



Memorial Day Home & Garden COVID-19 update (U.S.)

Microsoft Advertising. Intelligent connections.



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

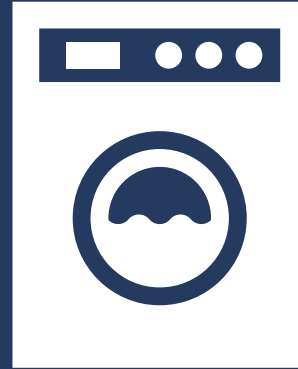
Pre = January 1st to March 13th

Post = March 14th to April 26th



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

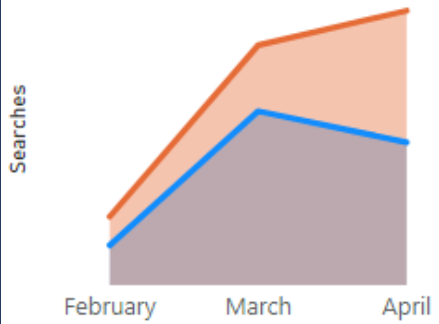
Searches up 13% YoY since mid-March

Small Appliances

2019 Searches

2020 Searches

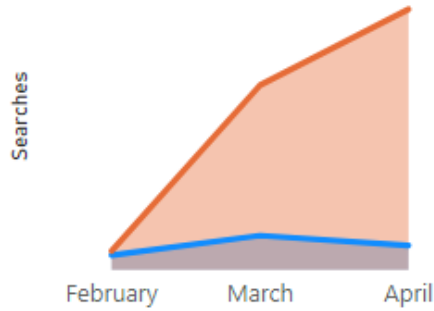
Blenders



Thru 3/13
+20% YoY

Since 3/14
+60% YoY

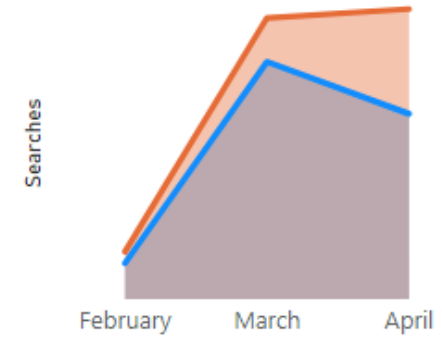
Bread Makers



Thru 3/13
+35% YoY

Since 3/14
+879% YoY

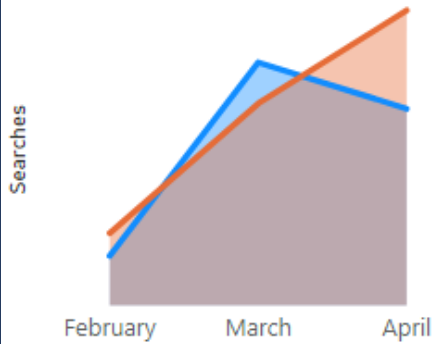
Coffee & Espresso Makers



Thru 3/13
+2% YoY

Since 3/14
+32% YoY

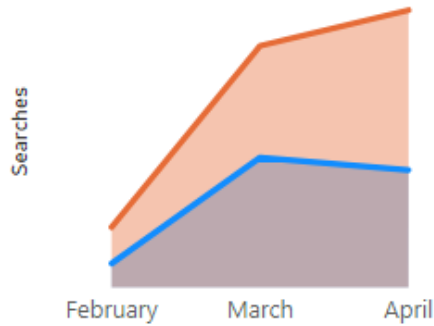
Food Processors



Thru 3/13
+4% YoY

Since 3/14
+15% YoY

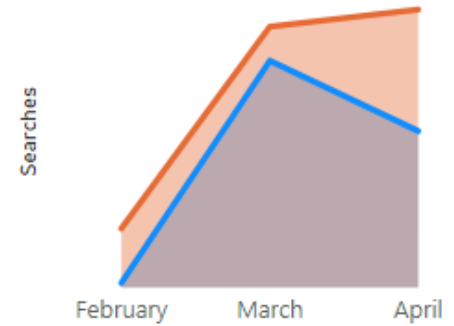
Mixers



Thru 3/13
+44% YoY

Since 3/14
+101% YoY

