



# READING THE NATION

16 June – 22 June 2025



# Summer's on as Brits flock to weather, fashion & sport

Style & Fashion

Property

Home & Garden

Pets

Food & Drink

Shopping

Medical health

Tech & Computing

Sport

Pop Culture

PAGE VIEWS

WoW GROWTH

19.2m

+27%

8.5m

+23%

12.7m

+23%

5.5m

+18%

41.2m

+11%

9.4m

+9%

93.7m

+6%

25.6m

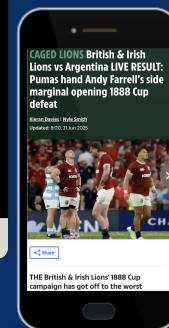
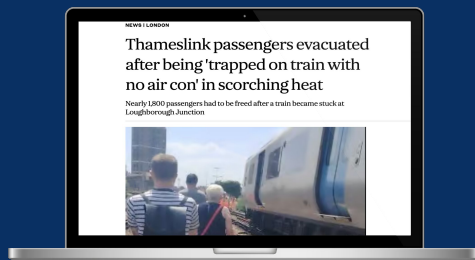
+5%

86.3m

+2%

74.6m

+1%



## TOPICAL NEWS

Brits braced themselves for heat last week as temperatures soared, driving a sizzling +59% surge in **Weather** page views as audiences across Ozone's Audience Connection Platform sought out tips on staying cool during the heatwave.

The sunshine lured people outdoors, sparking an +11% rise in **Food & Drink**. In typical Brit fashion, the heat got the drinks flowing, with **Alcoholic Drinks** bubbling up by +45%.

However, the heat proved too much for the UK's infrastructure, sparking travel chaos as some rail passengers were evacuated, driving a +14% rise in **Railway Travel** page views.

Elsewhere, cooling UK property prices, as the Bank of England held interest rates, sparked a +23% rise in **Property** page views, with **Buying & Selling** interest soaring +78% amid shifting market demand.

Finally, a staggering £208 million EuroMillions jackpot win made headlines last week, sending excitement – and **Lottery & Scratchcard** page views – soaring by +44%.

## SEASONAL EVENTS

The iconic Royal Ascot took place last week, sending engagement with **Horse Racing** content galloping 9x higher. **Betting & Gaming** page views also jumped by 66% as online readers eagerly placed their bets.

True to tradition, attendees embraced the race-day dress code with flair. **Women's Hats & Scarves** skyrocketed by an eye-catching 20.4x as readers searched for the perfect statement headwear.

**Style & Fashion** has resultantly seen a +27% boost, further fuelled by festival-goers prepping their outfits for Glastonbury, which kicks off this week. Meanwhile, the scramble for last-minute essentials has driven a +57% spike in **Camping** page views.

The summer of sport continues, with **Sport** seeing a +2% increase. But it's been a tough weekend for fans. The British & Irish Lions got off to a rocky start in their Australian tour warm-ups with a defeat to Argentina, sparking a +31% surge in **Rugby** page views. Meanwhile, England's loss to India in the World Test drove a +27% uplift in **Crickets**.