

Three stylized representations of COVID-19 virus particles are positioned on the left side of the dark blue banner. They are depicted as spherical structures with a textured surface, colored in shades of red and blue. The largest particle is at the top, with two smaller ones below it.

# THE COVID-19 IMPACT ON THE EUROPEAN HOME IMPROVEMENT MARKET

May - 2020

# Key insights

European Home improvement Monitor May 2020



## Increasing interest in home improvement

In May a quarter of the consumers are spending more time on home improvement jobs due to the coronavirus. The big question is if this will also lead to an increased spending on home improvement?

Normally when more jobs are done this is positive for the spending in general. However, due to high uncertainty in the market consumers might be less willing to spend their money on large home improvement projects and decide for the smaller jobs in and around the house instead.



## Consumers feel more confident than a month ago

Compared to last month more consumers feel comfortable with visiting a DIY store or having a professional coming over to do a home improvement job in their house. Nevertheless, the majority still avoids visiting public places and are postponing jobs for which they would need a professional.



## USP's thoughts on the next months

When lockdowns end in various countries there might be a peak in home improvement if people start their postponed projects.

Therefore, DIY retail should prepare for a peak by raising their stock levels.

Online sales of home improvement products will stay much higher than before the start of the corona crisis, but not as high as in March-April, as more and more people are now returning to the stores for their purchases.



## Methodology

The questions on COVID-19 impacting home improvement have been asked in our monthly online survey 'The European Home Improvement Monitor' during the first half of April and the first half of May 2020. Approximately 200 consumers per country were interviewed in 11 European countries in each month.

# Consumers are spending more time on home improvement

Question: Are you conducting more (or less) home improvement jobs in and around your house due to the coronavirus?

