

U.K. Edition

February 25, 2021

OVERVIEW

Digital Heat is an easy-to-use [heatmap](#) to help you quickly identify at scale which industries and companies are most impacted by the current economic environment. The report tracks in near real-time year-over-year (YoY) weekly website traffic trends.

On a macro level, it highlights directional trends – industries that are poised to benefit, and those that remain vulnerable. On a micro level, this monitor can help isolate differences within an industry.

This report helps analysts, traders, portfolio managers, and chief investment officers with idea generation and risk management.

KEY CHANGES THIS WEEK

Industries with strengthening growth

- Retail Investing
- Online Gaming

Industries with weakening growth

- Online Automarket
- Online Real Estate
- Airlines

Retail Investing etoro.com is leading the pack reaching >900% YoY growth

Online Automarket Inflected into negative YoY growth

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MACRO VIEW

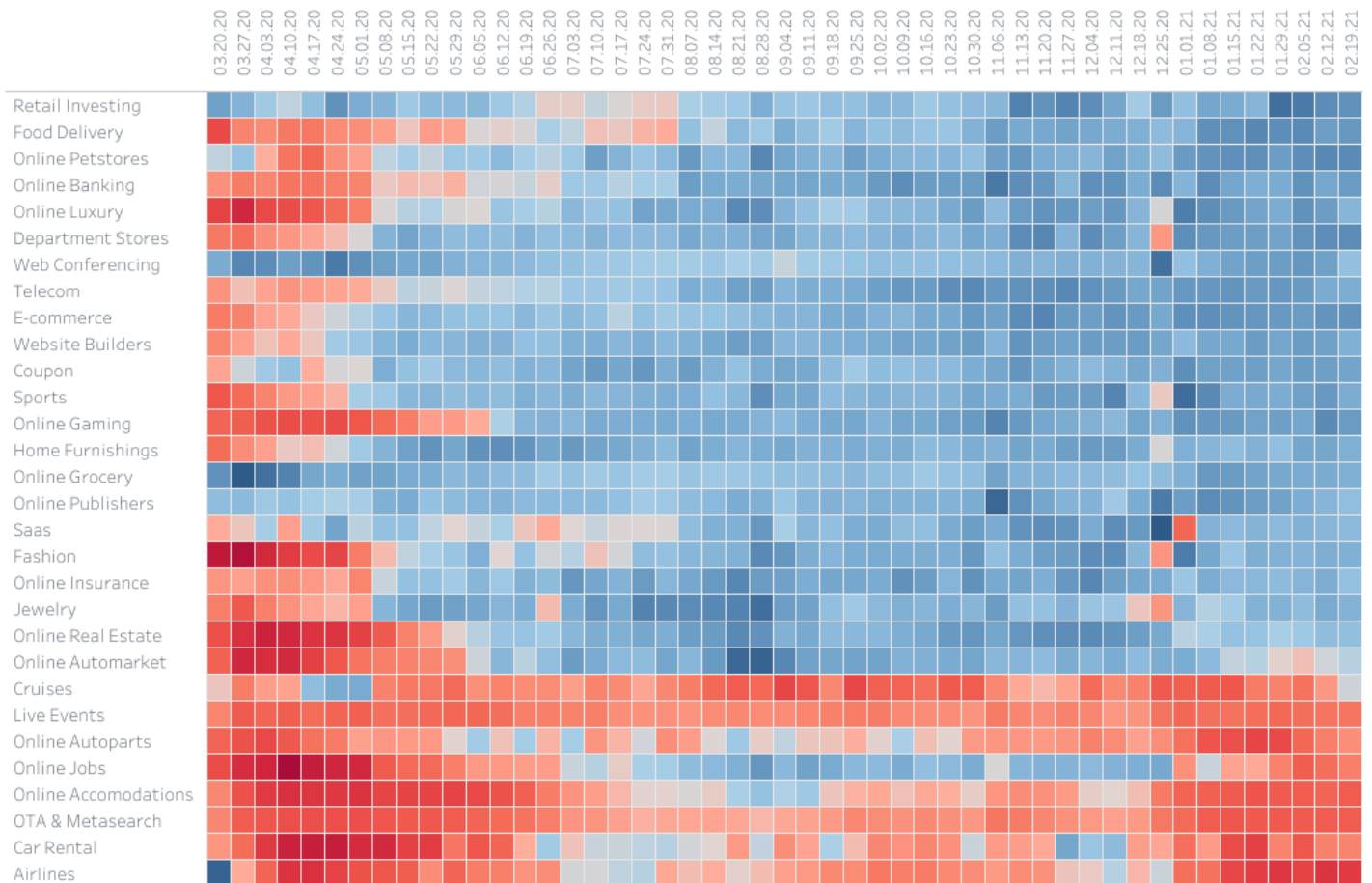
What's Changed?

