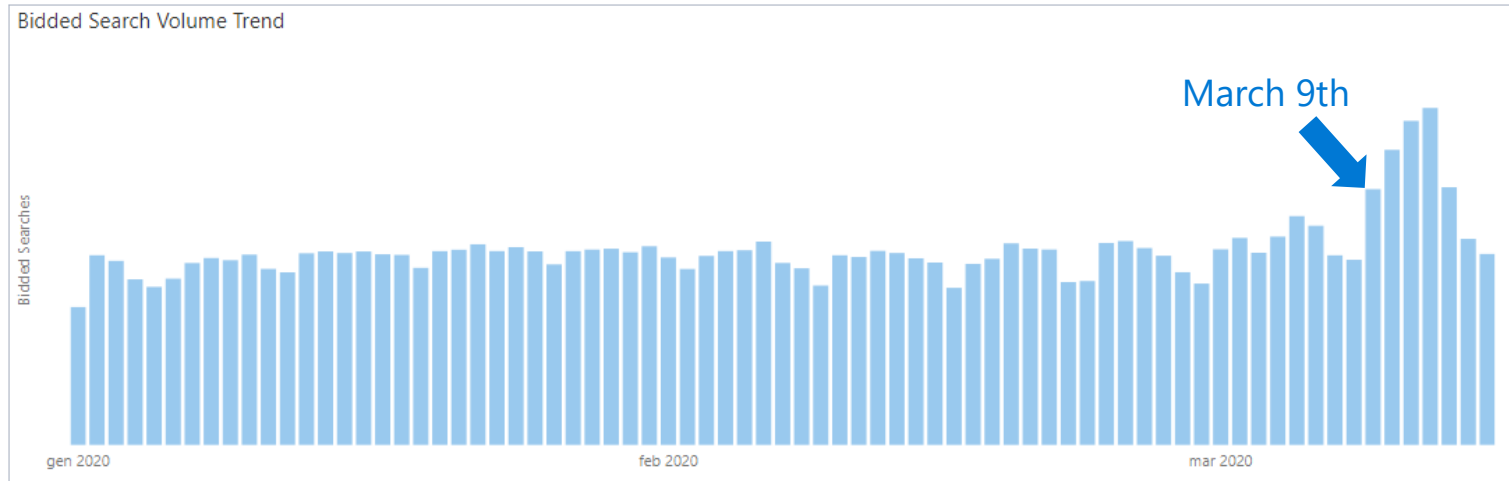


# Toys & Games COVID-19 marketplace trends

March 2020

# There has been significant growth in **Toys & Games** in **Italy**

**There has been substantial growth (+30% week over week (WoW)) in searches and clicks**, whilst cost per click (CPC) remained linear starting on **March 9<sup>th</sup>**, the day the government imposed the lockdown on the whole country. The growth lasted for a few days and then normalized.



