



Last 5 Years of Residential Moving:

What Google Search Data Tells Us About Demand for Moving



Introduction

Search data doesn't just show what people are looking for—it tells a story about consumer behavior, market shifts, and key trends shaping the industry.

According to the [Moving Experience Report](#), Google search is the #1 place people go to find a moving company.

At Supermove, we've analyzed Google's search data from across the United States to uncover actionable moving industry trends that can help moving companies make more informed business decisions.



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Foreword

For decades, the moving industry has relied on a peak and non-peak seasonal model. It placed massive pressure on moving companies to maximize their performance during the summer months.

However, after studying Google Trends data over the past 5 years, I see a new trend emerging. There are smaller peaks of busy seasons growing outside of summer.

This enforces movers to invest in operational and sales efficiency for year-round productivity, and even better— year-round revenue generation.

Be the moving company that doesn't slow down during winter and fall seasons.



— Arabi Siva

VP, Marketing |  supermove

The Big Picture:

Moving Customers Search Volume Trends (2019-2024)

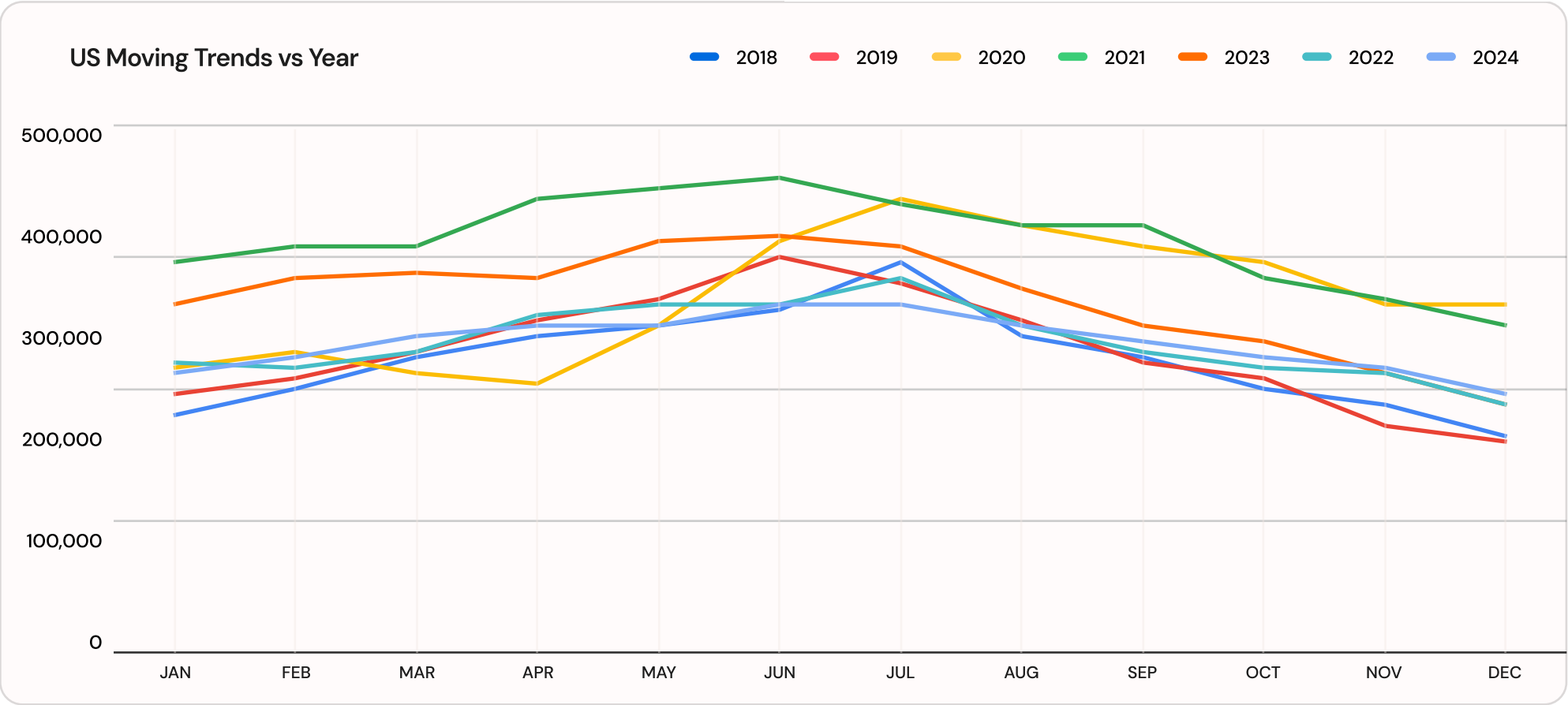
From 2019 to 2024, "moving company" consistently maintained the highest search volume among the three terms, followed by "residential moving," with "moving services" showing the lowest but still significant search interest.

