



U.K. Home & Garden COVID-19 marketplace trends

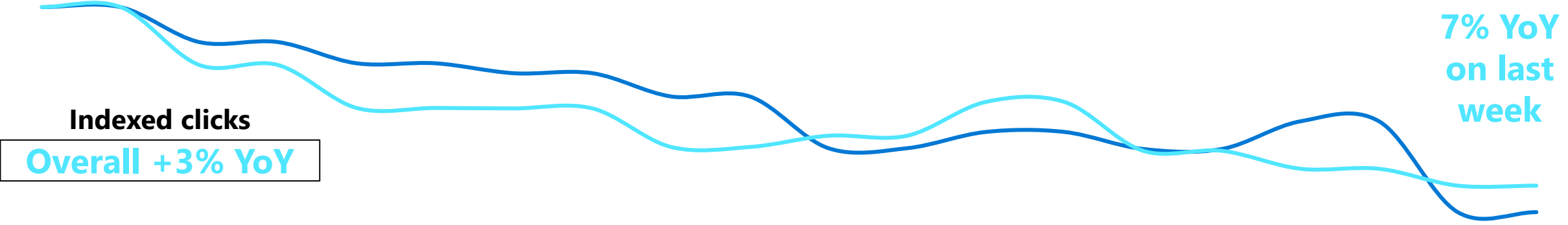
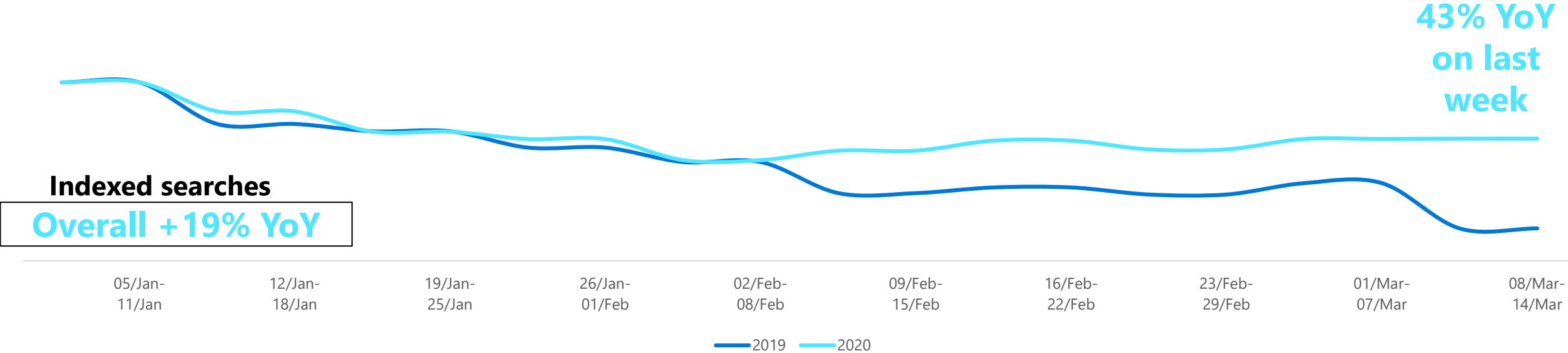
March 16, 2020



