



Search Trends 2021

Unearthing the key product search trends from 2021 as seen on Amazon.in



Evolution in the way India searches for products

Key Trends

Online product **search has surged** in 2021 with Amazon emerging as a key destination

New passions replacing old ones among Indian consumers

Changing behavior in the way Indian consumers search

Voice and vernacular searches continue their rapid growth trajectory

01



Growth in Searches.

Online product search has surged in 2021 with Amazon emerging as a key destination

Amazon.in : The #1 portal for online product research*

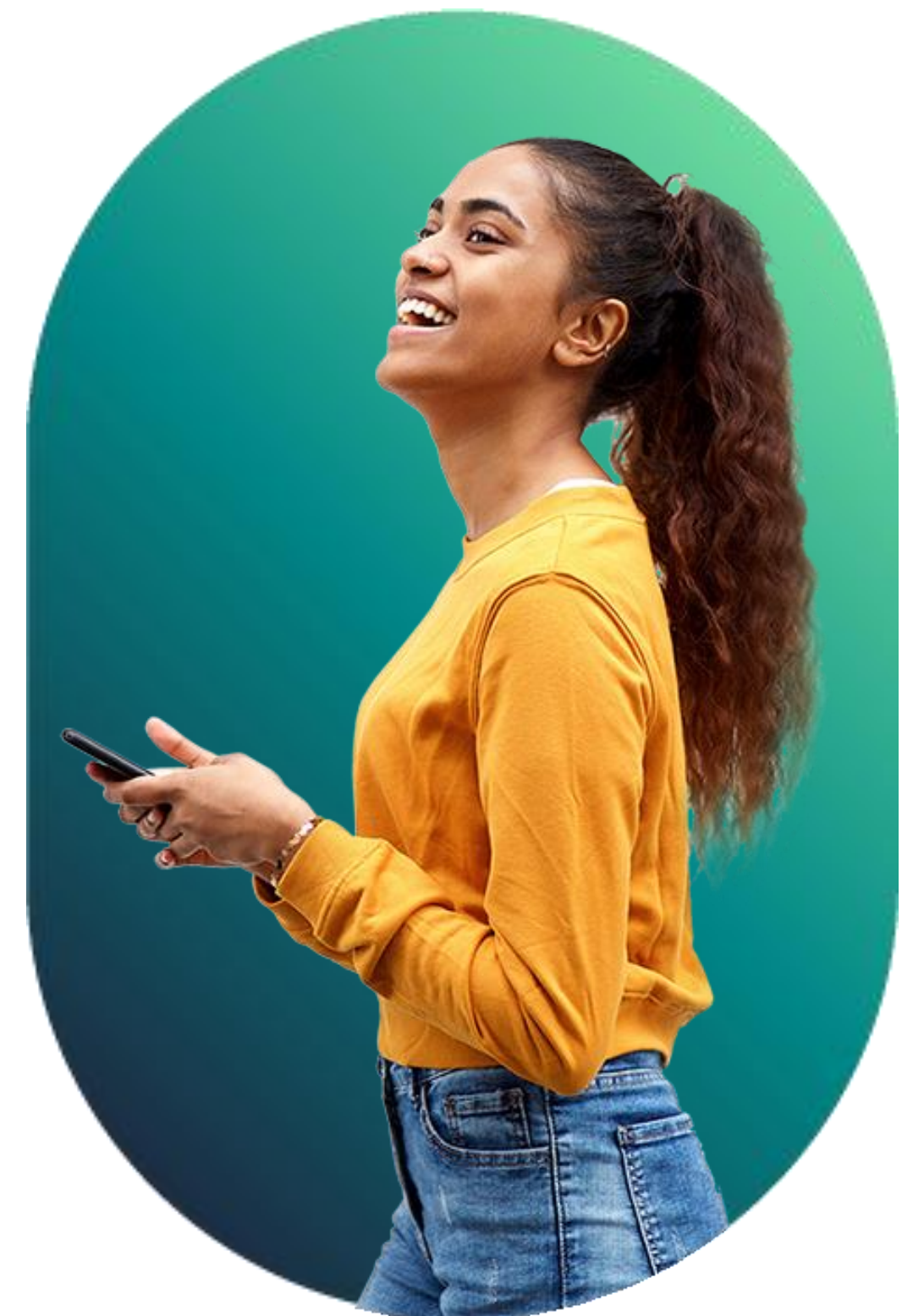


73%
online researchers
use Amazon

As per a Kantar study on Amazon
Shopper Profile – Apr '21

Monthly reach of
74%
in digital population
of India

As per ComScore MyMetrix data,
India, March '21



Increased width and depth of search on Amazon.in

In 2021, Amazon.in users have increased breadth and depth of their searches



1.2X

Subcategories engaged
by each visitor



1.1X

Searches per subcategory
by each visitor

Note: For first 10 months of 2021 (as compared to corresponding period in 2020)

Source: Amazon.in internal data

Takeaways: Engage consumers where they search!



1. Engage consumers while they research on Amazon (even for offline purchases)

2. Maintain engagement across the elongated research consumer journey

02



New Passions.

