

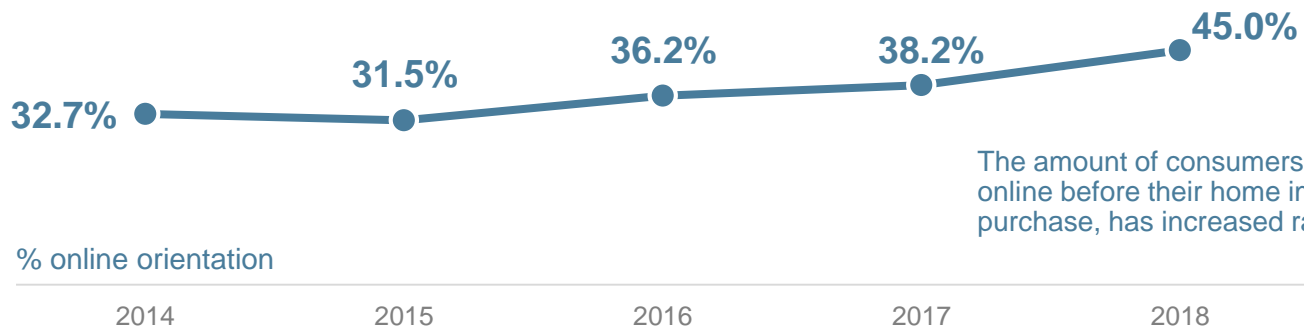
Online orientation development in European Home Improvement

USP



Online orientation

[EU average - development over years]

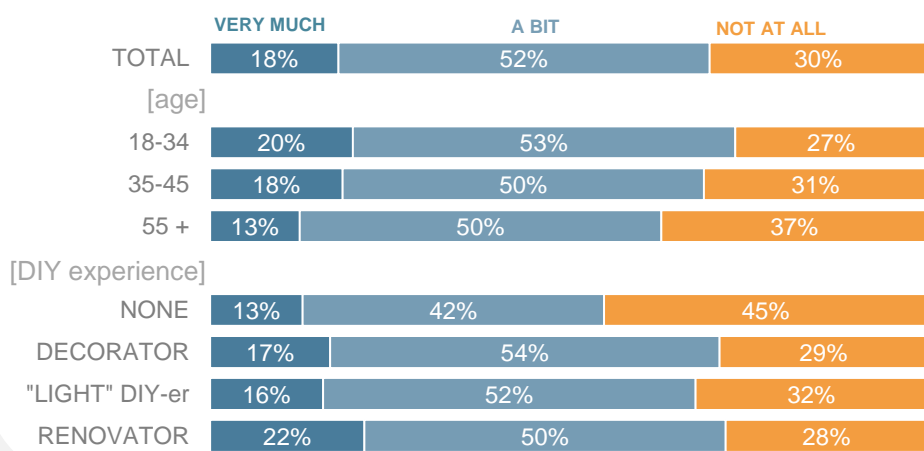


The amount of consumers that orientate online before their home improvement purchase, has increased rapidly in 2018.

Preferred way to start an online search



To what degree do TV SHOWS on home improvement help you in design decisions?



The website the consumer would use to find a reliable professional online - Top 1 per country



Which online platforms do you expect to use for inspiration? – Top 5

(when you want to renovate your home?)



*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:

- Use of online platforms/ smart speakers/ voice search
- Role of social media when doing a renovation project
- Usefulness of online reviews in hiring a professional
- Split per age, income and DIY experience

