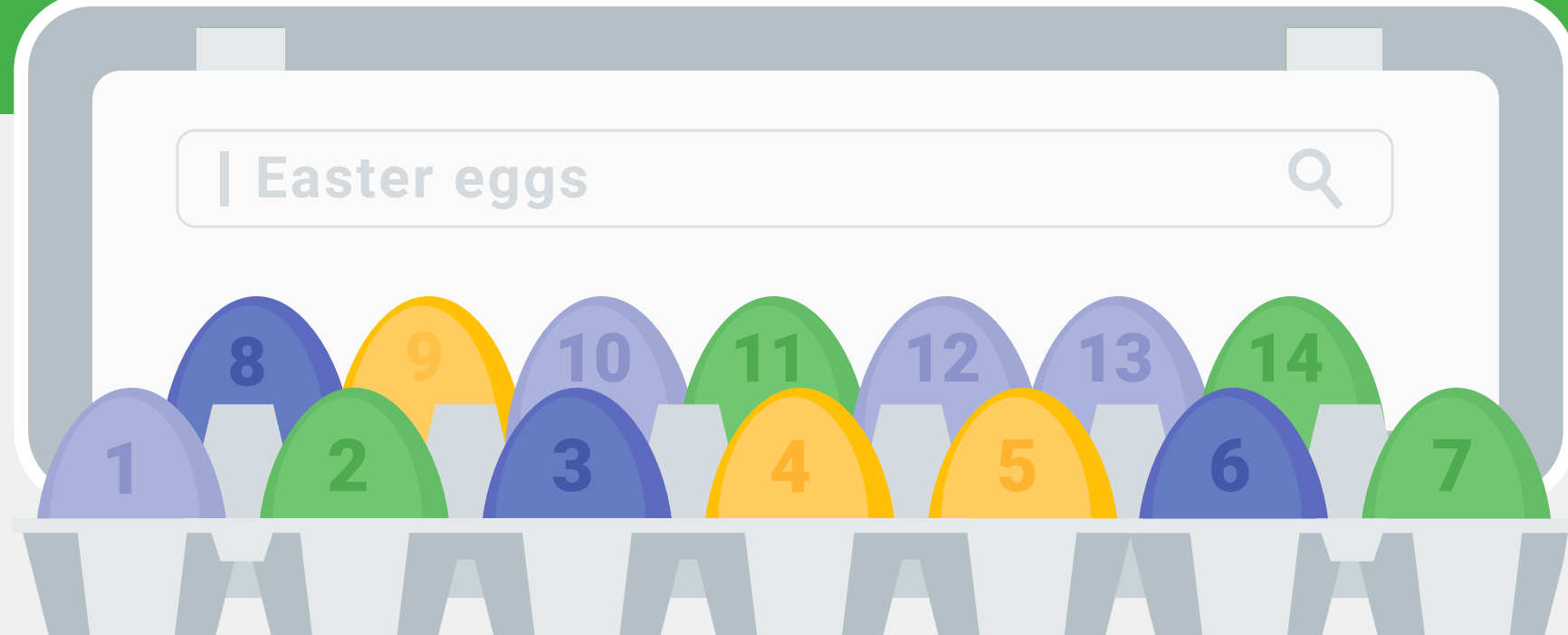


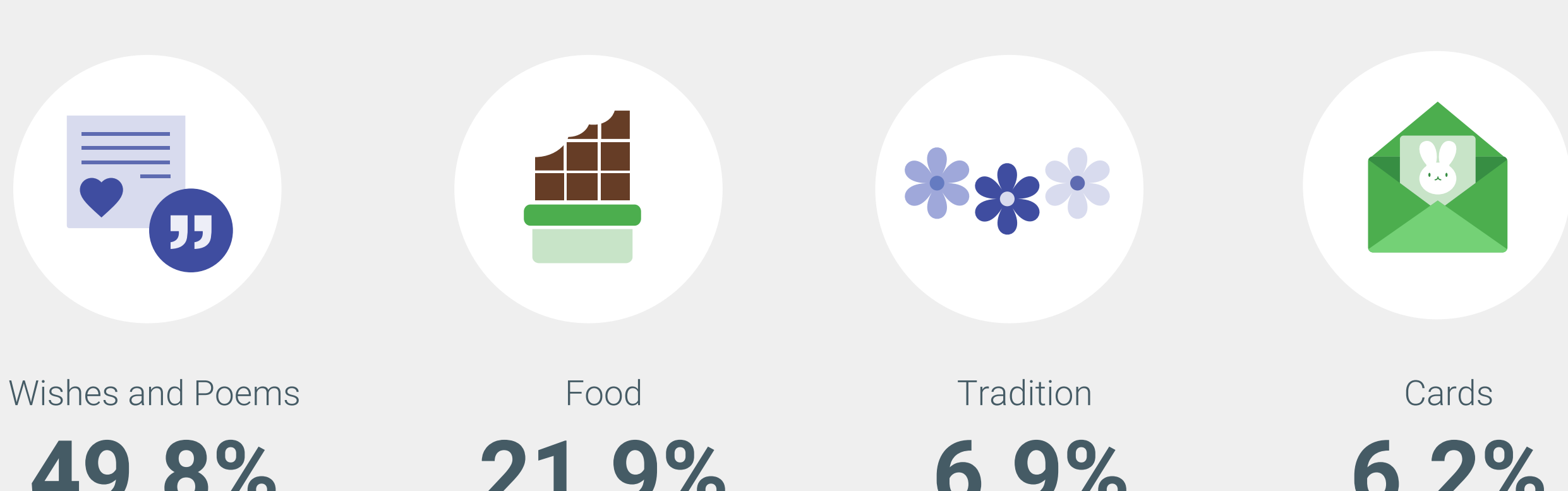
Food searches come out on top as consumers spring into Easter