- YoY traffic growth to **Retail Investing** sites has been gradually strengthening for some time with notable growth since the end of January
- Traffic growth YoY to **Online Gaming** sites is increasing
- Traffic to **Online Automarket** sites has been decreasing in recent weeks and inflected to slightly below average YoY growth
- **Online Real Estate** sites are experiencing a slowdown in YoY growth
- For **Airlines** sites YoY growth continues to fall further into the red

SimilarWeb Industry Heatmap

Weekly Website Visits YoY Heatmap

Country Intelligence Heatmap: UK



SimilarWeb Desktop and Mobile-web data Weekly Visits

Note: Indices were constructed using the factor modeling approach of principal component analysis (PCA). Blue represents an above average YoY change across websites in an industry, while red represents an above average decline

MICRO VIEW

What's Driving the Change?

Retail investing

Weekly Website Visits YoY Heatmap

Looks like the Robinhood GameStop saga inspired U.K. retail investors to trade as well. The industry has been experiencing growth for some time now, but in the week ending Jan. 29 industry average traffic growth jumped 111 percentage points (ppt) to 257%.

While traditional retail investing sites in the U.K. such as hl.co.uk saw improved growth (>300% in the week ending January 29) from this investing frenzy, etoro.com appears to have won over the U.K. retail investors. Reaching an incredible 915% YoY growth in the week ending Feb. 4, etoro.com successfully continues to engage its users.

Sector Intelligence Heatmap: Website Visitors YoY Heatmap - Retail Investing

	2020	Oct 16	Oct 23	Oct 30	Nov 6	Nov 13	Nov 20	Nov 27	Dec 4	Dec 11	Dec 18	Dec 25	2021	Jan 1	Jan 8	Jan 15	Jan 22	Jan 29	Feb 5	Feb 12	Feb 19
etoro.com		103%	160%	140%	167%	255%	359%	541%	671%	433%	254%	328%		314%	447%	415%	469%	659%	915%	853%	879%
ig.com		64%	61%	78%	111%	164%	131%	160%	121%	121%	129%	187%		142%	142%	138%	119%	214%	205%	148%	126%
UK plus500.co.uk		91%	95%	153%	149%	203%	105%	190%	66%	51%	-5%	67%		38%	78%	87%	6%	192%	125%	75%	45%
hl.co.uk		53%	53%	55%	57%	123%	105%	98%	103%	70%	39%	84%		46%	76%	62%	68%	102%	97%	90%	89%
ii.co.uk		62%	77%	70%	50%	108%	115%	93%	120%	111%	53%	103%		48%	69%	74%	71%	118%	82%	88%	94%
Industry Average		74%	89%	99%	107%	171%	163%	216%	216%	157%	94%	154%		118%	162%	155%	146%	257%	285%	251%	247%

Online Automarket

Weekly Website Visits YoY Heatmap

Following weeks of positive growth, the U.K.'s online automarket industry inflected into negative YoY traffic growth, peaking at -12% in the week ending Feb. 4. Driving the decline is pistonheads.com with the strongest YoY decline, while autotrader.com has managed to maintain positive to flat YoY growth.

Sector Intelligence Heatmap: Website Visitors YoY Heatmap - Online Automarket

	2020	Oct 16	Oct 23	Oct 30	Nov 6	Nov 13	Nov 20	Nov 27	Dec 4	Dec 11	Dec 18	Dec 25	2021	Jan 1	Jan 8	Jan 15	Jan 22	Jan 29	Feb 5	Feb 12	Feb 19
autotrader.co.uk		17%	18%	29%	22%	27%	18%	25%	36%	34%	32%	23%		22%	14%	3%	8%	5%	0%	6%	9%
UK cargurus.co.uk		45%	43%	34%	15%	-4%	7%	24%	-7%	-9%	-22%	35%		30%	4%	-11%	-5%	-15%	-15%	-13%	-4%
pistonheads.com		-13%	-7%	-8%	-12%	-4%	-7%	-6%	-13%	1%	-9%	-10%		-5%	-1%	-11%	-16%	-21%	-20%	-16%	-16%
Industry Average		16%	18%	18%	8%	6%	6%	14%	5%	9%	0%	16%		16%	6%	-6%	-4%	-10%	-12%	-8%	-5%

This report contains a select subset of our digital market monitor offerings.

We can also provide sector and industry data for the following countries: **U.S., Australia, Brazil, Canada, France, Germany, India, Indonesia, Israel, Japan, Malaysia, New Zealand, and Singapore**

Want to access more industry and company data? [Book a demo now](#)

Already have an account? [Login to the heatmap portal](#)

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Appendix - How To Read The Maps

Digital Heat comprises of three distinct maps:

Cross-Industry Heatmaps

These *heatmaps* display normalized indices based on statistical factor modeling. These indices summarize the relative performance of either a sector or an industry over time. Blue cells represent an above average growth rate and red cells represent a below average decline.

Industry Analysis Heatmap

These *heatmaps* represent the YoY growth rates of websites within an industry over time. Blue cells represent a high YoY growth rate, and red cells represent a YoY reduction.

