French Toys & Games search trends: kids “stuck at home”

As of March 21, 2020
HYPOTHESIS

Since kids recently, and will increasingly, spend most of their time at home, parents might search more for toys and games.
Kids **toys & games searches** increased after the government’s first TV speech about COVID-19

Source: Microsoft Internal Data; Country: France; Period: Feb 23th to March 21t; Network: all network traffic; Devices: All

“Search list” means the figures are for a group of queries not a single one
HYPOTHESIS

As schools are closed, parents might prioritize **educational tools**
Educational games is the search category with the highest growth, but…

Index of Toys & Games category searches against Week 9 (search list)

- Jeux éducatifs (Educational games)
- Kids gaming (Kids gaming)
- Jeux de société (Board games)
- Puzzle (Puzzle)
- Poupée mannequin (Mannequin doll)
- Mini poupée, Mini univers (Mini doll, Mini universe)

Source: Microsoft Internal Data; Country: France; Period: Feb 23th to March 21th; Network: all network traffic; Devices: All

"Search list" means the figures are for a group of queries not a single one

Gaming = video games
...**educational games** (and **schoolbooks**) peaked only during the first days of schools being closed.

Source: Microsoft Internal Data; Country: France; Period: Feb 23th to March 21th; Network: all network traffic; Devices: All

"Search list" means the figures are for a group of queries not a single one
HYPOTHESIS

As most family members are at home, parents might prioritize low noise toys & games.
Noisy toys and games searches grew faster than quiet toys and games, perhaps because noise “offsets” the feeling of being alone.

Source: Microsoft Internal Data; Country: France; Period: Feb 23th to March 21th; Network: all network traffic; Devices: All

“Search list” means the figures are for a group of queries not a single one.

* Government’s first TV speech
HYPOTHESIS

As parents may be busy, they might prioritize toys & games that kids can play by themselves.
Searches for toys and games that kids can play by themselves haven’t grown faster than average*

"By themselves" toys and games searches vs. generic, indexed against Week 9 (search list)

Source: Microsoft Internal Data; Country: France; Period: Feb 23th to March 21th; Network: all network traffic; Devices: All
* Average = “toy”, “games”, “kids activity” used as comparison basis
Category trends
Of the top categories (search volume and growth), only imitation and disguise are trending flat or down

Source: Microsoft Internal Data; Country: France; Period: Feb 23rd to March 21th; Network: all network traffic; Devices: All

*Licence: Major brands
**Example: cooking,...