New passions reflected in product searches conducted by Indian consumers on Amazon

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Emergence of new passion among Indian consumers

Shift from prevention to long-term immunity



-20%

—
Personal protection

+70%

—
Supplements

+40%

—
Healthy food

Note: For first 10 months of 2021 (as compared to corresponding period in 2020)
Source: Amazon.in internal data

Emergence of new passion among Indian consumers

Rise of at-home routines



+40%

Painting

+35%

Gardening

+80%

Pet supplies

Note: For first 10 months of 2021 (as compared to corresponding period in 2020)

Source: Amazon.in internal data

Emergence of new passion among Indian consumers

Growth in connected and new-age devices



+55%

'Smart' devices and electronics

+47%

Air purifiers

+98%

Robot vacuum cleaner

Note: For first 10 months of 2021 (as compared to corresponding period in 2020)

Source: Amazon.in internal data

Emergence of new passion among Indian consumers

Shift from style to care



-35%

**Trimmers
and shaving**

+75%

**Face and hair
care**



Note: For first 10 months of 2021 (as compared to corresponding period in 2020)

Source: Amazon.in internal data

Takeaways: Innovate with consumers needs!

1. Search is an early indicator for trends. Follow consumer search trends (products, features, etc.)
2. Communication should be tailored around features consumers search