HYPOTHESIS

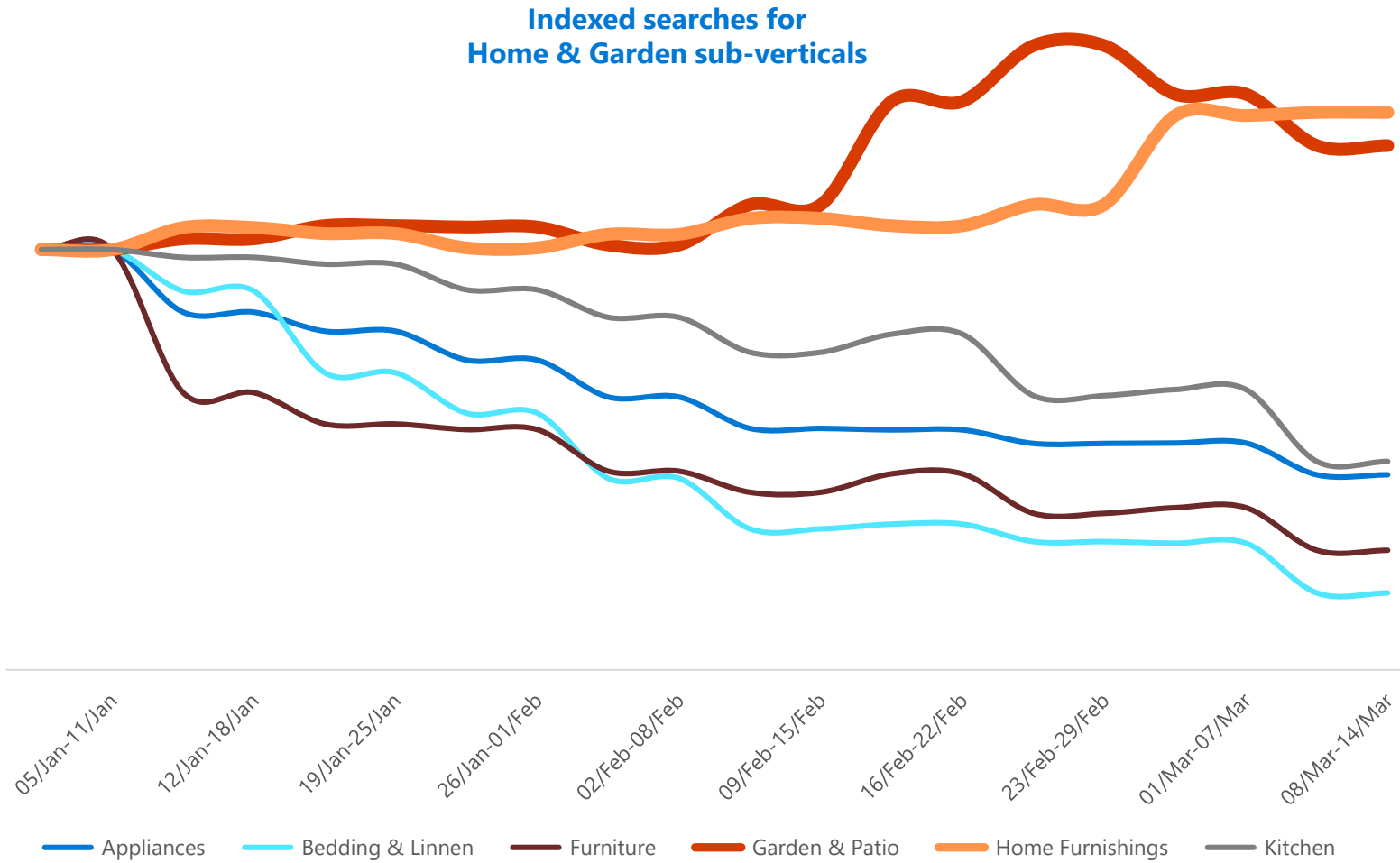
Since consumers are currently spending **a lot more time at home**, they might look to invest in more **home & garden** products/equipment which will best suit their needs when they are working/spending time at home.

Home & Garden searches have maintained volume past peak season with **43% growth** in year-over-year (YoY) searches on the last week



Source: Microsoft internal data, Bing O&O traffic, all devices

There has been strong **Home Furnishings** and **Garden & Patio** query growth despite declines seen in other sub-categories



Query samples

Appliances: "blender," "kettle," "microwave," "mini fridge"

Bedding & Linnen: "mattress," "towels," "bedding," "duvet covers"