The pandemic era (2020-2021) saw a substantial spike in all moving-related searches,

reflecting the unprecedented migration patterns triggered by remote work opportunities and changing lifestyle preferences.

During this period, searches peaked in 2021 with a 74% increase from 2019 levels. However, as the market normalized post-pandemic, search volumes have adjusted downward. By 2023, search volumes had declined from their pandemic peaks but remained higher than pre-pandemic levels for "moving company" searches, indicating a sustained elevated interest in professional moving services.

Interestingly, 2024 data shows early signs of recovery, with search terms showing positive year-over-year growth of 12.9% and 6.7% respectively, suggesting renewed consumer interest in relocation.



Moving Seasonal Patterns: When Americans Plan Their Moves

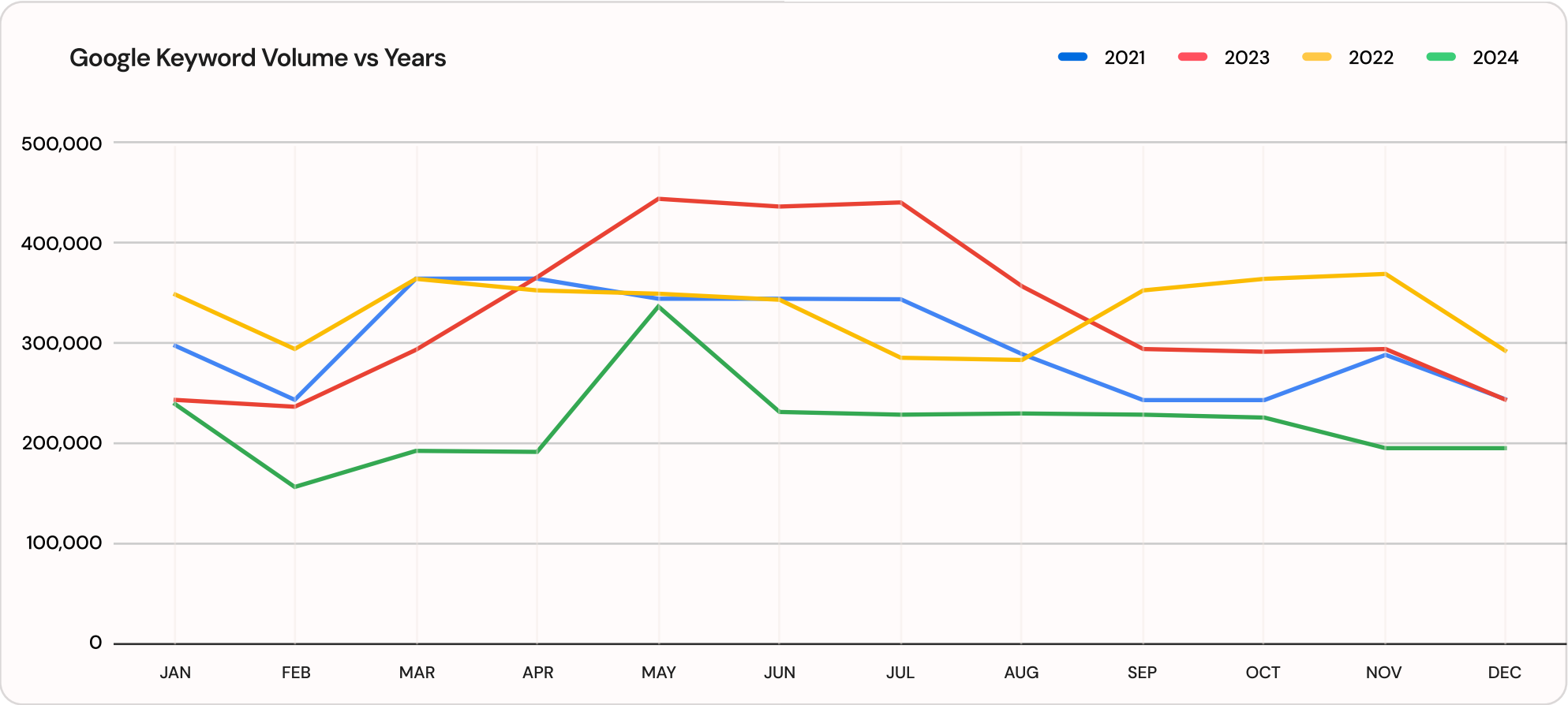
The search data reveals clear seasonal patterns that moving solutions providers should factor into their marketing calendars:

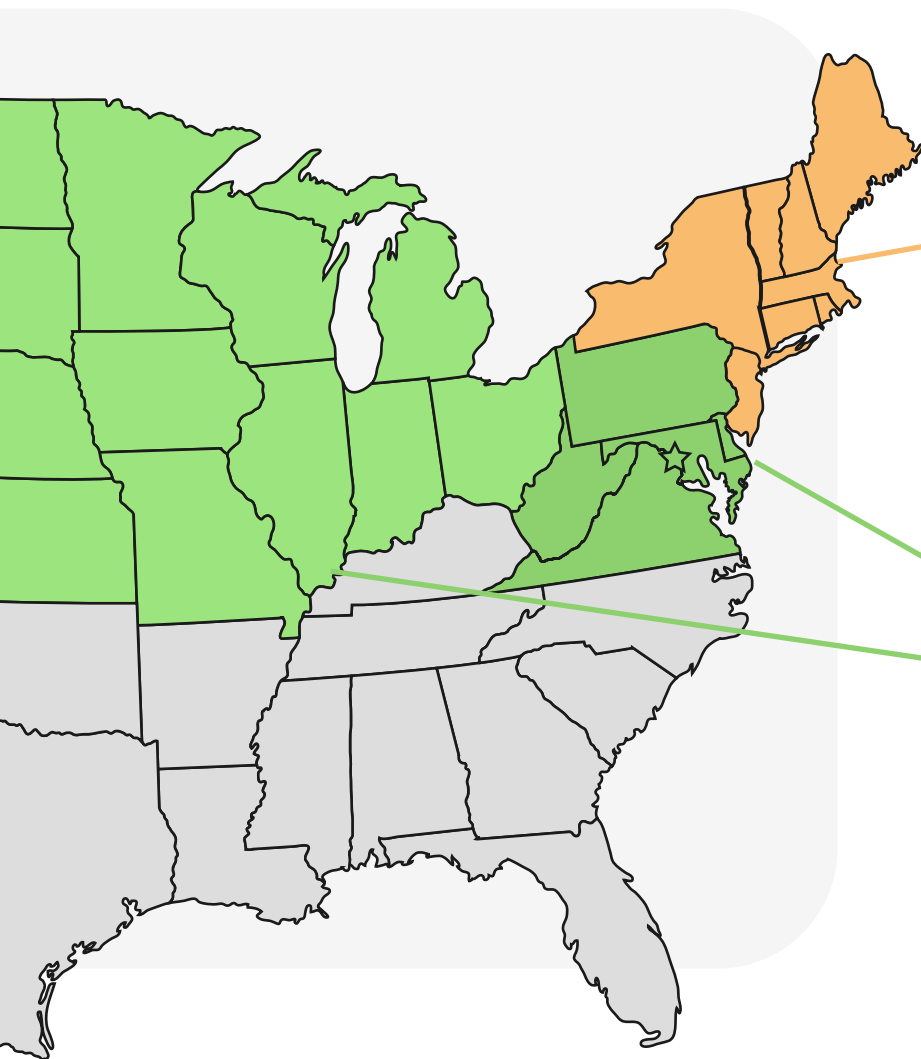
Peak Season (May–August): Search volumes for all three terms peak during the summer months, with July showing the highest interest for "residential moving" and June showing the highest interest for "moving company" searches. This confirms the industry standard that summer is the busiest moving season.

