

Think with 

# Understanding what matters to consumers

Your weekly update on user insights to help navigate this dynamic market

21 April 2020 Edition

# Overview

Think with **Google**

As marketers, we're all in this together. The business of identifying, serving and solving consumer needs. Faced with increasing demand and higher expectations, we need to help consumers find what matters to them at any given moment.

When you understand how your customers are searching, and what they're searching for, you gain a greater understanding of what matters to them.

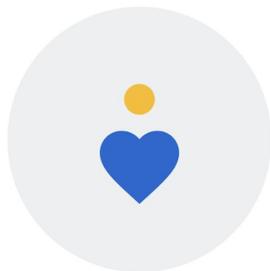
Every week, we're analysing search data from Google Trends to help you better understand what's on your customers' minds. Find out how people are solving their **immediate needs**, adapting to **new day-to-day realities** and discover **new trends in behaviour**.

🔍 Explore further on [Google Trends](#) to discover what the world is searching for.

# Core Themes

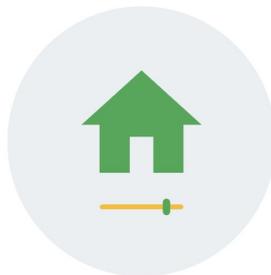
Think with Google

Skip to a relevant section by clicking one of the icons below.



## Immediate Needs

How consumers are solving for their immediate and most basic needs during the coronavirus pandemic.



## New Day-To-Day Realities

How consumers are adjusting to life as the coronavirus pandemic puts restrictions on society and impacts everyday life.



## New Trends In Behaviour

Entirely new, or previously very rare, consumer behaviours emerging as a result of the coronavirus pandemic.

Please note, these themes are fluid and will continue to evolve each week.



# Immediate Needs

How consumers are solving for their immediate and most basic needs during the coronavirus pandemic.

## 2. As 'e-Learning' continues to proliferate, consumers are looking for new platforms and resources to help them adapt to online learning

Think with Google

Google Search interest for '[distansutbildning](#)' ('distance learning') in Sweden





# New Day-To-Day Realities

How consumers are adjusting to life as the coronavirus pandemic puts restrictions on society and impacts everyday life.