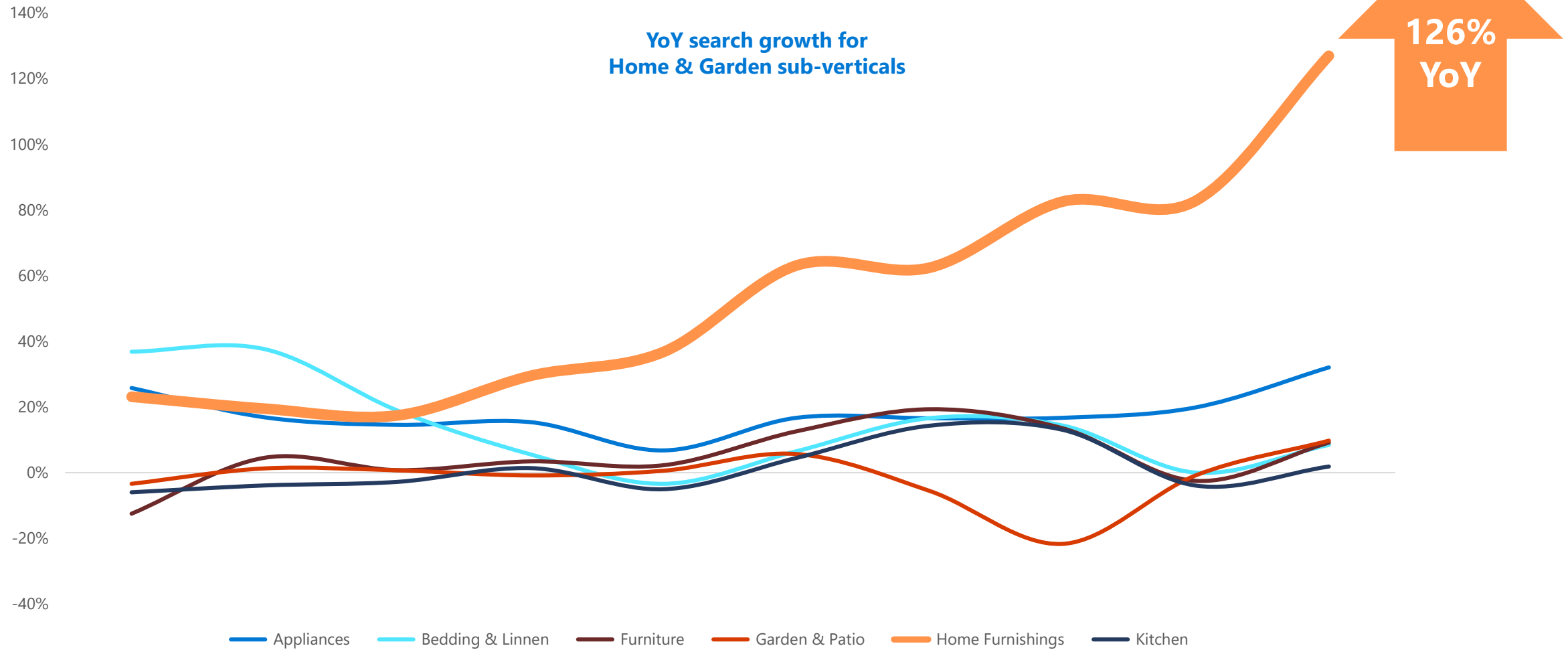
Furniture: "sofa," "bedroom furniture," "single beds," "bunk beds"

Garden & Patio: "pergola," "fire pits," "gas BBQ," "garden sheds"

Home Furnishing: "clocks," "blinds," "candles," "cushion covers"

