



European Home Improvement Monitor Q1 2022

Rise of digital natives

A product by **USP** Marketing Consultancy

Preface

The first quarter of 2022 was very turbulent in Europe. As the war started in Ukraine, consumer confidence dropped. The natural gas prices increased even further, and consumers were confronted with a high inflation rate on most consumer goods. Furthermore, in Q1, the DIY stores again had to deal with store closures due to COVID in some countries.

Nevertheless, the share of households that conducted home improvement was still high. And spending on home improvement was slightly higher than last year. However, due to increased uncertainty and inflation, the expected volumes for the rest of the year are lower than in 2021.

This quarter, our theme topic is orientation. In this report, we show the role online plays when consumers are choosing DIY products. Although online orientation was already high in previous years, the impact of online information is rapidly growing. Of the consumers who orientated online, 80% feel the information they found was useful or even very useful. This reflects in their decision-making. Consumers more often make the brand decision before going to the store. This and more can be found in chapter 3.



2022 IN-DEPTH TOPICS

Q1: Orientation

Rise of digital natives – new ways for inspiration & orientation on DIY products

Q2: Purchase channels

Mapping out the online leaders in home improvement

Q3: Branding

The future for name brands and private labels in home improvement

Q4: Do-It-Yourself or Do-It-For-Me

Drivers and barriers for doing or outsourcing home improvement jobs.

TEAM Members



REINIER ZUYDGEEST, MSc

Managing Consultant

+31 626936109

@ zuydgeest@usp-mc.nl



FENGJING ZHANG, MSc

Research Analyst

+31 102066992

@ zhang@usp-mc.nl



Mr. DIRK HOOGENBOOM

Research consultant

+31 652098924

@ hoogenboom@usp-mc.nl

If there are any suggestions or remarks on our reports, please let us know. We are always looking for ways to improve, so any feedback is welcome.

Index

KEY INSIGHTS

EUROPEAN DEVELOPMENTS

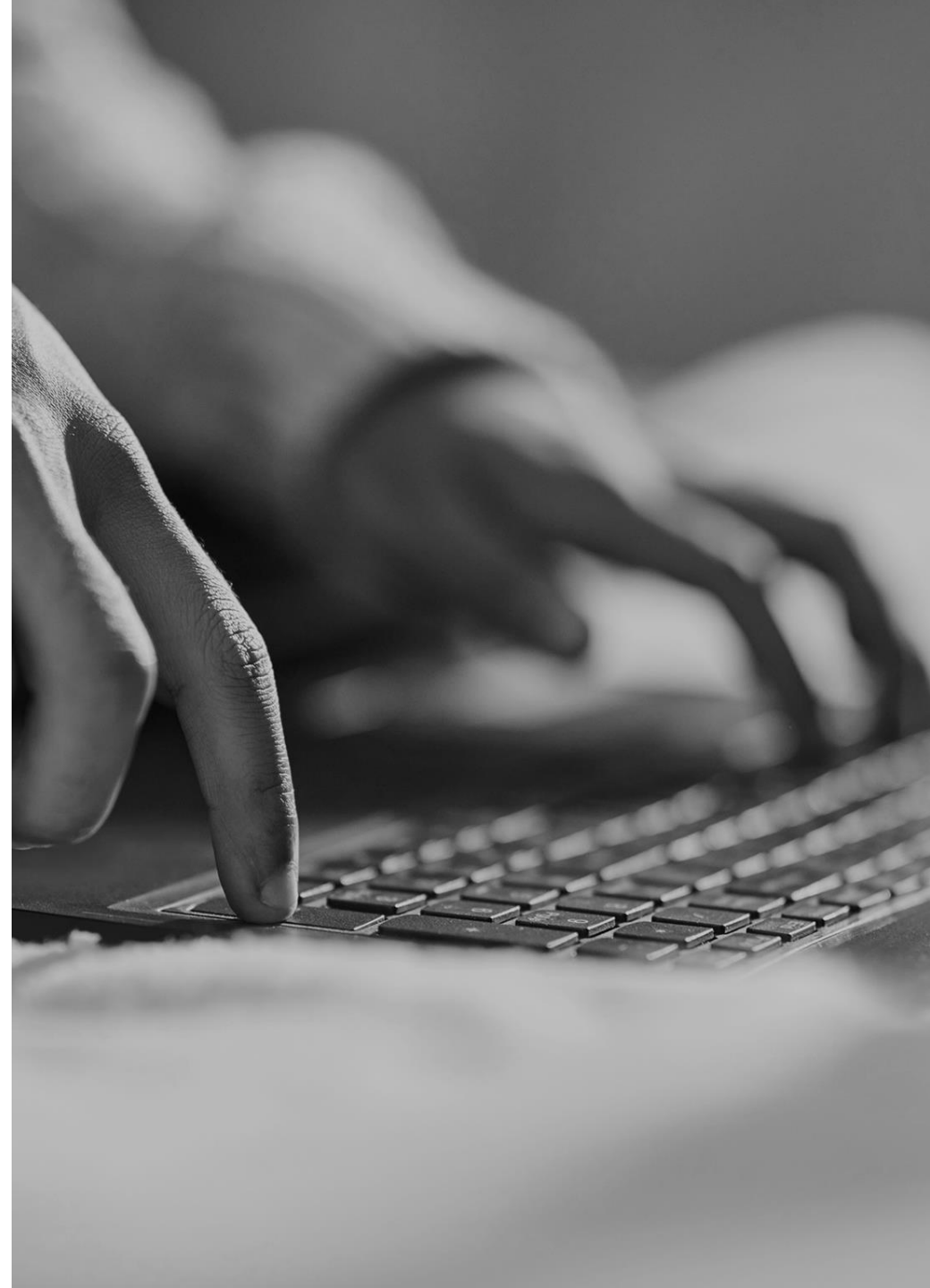
THEME: RISE OF DIGITAL NATIVES

EUROPEAN OVERVIEW

COUNTRY OVERVIEW

HOME IMPROVEMENT PER CATEGORY

APPENDIX



Households doing home improvement projects remain on a high level

European Union Consumer Confidence dropped since the war started in Ukraine.

When the war in Ukraine started, consumer confidence in Europe dropped. Not only due to increased uncertainty but also because natural gas prices increased and the inflation rate for most consumer goods went up (see below). So far, this has not so much impacted the spending on home improvement. The first quarter of 2022 was comparable with last year, ... A good indicator for the volumes is the ...

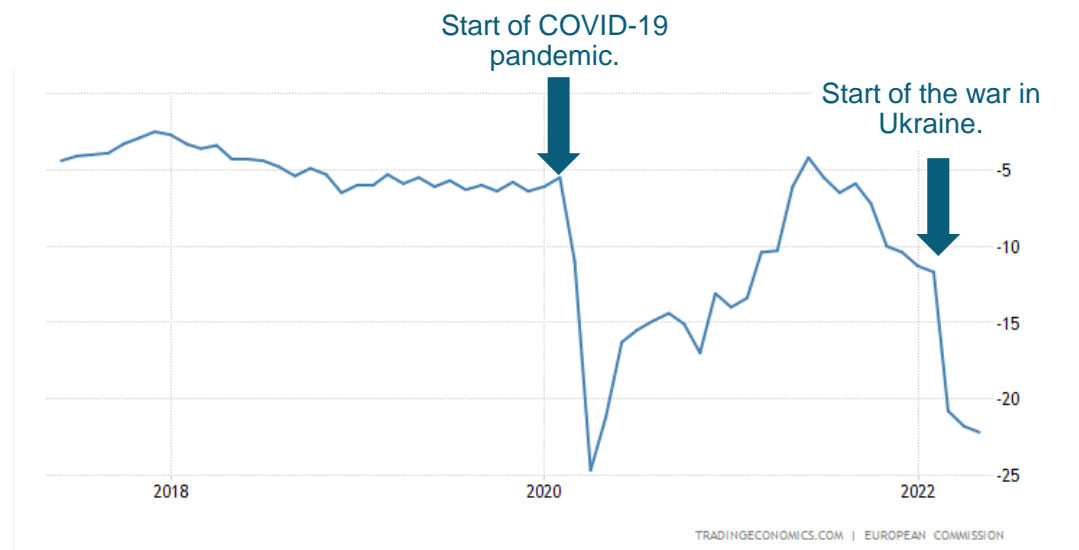
With an expected recession in Europe, there will most likely be a ... of the spending on home improvement in the remaining quarters of 2022.

