



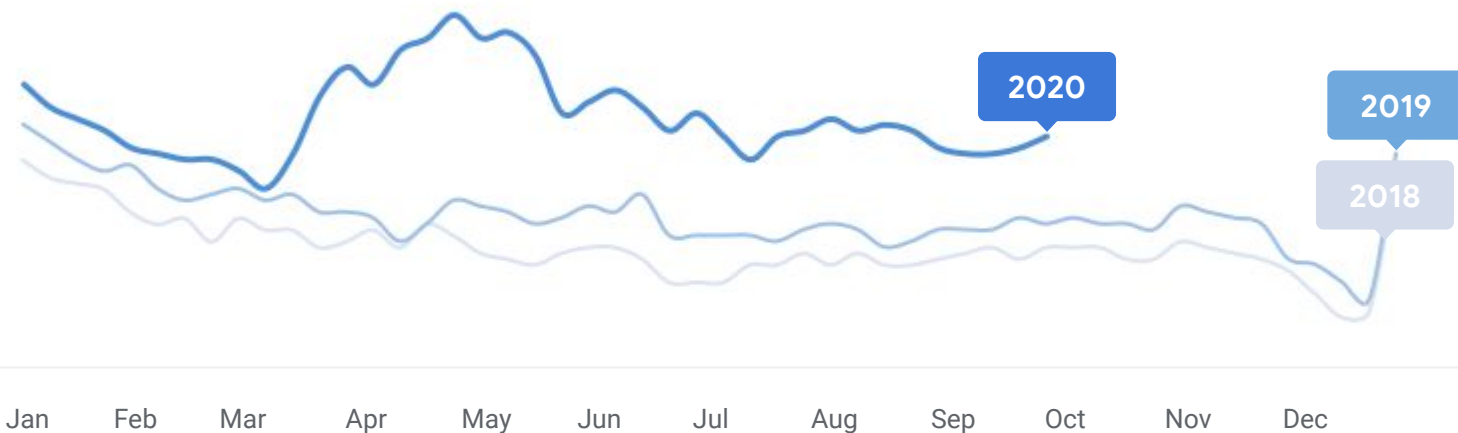
Wellness is now 'always on'.  
How can brands stay  
ahead?



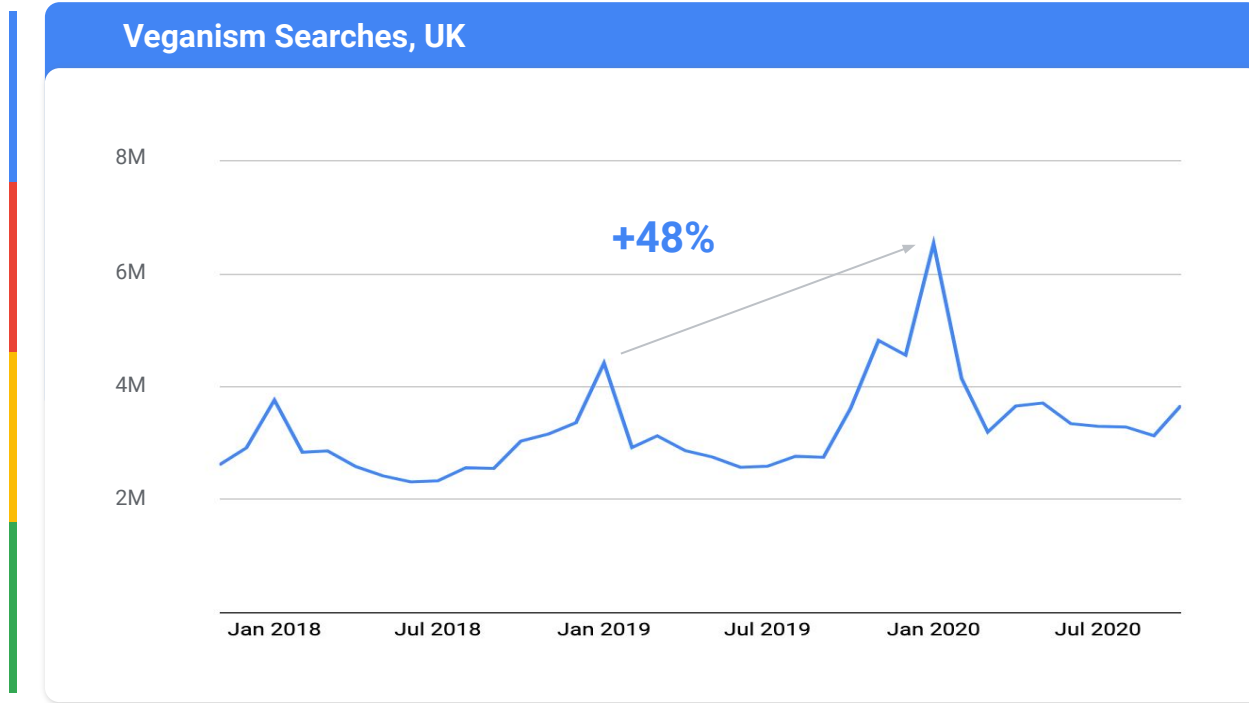
# Leading to **always on** “New year, new you” behaviours

