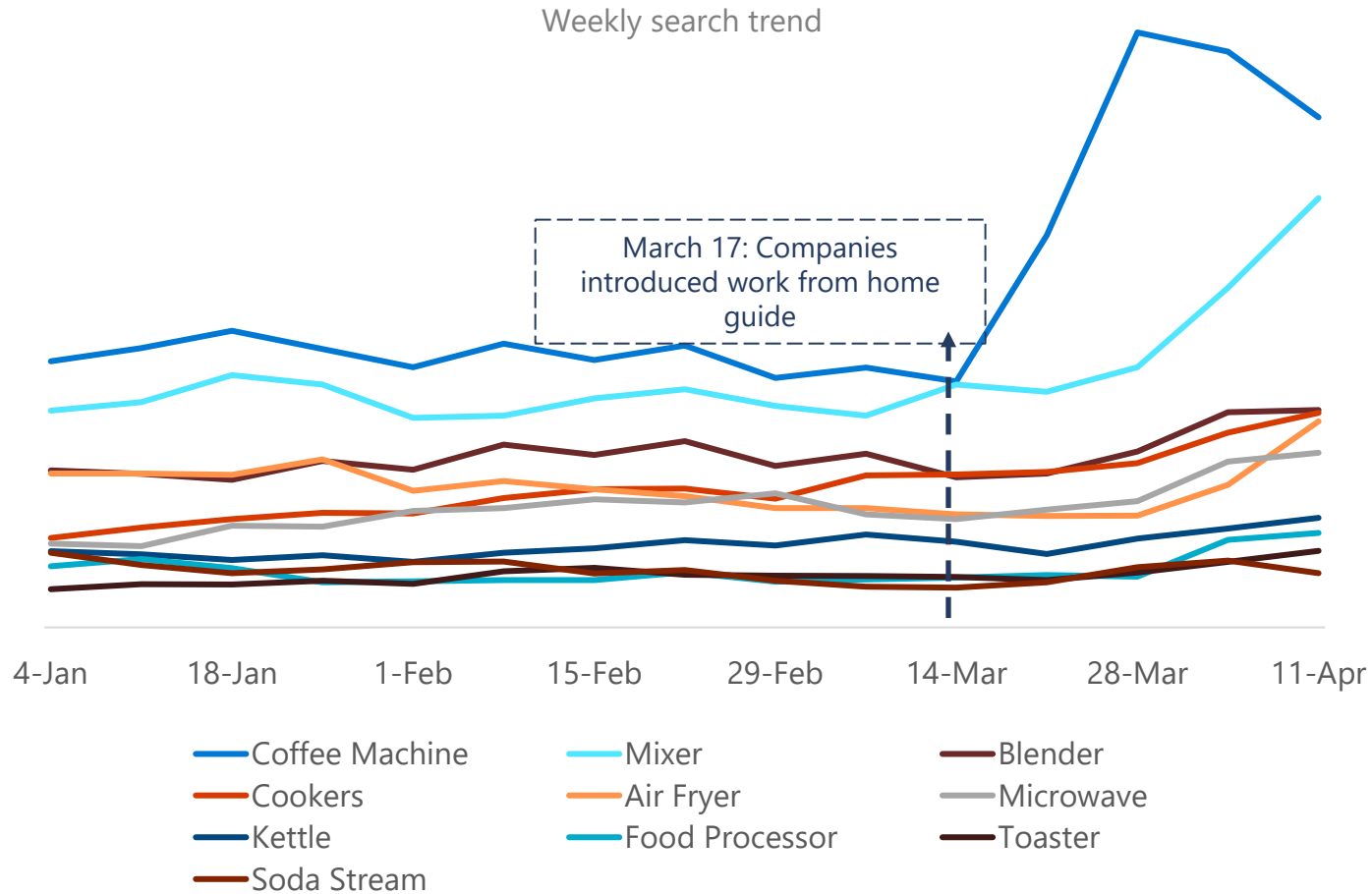


Coffee Machines and Blenders & Mixers were the most searched items

Australia's love for coffee is visible in the sudden spike in coffee machines searches

