

Why this report?

Amazon, Ebay, Alibaba, Bol.com and many online players have been reshaping consumer behavior in the last decade. These players are becoming increasingly more active in the DIY market and in turn forced the big DIY retail chains to develop an online operation. But a laptop is very different from paint or insulation materials. How has online buying of DIY products impacted the market? What is the share of online buying of DIY products? Which countries and product groups are leading? The Q1 2017 online buying report answers all of these questions and many more. Vital information for your online strategy.

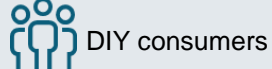
Research characteristics

- Special theme: Online Buying
- Fieldwork conducted in Q1 2017
- About 100 pages in PDF
- Key insights in the developments in the home improvement market, like DIY vs. DIFM and the share of online purchases

Methodology

- Quantitative online interviews:
-  600 successful interviews per quarter in Austria, Belgium, Denmark, France Germany, Italy, The Netherlands, Poland, Spain, Sweden and the United Kingdom.
- Annually, 26,400 successful online interviews

Target group



DIY consumers

Countries



Costs

Total report available for: **€ 3,000**

There is also a possibility to subscribe:

- The price for an annual subscription (4 reports) to this monitor is **9,000 euro**.

Examples of the research questions

- How many households are purchasing home improvement products online?
- Which type of online stores are used for purchasing home improvement products?
- What are the drivers and barriers for buying home improvement products online?