**MORE** | **LESS**

**OVERALL**

Austria

Belgium

Denmark

France

Germany

Italy

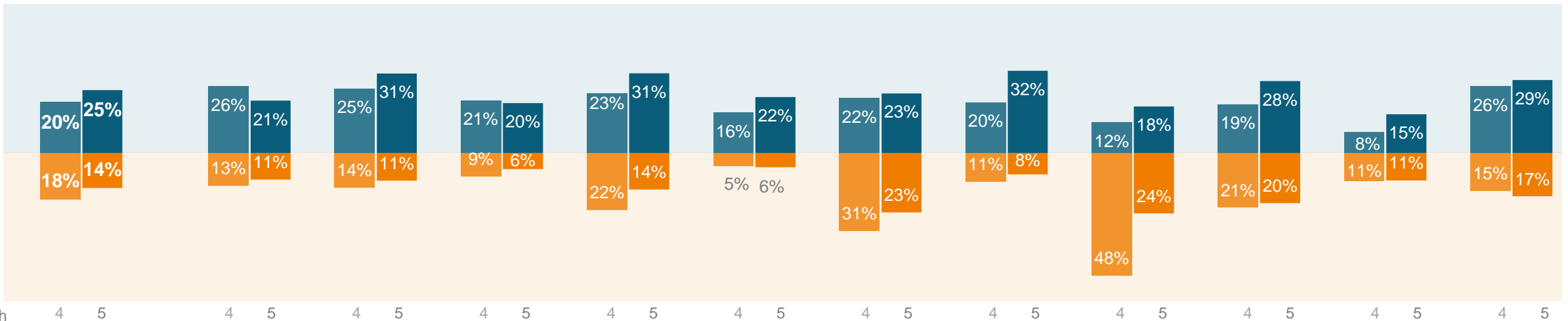
Netherlands

Poland

Spain

Sweden

UK



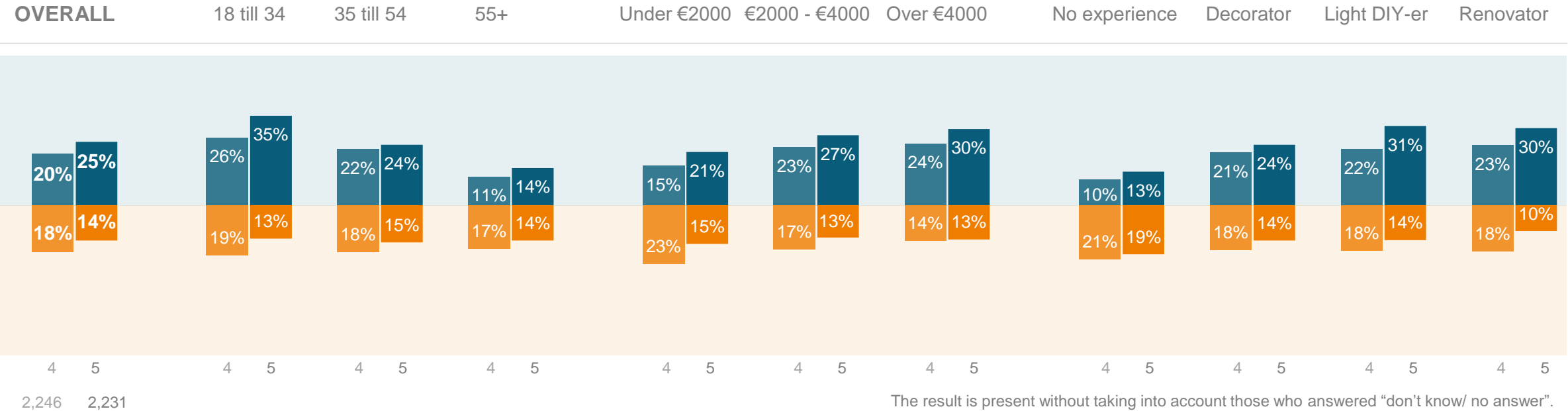
N 2,246 2,231

The result is present without taking into account those who answered "don't know/ no answer".

# Millennials are spending more time on home improvement jobs

Question: Are you conducting more (or less) home improvement jobs in and around your house due to the coronavirus?

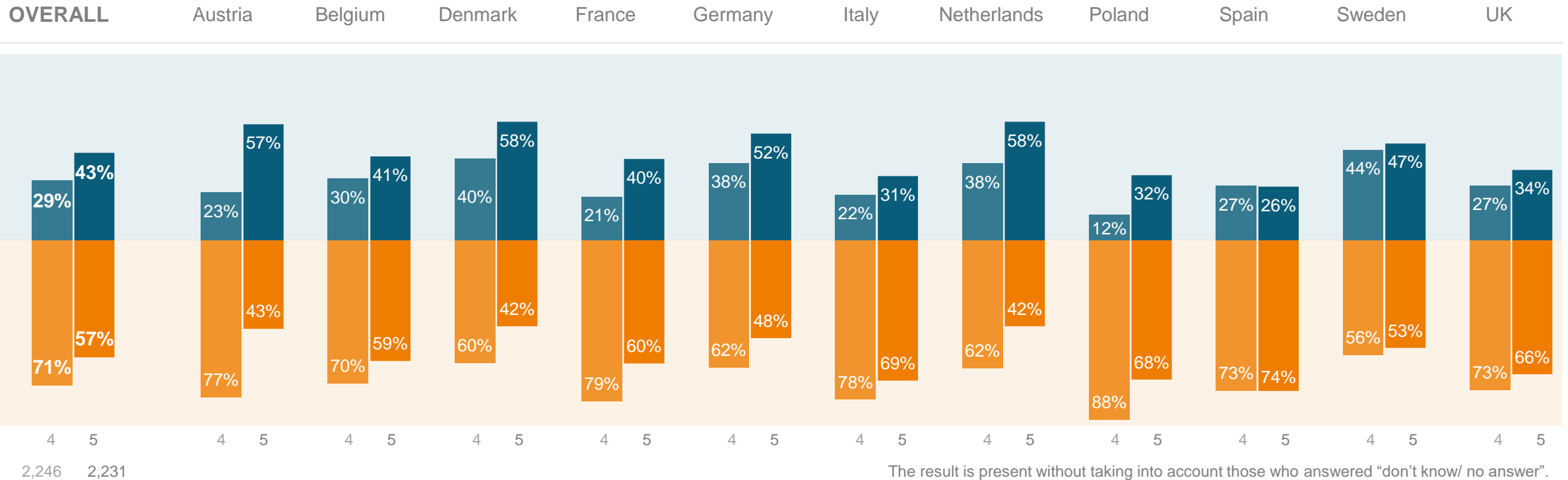
**MORE** | **LESS**



# Compared to April, consumers are more open to having professionals in their homes

Question: Do you feel comfortable to have a professional in your house to work on home improvement jobs or would you rather postpone this until the coronavirus is not a threat anymore?