# 1. Consumers bonded with their families and looked to create new social connections

Think with Google

Google Search interest for ['with friends'](#) in Norway



with friends



● 'with friends' search term

# 1. Consumers bonded with their families and looked to create new social connections

Think with Google

Google Search interest for ['with friends'](#) in Belgium



with friends

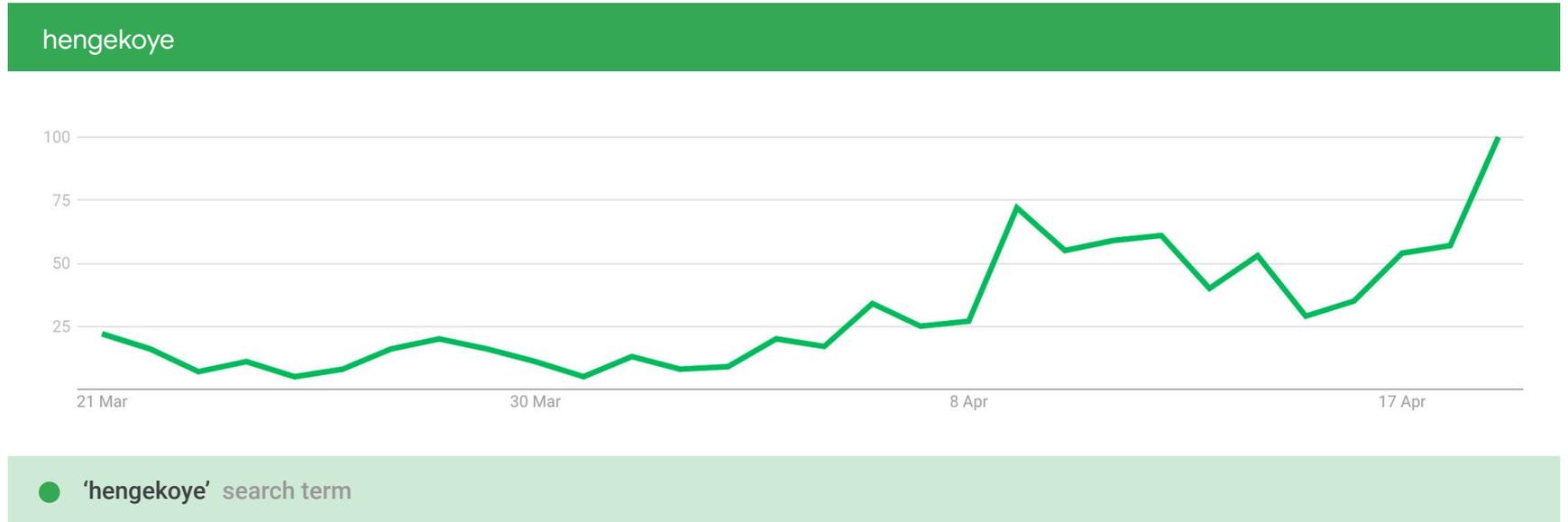


● 'with friends' search term

## 2. Each week, consumers have become more self-reliant and their at-home needs around self care, beauty and home decor continue to centre around DIY

Think with Google

Google Search interest for ['hengekoye'](#) ('hammock') in Norway



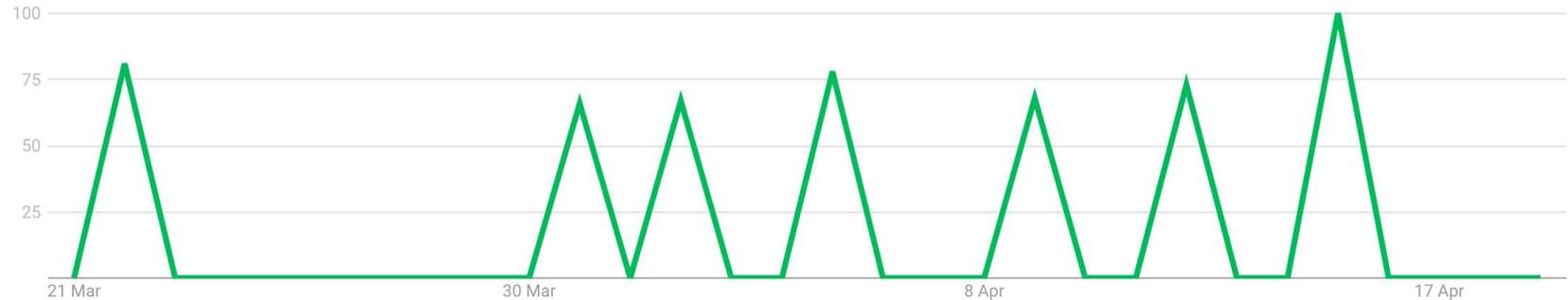
## 2. Each week, consumers have become more self-reliant and their at-home needs around self care, beauty and home decor continue to centre around DIY