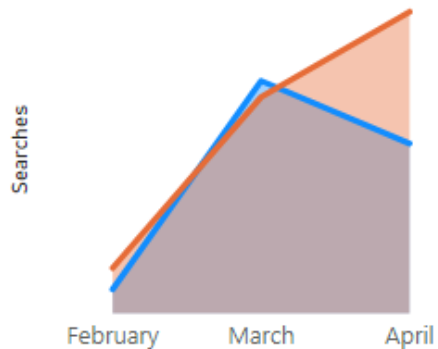
Rice Cookers



Thru 3/13
-5% YoY

Since 3/14
-11% YoY

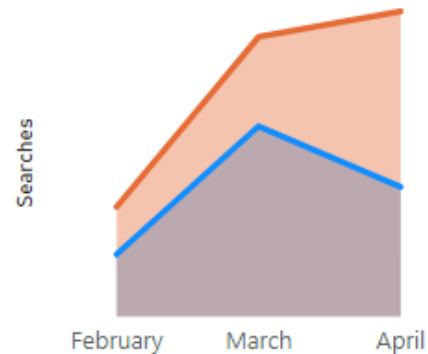
Toasters & Toaster Ovens



Thru 3/13
+0% YoY

Since 3/14
+29% YoY

Waffle Irons



Thru 3/13
+49% YoY

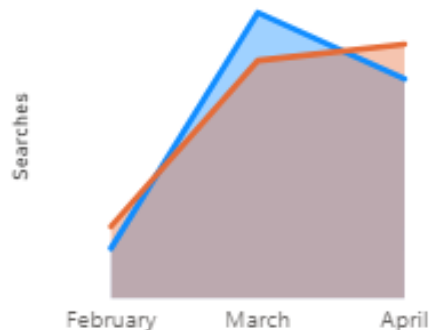
Since 3/14
+102% YoY

Major Appliances

2019 Searches

2020 Searches

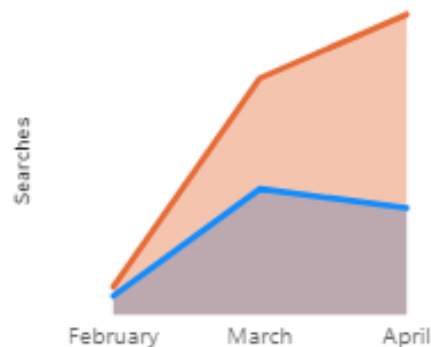
Dishwashers



Thru 3/13
+2% YoY

Since 3/14
+0% YoY

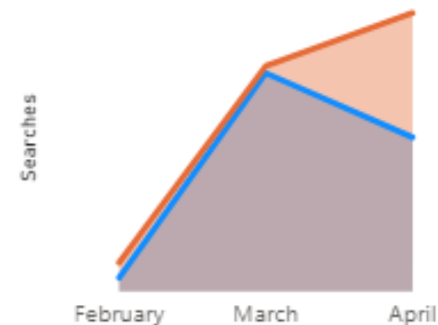
Fridges & Freezers



Thru 3/13
+10% YoY

Since 3/14
+118% YoY

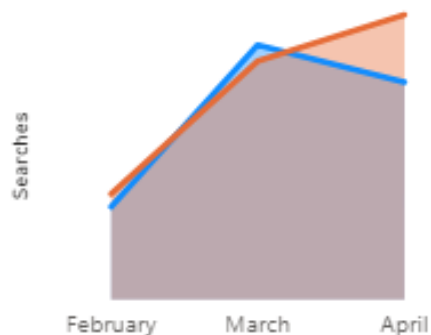
Microwaves



Thru 3/13
+1% YoY

Since 3/14
+30% YoY

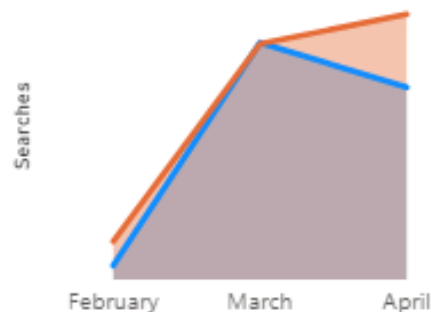
Ranges & Ovens



Thru 3/13
+2% YoY

Since 3/14
+17% YoY

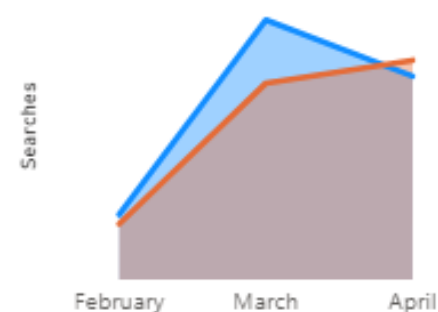
Vacuums



Thru 3/13
+6% YoY

Since 3/14
+16% YoY

Washers & Dryers



Thru 3/13
-17% YoY

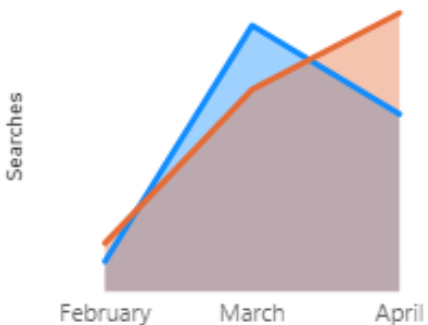
Since 3/14
-3% YoY

Furniture

2019 Searches