I would be **COMFORTABLE** to have a professional in my house | I would rather **POSTPONE** DIFM jobs



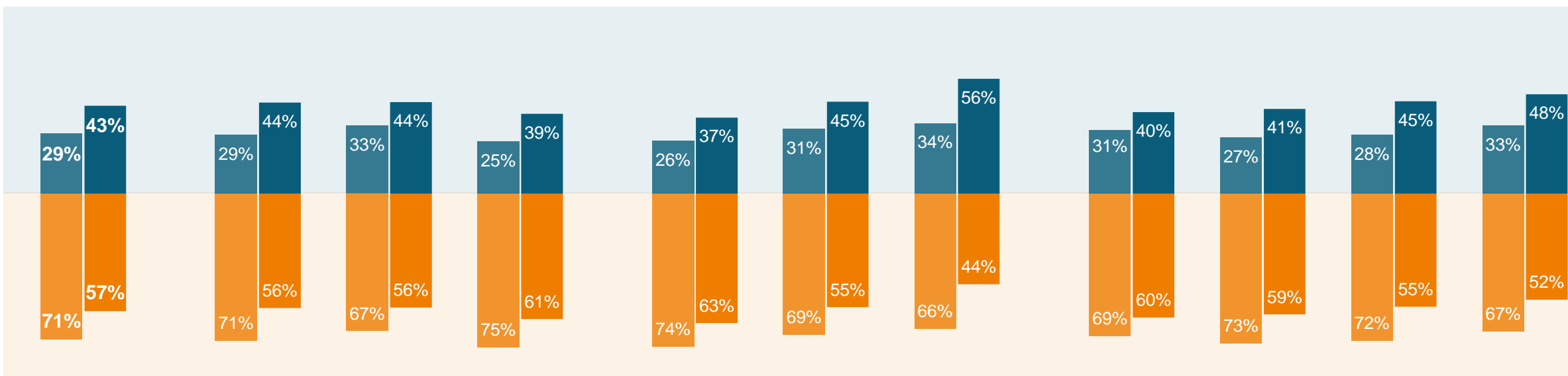
The result is present without taking into account those who answered "don't know/ no answer".

# Consumers with higher income feel more comfortable to have a professional working at home

Question: Do you feel comfortable to have a professional in your house to work on home improvement jobs or would you rather postpone this until the coronavirus is not a threat anymore?

I would be **COMFORTABLE** to have a professional in my house | I would rather **POSTPONE** DIFM jobs

**OVERALL**      18 till 34      35 till 54      55+      Under €2000    €2000 - €4000    Over €4000      No experience    Decorator    Light DIY-er    Renovator



