




WHAT ARE CONSUMERS READING DURING THE COVID-19 OUTBREAK IN HONG KONG?

Teads

The ranking of the most read contents reveals growth across a wide variety of interests

HONG KONG

1	Health, Disease, Wellness, Hospital	3.2M +2%	15	Health, Digestive	42K +39%	23	Politics, Indonesian	16K +19%
2	Business Enterprise, Company	886K +20%	16	Finance, Credit	39K +16%	24	Copa America	16K +11%
3	Economy Markets	818K +21%	17	Auto, Motorbikes	39K +35%	25	Sports, Angling	15K +12%
4	News and Weather	428K +1%	18	Sports, Rugby	24K +2%	26	Health, Women 	14K +32%
5	Videogames	413K +26%	19	Travel, Cruise	20K +4%	27	Auto, 4WD	13K +13%
6	Food, Utensils, Cookware	404K +16%	20	Event, Graduation 	19K +40%	28	Hobbies, Drawing, Painting	11K +30%
7	Politics, American	325K +10%	21	Auto, Family	17K +5%	29	Health, Weightloss	11K +14%
8	Music, Festival	287K +1%	22	Search	17K +8%	30	Superbowl	10K +26%
9	Finance Loans	174K +19%						
10	Health Nutrition	167K +34%						
11	Energy 	138K +103%						
12	Entertainment, Performing arts	105K +4%						
13	Health Specialities	90K +0%						
14	Politics, British	75K +34%						

HOW DO THE TRENDS REFLECT ACROSS MASLOW'S PYRAMID?

Each ranked category was assigned to a specific need in Maslow's pyramid. Average growth rate per type of needs in March is represented below.

SELF ACTUALISATION +20%

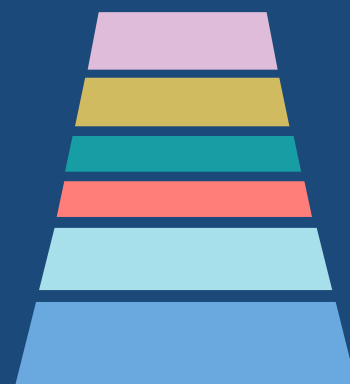
COGNITIVE +7%

ESTEEM +20%

SOCIAL +5%

SAFETY +9%

PHYSIOLOGICAL +21%



Source: Teads Media Barometer / Ranking by volume of page views for the week starting March 2 and % Evol between last week of March vs first week