



Why this report?

Need-to-have insights in the home improvement market on branding throughout the years.

The Q3 2018 report is the third 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 branding 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: Love brands, with an in-depth look in more than 20 categories .
- Fieldwork conducted in Q3 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 per country in Austria, Belgium, Denmark, France, Germany, Italy, The Netherlands, Poland, Spain, Sweden and the United Kingdom.
- Annually, 26,400 successful online interviews

Target group



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

- Year to-year developments in conducting home improvement per country.
- Splits and comparisons are made, which provide a real in-depth look in the branding of your brand.
- Insights for multiple years, trends and developments are shown for all countries.