When it comes to Easter related searches, Polish consumers aren't putting all their eggs in one basket. Put a spring into your content marketing strategy by discovering what's driving search in the lead up to Easter.

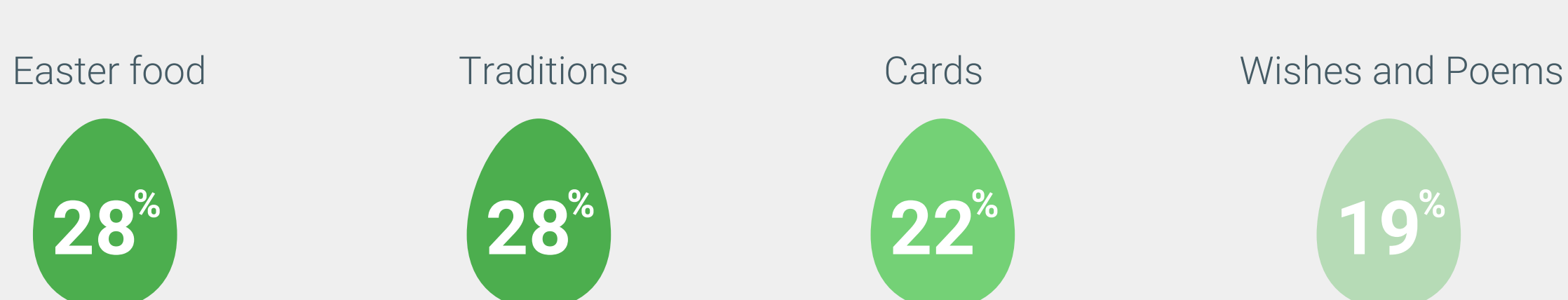
Consumers hop into Easter related searches two weeks before Easter Sunday¹



Top Easter related searches¹



Year on Year growth for Easter searches²



Food searches peak at Christmas and Easter³

Searchers keep their waistslines in check

Top food growth around Easter⁴

>10%

- Salads: **206**
- Egg Dishes: **161**
- Soft Drinks: **139**
- Cakes and Sweets: **115**
- Soups: **115**

Food searches in decline around Easter⁵

>10%

- Zapiekanka: **67**
- Eintopf Dishes: **72**
- Grains and Cereals: **88**
- Pancakes and Omelettes: **88**
- Smoothies: **88**