03



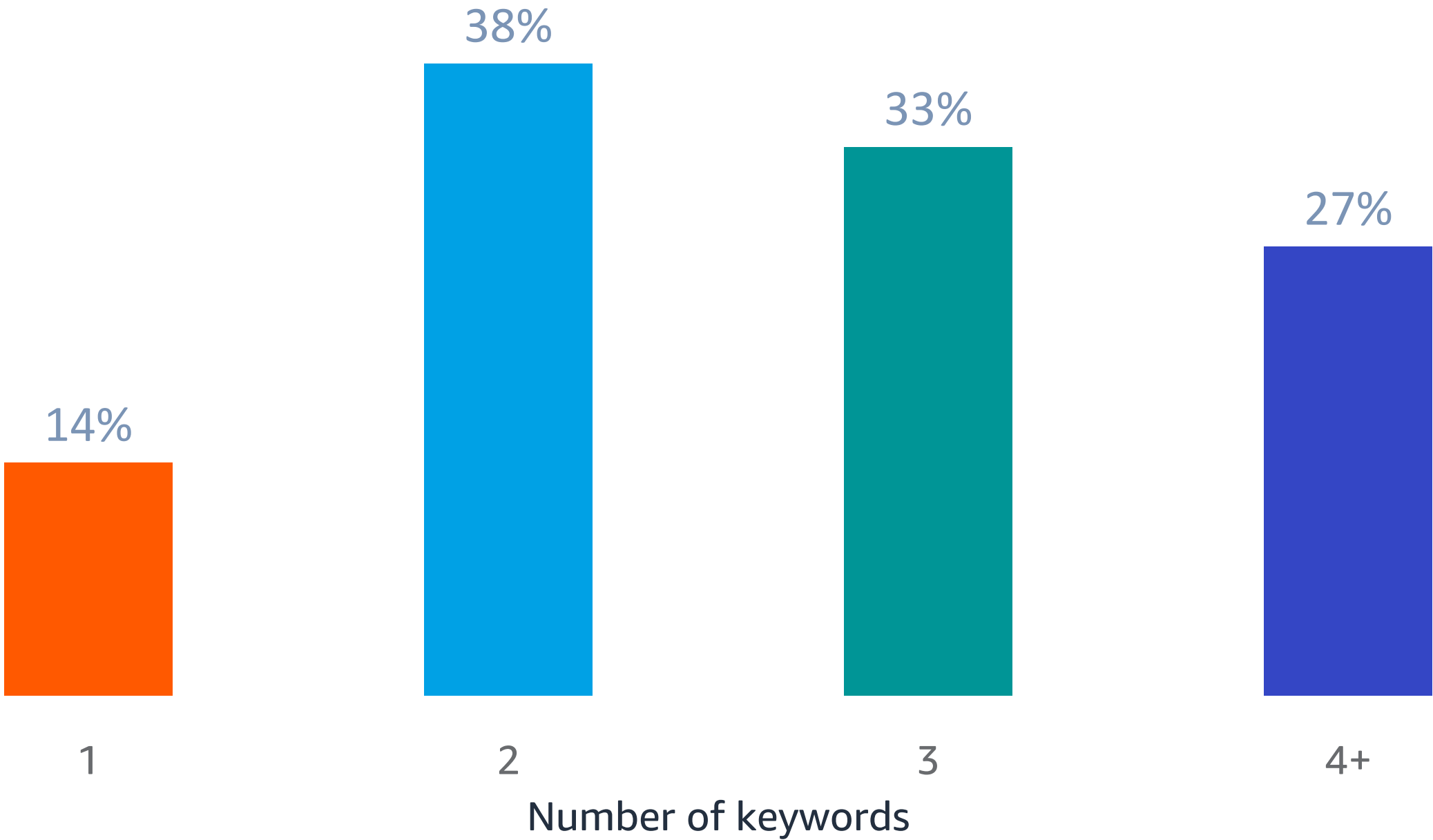
Increasing Complexity.

Changing behavior in the way Indian consumers search

Increasing complexity of searches

Multi-word searches grew faster than single-word searches

Annual growth in searches by length (2021 vs. 2020)



Growth of longer searches

Consumers are more expressive in their searching than ever before. They are looking for more accurate results which meet their needs, and are willing to spend extra effort in making their search query more illustrative.