Store closures and increasing prices

This quarter started with partial store closures in three countries; Austria, Denmark, and The Netherlands. However, in most countries, the DIY stores stayed open, although they still had to deal with many safety measures.

The number of home improvement projects, comparable with the previous year, led to more spending. This is because products were sold at higher prices and hiring a professional became more expensive. There was an average inflation rate of 9% in the European Union. On the right, you will find the inflation rates by country.

European consumer confidence



European Inflation rates (May 2022)

Country	AT	BE	DK	FR	DE	IT
Inflation Rate	8,0%	9,0%	7,4%	5,2%	7,9%	6,9%
Country	NL	PT	ES	SE	UK	
Inflation Rate	8,8%	13,9%	8,7%	7,3%	9,0%*	

Source: <https://tradingeconomics.com/european-union/inflation-rate>

* UK inflation rate is based on April 2022.

Impact of online orientation is increasing

The decision-making process starts earlier on in the customer journey.

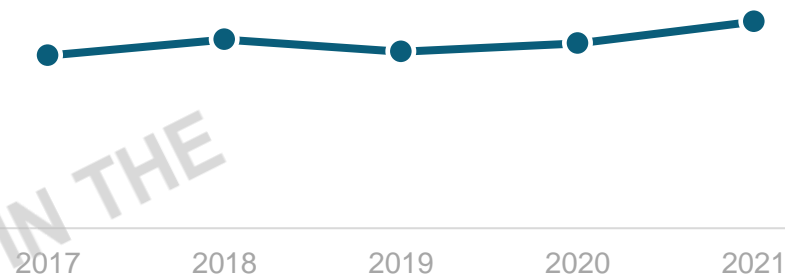
The orientation process for home improvement products often starts online. Consumers are very pleased with the information they can find online. As the online information got better and consumers are more used to for example online configurators, consumer more often make the brand decision before going to the store.

This is important for DIY retailers to realise, as their customers more often visit their store while they already made up their mind at home.

Moment of brand selection

Did you make your brand selection in the shop, or did you already make your brand selection before going to the shop?

% of people who selected a brand **before going to the shop**



Online information usefulness

Q: How useful was the orientation online for you for product categories?

Very useful | Useful | Neutral | Not useful | Not useful at all | Don't know



Average of 8 product categories:
Adhesives or sealants, bathroom products, decorative products, door locks, HVAC products, paint, power tools and roof window

RESULTS CAN BE FOUND IN THE FULL REPORT

Online sources for information and orientation

Amazon, Google and DIY store websites are leading in online orientation on products

When it comes to online orientation on home improvement projects, ... is by far number 1. in the countries where amazon is available. On a European level, ... are both used as much. They are closely followed by ..., which are also an important information source in all countries.

TV shows on home improvement help consumers in deciding on designs

Although social media platforms are growing every year, the old trusted ... are still an essential source for consumers. Regarding helping with making design decisions, ... of consumers answered that ... help very much or a bit with this.

There is a significant difference in generations, as the older generations ...

Searching for information online

Average of 8 product categories:

Adhesives or sealants, bathroom products, decorative products, door locks, HVAC products, paint, power tools and roof window

Q: When orientating on various product categories online, what sources did you use?



Design choices

Q: To what degree do the following sources help you to make choices about a design?

Very much | A bit | Not at all | Don't know



Role of social media significant among digital natives

Instagram and YouTube are the most important social media channels

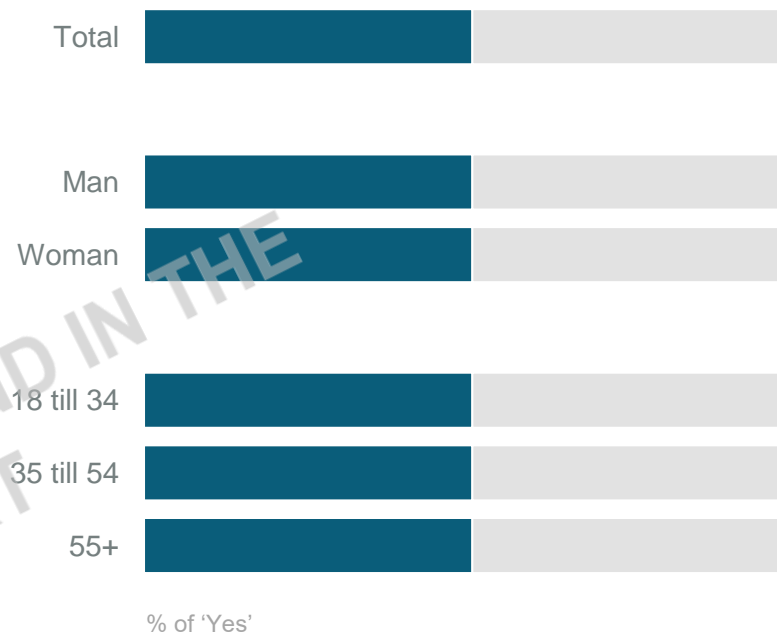
Of all consumers, ... have been inspired by a social media post for their home improvement projects. For this purpose, ... is the most frequently used social media source of inspiration. Other social media that are being used by European consumers are

Young females use social media as inspiration for their home the most

There is not only a difference in social media usage between males and females. Between age groups, the usage of social media for inspiration differs even more. The term 'digital native' describes a person who has grown up in the information age. This includes people born after 1980. We see that this group of digital natives is much more active on social media and therefore also uses these channels more frequently for inspiration for their homes.

Social media posts as inspiration

Q: Have you ever been inspired by social media post of friend/family/others to change something to your home?