- **Secondary Peak (March–April):** A noticeable uptick occurs in spring, likely as people begin planning for summer moves.
- **Low Season (November–February):** Search interest consistently drops during winter months, with December showing the lowest search volume for all terms.

For professional movers, these seasonal insights can inform strategic decisions like:

- Increasing marketing spend during February–March to capture early planners
- Optimizing staff scheduling to handle increased inquiries during peak periods
- Developing special promotions for off-peak seasons to stimulate demand





Moving Geographic Insights: State-by-State Interest

1 Northeastern States

New Jersey, Rhode Island, Connecticut, and Massachusetts demographic shows the highest proportion of "moving company" searches, suggesting consumers in these densely populated states may be more likely to seek established, credible moving companies.

Residential Moving Searches Concentrated in Select Markets

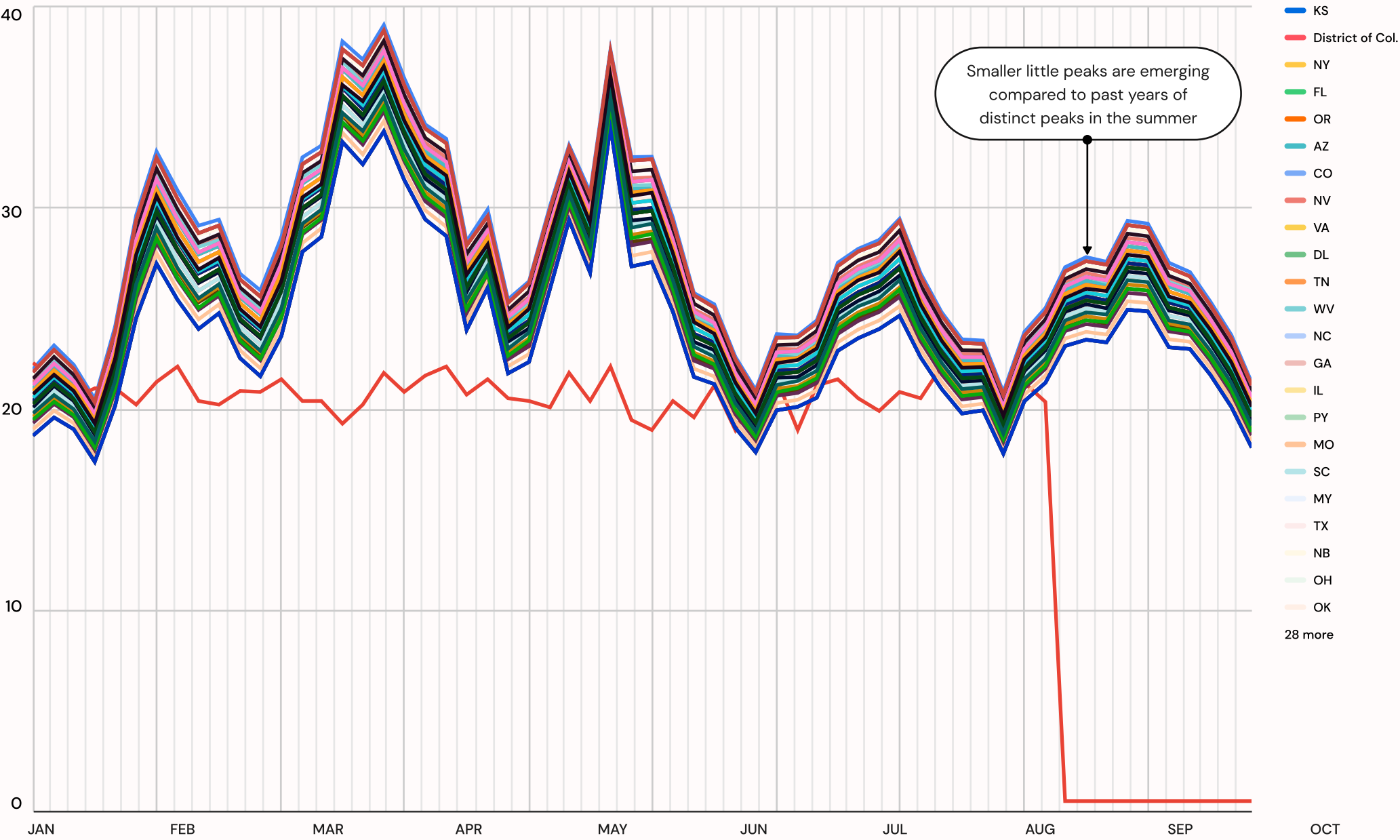
West Virginia, Kansas, and the District of Columbia show higher proportions of "residential moving" searches, potentially indicating markets where consumers are more specific about their residential moving needs.