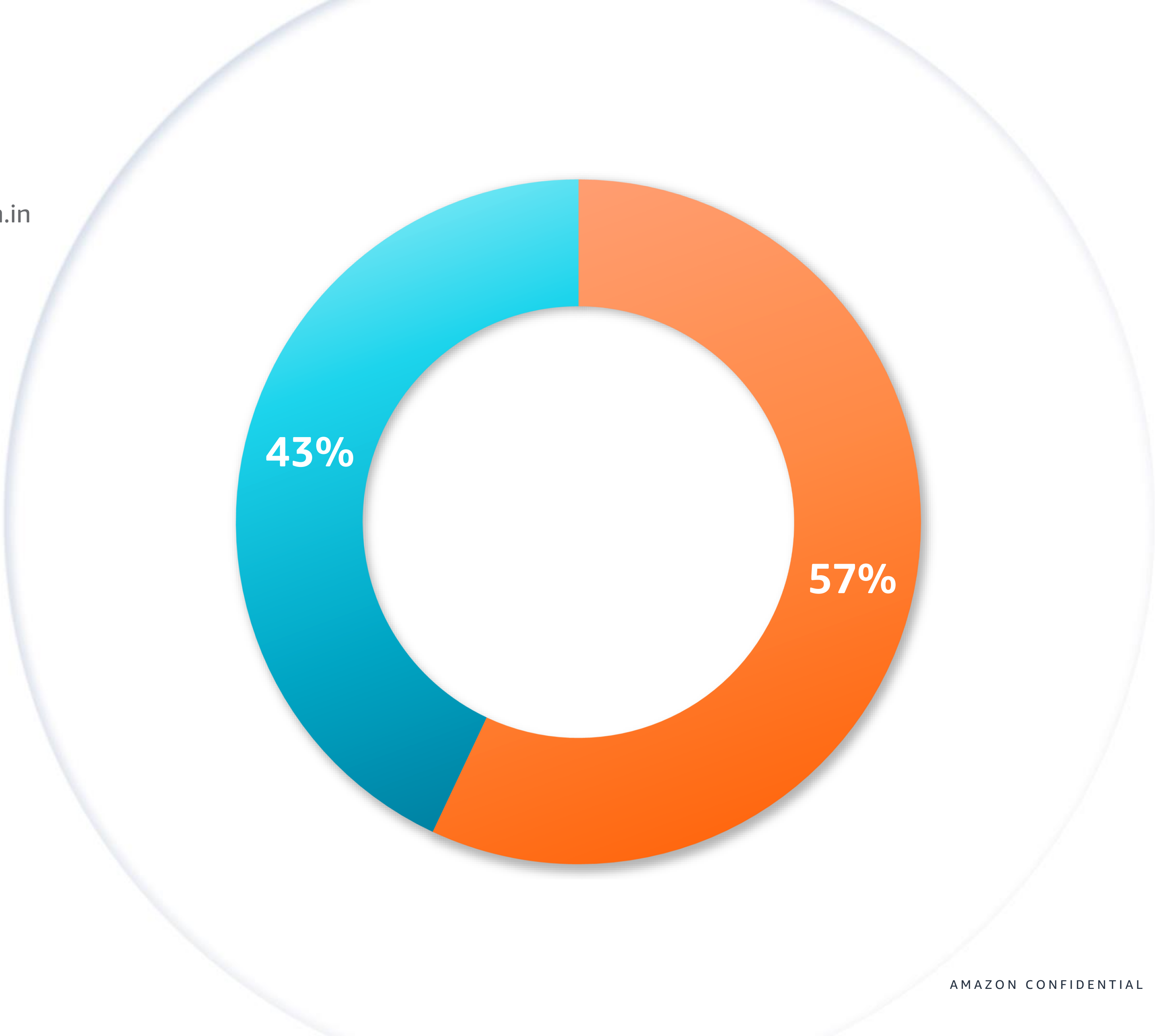
As a result, longer search queries showed higher growth than one-word search queries.

Note: For first 10 months of 2021 (as compared to corresponding period in 2020)
Source: Amazon.in internal data

Continued reliance on Generic Searches

Similar to 2020, ~60% of searches on Amazon.in remain generic

- Generic Searches
- Branded Searches



Note: For first 10 months of 2021
Source: Amazon.in internal data

Takeaways: Focus on the right type of searches

1. Ensure visibility when consumers are conducting specific searches (e.g., 32 inch smart TV with alexa)
2. Ensure a balance b/w generic and branded keywords