Weekly search trend

March 17: Companies introduced work from home guide



Queries with highest uplift *(compared to January)*

nespresso online **+1000+%**

slow cooker **+252%**

microwave **+228%**

nespresso com **+160%**

nespresso **+154%**

rice cooker **+137%**

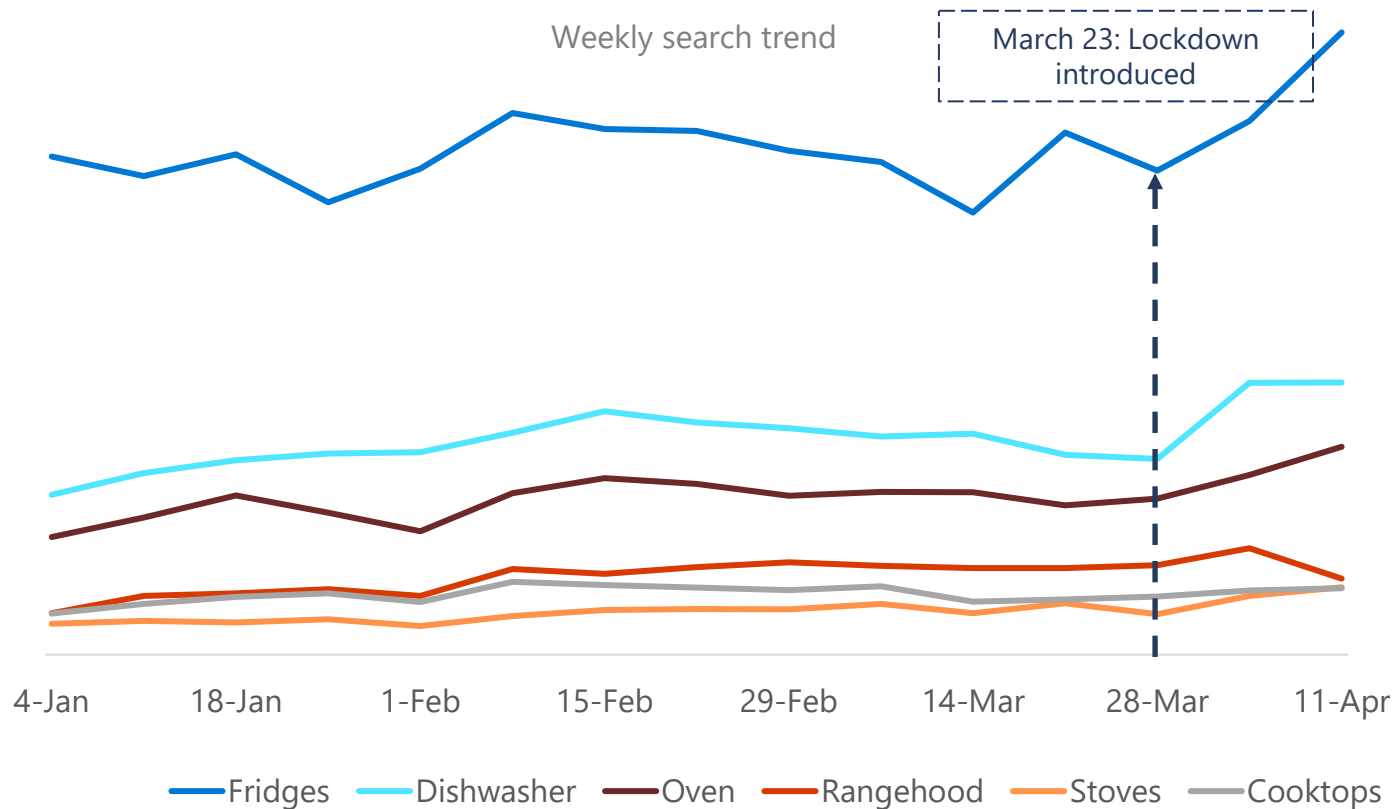
kettle **+117%**

toaster **+116%**

food processor **+106%**

kitchenaid **+89%**

Searches for fridges spiked as soon as lockdown laws were introduced, indicating people started to stock up food items