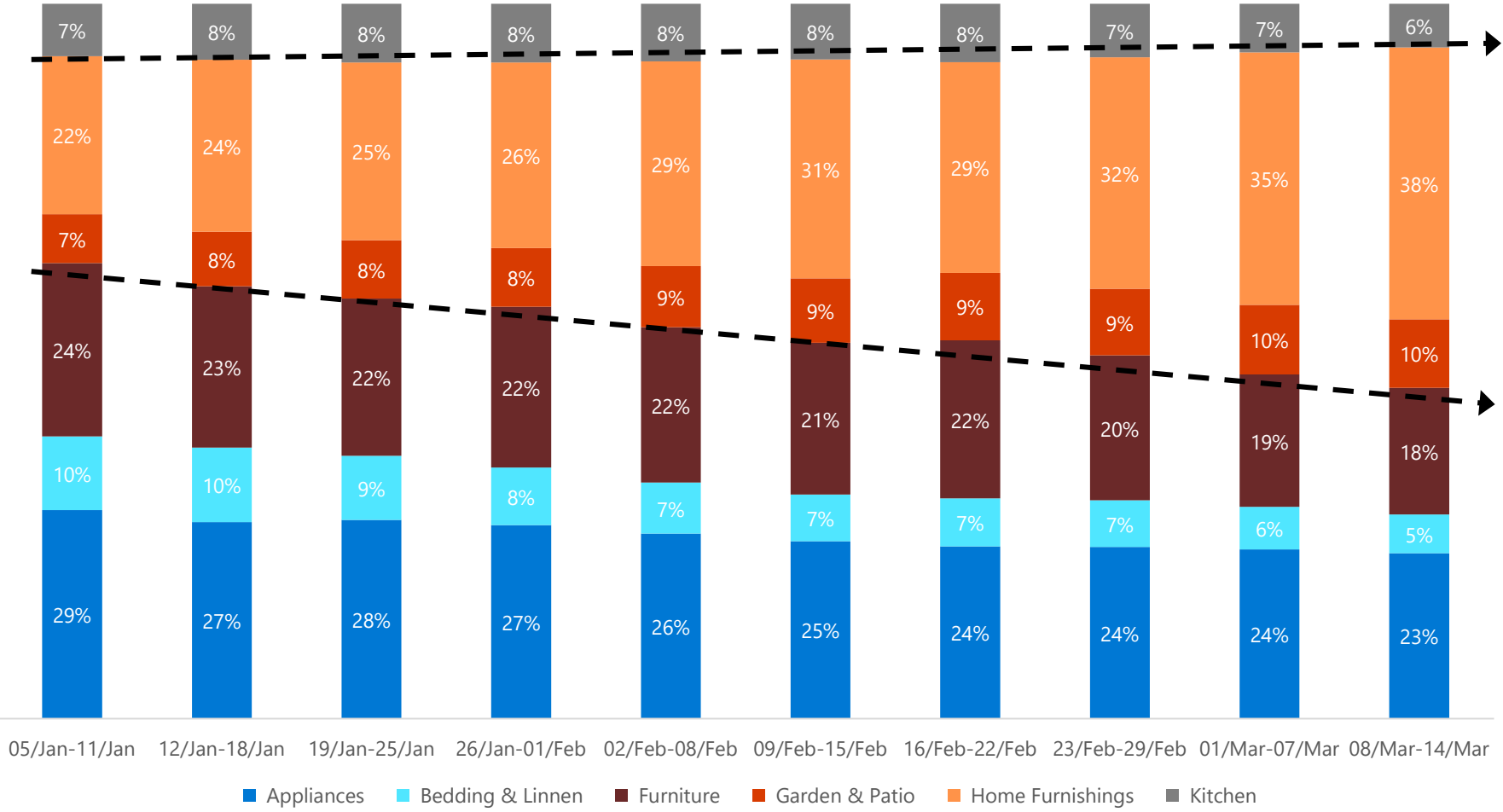
Kitchen: "kitchen tiles," "wine glasses," "wok"

Home Furnishings searches have massively increased YoY



Home Furnishings queries have become the **most searched** sub-vertical in Home & Garden