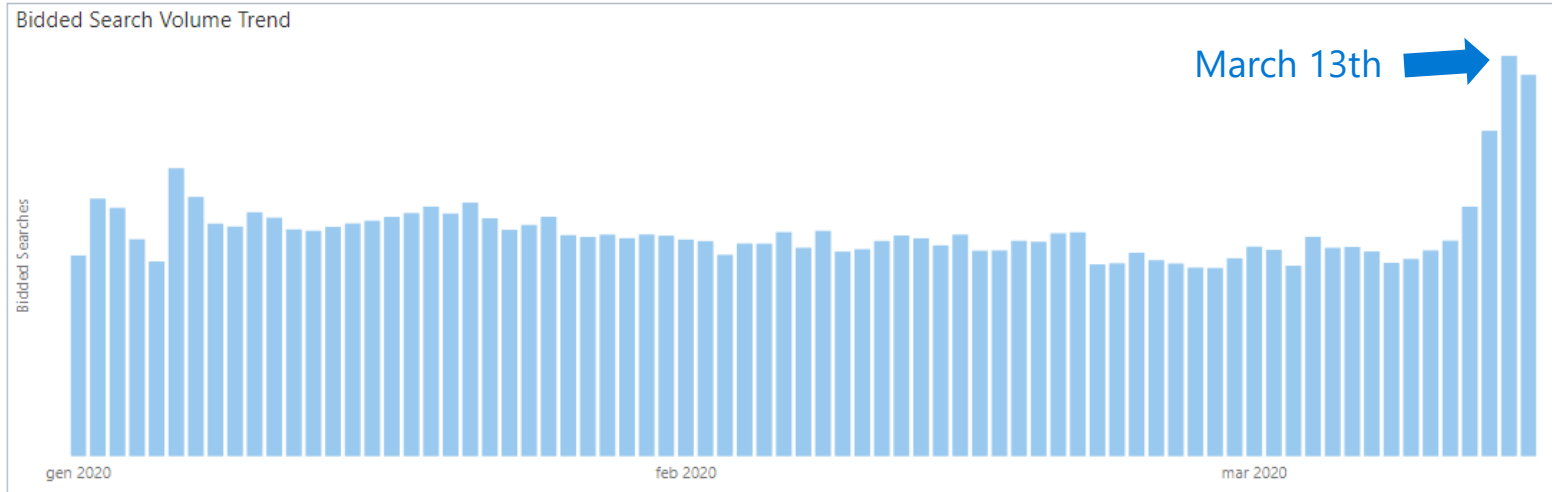
Hobbies & Leisure	% WoW Bidded Searches	% WoW CPC
Ancestry & Genealogy	-11,1%	51,3%
Antiques & Collectibles	8,2%	2,4%
Arts & Crafts	-5,5%	-9,6%
Astronomy	11,2%	19,7%
Birding	-1,5%	-19,4%
Camping & Outdoor Recreation	1,7%	-13,5%
Cooking	14,7%	-5,6%
Gardening	-9,9%	12,9%
Pets & Animals	7,4%	8,3%
Photo & Video	13,5%	12,7%
Prizes & Competitions	-17,7%	-6,7%
Recreational Activity Education	15,2%	-14,3%
Scale Models & Model Building	3,5%	6,3%
<b>Toys &amp; Games</b>	<b>30,5%</b>	<b>-7,5%</b>
Wine & Beer Collecting & Brewing	-2,2%	6,0%
<b>Totale</b>	<b>16,7%</b>	<b>-3,2%</b>

Other sub-categories in the Hobbies & Leisure vertical have seen growth in searches in the week of 9<sup>th</sup> to 15<sup>th</sup> of March, including **Recreational Activity Education**, **Cooking** and **Astronomy**



# Toys & Games in Spain are showing even faster growth

In line with what seen in Italy, **also in Spain there was a big growth (+38% WoW) in searches and clicks**, whilst CPC remained linear. The peak occurred on **March 13<sup>th</sup>**, when the Spanish government imposed the lock-down of the whole country. We will monitor this trend to assess whether it will normalize just in a few days as in Italy.



Hobbies & Leisure	% WoW Bidded Searches	% WoW CPC
Ancestry & Genealogy	-7,7%	8,0%
Antiques & Collectibles	-2,3%	-16,2%
Arts & Crafts	1,6%	2,8%
Astronomy	20,7%	14,0%
Birding	-7,4%	-4,3%
Camping & Outdoor Recreation	7,8%	-5,9%
Cooking	-0,7%	-6,2%
Gardening	-10,7%	4,3%
Pets & Animals	6,8%	-0,6%
Photo & Video	-12,7%	10,3%
Prizes & Competitions	-31,4%	16,4%
Recreational Activity Education	25,5%	-25,7%
Scale Models & Model Building	9,8%	-11,4%
Toys & Games	37,9%	1,2%
Wine & Beer Collecting & Brewing	-14,2%	5,9%
<b>Totale</b>	<b>16,6%</b>	<b>0,1%</b>

Just as seen in Italy, other sub-categories in the Hobbies & Leisure vertical have seen growth in searches in the week from 9<sup>th</sup> to 15<sup>th</sup> of March, including **Recreational Activity Education** and **Astronomy**



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