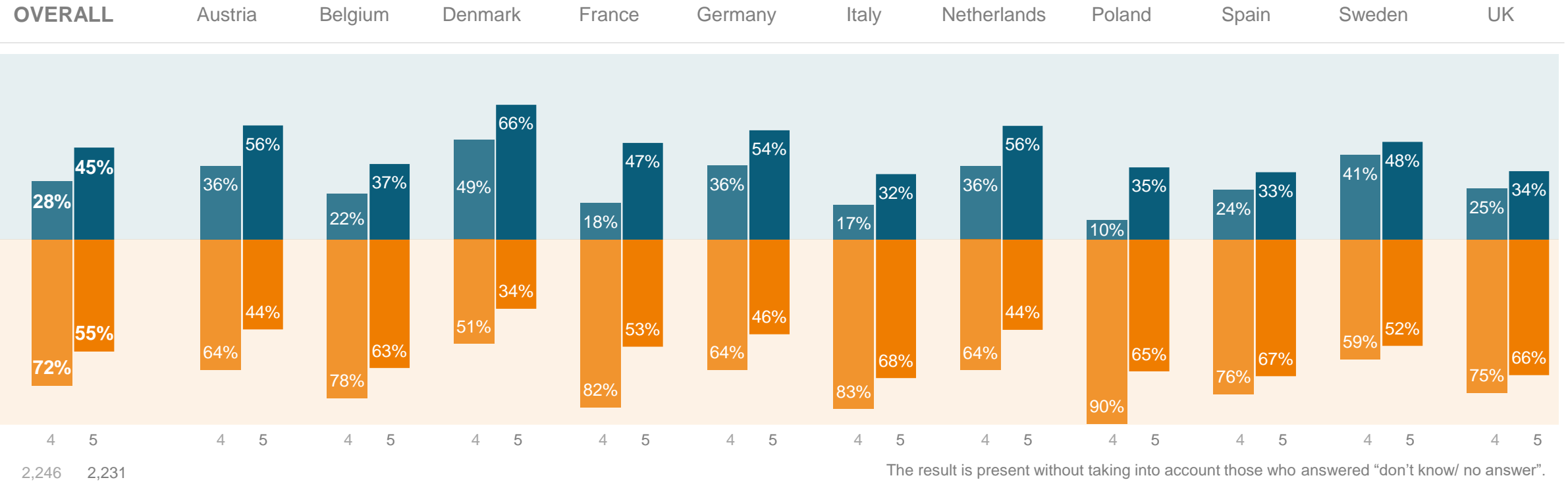
Month      4      5  
 N      2,246      2,231

The result is present without taking into account those who answered "don't know/ no answer".

# While most people try to avoid public spaces, they have become more comfortable to visit a DIY store, esp. the French

Question: Would you feel comfortable to visit a DIY store or are you trying to avoid public spaces as much as possible during the coronavirus?

I would be **COMFORTABLE** to visit a DIY store | I try to **AVOID** public places



The result is present without taking into account those who answered "don't know/ no answer".

# Almost half of the 55+ group are now comfortable to visit a DIY store

Question: Would you feel **comfortable** to visit a DIY store or are you **trying to avoid public spaces** as much as possible during the coronavirus?

I would be **COMFORTABLE** to visit a DIY store | I try to **AVOID** public places

