

### Why this report?

Each year, with the Q4 2016 report of the European Home Improvement Monitor, year on year developments are presented for the most important DIY trends. The report covers trends like DIY vs DIFM, online buying, spending and amount of jobs done. By presenting the results of multiple years, clear trends are visible. This information is vital for your long term marketing strategy. Besides the key trends, detailed insights are given on a product level as well.

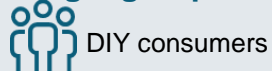
#### Research characteristics

- Special theme: Full year developments
- Fieldwork conducted in Q4 2016
- 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



#### 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.
- Shift in market shares for purchase channels in home improvement products.
- Insights on development per country in number of Do-it-yourself versus Do-it-for-me-jobs