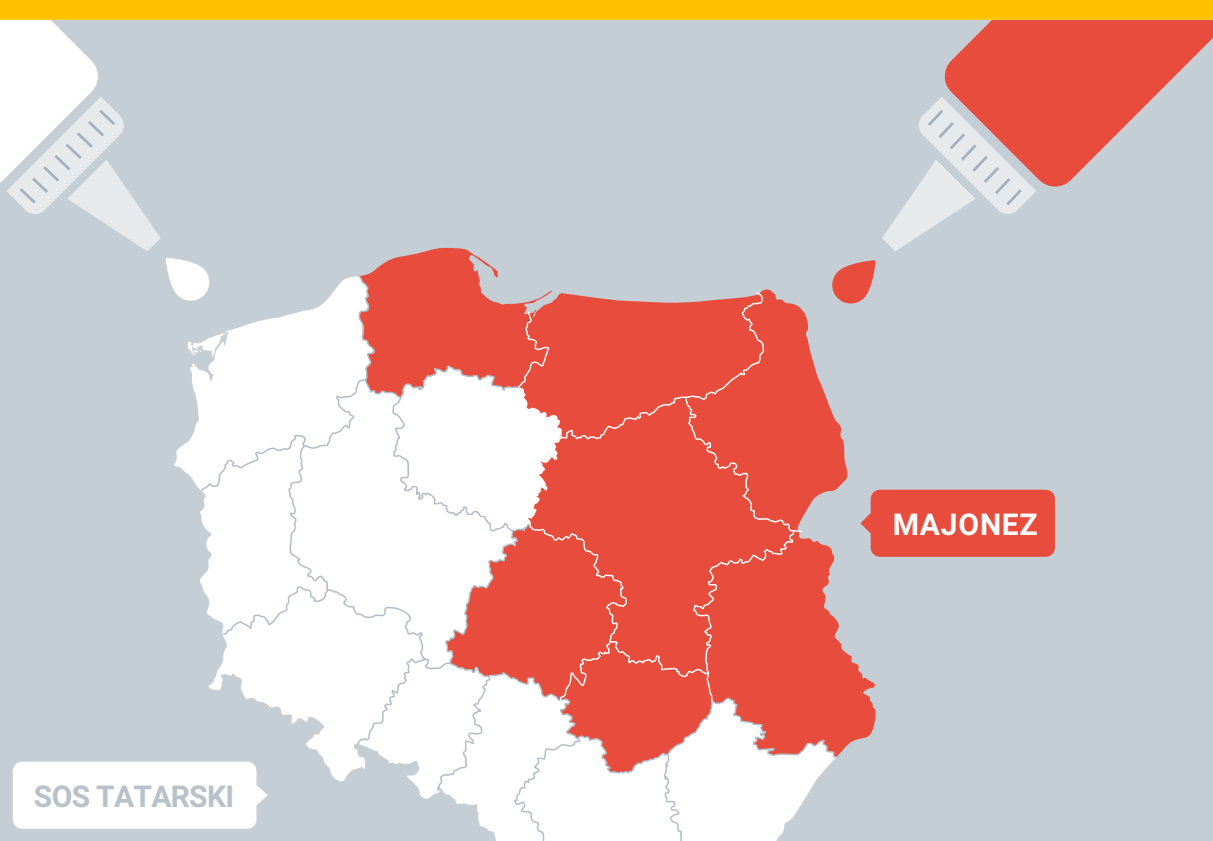
Souping something up

Interest in "Żurek" and "Barszcz Biały" Soup is rising during Easter, with "Żurek" pulling ahead⁶

