



Microsoft Advertising

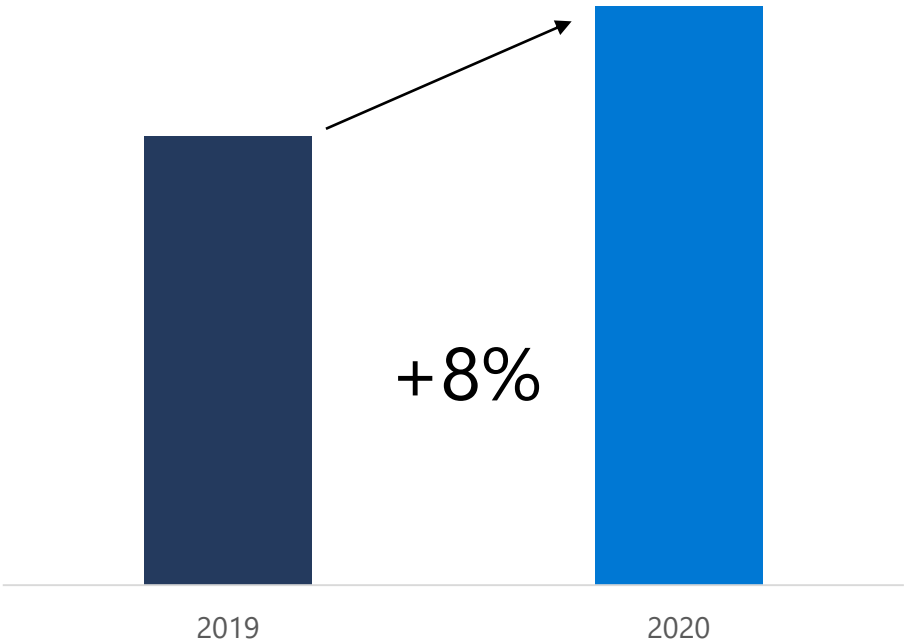
COVID-19 effects on exercise and fitness trends