2020 share of search volumes



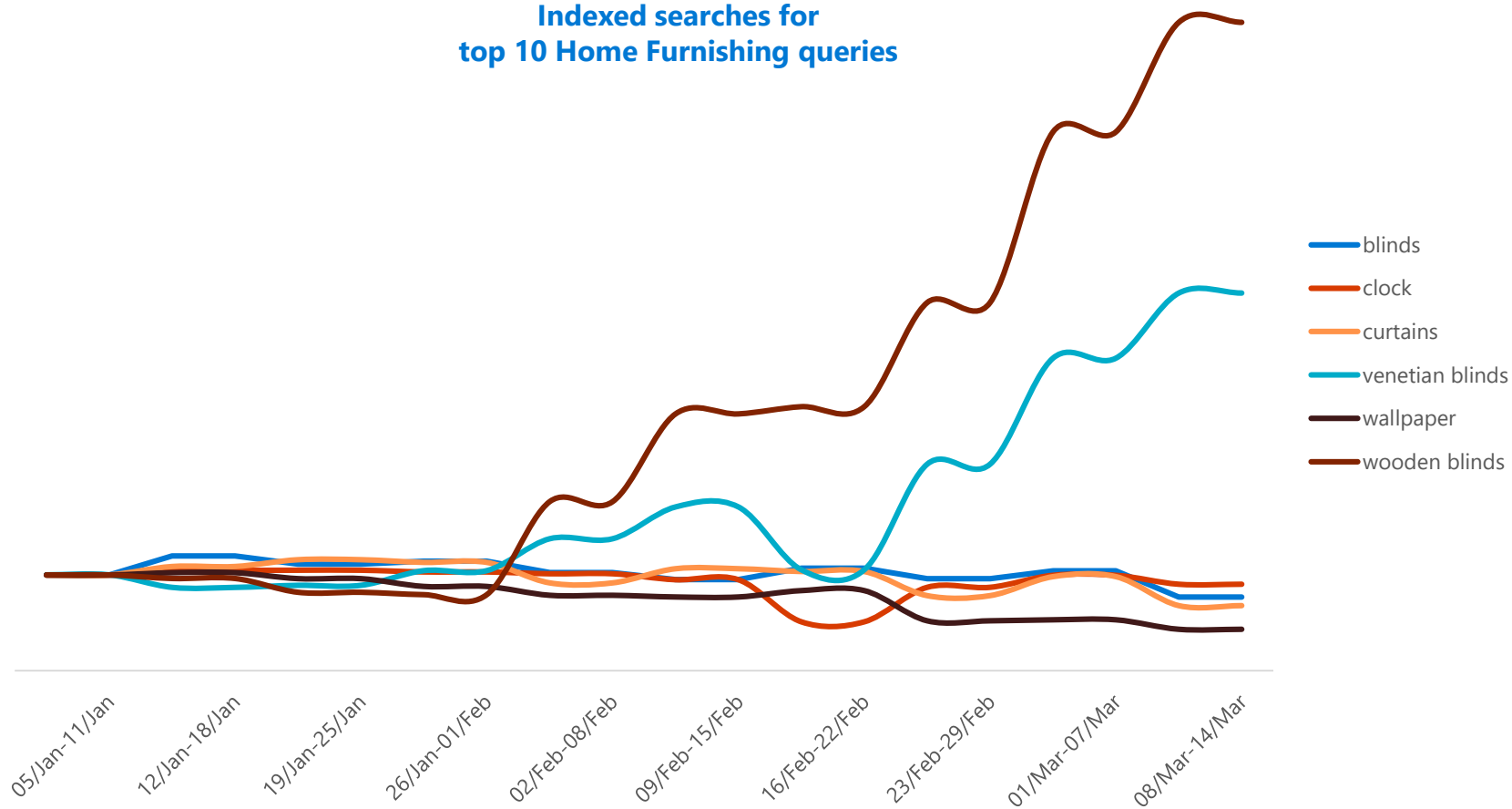
All other categories are dropping in share and volume, however, these trends appear to follow **normal seasonality trends**



