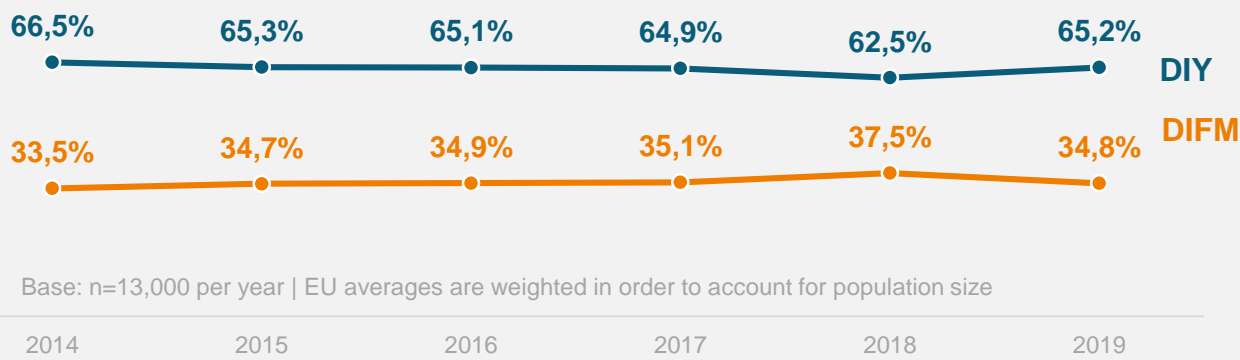


# The rise of DIFM in European Home Improvement

## DIY/DIFM home improvement market

[EU average – development over years]



Base: n=13,000 per year | EU averages are weighted in order to account for population size

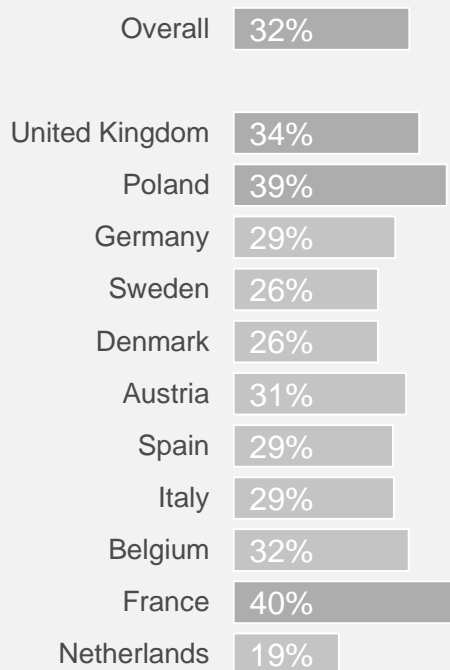


## Future expectations for hiring professionals

More often DIY | More often DIFM | More often done by family/ friends | Don't know

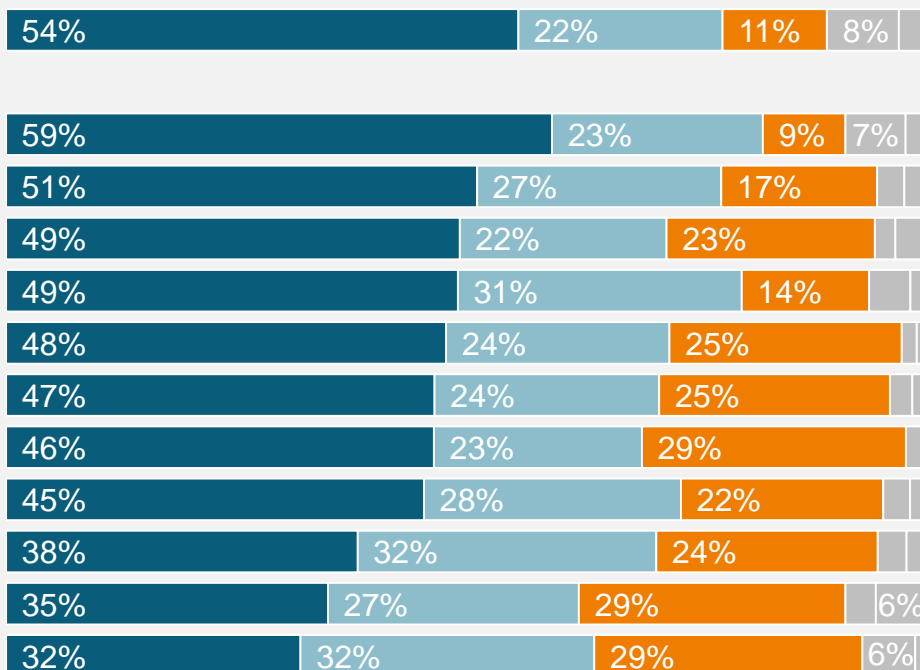


## Expectations for increased DIY



## Reasons for more often DIY in the next 2 years

Like DIY | More affordable | Want to improve skills | Other | DK



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



## Product categories measured for DIY/DIFM developments



### Also in this report:

- Reasons for DIFM and reasons for DIY
- The channel of finding the professional and the way of evaluating the reliability of the professional for home improvement projects
- Comparison of the preferred channel for DIFM when installing various products
- Effects of the increased labour price on home improvement projects