Category trend analysis

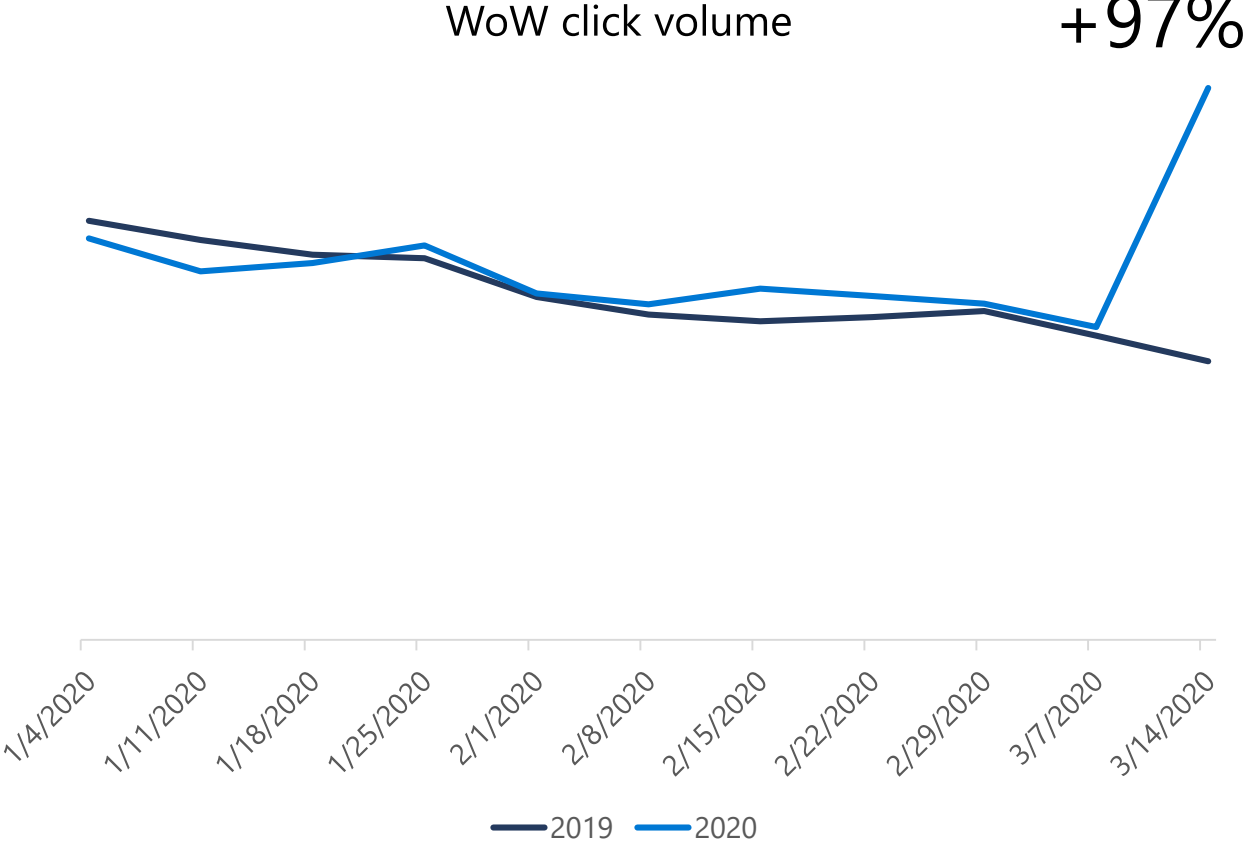


Sports and fitness equipment clicks have increased by **97%** week over week (WoW) as consumers shift their fitness needs to home-based options