Think with Google

Google Search interest for ['varaava takka'](#) ('storage fireplace') in Finland



varaava takka



● 'varaava takka' search term



# Emerging Behaviours

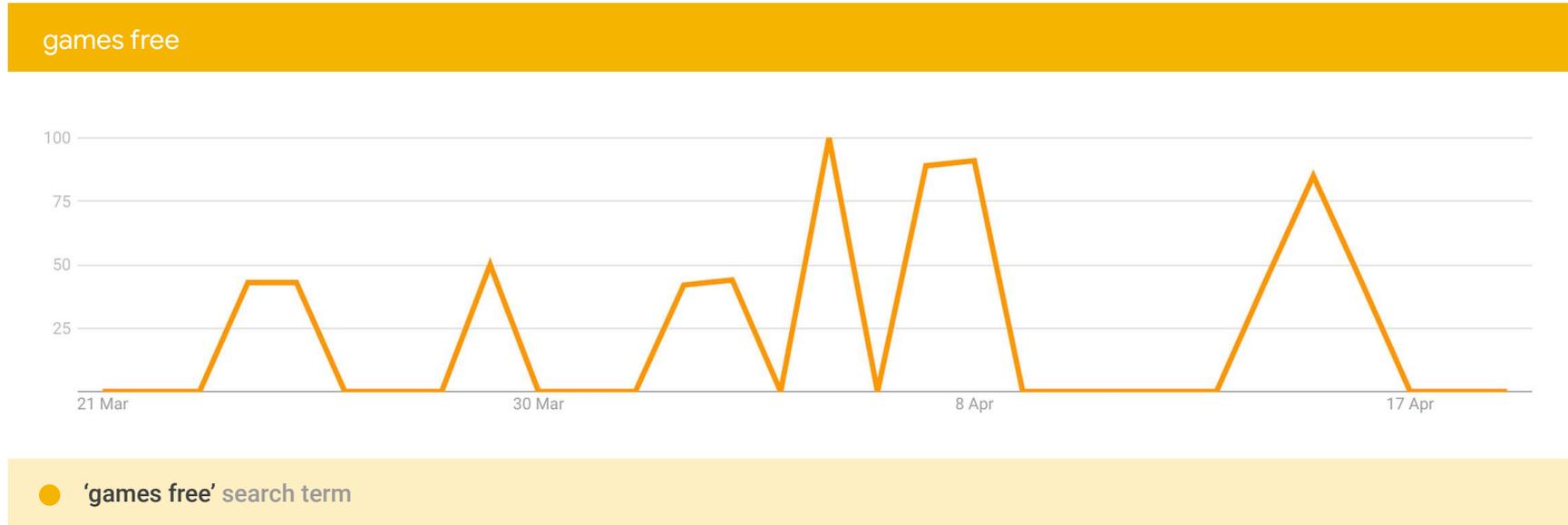
Entirely new, or previously very rare, consumer behaviours emerging as a result of the coronavirus pandemic.

# 1. As more consumers go online to work, play & learn, their demand for free apps and services continue to increase

Think with Google



Google Search interest for 'games free' in Sweden



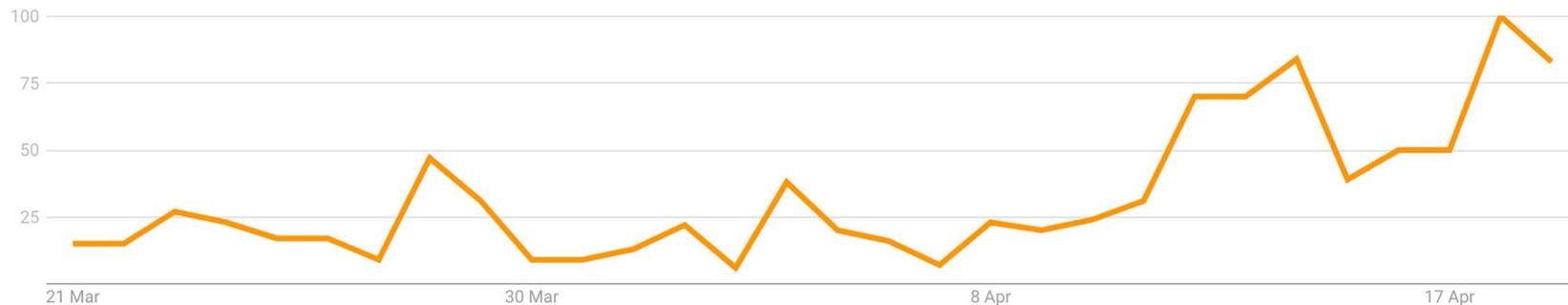
## 2. Consumers around the world are starting to think about [future travel plans](#), especially summer vacations ideas close to home

Think with Google

Google Search interest for '[vakantiehuis](#)' ('holiday home') in Belgium



vakantiehuis



● '[vakantiehuis](#)' search topic

## 2. Consumers around the world are starting to think about [future travel plans](#), especially summer vacations ideas close to home

Google Search interest for ['hyra stuga'](#) ('rent a cabin') in Sweden

