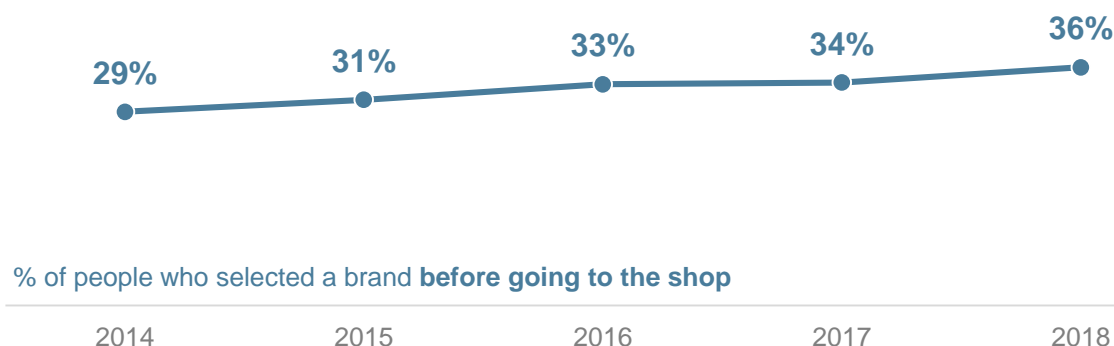


Love brands in European Home Improvement

USP

Moment of brand selection

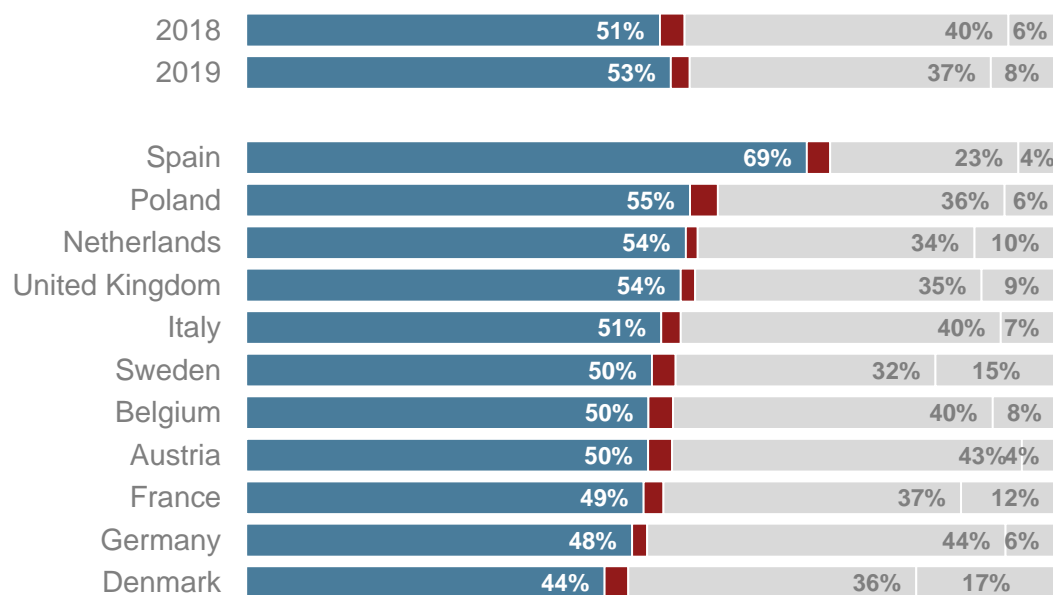
[EU average - development over years]



The moment of brand selection is changing towards an earlier decision.

Brands vs. Private labels

POSITIVE | NEGATIVE | NEUTRAL | DON'T KNOW



European consumers have a positive opinion on private labels.

Love brand theme consists of the information on ...



Brand awareness



Brand image rating on the 5 aspects

Product categories that we measure for love brands

Paint
Roof windows
Taps
Adhesives & sealants
Locks
Power tools
Bathroom products
Tapes

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



Also in this report:

- Development of spending on home improvement
- Rating on DIY stores (Shopping experience, Sustainability, Attractive price, Quality of products, Service & advice) & the importance of these aspects to consumers
- Brand awareness development during the past 4 years by country / category
- Attitude towards private labels by country / category