Analysis compares pre vs. post timeframe search volume for top Home & Garden categories

Dates determined by the U.S. COVID-19 National Emergency Declaration on March 13th

Pre = January 1\textsuperscript{st} to March 13\textsuperscript{th}  
Post = March 14\textsuperscript{th} to April 26\textsuperscript{th}
Bread makers and baking equipment are driving search growth within Small Kitchen Appliances.

Searches up 61% year over year (YoY) since mid-March.

Major Appliance search growth coming from fridges, freezers and microwaves.

Searches up 51% YoY since mid-March.

Living room driving search growth within Furniture with sofas & chairs leading the charge.

Searches up 13% YoY since mid-March.
Small Appliances

2019 Searches

Blenders
Thru 3/13
+20% YoY
Since 3/14
+60% YoY

Bread Makers
Thru 3/13
+35% YoY
Since 3/14
+879% YoY

Coffee & Espresso Makers
Thru 3/13
+2% YoY
Since 3/14
+32% YoY

Food Processors
Thru 3/13
+4% YoY
Since 3/14
+15% YoY

Mixers
Thru 3/13
+44% YoY
Since 3/14
+101% YoY

Rice Cookers
Thru 3/13
-5% YoY
Since 3/14
-11% YoY

Toasters & Toaster Ovens
Thru 3/13
+0% YoY
Since 3/14
+29% YoY

Waffle Irons
Thru 3/13
+49% YoY
Since 3/14
+102% YoY
To do:

- Match category search volume growth with proportionally increased budget
- Add top terms driving growth post-COVID
- Ensure competitive bids as auction dynamics have shifted in many categories
Strategies and recommendations