Source: Microsoft internal data, Bing O&O traffic, all devices

Home Furnishings search growth is being driven by searches for **Blinds**

Indexed searches for top 10 Home Furnishing queries

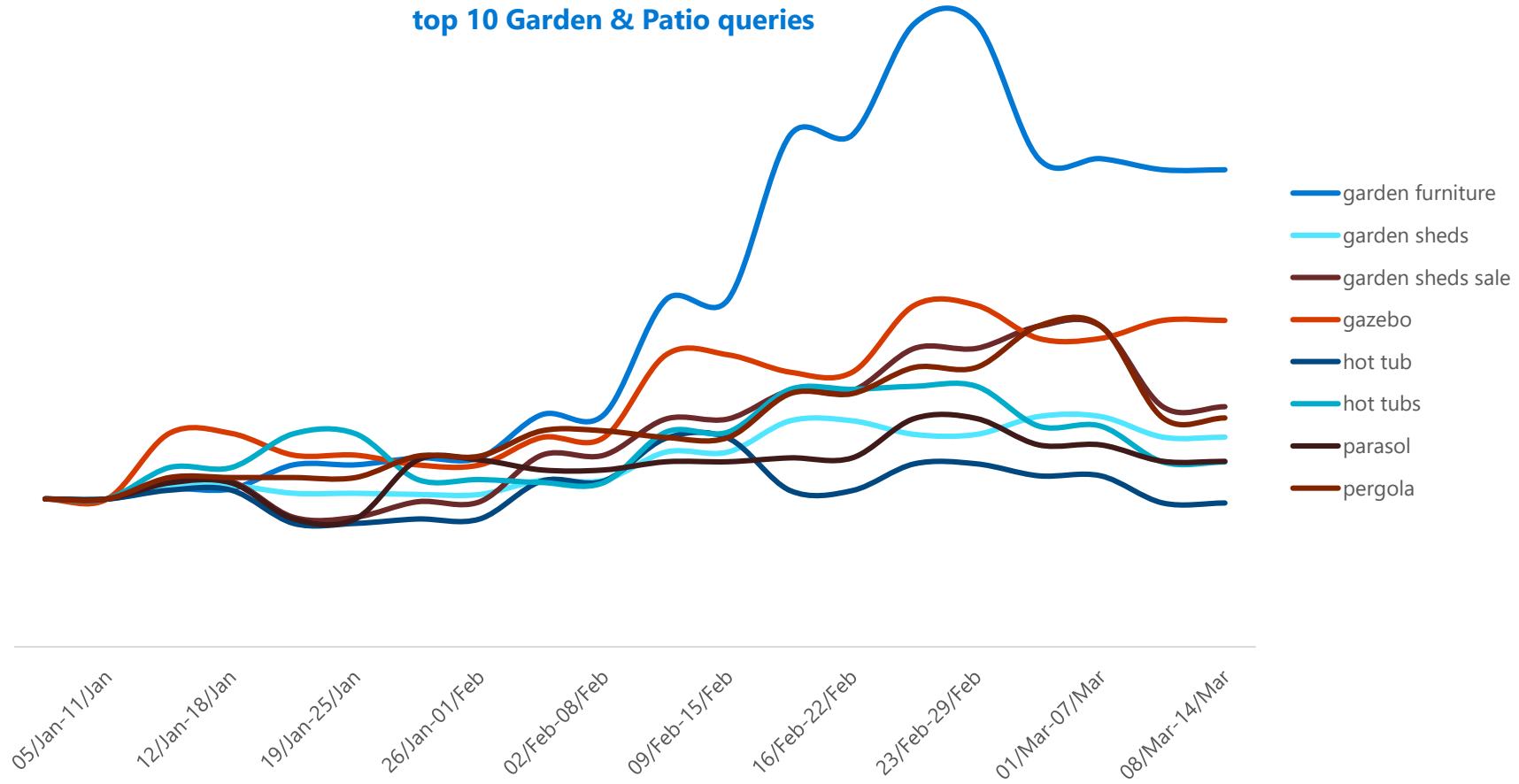


Top growing queries YoY

- venetian blinds
- wooden blinds

Despite Furniture decreasing, **Garden Furniture** queries are **growing significantly**

