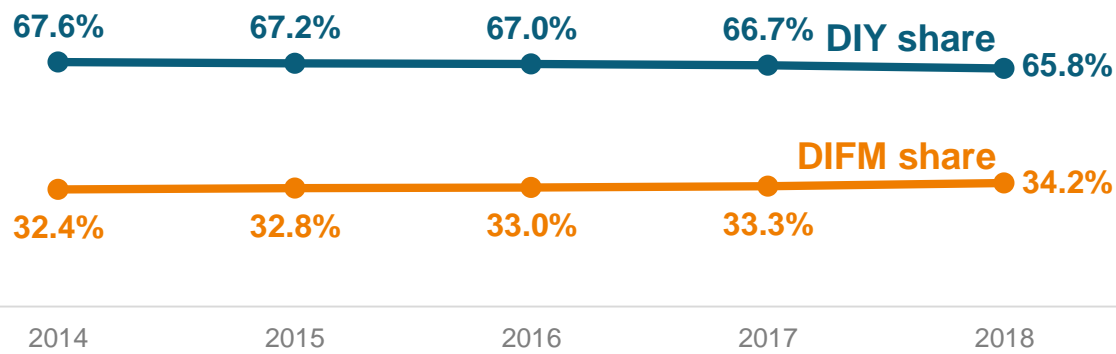


DIY / DIFM development in European Home Improvement



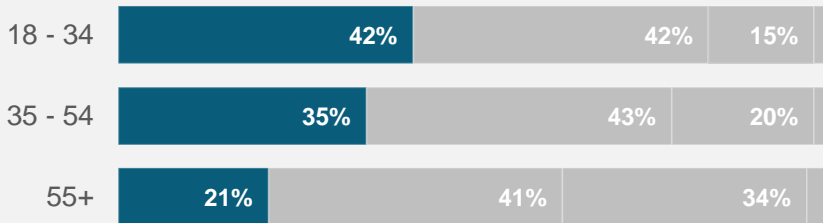
DIY/DIFM home improvement market

[EU average - development over years]



Consumers' willingness to learn more DIY skills

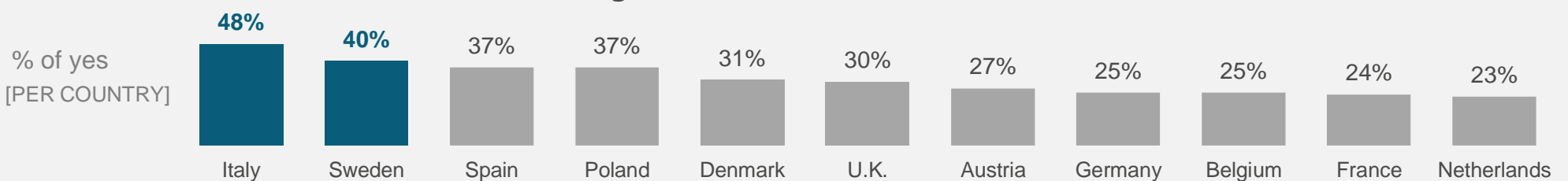
[PER AGE] YES | MAYBE | NO | DON'T KNOW



Consumers' preferred ways to improve DIY skills



Willingness to learn more DIY skills



Where do you expect to get advice for doing a DIY job yourself? – Top 5



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



Information on DIY/DIFM developments is available for the following products:



Also in this report:

- Overview of the market trends which are affecting the DIY market
- Consumers' attitude towards learning DIY skills
- Main motivations for doing more DIY/DIFM
- Split per age, income and DIY experience