

Reading THE NATION

24 OCT – 30 OCT 2022

While Rishi Sunak's appointment as UK Prime Minister calmed the financial markets and made global headlines, an element of Westminster fatigue set in for millions of Brits who's attention instead turned to other content categories.

This week's Reading the Nation focuses on Shopping, another area of engagement growth in the fourth quarter, as consumers look forward to mega-sales days discounts and festive gifting.

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Bayonetta 3 Review



★★★★★



2x

Video Gaming
Page views +103% WoW

8.8M

Science
Page views +48% WoW

+23%

Shopping
9.5m weekly page views



Source: Ozone

TOP 10 CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Video Gaming	0.6m	103%	0.2m	112%	3.0	-4%
Science	8.8m	48%	2.6m	41%	3.3	4%
Healthy Living	4.7m	45%	1.6m	41%	2.9	3%
Education	2.8m	40%	1.0m	39%	2.9	1%
Pets	2.3m	30%	0.8m	32%	2.7	-1%
Books & Literature	3.4m	29%	0.9m	28%	4.0	0%
Shopping	9.5m	23%	2.8m	16%	3.4	6%
Style & Fashion	22.8m	22%	5.1m	16%	4.4	6%
Travel	16.9m	22%	4.4m	16%	3.8	5%
Automotive	8.1m	16%	2.2m	15%	3.7	1%

OZONE OVERVIEW

Getting the highest score for page views growth last week, our **Video Gaming** category bounced to the number one spot with more than doubling engagement. Driving growth were new releases from two major gaming franchises – Call of Duty: Modern Warfare II and Bayonetta 3 – and news that Liam Hemsworth is set to replace Henry Cavill as Geralt of Rivia in Netflix's The Witcher book series and video game adaptation.

In second place last week with a notable 48% growth, our **Science** content rocketed to 8.8m page views. Driving overall growth was a 93% increase in engagement with the **Environment** topic, as global Just Stop Oil protests and the publication of a series of UN climate change reports in the build up to next week's COP27 conference in Egypt made the headlines. Also driving Science page views, a partial eclipse of sun by the moon in the UK (yep, we missed it too!) grew page views for the **Astronomy** topic by 39% week on week.

Elsewhere, there was notable growth for our **Books & Literature** content, up 29% week on week, as the release date for the Duke of Sussex's memoir Spare was announced. And our **Shopping** content hit 9.5m weekly page views, as the first month of the golden quarter ended with consumer anticipation mounting for November's mega-sales days, Singles' Day, Black Friday and Cyber Monday.

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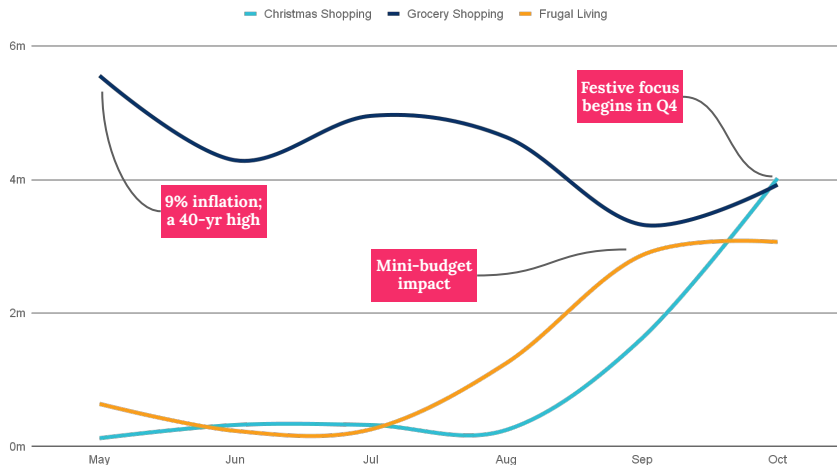
There are just over 50 shopping days to go until Christmas and consumers are shifting their attention to festive gift buying, as the big day draws ever closer. With steady engagement growth already in October, November's mega-sales days, Singles' Day, Black Friday and Cyber Monday, are set to see Shopping page views increase significantly.



Source: Ozone 2022

Shopping bags October growth as Q4 begins

Monthly engagement with Shopping & Money-Saving content



TAKE ACTION

Q4 is huge for Shopping, with mega-sales days and festive gifting content among the key engagement drivers among our audience. 112m Shopping page views in Q4 2021 grew 12% QoQ so expect further growth until the new year sales.

33M+

Shopping page views in October

Compared to the first half of 2021, engagement with our **Shopping** content may have fallen in H1 this year due to cost of living but almost 100m page views in Q3 is close to par with the same quarter a year ago. 33m page views in October is 1% higher annually.

2.5x

Christmas Shopping PVs in October

A month into Q4 and consumers are beginning to read more content about festive shopping and gifting. October has seen 2.5 times engagement growth for **Christmas Shopping** content vs. September, while **Gifting** page views has increased by 38% MoM.

+102%

Grocery Shopping page views growth

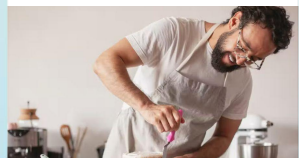
With the cost of household staples, including cooking oil, pasta and bread, rising sharply due to inflation, engagement with our **Grocery Shopping** content more than doubled last week. Page views in October also increased by 18% month on month.

Shopping deals and festive gifting in the headlines

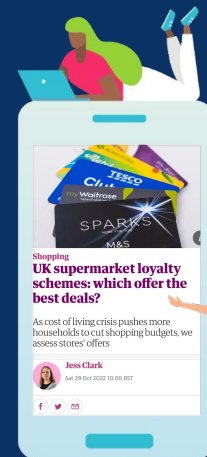


Best AO deals for Black Friday 2022: Offers to expect on appliances and more

Washing machines! Kitchen appliances! Home entertainment! Let's hear it for cheaper electricals



33 stylish stocking fillers under £100 for the fashion-lover in your life



UK supermarket loyalty schemes: which offer the best deals?

As cost of living crisis pushes more households to cut shopping budgets, we assess stores' offers

Jess Clark
Sun 29 Oct 2022 10:00 BST