



THE TRENDS DESK

WEEKLY TOP 10 TRENDS

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

Over the past four weeks, **The Trends Desk** has helped brands keep a pulse on how the development of COVID-19 has **impacted consumer behavior** and how to **navigate** through these uncertain times.

As the Coronavirus crisis continues, Captify is seeing a **shift in consumer behavior** from fear and panic to **escapism** and **future planning**.

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

This data was collected from January 1, 2020–April 12, 2020 from billions of monthly onsite searches that Captify captures across its premium publisher network

01
FULL STREAM AHEAD

Fitness Fanatics become the highest indexing audience for **TikTok** as consumers turn to **online workouts** after COVID-19 forces gym and studio closures

UK DATA

02
ESPORTS TAKE CENTER STAGE

As stadiums go quiet with live sports cancellations, **Sports Fans** are bringing the action to their living room as **eSports** and **Gaming interest** increased by **250%** from March 17–31

GLOBAL DATA

03
#SELFCARE SURGES

Consumers have taken **matters into their own hands**, cutting their own hair and buying tools and kits to look good in lockdown, with searches for **Men's Grooming** rising by **300%** since mid March

UK DATA

04
STIMULUS CHECKS

Since the US government's announcement of the stimulus plan, searches for **home office setups** rose by **101%** with **loungewear** rising by a whopping **441%**

US DATA

05
FUN FOR THE FAMILY (OR MANY OF THEM)

Toy searches increased by **166%** in line with COVID-19 lockdown as parents look to brands like **Lego** and **Mattel** to keep **kids entertained** at home

GLOBAL DATA

06
LONG-LIFE & CHILL

As stockpiling panic spreads across the globe, shoppers are searching for **long-lasting foods** with **Frozen Food & Pizza** searches seeing a **267%** surge on March 26

US DATA

07
EASING ANGST

Faced with intense news, consumers are seeking outlets to **make them laugh**. Since lockdown, there's been a **314%** search increase for **content that provides comic relief**

UK DATA

08
LOCKDOWN LOANS

During March, search interest around **personal loans** has increased to as high as **5X the average** as consumers look ahead to life after lockdown

UK DATA

09
FUELING UP

Consumers are looking to take advantage of declining fuel prices as searches around the Auto vertical shift from **Model** interest in January to **Fuel** interest in **March**

US DATA

10
INFORMATION IS POWER

Young Professionals are **15.9X** more likely to search around **education** during lockdown, as they look to maximize their downtime and brush up on their skills and knowledge for their future careers

US DATA

MISSED LAST WEEK'S TRENDS?

Take a look at Captify's latest Impact Insights Study, **'The Remote Controller'** to discover how real-time consumer behavior is impacting at-home entertainment, specifically **gaming and streaming**.

[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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*For brands, agencies & publisher partners only