Indexed searches for top 10 Garden & Patio queries



Top growing queries YoY

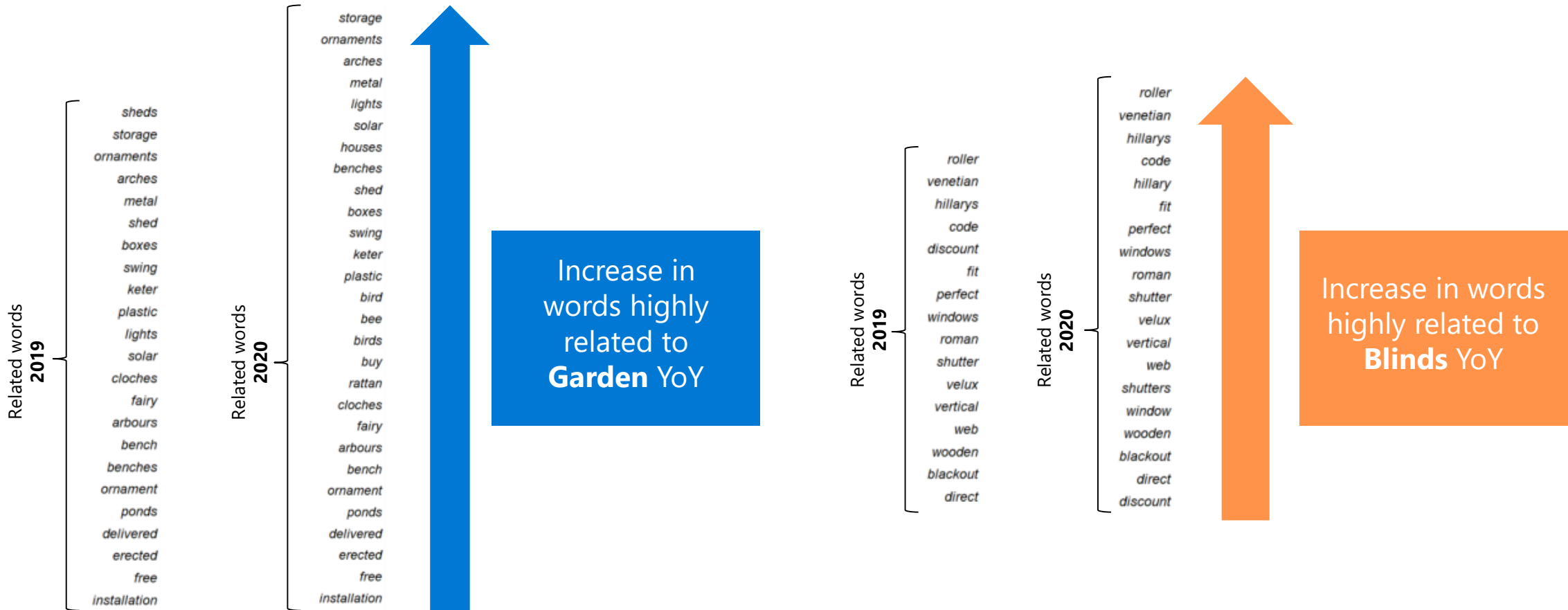
- summer houses garden
- trees small gardens

Source: Microsoft internal data, Bing O&O traffic, all devices
*Searches indexed to 2nd calendar week in January **YoY Query Calculation based Year to Date 10th March with minimum of 1000 Searches