Queries with highest uplift (compared to January)

small fridge **+6000+**%

dishwashers for sale **+1000+**%

pizza oven **+126%**

mini fridge **+118%**

online appliances **+99%**

stove **+96%**

appliances **+93%**

bosch dishwasher **+79%**

miele dishwasher **+75%**

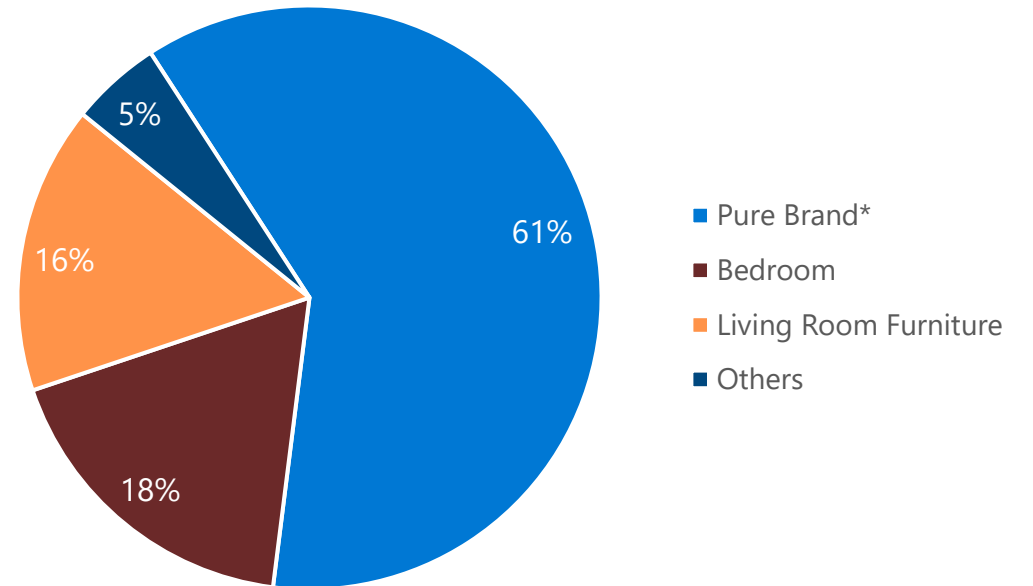
asko dishwasher **+57%**

Home Furniture

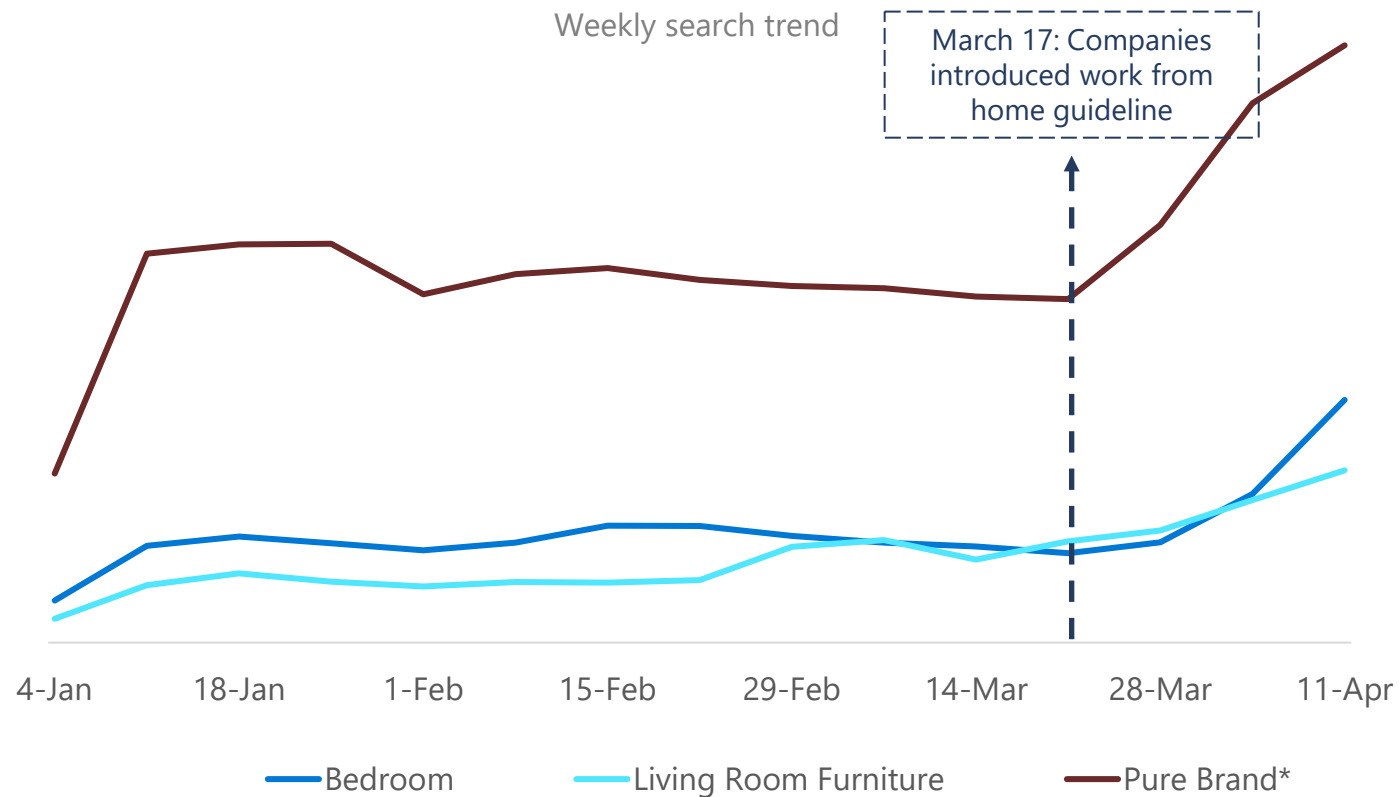
People spending more time at home seems to have a positive impact on Home Furniture searches