Year-over-year (YoY) click volume

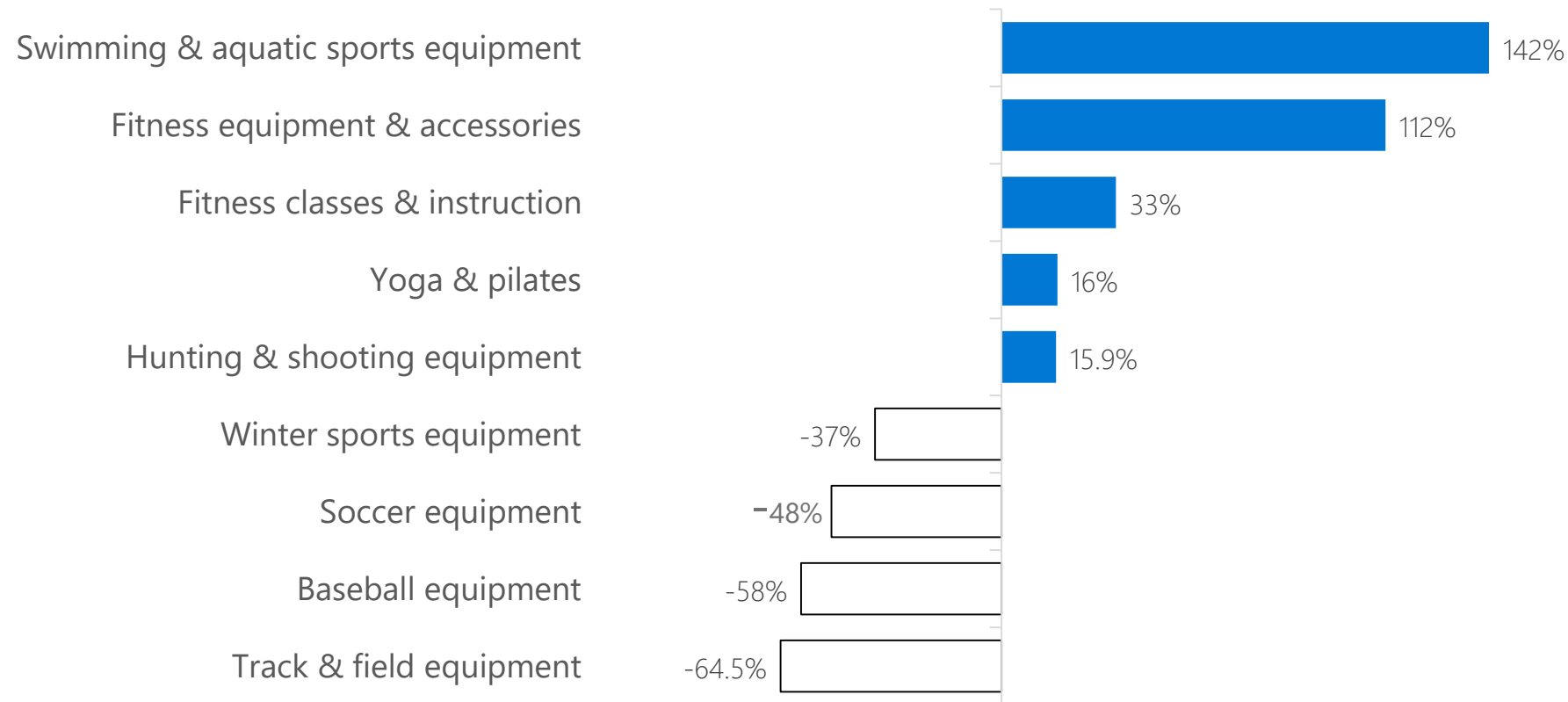


WoW click volume



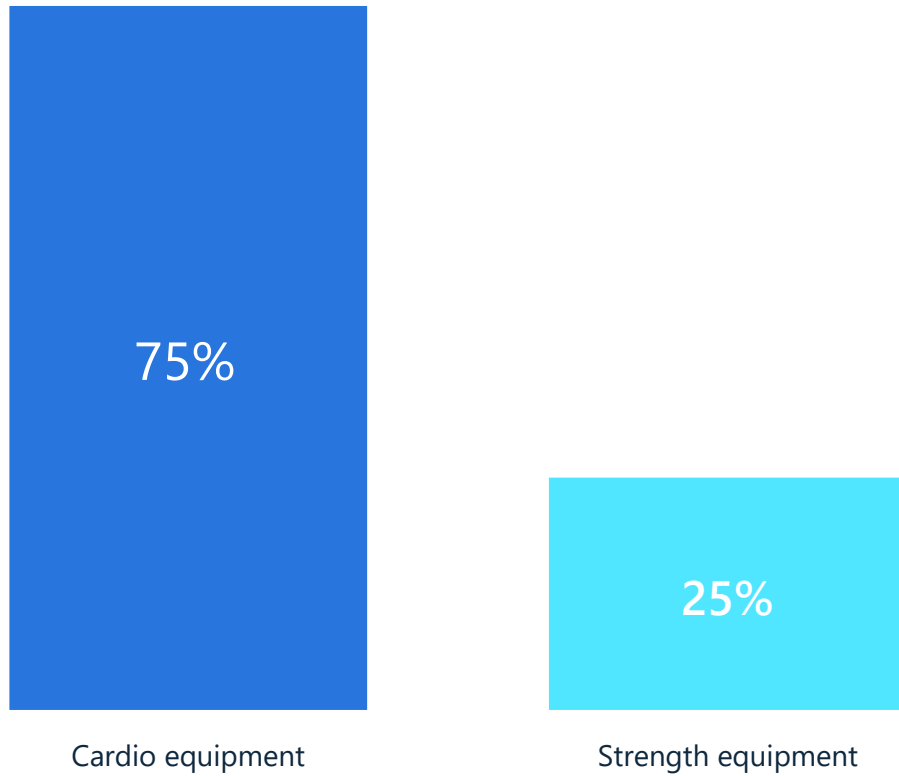
Swimming and fitness equipment are experiencing the highest YoY click growth