**OVERALL**

18 till 34

35 till 54

55+

Under €2000

€2000 - €4000

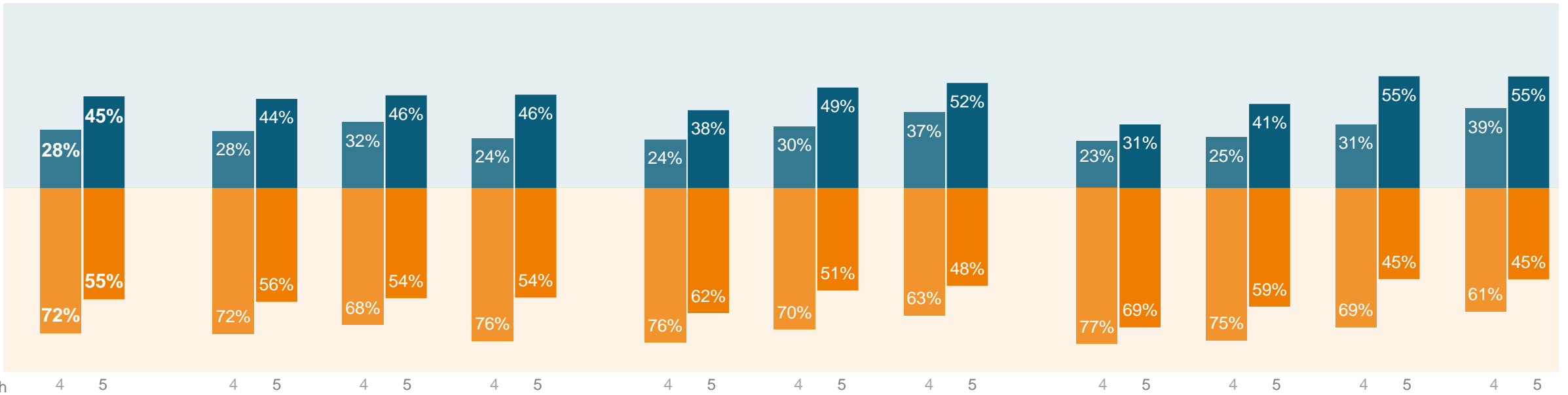
Over €4000

No experience

Decorator

Light DIY-er

Renovator



N 2,246 2,231

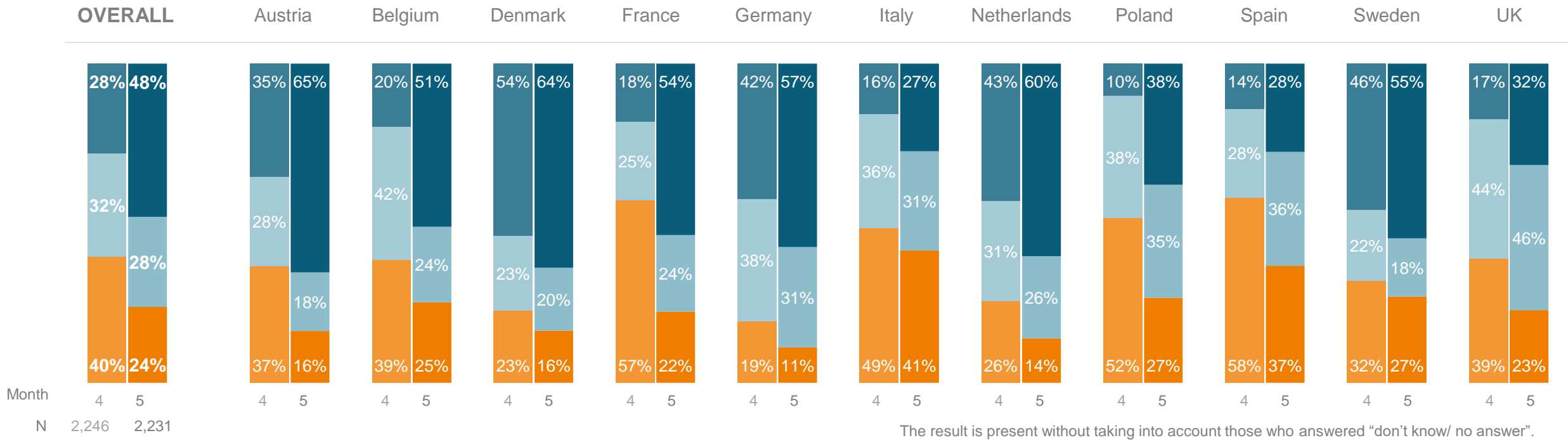
The result is present without taking into account those who answered "don't know/ no answer".



# Consumers would rather visit DIY stores than postpone the paint job

Question: If you want to do a paint job in your house, how would you most likely get the paint and paint supplies for it?

**VISIT** a DIY store | Order it **ONLINE** | **POSTPONE** the paint job



# Online buying of products like paint is decreasing as more consumers are comfortable visiting DIY stores again

Question: If you want to do a paint job in your house, how would you most likely get the paint and paint supplies for it?

