

Why this report?

Each year, with the Q4 2017 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: Multi-year developments
- Fieldwork conducted in Q4 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 **Love Brands: € 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