

**COMMERCE
LIVE**

 **Profitero**

Home, Sweet Home: Winning With the Quarantined Consumer



Discuss the session live:
#3-home-kitchen



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How COVID-19 shaped Home & Kitchen Categories

BATHROOM

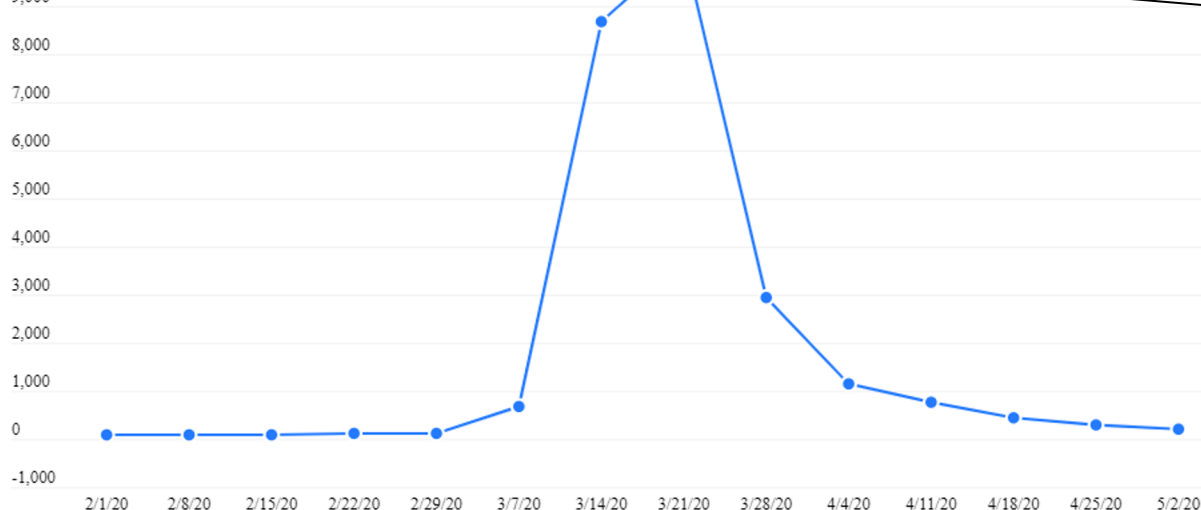
OFFICE

KITCHEN

BACKYARD

Change in Amazon search rank

Index 100 = search rank for the week ending February 1st, 2020



Source: Profitiro, Amazon



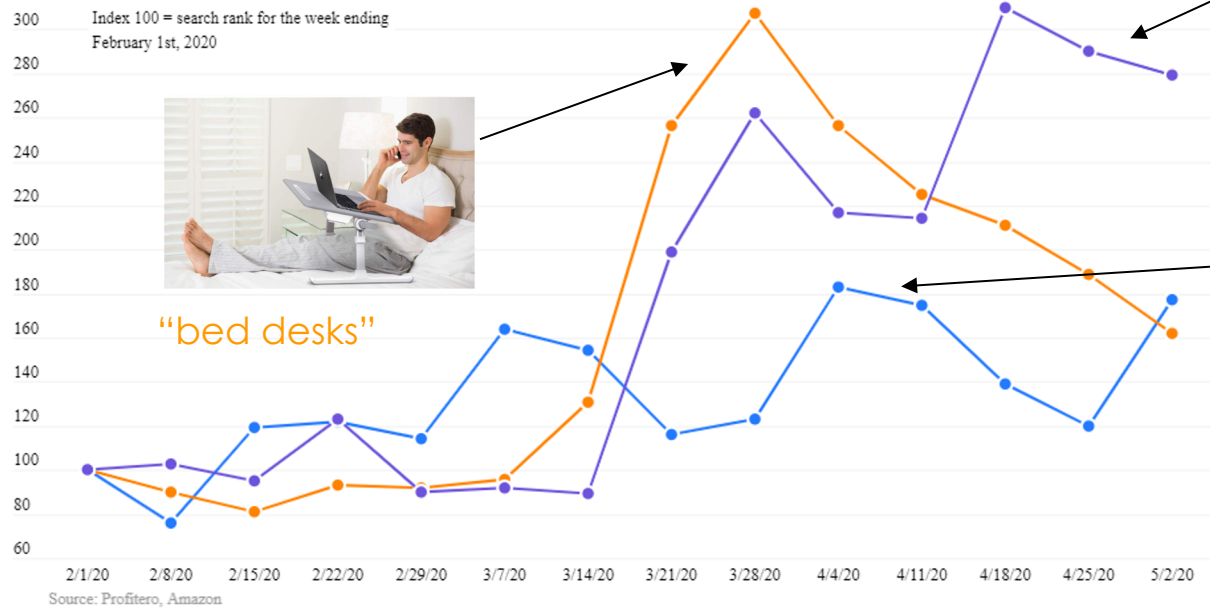
“Bidet”