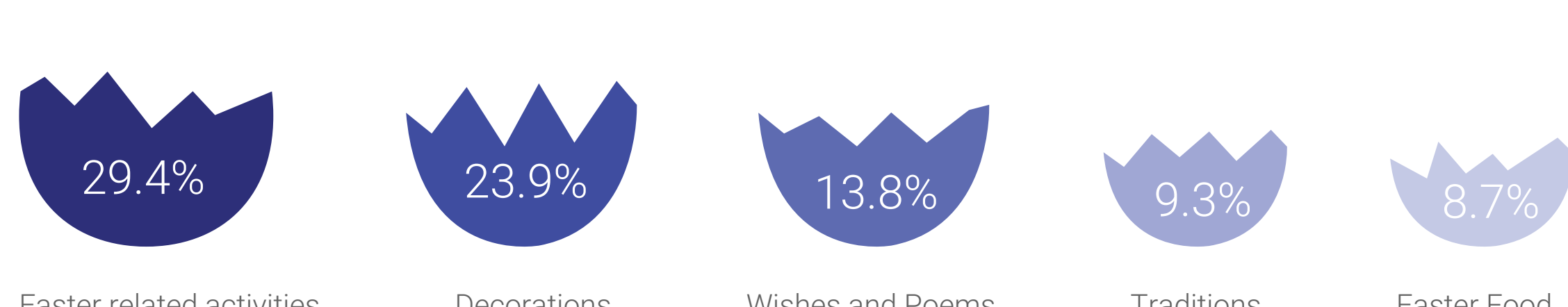


Hungry for sauce

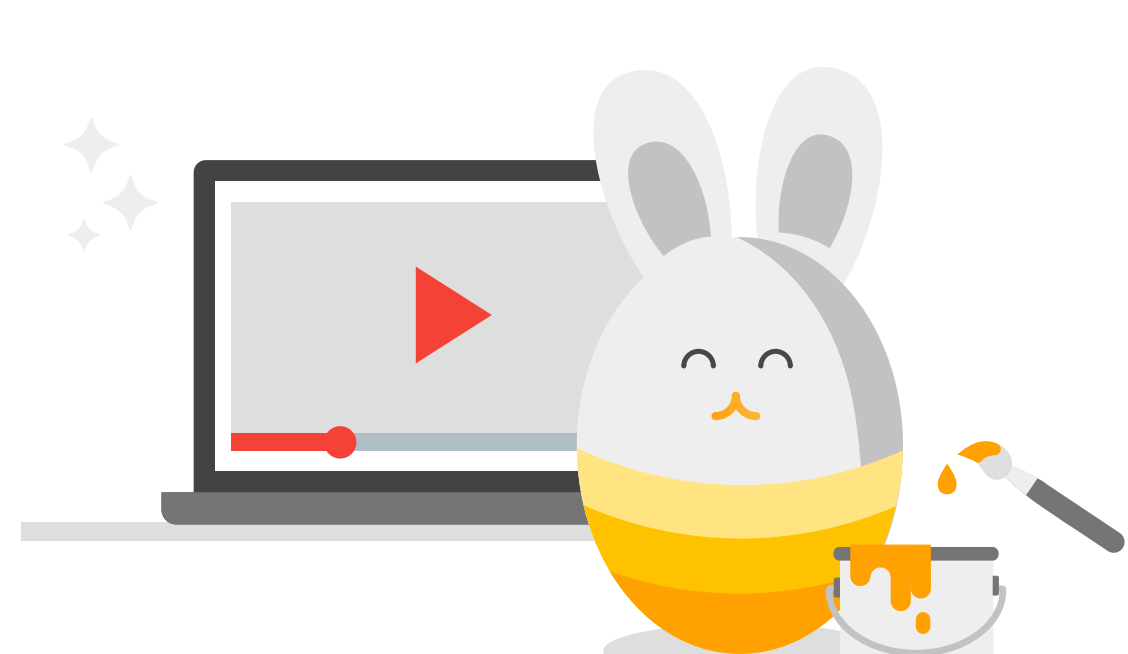
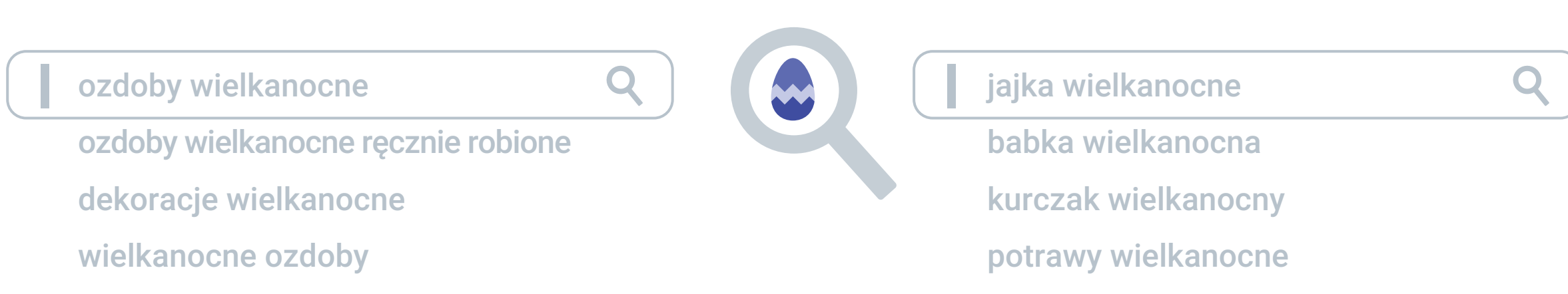
"Sos tatarski" and "Majonez" searches divide Poland⁷



Consumers turn to YouTube for Easter searches⁷



Decorations and Easter food top searches⁷



How to Easter...

Around **10%** of YouTube searches related to Easter were "How-to"⁷

SOURCES

- Google internal sources, search queries related to Easter, 9 April - 22 April 2017
- Google internal sources, search queries related to Easter, 9 April - 22 April 2017 v 20 Mar - 3 Apr 2016 (previous Easter), Poland
- Google internal sources, Food, beverage and cooking category, 2017
- Google internal sources, Top categories in Food & Cooking that grew more than 10% during Easter period 2017
- Google internal sources, Top categories in Food&Cooking, declining more than 10% during Easter period, 2017
- Google trends, PL, 4-17 April 2017 (Easter)
- Google internal sources, YT search queries related to Easter, 2017, PL

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