Historic Jan wellness searches have been at heightened volumes since Coronavirus lockdowns in Spring

Search Seasonality for traditional 'New Year' categories across Food, Health, Fitness, Animal Adoption



Veganism as a lifestyle choice sees significant growth, whilst in Search, **January** emerges as a key period

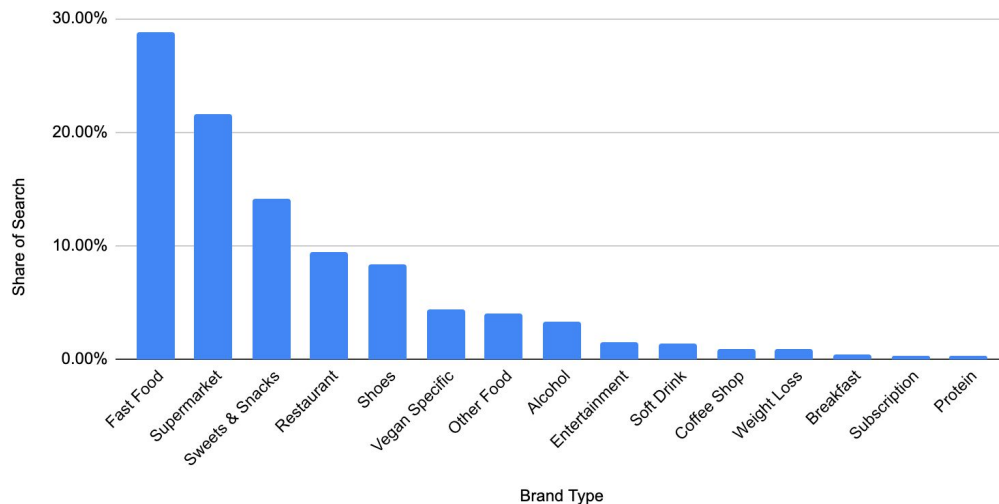


Majority of veganism searches are generic, but most brands searched for relate to food & grocery



of veganism searches are **brand** terms

Branded searches split by Brand Type, P12M





59%

Of UK adults agree that  
beauty/grooming  
products can improve  
one's well being

Source:Mintel, Google Internal data, UK Jan-Oct 2020 vs Jan-Oct 2019




## Skin Care

 watchtime  
**+118% YoY**

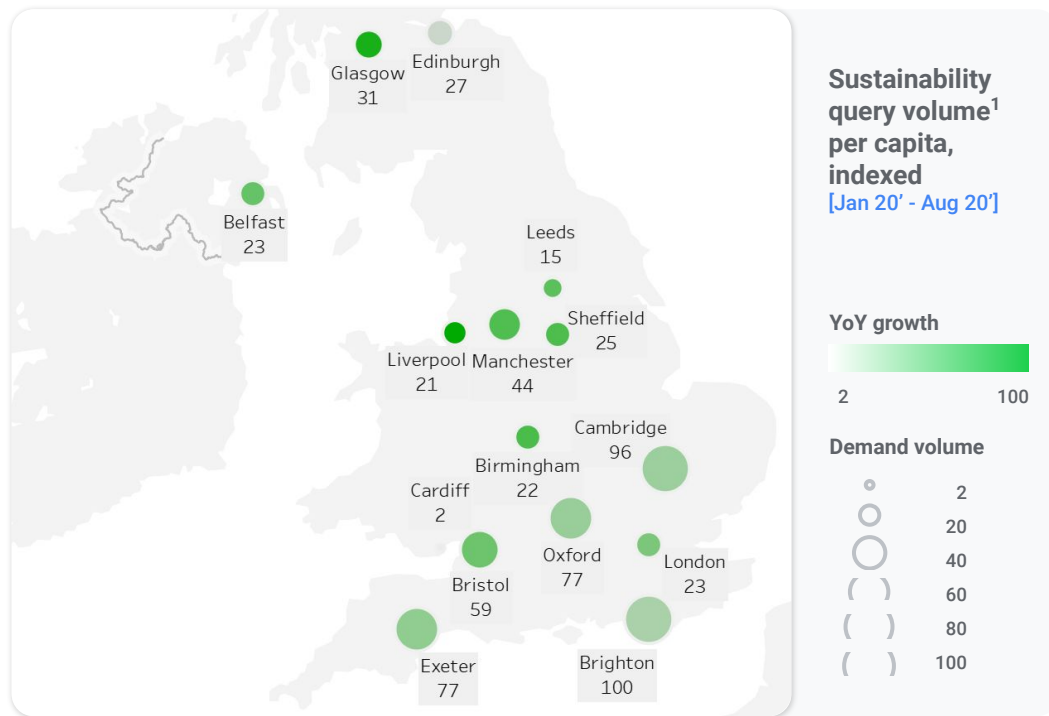


## Hair Care

 watchtime  
**+69% YoY**

# This interest in sustainability stretches beyond London

Sustainability is now a topic with a broader clout than just the London urban area. When looking at demand per capita, the interest for sustainability is actually higher in large cities like **Bristol** or **Manchester** than in London. Less urban areas and smaller cities like **Brighton**, **Cambridge**, **Oxford** or **Exeter** also lead the way.





# Consumers turn to YouTube to inform themselves and ask questions about these complex issues.