A 17th century technology got renewed interest as consumers battled toilet paper shortages

How COVID-19 shaped Home & Kitchen Categories



Change in Amazon search rank



"bed desks"



"desk chair"



"back massager for chair"

Accepting new work from home conditions drove consumers to "pimp" their offices and make work more comfortable.

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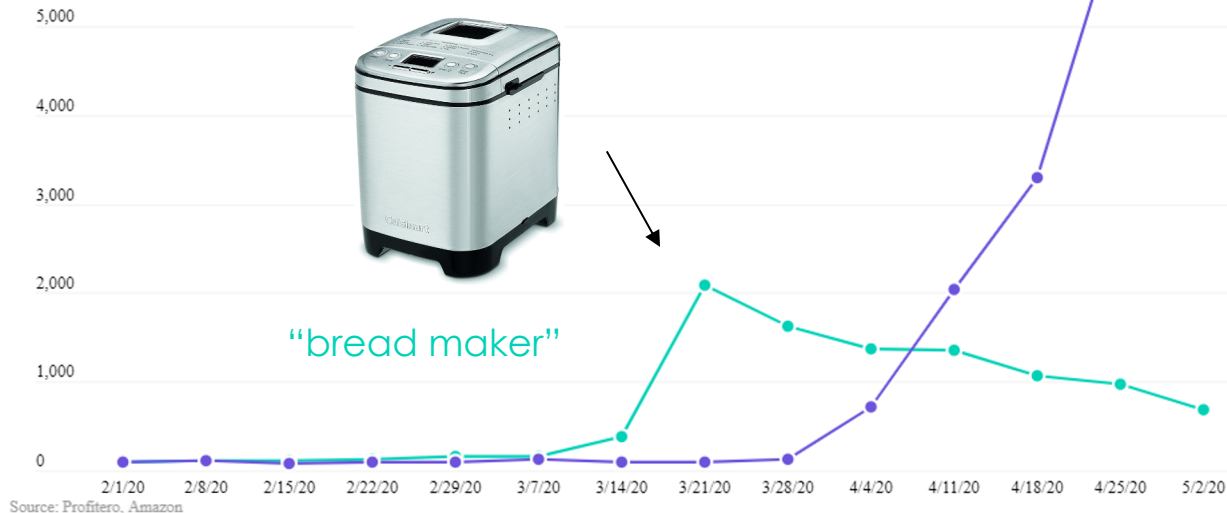
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"kitchen utensils"

Early on, consumers embraced a Do It Yourself attitude when it came to meal prep, driving up kitchen supplies.