04

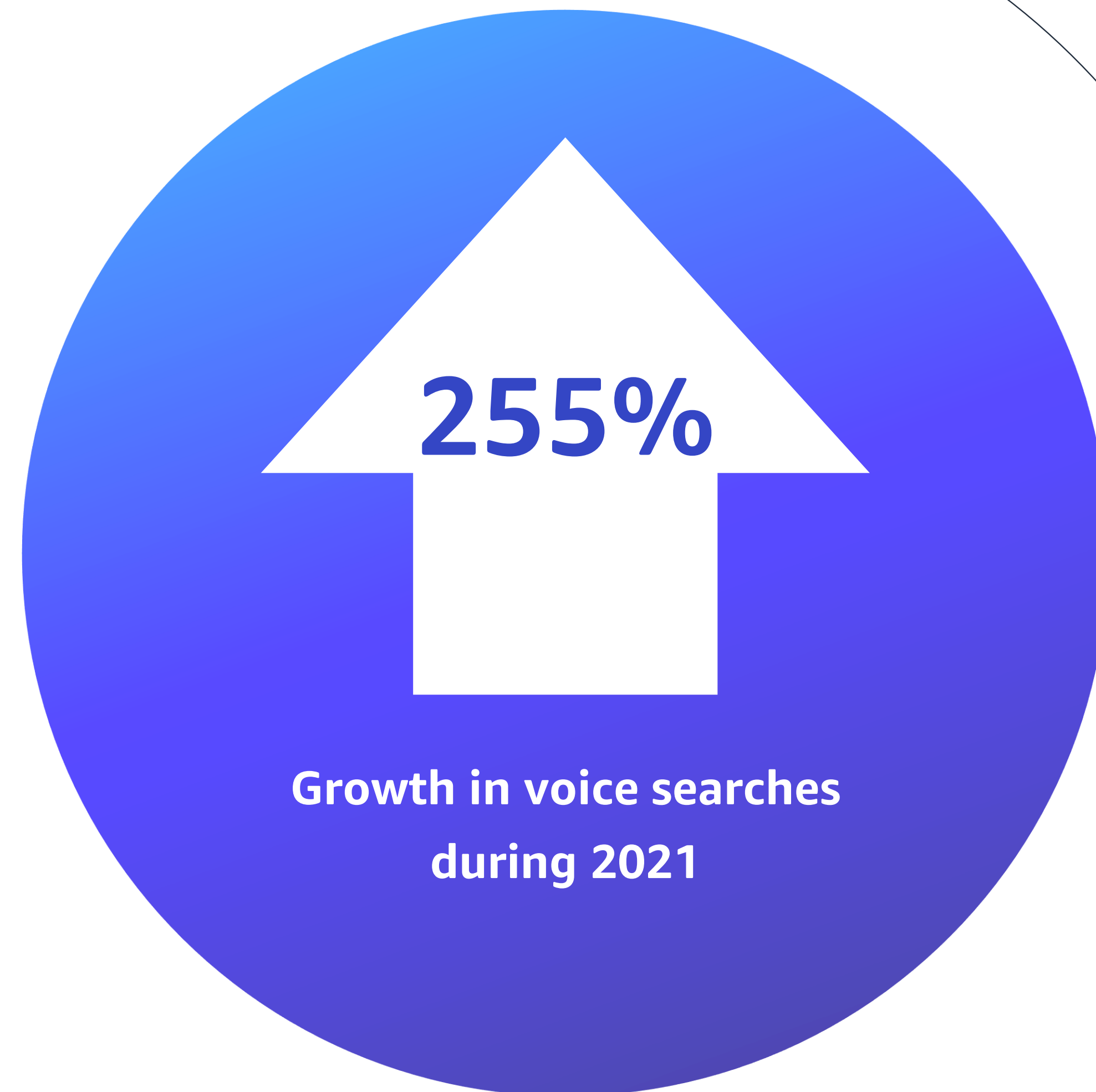


Voice. Vernacular.

Voice and vernacular searches
continue their rapid growth
trajectory

Voice is emerging as a new way to search

Voice searches have grown 255% YOY as consumers continue to adopt voice search on Amazon app



Vernacular continues to grow

Vernacular searches, while still marginal, has seen a sharp rise on Amazon.in

As more consumers from smaller towns and cities visit Amazon, vernacular searches will continue to see a sharp rise

