

Home improvement and Electronics most positively impacted by COVID-19

We looked at the [health categories](#) and [long tail categories](#), most affected by COVID-19. Looking at mainstream top 2K categories with more than 10K downloads during Q2-2020, compared to the same period one year earlier, a slightly different profile of COVID-19 affected categories becomes visible.

Personal care – makeup and manicure cases – is now on top. We further see, logically, home improvements such as outdoor hot tubs and spas (+1472%), playground slides (721%) and swings (+505%) as kids at home need to be entertained, especially when the bigger part of the Summer holidays are spent at home. DIY is again present with grinding and sanding tools (+967%). Further, the electronics vertical with transistors (+1008%), cable markers (+868%), conduits (+603%), and sensor & actuator cables (+516%) is heavily represented as the tech business is one of the least affected industries by COVID-19 and infrastructures are upgraded because of increased online consumption.