

Why this report?

Need-to-have insights in the home improvement market on purchase channels, purchase channels and online buying throughout the years.

The Q2 2018 report is the second report of the new set-up of the European Home Improvement Monitor, so the reports are more detailed and more specific than before. More splits and comparisons are made, the management summary is more based on qualitative insights and based on our market knowledge. The report of the European Home about orientation shows the developments for multiple years, the splits and various comparisons are made on age, income, DIY experience and many more.

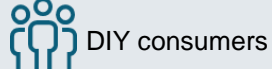
Research characteristics

- Special theme: Purchase channels, with an in-depth look regarding online buying and online purchases throughout the years.
- Fieldwork conducted in Q2 2018
- Reports available in PDF
- A real in-depth look on the orientation process in the home improvement market

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



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

- Year to-year developments in conducting home improvement per country.
- Splits and comparisons are made, which provide a real in-depth look on the orientation process of home improvement market.
- Insights for multiple years, trends and developments are shown for all countries.
- Factsheets are made for each country.