RESULTS CAN BE FOUND IN THE FULL REPORT

Index

KEY INSIGHTS

EUROPEAN DEVELOPMENTS

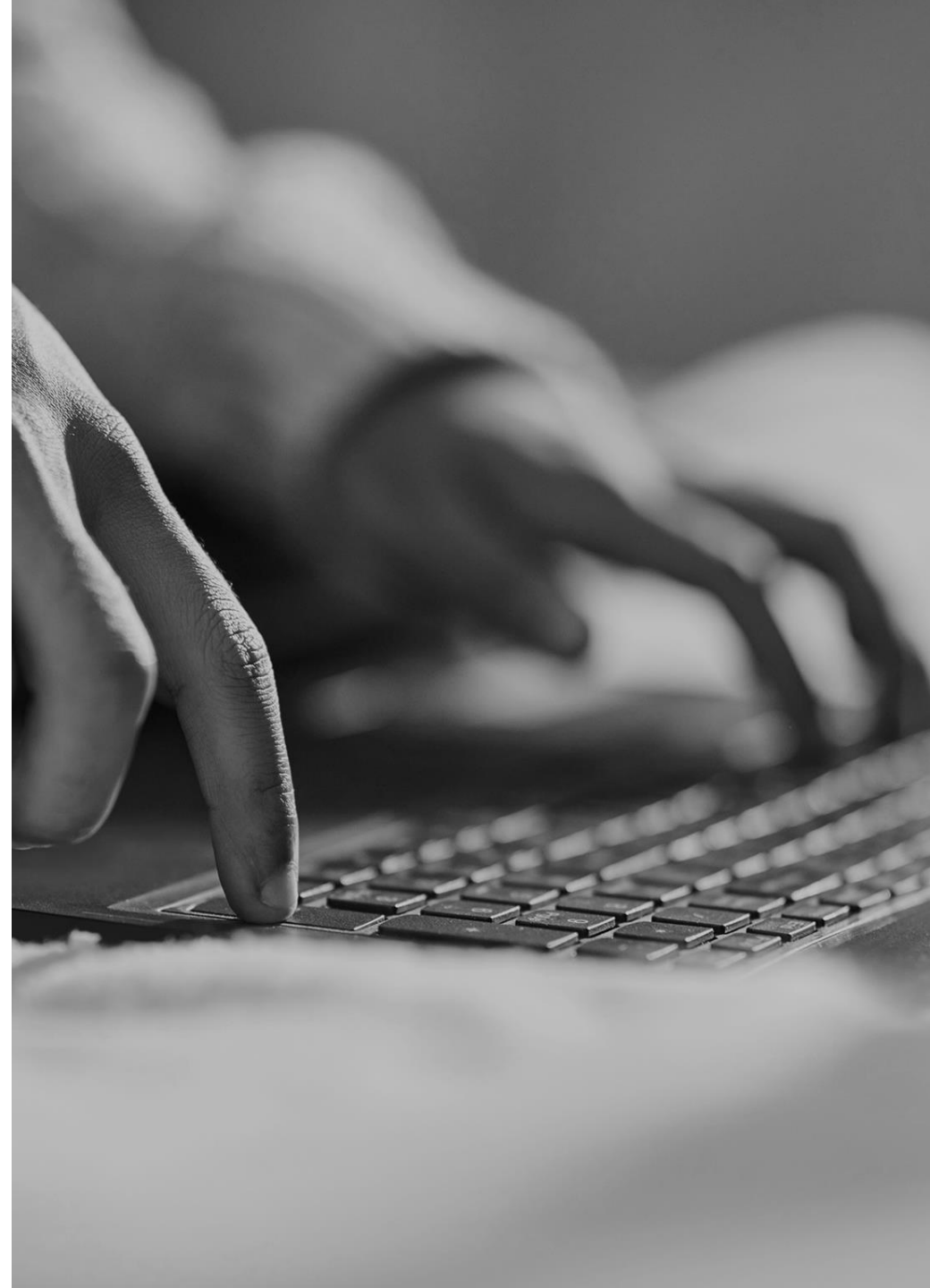
THEME: RISE OF DIGITAL NATIVES

EUROPEAN OVERVIEW

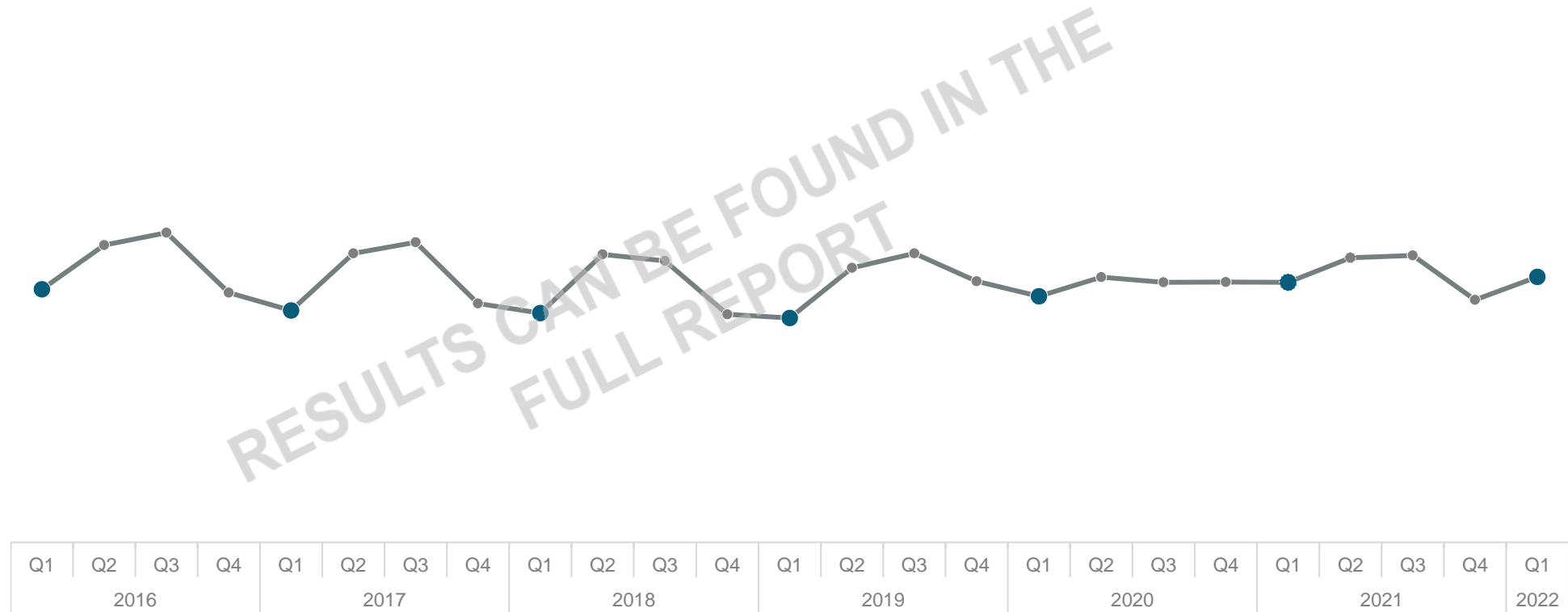
COUNTRY OVERVIEW

HOME IMPROVEMENT PER CATEGORY

APPENDIX



Share of households that have done a home improvement job* – 2022 Q1



N = 6,600 interviews per quarter

*Consumers who reported a change to their house (bathroom, kitchen, garden, living room, bedroom, attic, other rooms, exterior of the house, installations, or safety & security) in the last 3 months.

European spending on home improvement

Total spending by European households on home improvement increased by 1% in Q1 2022 compared to Q1 2021.

European spending on labour + material

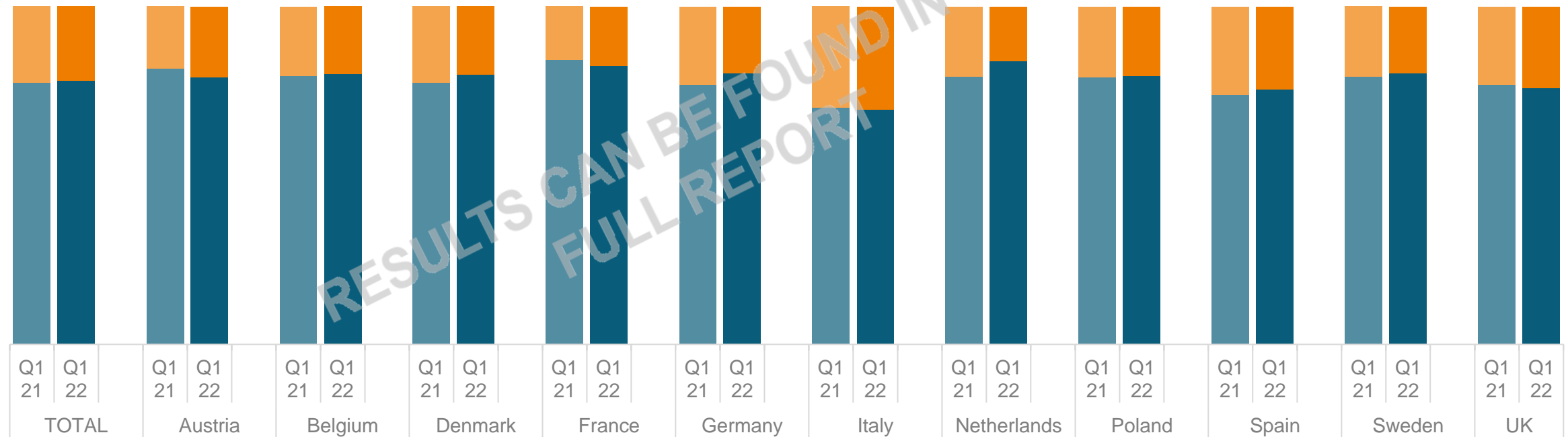


**Respondents who reported more than 10k (in euros) are excluded from the calculation.*

The share of labour cost in comparison to material and product cost is relatively higher in ... than in other countries.