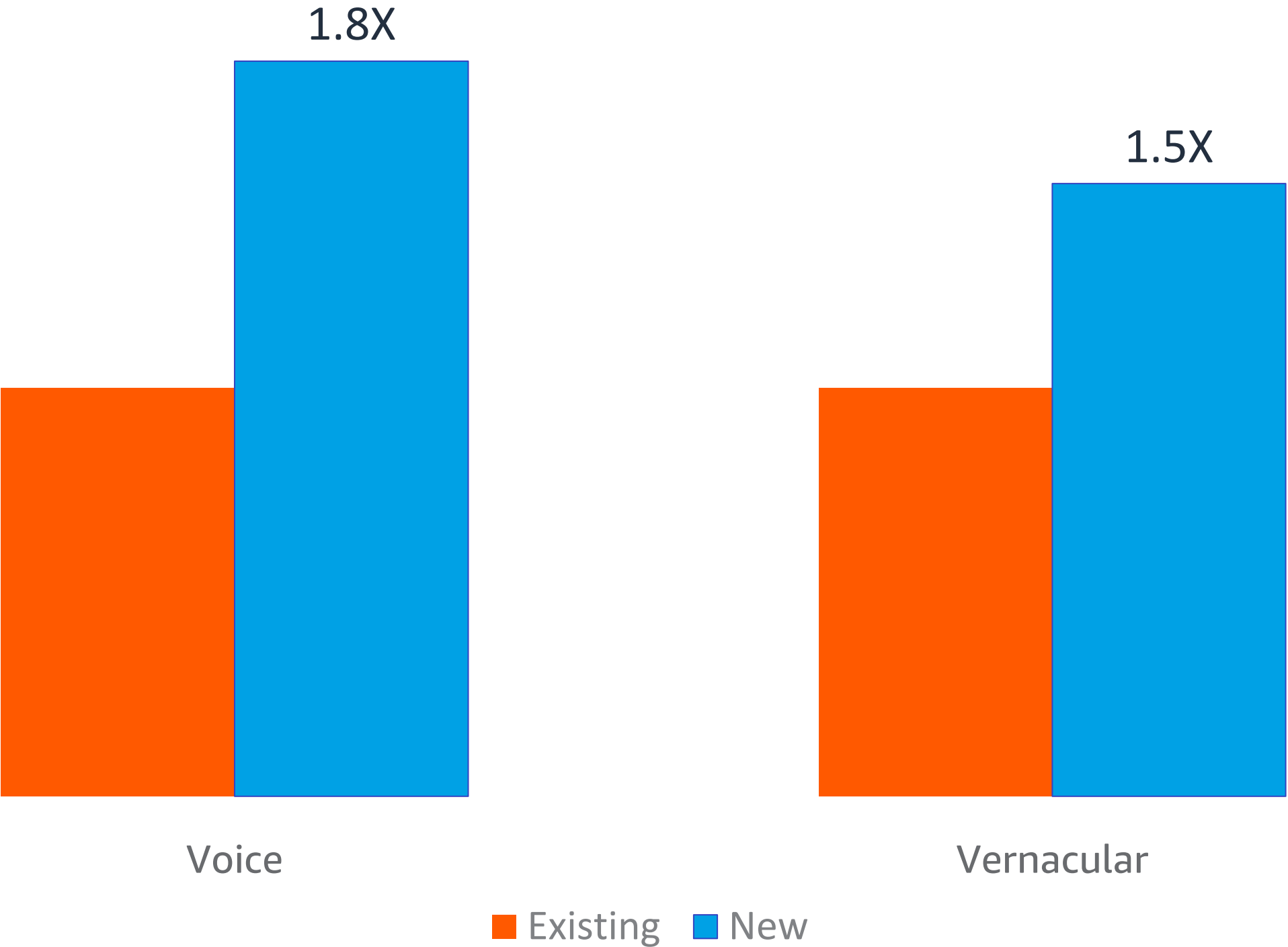


Note: For first 10 months of 2021 (as compared to corresponding period in 2020)

Source: Amazon.in internal data

Role of new consumers towards voice and vernacular

New customers are more pre-disposed towards voice and vernacular searches



Penetration of Voice and Vernacular Searches by type of consumer

Both voice and vernacular searches are growing rapidly in the country.

While the trend is strong among existing and new consumers, new consumers tend to over-index on both voice and vernacular searches.

Note: For first 10 months of 2021
Source: Amazon.in internal data

Takeaways: Optimize for vernacular

1. Build and maintain visibility (organic and paid) in vernacular searches
2. Ensure visibility in voice-friendly searches

Thank you