**VISIT** a DIY store | Order it **ONLINE** | **POSTPONE** the paint job

## OVERALL

18 till 34

35 till 54

55+

Under €2000

€2000 - €4000

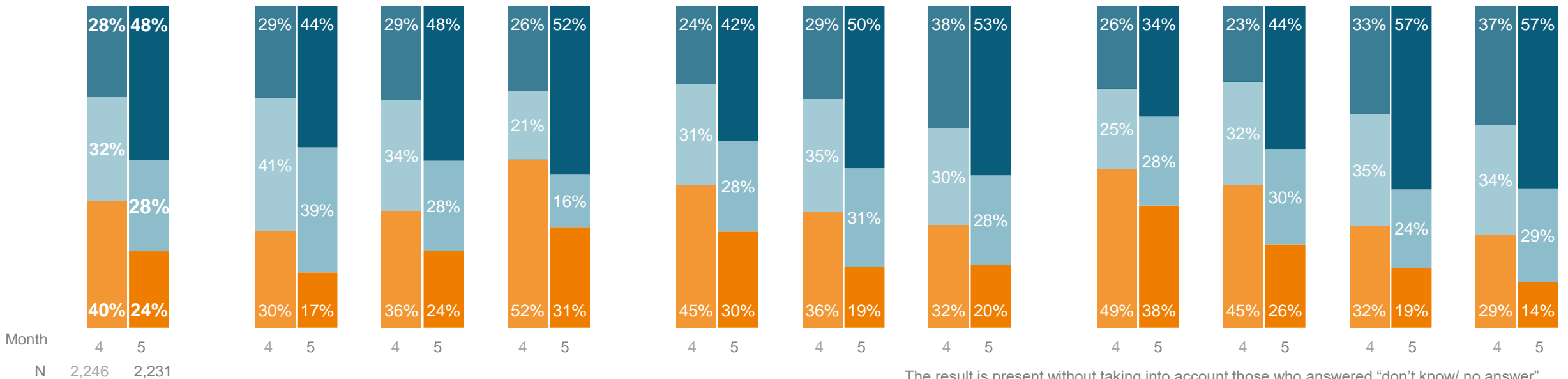
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No experience

Decorator

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Renovator

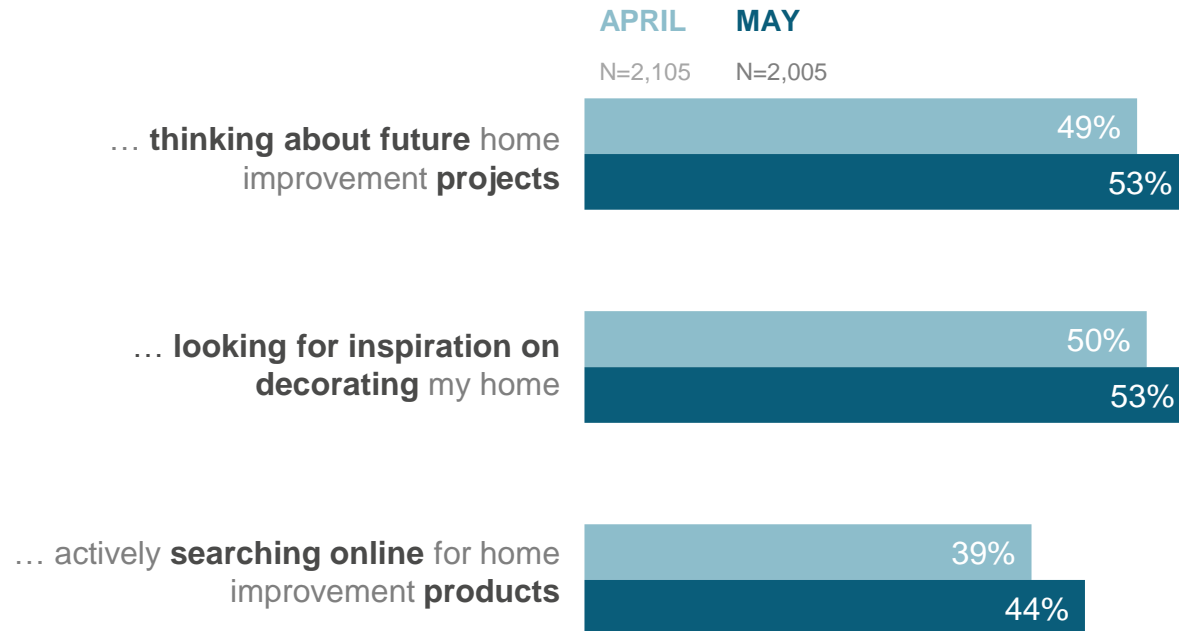


The result is present without taking into account those who answered "don't know/ no answer".

# Home improvement seems to be higher on the minds of consumers

Statements: Due to the coronavirus, I am spending **more time** ...

## OVERALL



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