Spending on home improvement: share of labour costs vs material & product costs – 2022 Q1

% X : % X



*Question: What percentage was spent on products / materials, and what share on labour costs from the total costs?

*Only consumers who have spent money on home improvement job in the last 3 months are shown, excluding those who reported "Don't know".

Online orientation continues to ...

Online orientation

Did you get information about the product online?



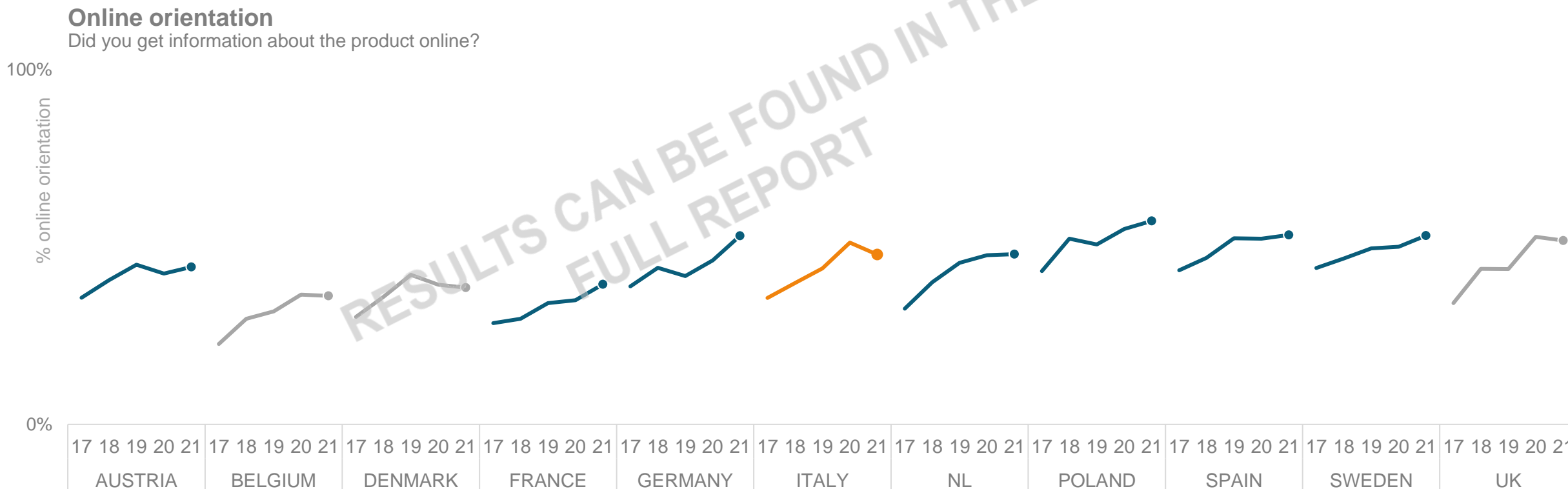
Base: n=26,400 per year | EU averages are weighted in order to account for population size

2016 2017 2018 2019 2020 2021

*The measurement includes the following product categories:

- | | | | | |
|--------------------|-------------|--------------------------|---------------|-------------------|
| bath | lock | sealants | tapes | washbasin |
| bathroom furniture | paint | shower drain | taps & mixers | whirlpool |
| boiler | power tools | shower enclosures | tile adhesive | window decoration |
| dormer window | roof window | shower set / shower head | toilet | |
| flooring products | sandpaper | shower tray | wallpaper | |

Online orientation continues to ...



Base: n=2,400 per year per country

*The measurement includes the following product categories:

bath
bathroom furniture
boiler
dormer window
flooring products

lock
paint
power tools
roof window
sandpaper

sealants
shower drain
shower enclosures
shower set / shower head
shower tray

tapes
taps & mixers
tile adhesive
toilet
wallpaper

washbasin
whirlpool
window decoration

Consumers ... decide on the brand before going to the shop.

Moment of brand selection

Did you make your brand selection in the shop, or did you already make your brand selection before going to the shop?

% of people who selected a brand **before going to the shop**



Base: n=26,400 per year | EU averages are weighted in order to account for population size

*The measurement includes the following product categories:

- | | | | | |
|--------------------|-------------|--------------------------|---------------|-------------------|
| bath | lock | sealants | tapes | washbasin |
| bathroom furniture | paint | shower drain | taps & mixers | whirlpool |
| boiler | power tools | shower enclosures | tile adhesive | window decoration |
| dormer window | roof window | shower set / shower head | toilet | |
| flooring products | sandpaper | shower tray | wallpaper | |

Index

KEY INSIGHTS

EUROPEAN DEVELOPMENTS

THEME: THEME: RISE OF DIGITAL NATIVES

EUROPEAN OVERVIEW

COUNTRY OVERVIEW

HOME IMPROVEMENT PER CATEGORY

APPENDIX

Theme questions

In this chapter, we take a deeper dive in the orientation on home improvement products. The respondents were asked the following:



Orientation & Digital media influence:

- For which of the following products have you **searched online** for information in the past 6 months?
- When orientating on various product categories online, **what sources** did you use?
- How **useful was the orientation online** for you for product categories?
- Which of the following **social media** platforms do you use on a regular basis?
- Which online platforms do you expect to use for **inspiration** when you want **to renovate** your living room, bathroom or kitchen?
- Have you ever been **inspired by social media** post of friend/family/others to change something to your home?
- Via which social media have you been **inspired to change something** to your home?
- Have you ever **posted pictures** of your own home improvements or decorations on social platforms?
- To what degree do the various sources help you to make **choices about a design**?
- Opinion on **buying branded and non-branded** home improvement products online?

