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**
- **Cycling** Index: 194
- **Running** Index: 109

**MOSTLY POPULAR AMONGST**
- **Boomers** Index: 113
- **Gen X** Index: 110

**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 down 56%, however, vegetarian cooking has seen an increase in new year’s resolutions.

**TOP INTERESTS**
- **Alcoholic Beverages** Index: 185
- **Vegetarian Cooking** Index: 132

**VEGANUARY SEARCHES**
- **-56%** vs. 2020

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

**ONLINE RETAIL PURCHASES**
- **+77%** YoY vs. 2020

**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**
- **Honeymoons/Getaways** Index: 121

**MOSTLY POPULAR AMONGST**
- **Boomers** Index: 112
- **Gen X** Index: 107