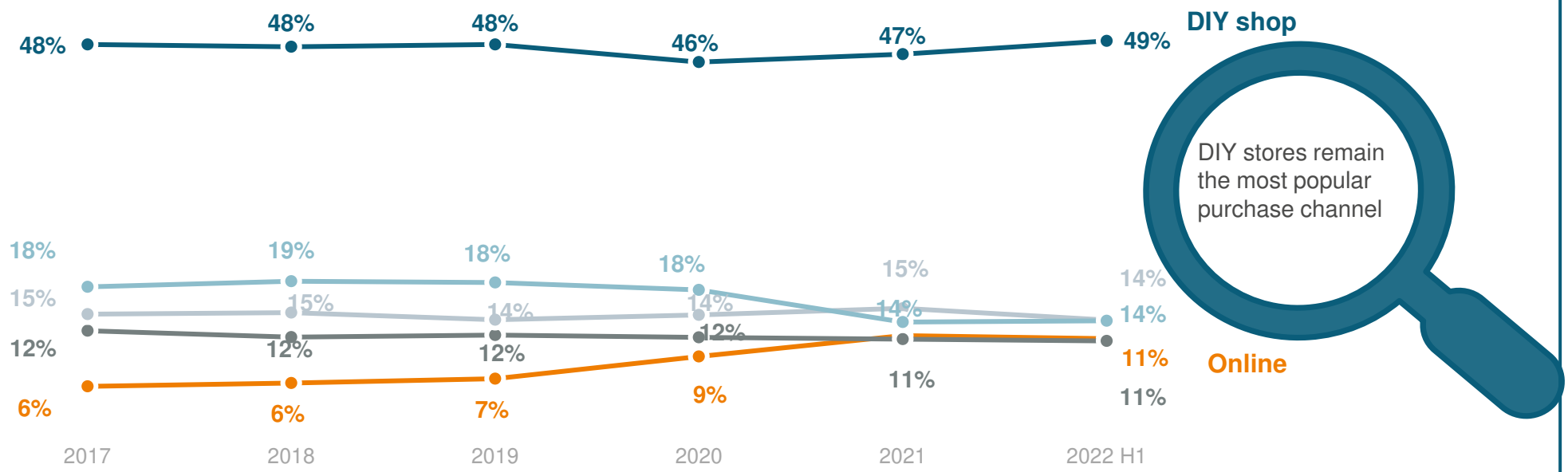


Why this report:

Do consumers buy home improvement products online instead of in-store? For which home improvement products do consumers search online for information? What is their experience with orientating home improvement products online? These and many more questions are answered in this Q2 2022 report.

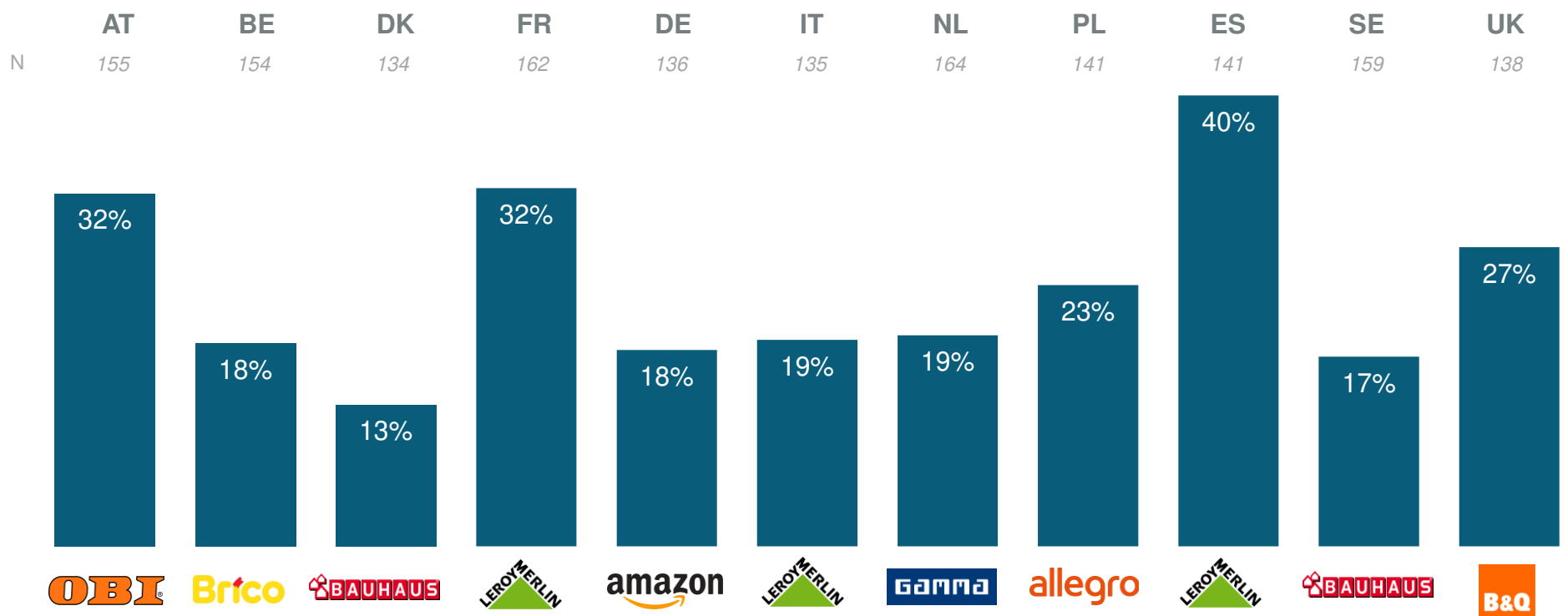
Where did you buy the product?



*Category "Other" includes: Furniture shop, Wholesaler and Other shops
 Results in this chapter (EU averages) are weighted in order to account for population size. N=approx. 26,400 – total level per year, with around 100 product categories combined. Each year we adjust product selection. The results presented across years are based on the same product category selection.

Top of mind website

Q: What website comes to mind first when you think about online purchasing of home improvement products:



Key research questions:

- What websites come to mind first when thinking about online purchasing of home improvement products?
- What website would be the second choice when thinking about online purchasing of home improvement products?
- Have any online purchases of home improvement products been made in the last 12 months, and if yes, where?
- Have you purchased any products online via Amazon or via the national number 1 retailer in the past 12 months?
- Mapping out the online leaders in home improvement
- How frequently are consumers using customer reviews or ratings and how strong is the influence of these customer reviews and ratings?

Countries covered in the report:

Austria, Belgium, Denmark, France, Germany, Italy, Poland, Spain, Sweden, the Netherlands, the United Kingdom

Methodology:

The report is based on 6,617 successful interviews with consumers in 11 countries.

Interested?

The full report is available now for 3,000 Euro or free in combination with a 1 year subscription (4 quarterly reports) for 9,000 Euro.

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