WHAT ARE CONSUMERS READING DURING THE COVID-19 OUTBREAK?

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

NETHERLANDS

1. Health, disease, wellness, hospital 4.9M +21%
2. Food recipe, ingredients 2.3M +10%
3. Tech / Computing 2.3M +16%
4. Shopping online, discount, coupon... 1.9M +36%
5. Auto carmaker/autoshow 1.6M 10%
6. News and Weather 1.3M -9%
7. Business enterprise, companies... 840K +34%
8. Food recipe, ingredients 780K +27%
9. Phones 770K +6%
10. Politics Dutch 750K +21%
11. Health Exercise 700K +30%
12. Health Diet 650K +8%
13. Economy debt / Inflation 530K +27%
14. Games 480K +61%
15. Family Elderly 429K +9%
16. Health Nutrition 370K +18%
17. Vidgames 370K +33%
18. Home Gardening 330K +13%
19. Economy Markets 330K +8%
20. Radio 320K +12%
21. Health Specialities 240M +13%
22. Business Sme 210K +44%
23. Charity 150K +36%
24. Auto Motorbikes 130K +9%
25. Finance Credit 130K +26%
26. Health Alt 120M +6%
27. Travel Family 120M +22%
28. Politics Brazilian 97K +4122%
29. Auto Commercial 95K +8%
30. Allergy 86K +51%

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 +30%
- COGNITIVE +19%
- ESTEEM +14%
- SOCIAL +13%
- SAFETY +20%
- PHYSIOLOGICAL +21%

Source: Teads Media Barrier / Ranking by volume of page views for the week starting March 2 and 9. End between last week of March vs first week.