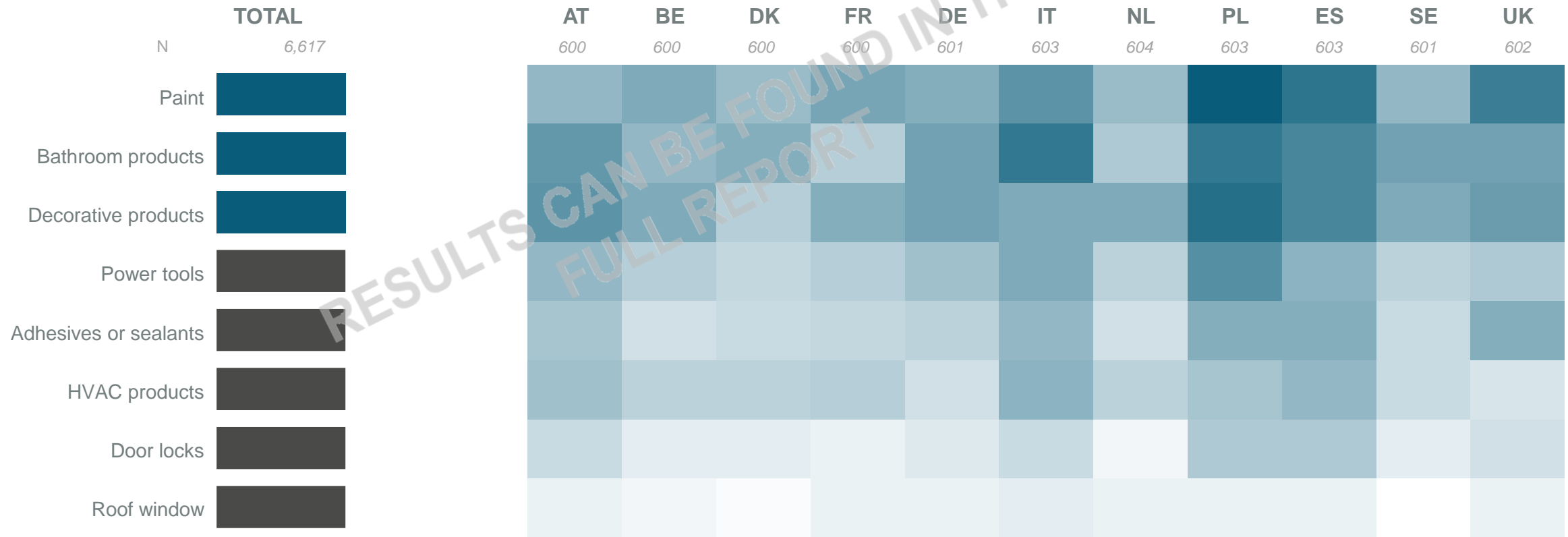
Other topics

- Has the current **war in Europe** changed your plans for home improvement?
- What are your expectations about the **development of natural gas prices** in the next 12 months?
- Desires for making the home more **energy efficient**?
- Which of the following **sustainability improvements** do you expect to apply within the next 12 months?

... are the products most searched for online in the last 6 months.

Searching for information online in the last 6 months

Q: For which of the following products have you searched online for information in the past 6 months?

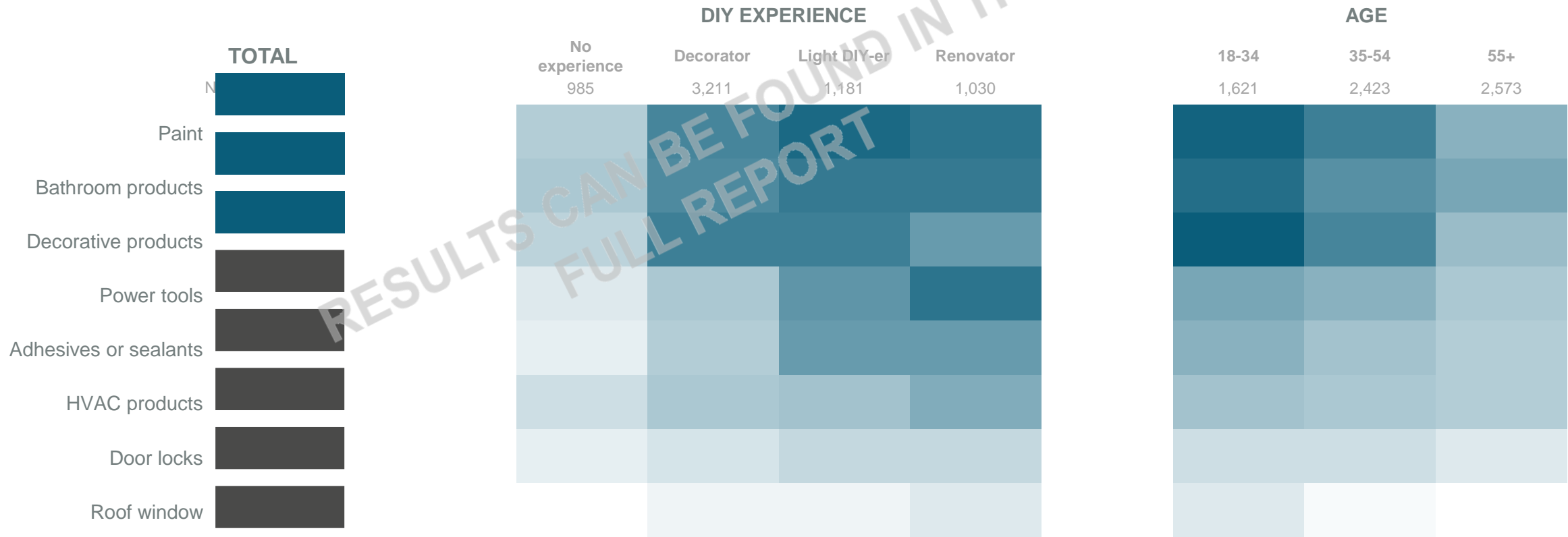


Base: n=6,617, all respondents

... more often search for information on products online.

Searching for information online in the last 6 months

Q: For which of the following products have you searched online for information in the past 6 months?



... are the most used online orientation sources.

Searching for information online in the last 6 months

Q: When orientating on various product categories online, what sources did you use?

Average of 8 product categories:

Adhesives or sealants, bathroom products, decorative products, door locks, HVAC products, paint, power tools and roof window



*Asked to respondents that have searched online for information about the product in the past 6 months.

**Others include newsletter, other social media websites, many different websites that I can't remember and other.

Most consumers perceive the online product orientation as

Online information usefulness

Q: How useful was the orientation online for you for product categories?

Average of 8 product categories:

Adhesives or sealants, bathroom products, decorative products, door locks, HVAC products, paint, power tools and roof window

Very useful | Useful | Neutral | Not useful | Not useful at all | Don't know

TOTAL



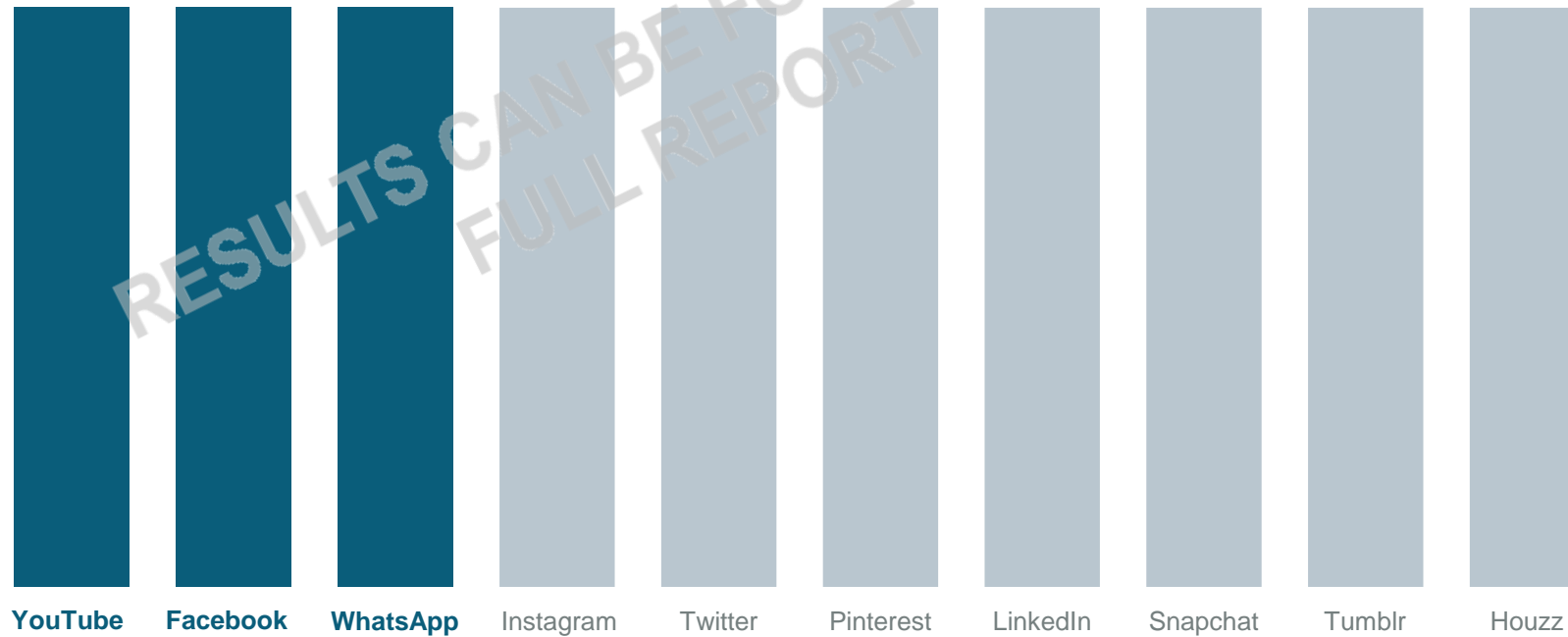
Base: n=855, if used online sources

... are the most used platforms.

