



THE TRENDS DESK WEEKLY TOP 10 TRENDS

MONITORING COVID-19 CONSUMER IMPACT: THE NEED-TO-KNOW CONSUMER SEARCH TRENDS

Last week, Captify opened **The Trends Desk**, aiming to help brands keep a pulse on how COVID-19 is **impacting consumer behavior** and how to navigate through these uncertain times.

Captify's **dynamic, fresh** and **real-time** onsite Search Data uncovers some of the **consumer trends** that were revealed through The Trends Desk last week.

This data was collected from January 1, 2020–March 23, 2020 from billions of monthly onsite searches that Captify captures across its premium publisher network

01 AUTO GEARS UP

Between March 11–18, onsite consumer search behavior revealed **high auto intent** as searches for **new cars** rose by **206%**, correlating with a surge in COVID-19 searches

GLOBAL DATA

02 LOANS BECOME FRONT OF MIND

As economic uncertainty continues to grow amid COVID-19, searches around **business loans** surged by **400%** in just one week from March 11–18

UK DATA

03 SHIFTING PRIORITIES

Since January, consumer interest in the fast food restaurant, **McDonald's**, has shifted from **menu information** to **health-related searches**

ITALIAN DATA

04 CONSUMERS GIVE BACK

As COVID-19 search interest continues to rise, there's been an exponential increase of **379%** in searches for **charities** as consumers look to donate and volunteer

UK DATA

05 THE CRISIS CONSUMER

With travel restrictions and mass cancellations globally, **insurance** searches have shifted from **business insurance** to **travel insurance** in the past 2 months

UK DATA

06 HEALTH GETS A BOOST

Consumer interest in **weight loss plans** experienced an increase outside of the 'New Year, New Me' moment as consumers become more health conscious

GLOBAL DATA

07 LUXE TAKES A BACK SEAT

After the lead up to Valentine's Day, overall searches for the **luxury goods** category fell to its **lowest point** this year

GLOBAL DATA

08 DEALS, DEALS, DEALS

Search data over the past 3 weeks reveals **Deal Hunters** are **44.4X** more likely than any audience to be searching for **travel** as they search for the biggest deals

GLOBAL DATA

09 QUEST FOR CONVENIENCE

Home food delivery searches experienced a **130% uplift** in mid-March with COVID-19 searches also seeing a significant spike over the same period

US DATA

10 REMOTE WORKING ESSENTIALS

As business decision-makers preempt working from home, over the past 3 weeks search interest for **laptops** has shifted from **price** to **delivery times**

EMEA DATA

MISSED LAST WEEK'S TRENDS?

Take a look at Captify's **Impact Insights Study** which deep dives into how Coronavirus is impacting consumer search behavior.

[DOWNLOAD NOW](#)



THE TRENDS DESK

Powered by Sight, the Insights Studio

Interested to find out how your brand is being impacted by global lockdown? Get in touch with Captify's Trends Desk.

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