

New Year, New Normal

With the UK starting the year off in a seven week lockdown, Britons are setting goals differently this year. Quantcast was curious to explore how restrictions on gyms, social engagements, and travel impact search behaviour. We discovered five trends that reflect the changing consumer mindset in 2021.



Fitness

Keeping fit is still on the agenda. With gyms being closed, we've been inspired by the great outdoors. Going for a jog or cycling has become the new way to get moving. Boomers and Gen X are making exercise their top priority.



TOP INTERESTS



MOSTLY POPULAR AMONGST



Source: Quantcast, GB, interest and demographic data, period analysed: 27/12/20-09/01/21 vs. 27/12/19-09/01/20 baseline



Food & Drink

As we all know, 2021 has started like no other and this has been reflected in online behaviour, our usual interest in dry January has seen a massive decline, it seems like we are all still reaching for a cocktail. Veganuary is also down 56%, however, vegetarian cooking has seen an increase in new year's resolutions.

TOP INTERESTS



VEGANUARY SEARCHES



Source: Quantcast, GB, interest and demographic data, period analysed: 27/12/20-09/01/21 vs. 27/12/19-09/01/20 baseline

Online Spends

We have seen a huge increase in online shopping further contributing to the significant growth of ecommerce.



ONLINE RETAIL PURCHASES



MOSTLY POPULAR AMONGST



Source: Quantcast, GB, pixel data, purchase confirmations across all retail, period analysed: 27/12/20-09/01/21 vs. 27/12/19-09/01/20 baseline



See the World

Many of us are desperate to go on those holidays we have all been dreaming of. It looks like the boomers are going to be the first to spread their wings.

TOP INTERESTS



MOSTLY POPULAR AMONGST