Usage of platforms

Q: Which of the following platforms do you use on a regular basis?

% of 'Yes'

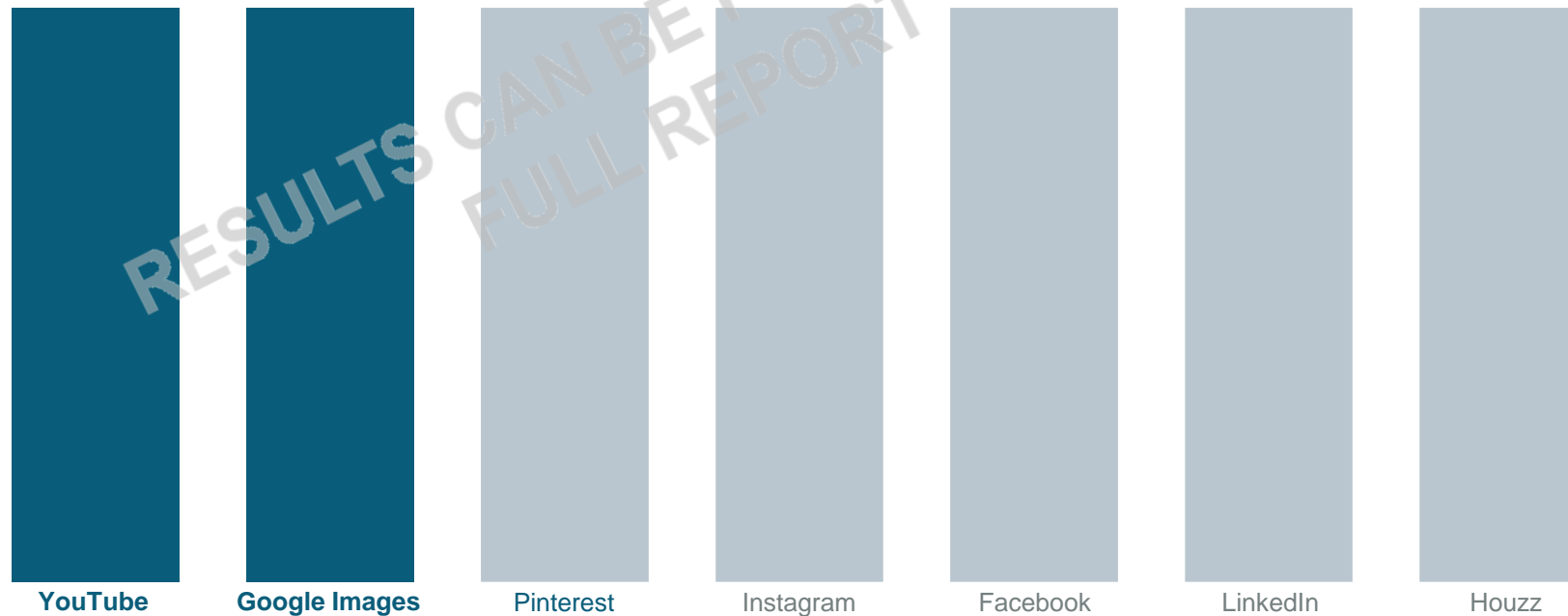


Base: n=6,617, all respondents

... are the platforms most respondents expect to use during the renovation of their living room, bathroom or kitchen.

Usage of platforms

Q: Which online platforms do you expect to use for inspiration when you want to renovate your living room, bathroom or kitchen?



Base: n=6,617, all respondents

... have been inspired by a social media post, with ... being the most frequent social media source for inspiration.

Social media posts as inspiration

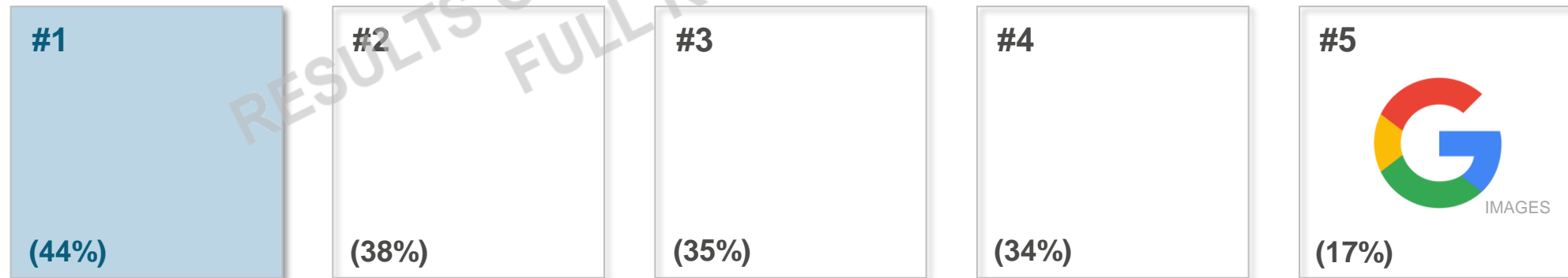
Q: Have you ever been inspired by social media post of friend/family/others to change something to your home?

XX% have been inspired

RESULTS CAN BE FOUND IN THE FULL REPORT

Social media posts as inspiration

Q: Via which social media have you been inspired to change something to your home?