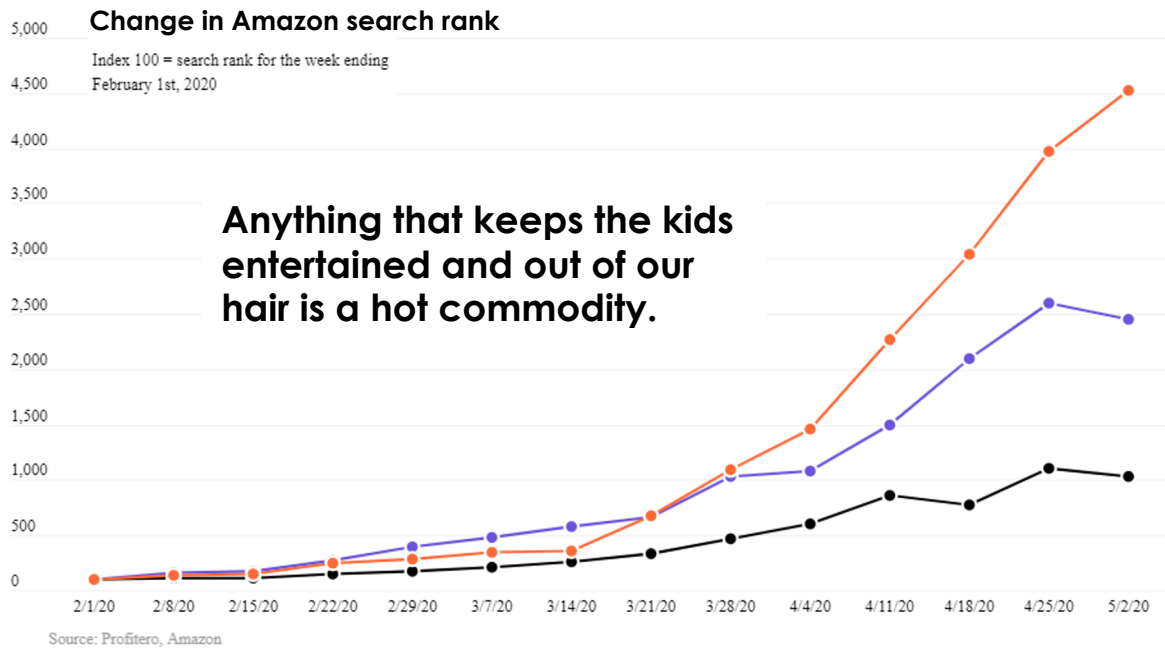
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“trampoline”



“swing set”



“sandbox”

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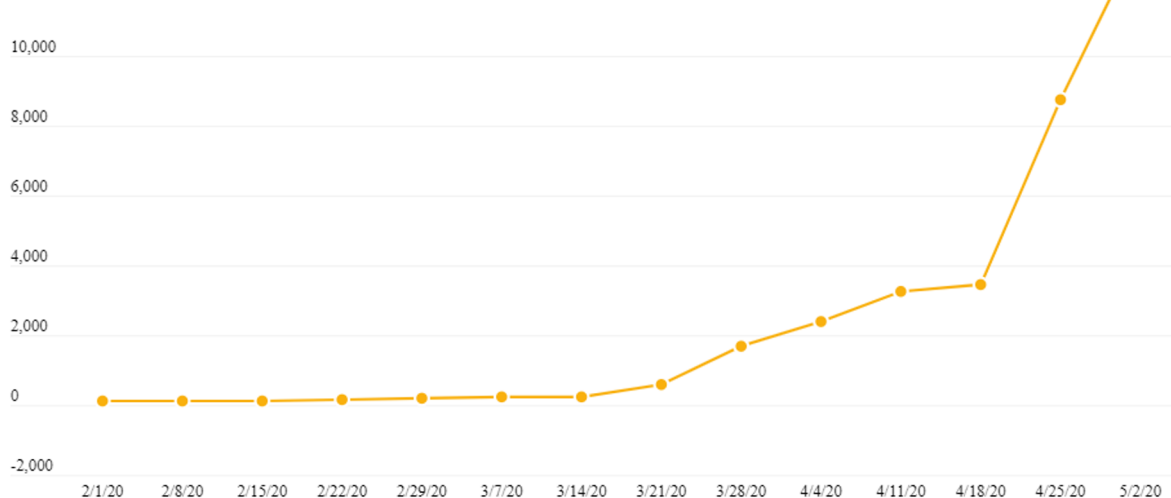
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“inflatable pool”

Pools are on the rise as consumers settle for a summer of “staycation.”

How has COVID-19 shaped consumer behaviors in your businesses?

What's been most surprising?