% category click performance



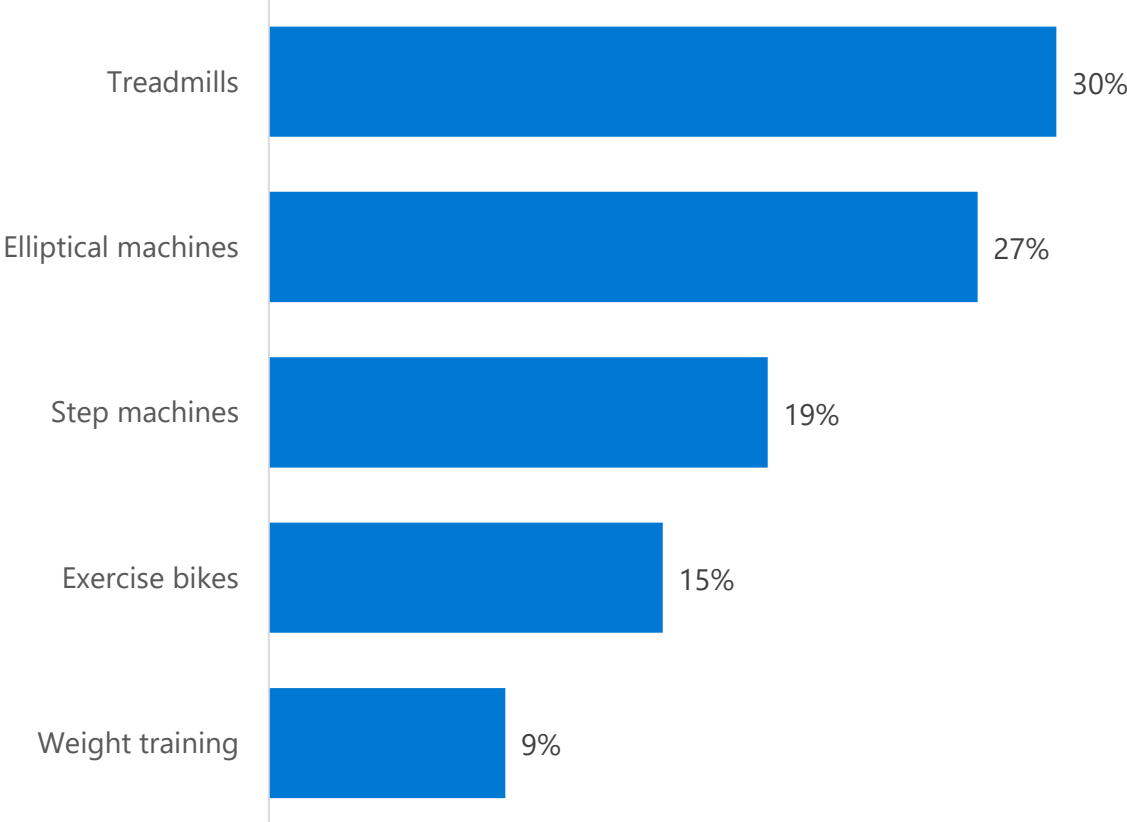
75% of searches are focused on cardio equipment vs. strength training

% of exercise equipment queries, cardio vs. strength



Home treadmills and elliptical machines make up 57% of equipment searches

% of exercise equipment queries by category



Microsoft internal data, January - March 2020



High-tech interactive cardio machines & equipment account for the top fitness related searches

Top cardio and strength training queries 2020



[brand]
exercise equipment
treadmills
treadmills sale
exercise bike
fitness equipment
home exercise equipment



weights
weights for women
weight set
dumbbell exercises
weight bench
20lb weights
weight machine workout
weights for sale
adjustable weights
barbells

As more consumers are looking for remote workout options, home gyms are becoming more and more popular.

The increase of home fitness equipment will continue to grow as the option to use fitness equipment at one's own time and convenience has increasingly appealed to consumers.



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