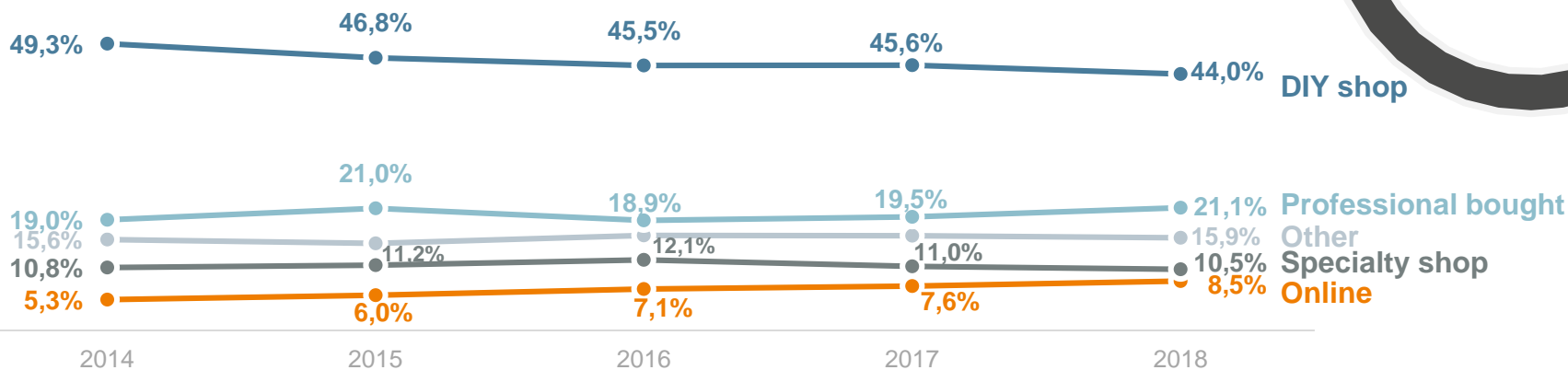


Purchase channels in European Home Improvement



Purchase channels

[EU average - development over years]

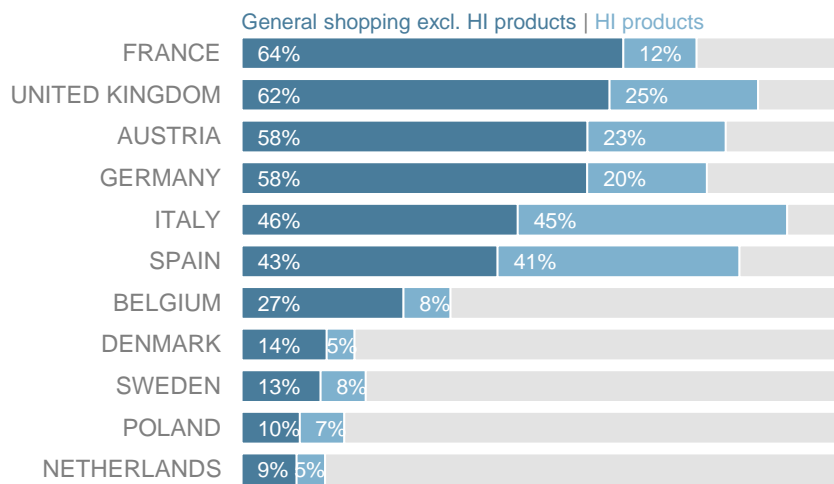


Top-5 least/ most purchased home improvement products via online purchase channels

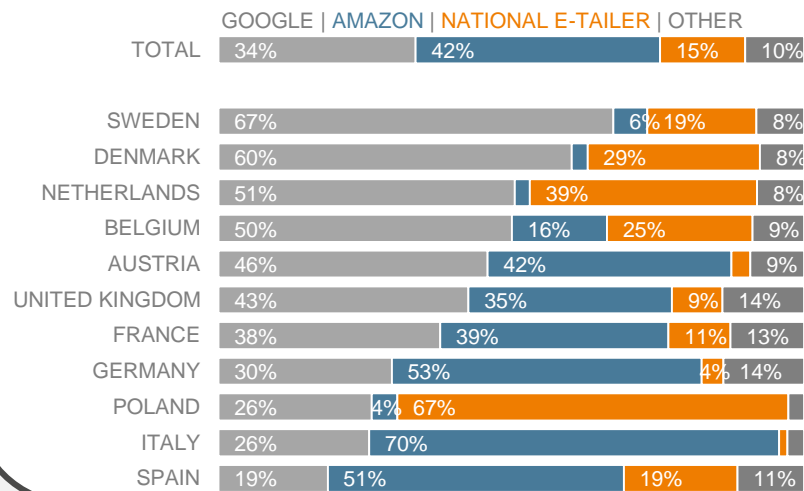


Type of products	% online buying
MOST PURCHASED	
SECURITY CAMERA	34.7%
FREEZER/ REFRIGERATOR	25.0%
GARDEN SHED/ BARN	24.0%
OVEN/ MICROWAVE	22.1%
ELECTRICAL TOOL	21.9%
LEAST PURCHASED	
STUCCO	4.2%
PAINT	4.1%
MORTARS	4.0%
FUSE BOX/ ELECTRICAL PANEL	3.7%
BRUSH & ROLLER	3.5%

Have you purchased any (home improvement) products online via Amazon in the past 12 months?



Which website would most likely be your starting point when buying a specific home improvement product online?



* All the information is available on a country level for the following countries:



Information on purchase channel trends is available for the following products:

Also in this report:

- Key online players in each country and consumer opinion about them
- The usage of reviews
- Consumer preferences for additional services when buying home improvement products online
- Split per age, income and DIY experience