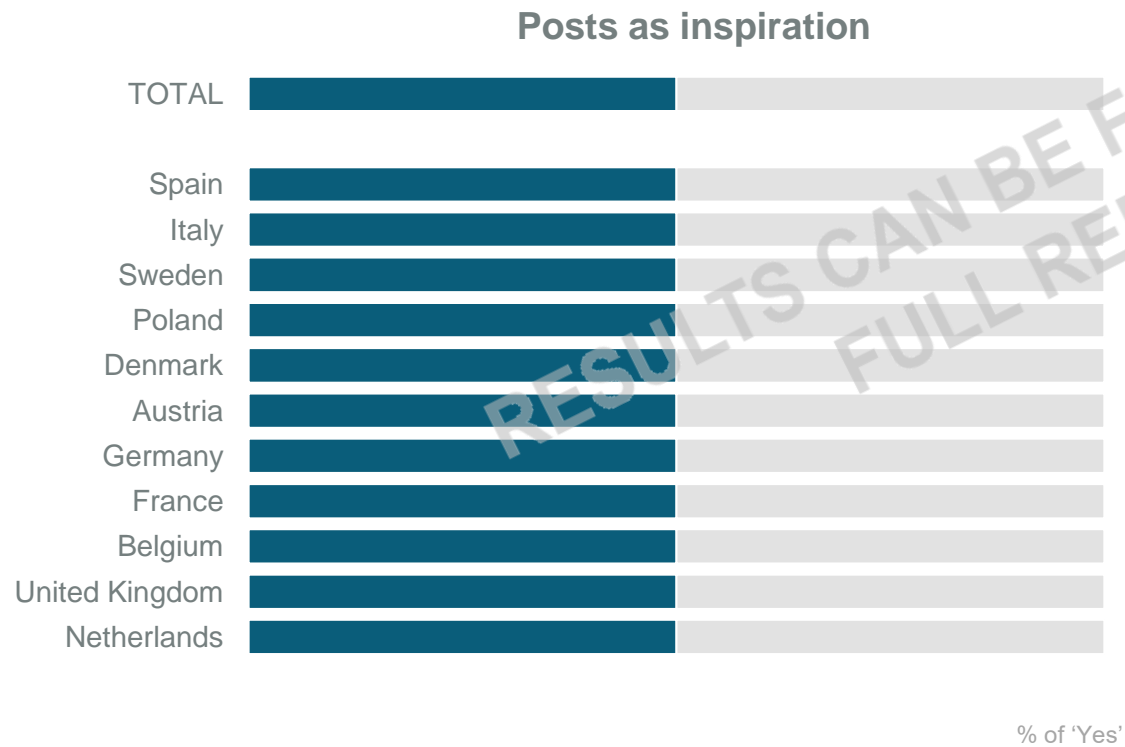


Base - Q1: N overall = 6,617, all respondents
Q2: N overall = 1,840, if inspired by an online post

... more often use **posts as inspiration**; Only ... of all respondents **posted pictures** of their own home improvements or decorations.

Social media posts as inspiration

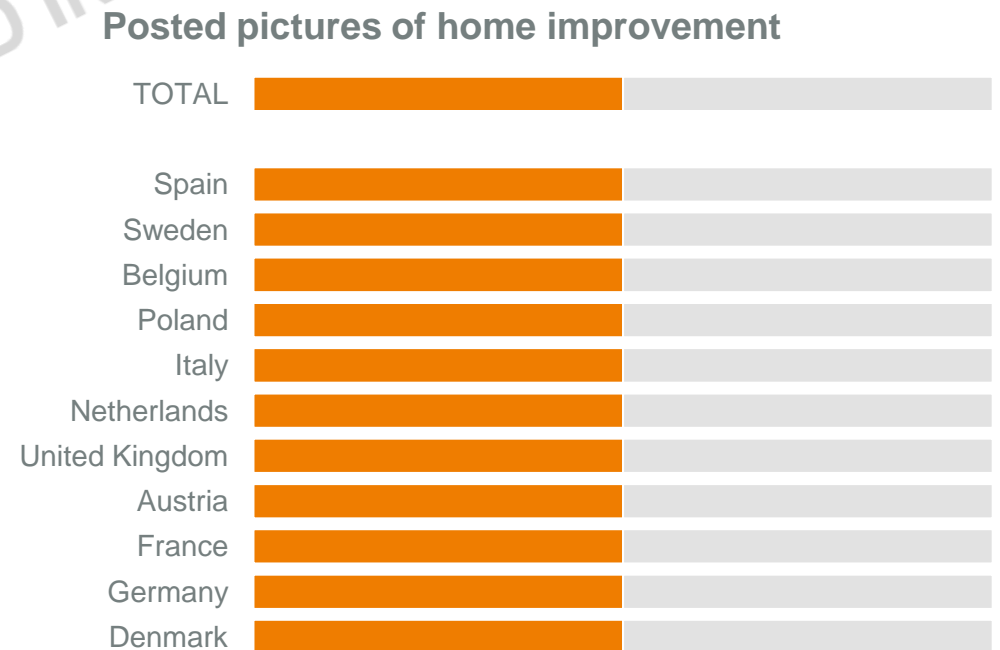
Q: Have you ever been inspired by social media post of friend/family/others to change something to your home?



Base: n=6,617, all respondents

Posts of own home

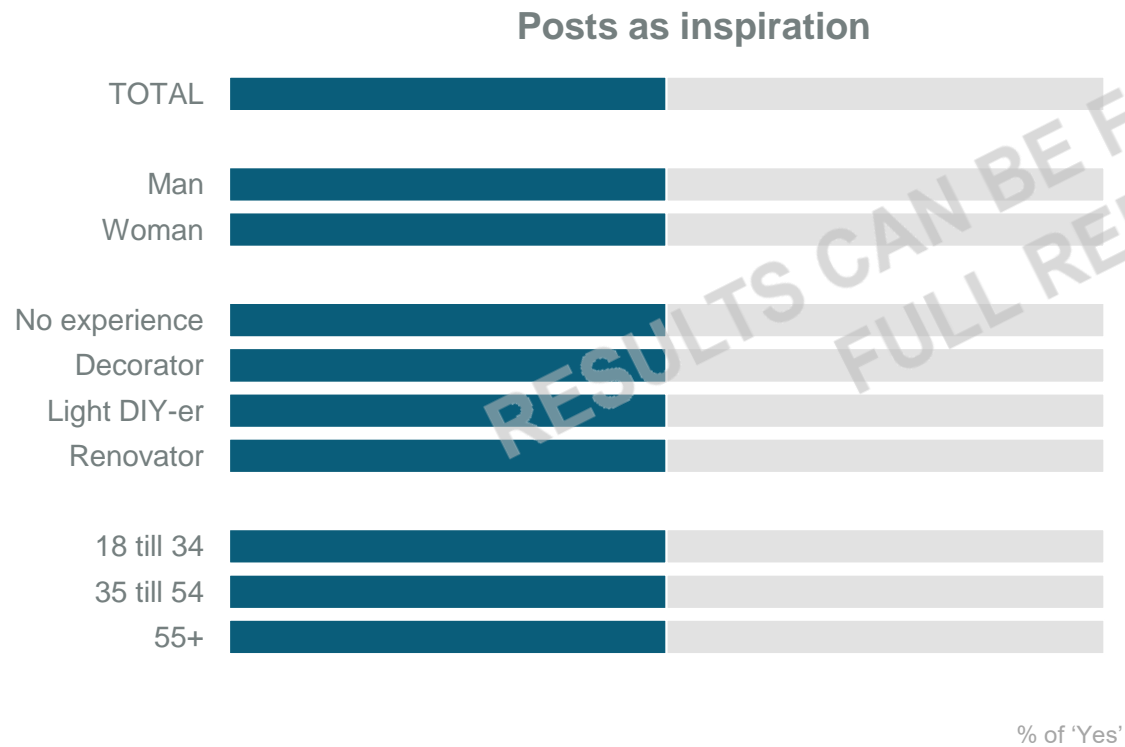
Q: Have you ever posted pictures of your own home improvements or decorations on social platforms?



... are more likely to use **posts as inspiration** and **post their DIY project** on social media.

