

Why this report:

This report we zoom in on the key online players in each country. Is Amazon or the national online stores more popular for purchasing home improvement products? What are consumers' opinions on these online stores? How the starting point of their online journey is changing? What additional services do consumers prefer when buying home improvement products online? These and many more questions are answered in this Q2 2020 report.



Starting point of online purchase

Amazon | Google | National e-tailer | Other

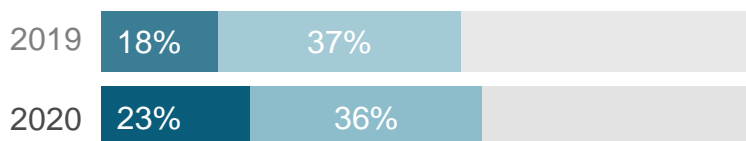


Amazon vs. national e-tailer

Both Amazon and the national top-1 e-tailers have become more popular channels for purchasing home improvement products

Amazon

HI products | General shopping EXCL. HI products



National nr.1 e-tailer



Purchase process of home improvement products

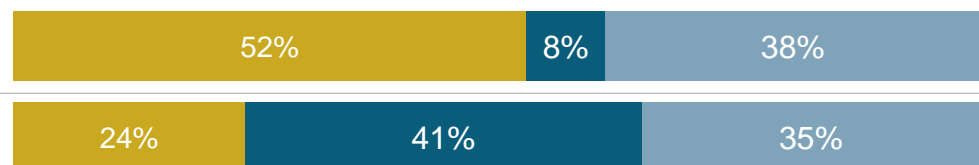
PURCHASE

Offline **64%**
Online **36%**

ORIENTATION

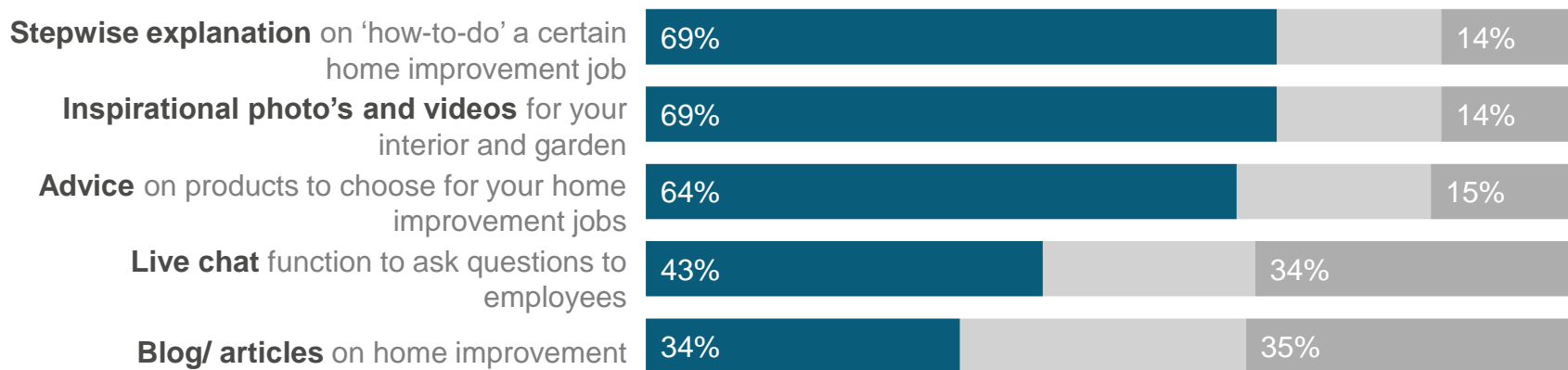
(% among each purchase channel)

Online | Offline | Online & offline



Functions of interest at DIY website

(Very) interested | Neutral | Not interested (at all)



Key research questions:

- Popularity of online purchase
- Usage of Amazon vs. national e-tailers
- Preference towards national webshops vs international webshops
- Online purchase process
- Interests in the functions of the DIY store website
- Usage of live chat

Countries covered in the report:

Austria, Belgium, Denmark, France, Germany, Italy, Poland, Spain, Sweden, the Netherlands, the United Kingdom

Methodology:

The report is based on 4,389 successful telephone interviews with consumers in 11 countries.

Interested?

The full report is available now for 3,000 Euro or free in combination with a 1 year subscription (4 quarterly reports) for 9,000 Euro.

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