Home Furniture searches grew by **141%** (January vs April)

Search volume %



Home Furniture searches spiked when people started to work from home



Queries with highest uplift (compared to January)

cheap bunk beds **+12,000+%**

coffee tables for sale **+10,000+%**

best mattress **+8,000+%**

sofas **+4,000+%**

sofa bed/s **+3,000+%**

bunk bed/s **+2,000+%**

fantastic furniture **+790%**

mattress **+600%**

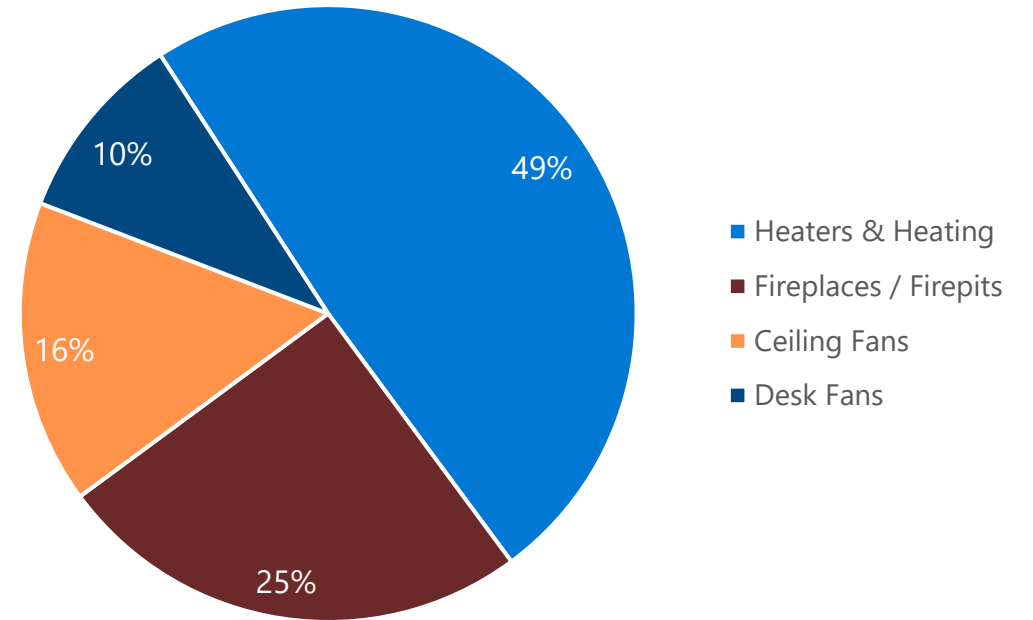
ikea online **+160%**

temple & webster **+101%**

Home Heating & Cooling

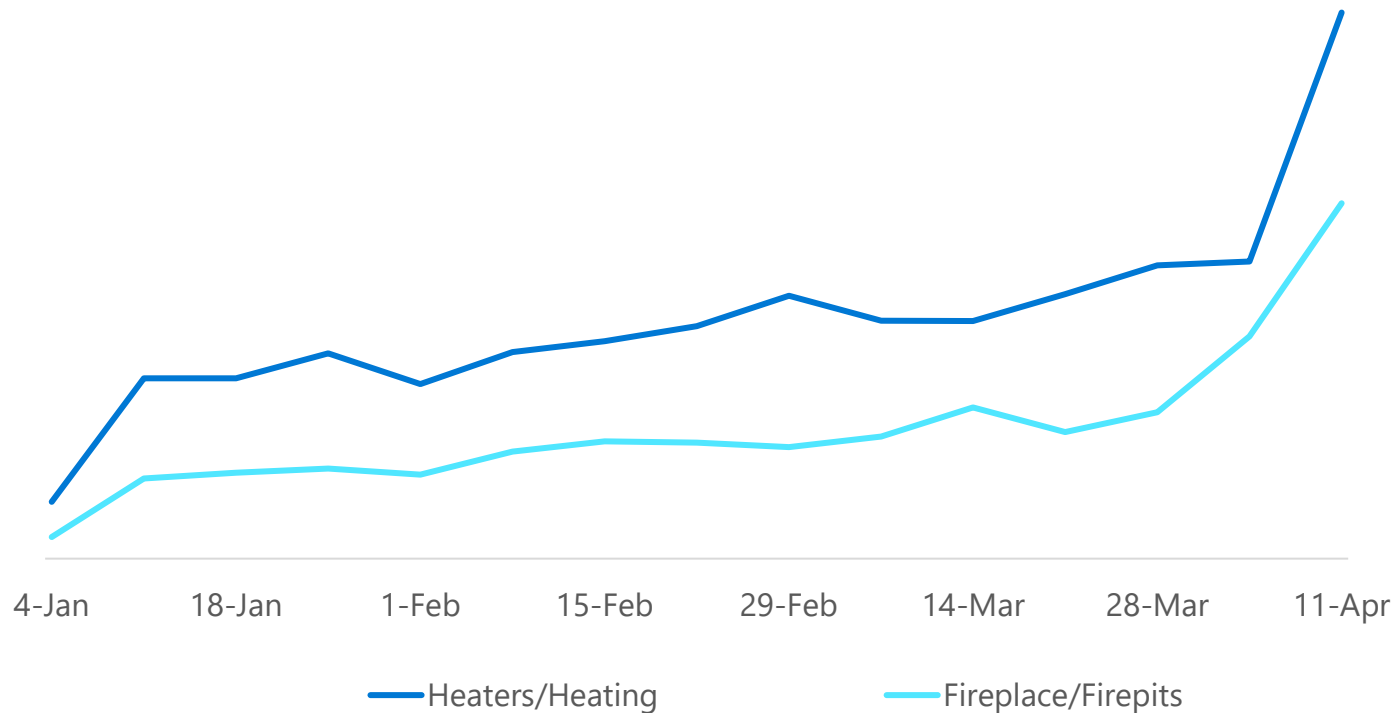
As we move towards winter, demand for heaters and fireplaces are growing

Search volume %



Home Heating related searches are growing as we enter cooler months

Weekly search trend



Queries with highest uplift *(compared to January)*

gas heaters australia **+2,000+%**

wood heaters australia **+1,000+%**

fire pit/s **+867+%**

underfloor insulation **+230%**

hydronic heating **+221+%**

jetmaster **+169+%**

fireplace/s **+139%**

rheem **+52%**

brivis **+45%**

stiebel eltron **+30%**

Key takeaways

1. As consumers shift towards online, businesses have a huge **opportunity to connect their customers with the right product** and provide a great customer experience
2. **Defend your brand entity** and be a part of the user journey as they find ways to adjust to this new world
3. **Analyse your search campaigns** to understand your customers better and plan your next steps
4. Connect your customers with the right products on the **first click**

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](#)



Microsoft Advertising. Intelligent connections.

advertising.microsoft.com

Top 50 product brands