2 Mid-Atlantic and Midwest

The District of Columbia, Kansas, Virginia, and Ohio show stronger interest in the broader "moving services" term, which may reflect a preference for comprehensive service offerings beyond just transportation.

When we analyze overall moving-related search interest (combining all three terms), we find high engagement across diverse regions—from Kansas and the District of Columbia to coastal states like New York and Florida. This suggests that the demand for moving services is geographically widespread, though the specific terminology used by potential customers varies by region.

State Trends by Month (2024)



What Does This Mean for Moving Companies?

The search trends uncovered in our analysis help moving companies make key investments:

✓ Timing Your Marketing Efforts

With clear seasonal patterns established, moving companies should adjust their marketing budgets accordingly:

- Ramp up digital marketing efforts starting in February
- Maintain strong presence during peak summer months
- Consider special promotions to stimulate demand during winter slumps

✓ Optimizing for Regional Search Preferences

Moving companies should tailor their SEO and PPC strategies based on regional preferences:

- Northeastern markets: Focus on "moving company" keywords
- Mid-Atlantic regions: Incorporate more "moving services" terminology
- Adjust local content to reflect the specific terms most used in each market

✓ Preparing for Recovery Growth

The positive growth trends in 2024 suggest the market is entering a recovery phase after the post-pandemic adjustment. Companies should prepare for more demand by:

- Ensuring CRM systems like Supermove are fully optimized to handle growing lead volumes
- Building capacity in anticipation of continued growth
- Investing in customer experience to capitalize on the expanding market

✓ Future-proofing Your Business

The dramatic shifts during 2020–2021 demonstrate how quickly consumer behavior can change. Moving companies with robust, connected operating systems and analytic capabilities will be better positioned to identify and adapt to future market shifts in real-time demand.



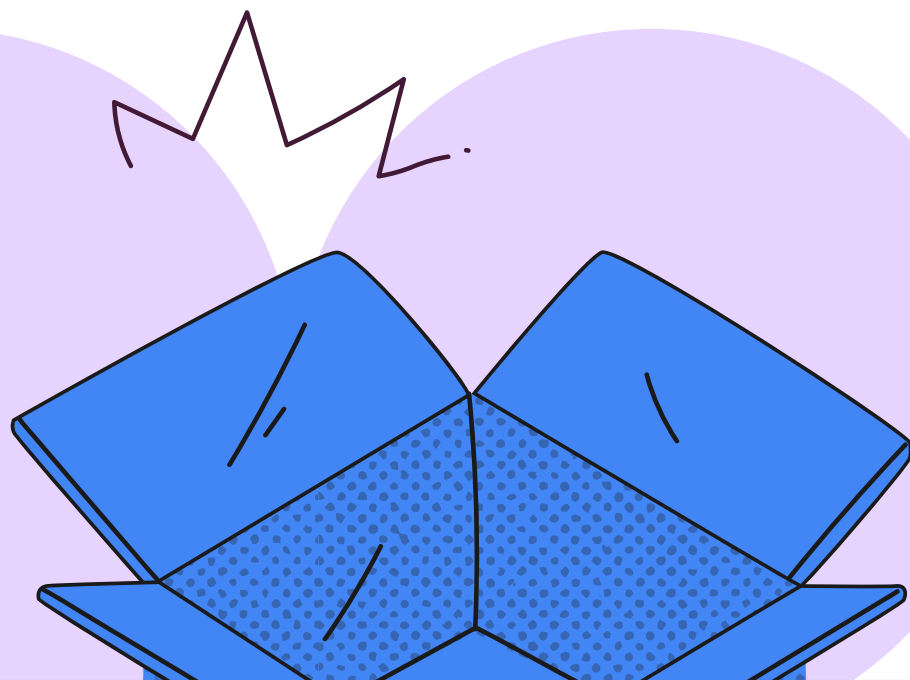


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