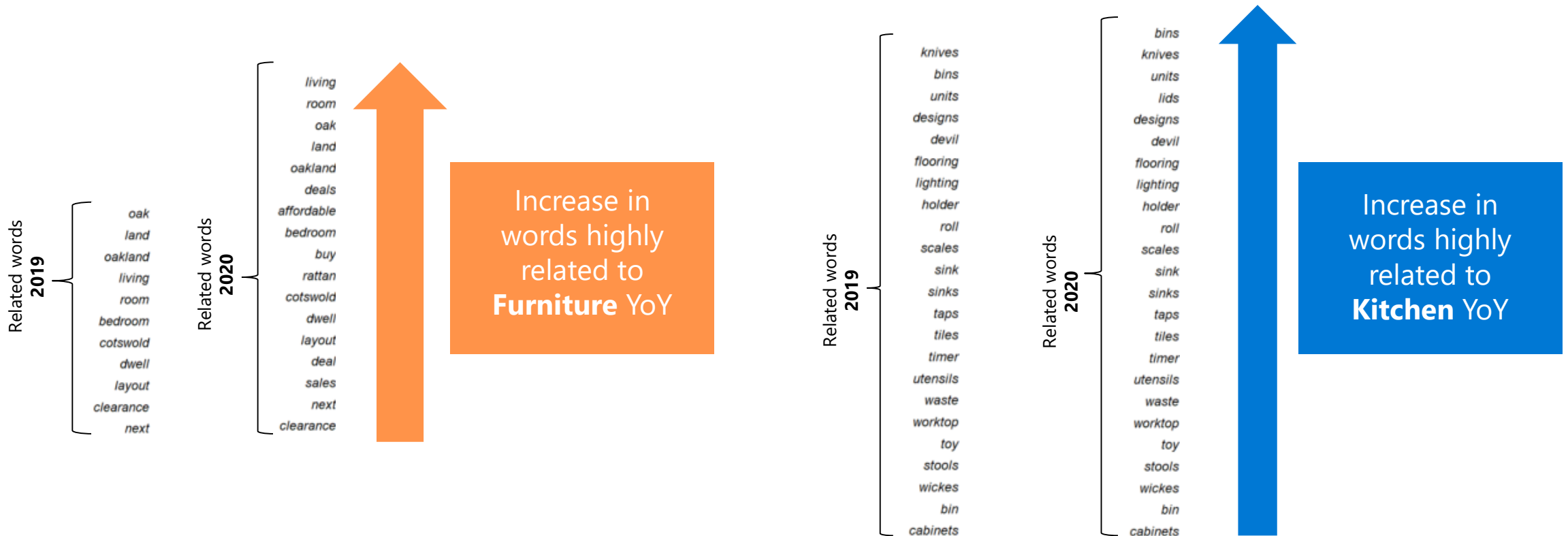
Volumes of sub-category **search variations are growing**

This highlights the importance of broad approaches like utilising **Dynamic Search Ads**



Volumes of sub-category **search variations** are growing

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Top 10 volume searches by category

Appliances	Bedding & Linen	Furniture	Garden & Patio	Home Furnishings	Kitchen
[brand]	mattress	[brand]	[brand]	wallpaper	[brand] kitchen
blender	[brand] bedding	furniture	[brand]	wooden blinds	[brand] kitchens
washing machines	[brand] mattress	beds	garden furniture	venetian blinds	kitchens
best vacuum cleaner	highest rated mattresses	sofa	garden sheds	[brand]	kitchen
[brand] vacuum cleaner	mattresses	sofas	gazebo	clock	[brand] kitchens
best coffee machine	[brand] mattress UK	[brand] uk	hot tubs	[brand] curtains	kitchen units
[brand]	bedding	bedroom furniture	hot tub	blinds	kitchen taps
washing machine	mattress topper	sofa beds	garden sheds sale	[brand] blinds	kitchen sinks
microwave	memory foam mattress	[brand] furniture	pergola	curtains	kitchen designs
coffee machine	duvet covers	oak furniture	parasol	[brand]	kitchen tiles

Top 10 volume searches YoY by Category

Appliances	Bedding & Linen	Furniture	Garden & Patio	Home Furnishings	Kitchen
capsule coffee machine	highest rated mattresses	best leather sofas	[brand] garden sheds sale	wooden blinds	[brand] neverstick pans
best coffee pod machine	silk pillowcases UK	furniture living room	trellis fence panels	venetian blinds	casserole dishes
pod coffee machines	mattress topper double	[brand]	garden storage boxes waterproof	shutter blinds	wok
cordless vacuum cleaner	silk pillowcases	[brand] uk	garden sheds delivered erected	ex display dining sets	[brand] kitchen table chairs
[brand] hair dryer sale	luxury bedding sets clearance	rise recliner chair	summer houses garden	cushions [brand]	kitchen
microwaves [brand]	pillows neck pain	leather recliner chairs	trees small gardens	roller blinds windows	[brand] pans
soup maker machines	[brand] towels	[brand] uk	garden sheds sale near me	door mats indoor	kitchen roll holder
[brand] uk	bedspreads king size	table protector	fire pits garden	[brand] cushions	kitchen waste bins
vacuum cleaner	flannalette bedding	[brand] clearance furniture	plant stands indoor	window blinds	[brand] food processor