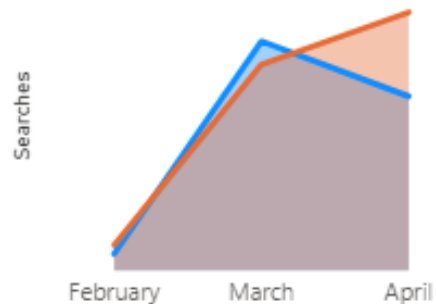
2020 Searches

Beds & Mattresses



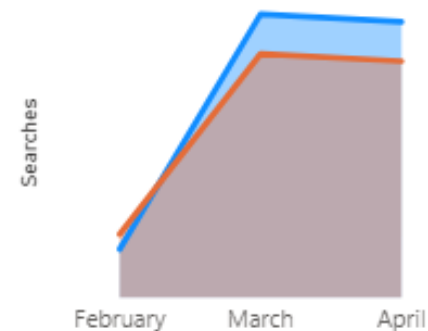
Thru 3/13
-1% YoY
Since 3/14
+10% YoY

Clothing & Shoe Storage



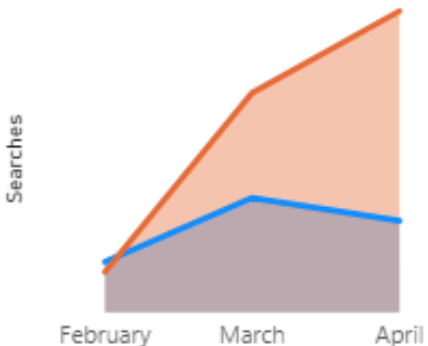
Thru 3/13
-3% YoY
Since 3/14
+16% YoY

Coffee & End Tables



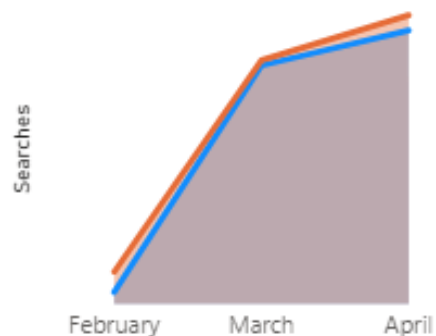
Thru 3/13
-2% YoY
Since 3/14
-12% YoY

Home Office Furniture



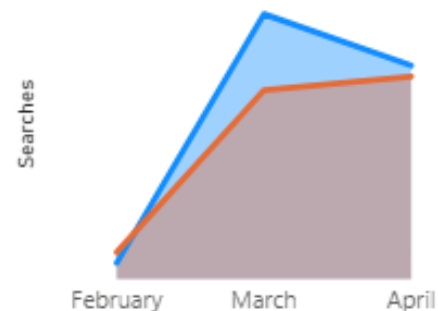
Thru 3/13
+4% YoY
Since 3/14
+15% YoY

Kitchen & Dining Room Tables



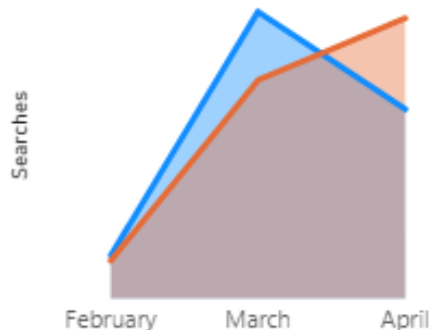
Thru 3/13
+3% YoY
Since 3/14
+9% YoY

Kitchen & Dining Room Chairs



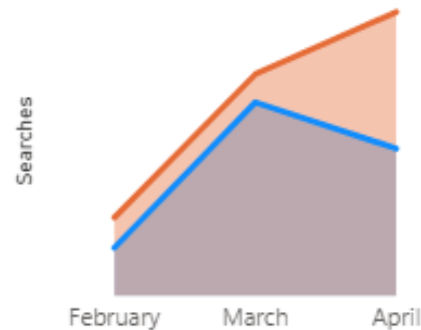
Thru 3/13
-5% YoY
Since 3/14
-11% YoY

Media Centers



Thru 3/13
-7% YoY
Since 3/14
+8% YoY

Sofas & Chairs



Thru 3/13
+20% YoY
Since 3/14
+44% 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

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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