




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

Teads

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

INDIA

1	Health, Disease, Wellness, Hospital	12M +58%	15	Finance, Loans	428K +5%	23	Allergy	220K +25%
2	Policymakers, Institutions	4.7M +20%	16	Videogames	424K +33%	24	Auto, Luxury	147K +52%
3	Food recipe, Ingredients	3.5M +17%	17	Comedy	429K +11%	25	Health, Dentistry	117K +17%
4	Religion	2M +17%	18	Home, Pets	412K +39%	26	Health, Emergency specific 	105K +3325%
5	Music	2M +1%	19	Games	353K +12%			
6	Health Specialities	2M +2%	20	Food, Diet	312K +6%	27	Food, Cuisine	97K +3%
7	Economy debt, Inflation	1.1M +1%	21	Health, Musculoskeletal	274K +9%	28	Sports, Tennis	61K +9%
8	Food utensils, Cookware	828K +34%	22	Charity 	224K +333%	29	Auto, Family	61K +6%
9	Food, Drink	777K +0%				30	Health, Vision	55K +6%
10	Health, Digestive	696K +4%						
11	Home, Gardening	512K +20%						
12	Politics, British 	503K +114%						
13	Sexuality	439K +7%						
14	Health, Derma	429K +11%						

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 +11%

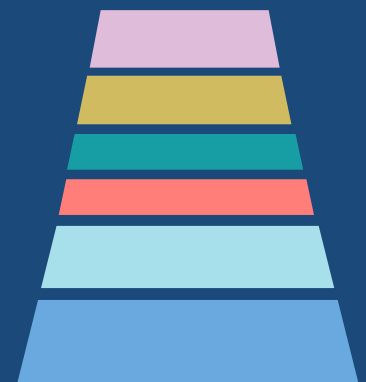
COGNITIVE +99%

ESTEEM +21%

SOCIAL +24%

SAFETY +37%

PHYSIOLOGICAL +16%



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