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

March 11: Declared COVID-19 as a pandemic
March 17: Companies introduced work from home guideline
March 23: Non-essential business shut down

Microsoft internal data | Home & Garden | Jan - Apr 2020 | search volume
Spike in searches can be seen across categories

Weekly search trend

March 17: Companies introduced work from home guideline

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%

Microsoft internal data | Home & Garden | Jan - Apr 2020 (1st two weeks) compared to 2019 | search volume | Top 200 queries
Strong spike across Home & Garden categories indicate people’s interest in improving their homes

Sub-category search growth compared to Jan

- Home Improvement: 94%
- Bedding & Linens: 86%
- Home Décor: 83%
- Home Furniture: 83%
- Home Heating & Cooling: 74%
- All Up: 65%
- Home Appliances: 38%
- Yard, Garden & Patio: 34%
- Others: 28%

Microsoft Internal Data | Home & Garden | Jan vs. Apr 2020 (1st two weeks) | search volume
We have seen a strong demand for brands

<table>
<thead>
<tr>
<th>Home Furniture</th>
<th>Home Improvement</th>
<th>Home Decor</th>
<th>Home Appliances</th>
<th>Yard, Garden &amp; Patio</th>
</tr>
</thead>
<tbody>
<tr>
<td>ikea</td>
<td>spotlight</td>
<td>appliances online</td>
<td>stratco</td>
<td>+124%</td>
</tr>
<tr>
<td>fantastic furniture</td>
<td>bunnings</td>
<td>west elm</td>
<td>+91%</td>
<td>barbeques galore</td>
</tr>
<tr>
<td>amart</td>
<td>kmart</td>
<td>harvey norman</td>
<td>tgg</td>
<td>+91%</td>
</tr>
<tr>
<td>temple and webster</td>
<td>mitre 10</td>
<td>big w</td>
<td>+13%</td>
<td>colorbond</td>
</tr>
<tr>
<td>freedom furniture</td>
<td>target</td>
<td>target</td>
<td>+130%</td>
<td>weber</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>+175%</td>
<td>ryobi</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>+3%</td>
<td></td>
</tr>
</tbody>
</table>

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

Microsoft Internal Data | Home & Garden | Jan vs. Apr 2020 (1st two weeks) | search volume
Online marketplaces and department stores have witnessed substantial growth in consumer demand

### Online marketplaces

<table>
<thead>
<tr>
<th>Platform</th>
<th>Uplift</th>
</tr>
</thead>
<tbody>
<tr>
<td>ebay</td>
<td>+84%</td>
</tr>
<tr>
<td>amazon</td>
<td>+129%</td>
</tr>
<tr>
<td>kogan</td>
<td>+128%</td>
</tr>
<tr>
<td>catch.com.au</td>
<td>+196%</td>
</tr>
<tr>
<td>graysonline</td>
<td>+163%</td>
</tr>
</tbody>
</table>

### Department stores

<table>
<thead>
<tr>
<th>Store</th>
<th>Uplift</th>
</tr>
</thead>
<tbody>
<tr>
<td>kmart</td>
<td>+125%</td>
</tr>
<tr>
<td>big w</td>
<td>+32%</td>
</tr>
<tr>
<td>target</td>
<td>+138%</td>
</tr>
<tr>
<td>myer</td>
<td>+160%</td>
</tr>
<tr>
<td>dj</td>
<td>+138%</td>
</tr>
</tbody>
</table>

**Top brands (by search volume)**

Uplift = January vs April search volume uplift

Microsoft Internal Data | Home & Garden | Jan vs. Apr 2020 (1st two weeks) | search volume
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.”*
Product split by search volume (March-April 2020)

**Fridge was the most searched item**

**Coffee Machines and Blenders & Mixers were the most searched items**

Microsoft Internal Data | Home & Garden | Mar - Apr 2020 | search volume
Australia’s love for coffee is visible in the sudden spike in coffee machines searches.

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%

Microsoft internal data | Home & Garden | Jan - Apr 2020 (1st two weeks) compared to 2019 | search volume | Top 200 queries
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)
Home Furniture searches spiked when people started to work from home

Weekly search trend

March 17: Companies introduced work from home guideline

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.
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%

Microsoft internal data | Home & Garden | Jan - Apr 2020 (1st two weeks) compared to 2019 | search volume | Top 200 queries

*Pure Brand = terms like Ikea, Temple & Webster with no clear product intention
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

Top 50 product brands