Social media posts as inspiration

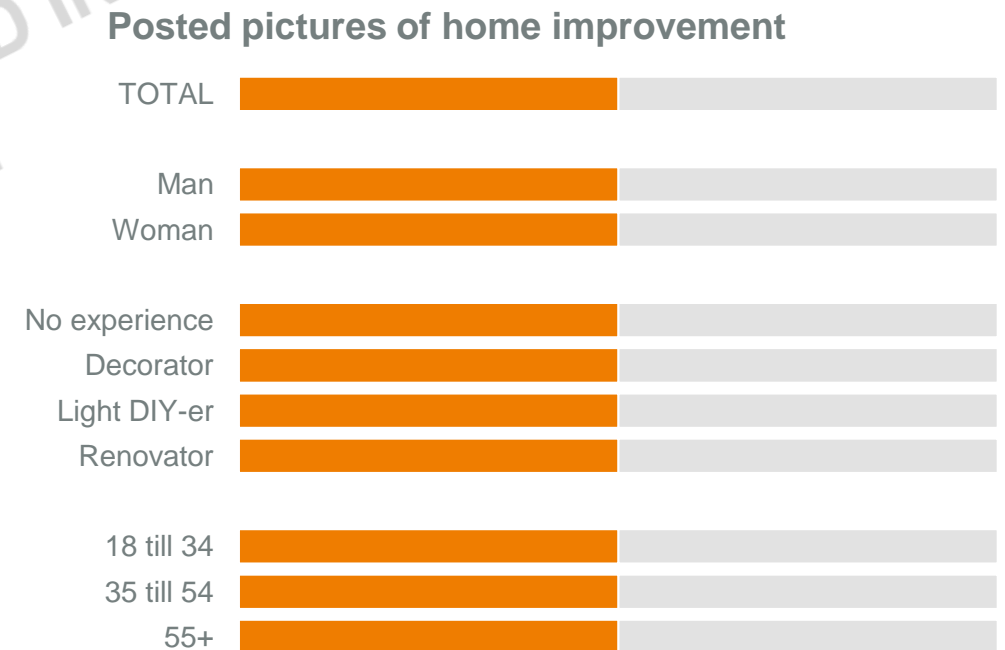
Q: Have you ever been inspired by social media post of friend/family/others to change something to your home?



Base: n=6,617, all respondents

Posts of own home

Q: Have you ever posted pictures of your own home improvements or decorations on social platforms?



... are the most helpful source for **choosing the DIY design.**

Design choices

Q: To what degree do the following sources help you to make choices about a design?



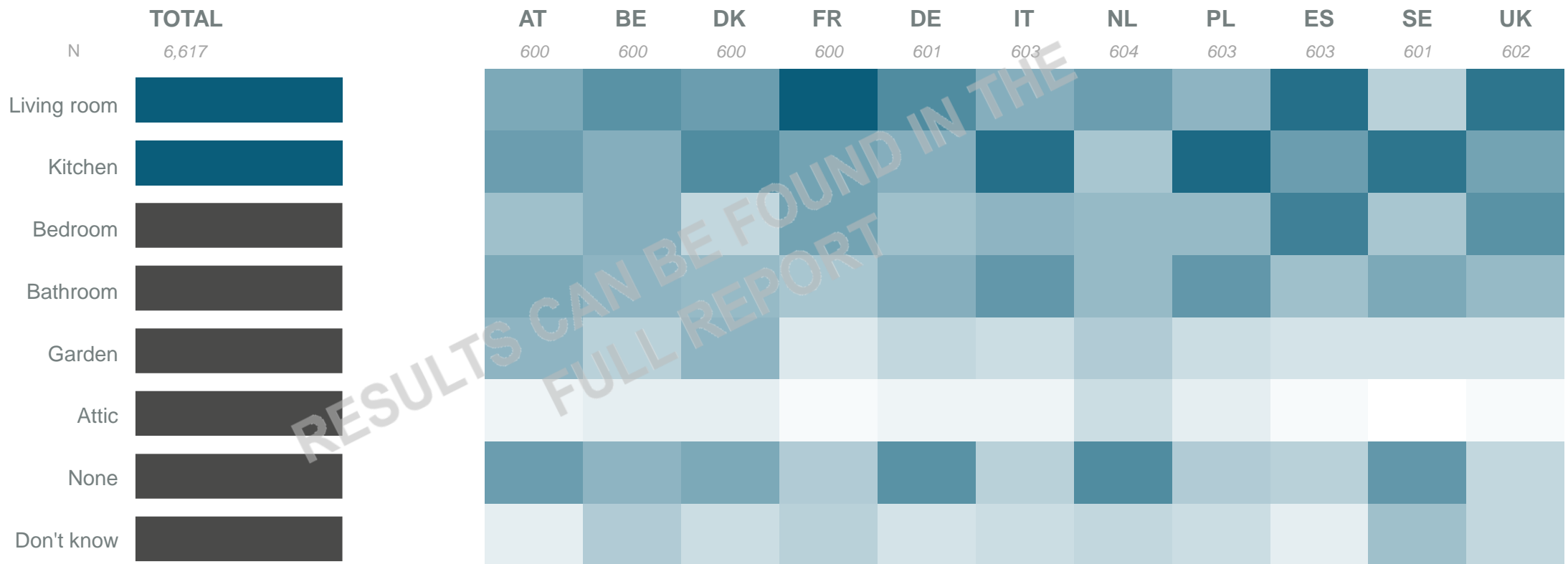
For the **younger generations, social media** is the most helpful source for choosing their DIY design.

Base: n=6,617, all respondents

... are the most mentioned house areas the respondents would want to redecorate first.

Redecorating wishes

Q: Which of the following areas in your home would be the first one you would like to redecorate?



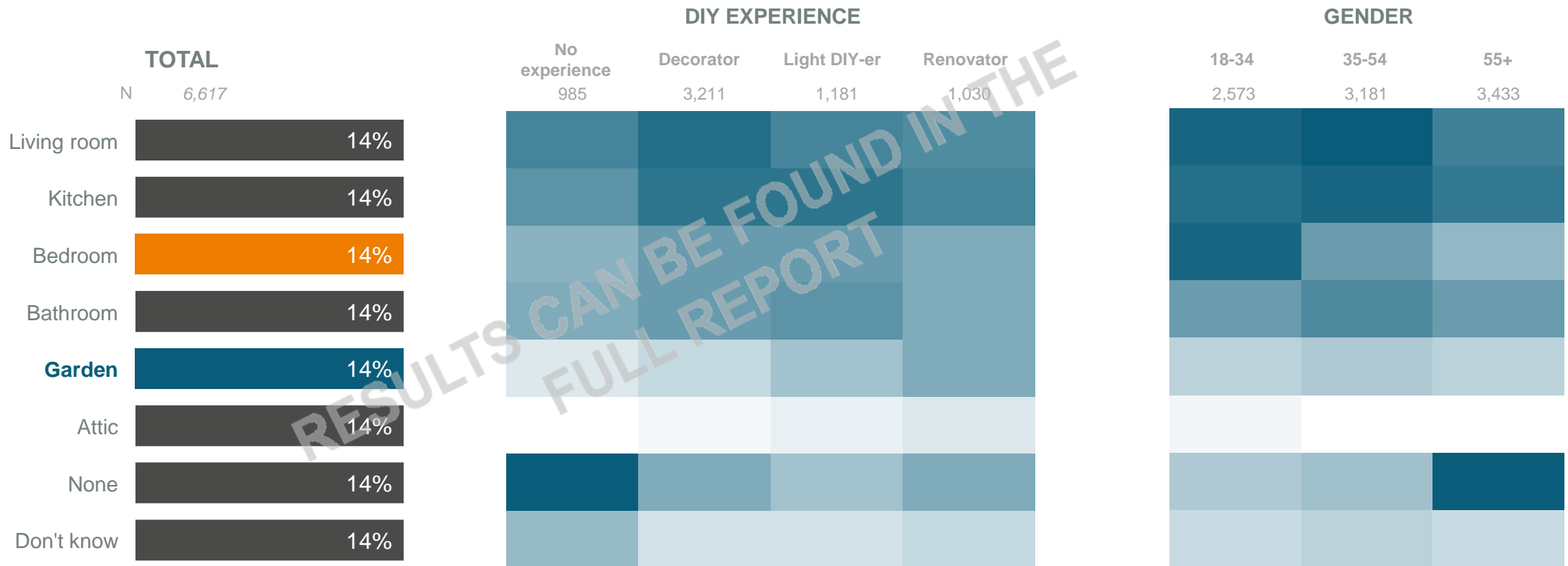
Base: n=6,617, all respondents

... are more likely to want to redecorate their **bedroom**;

The more DIY-experienced, the more likely people are to redecorate their

Redecorating wishes

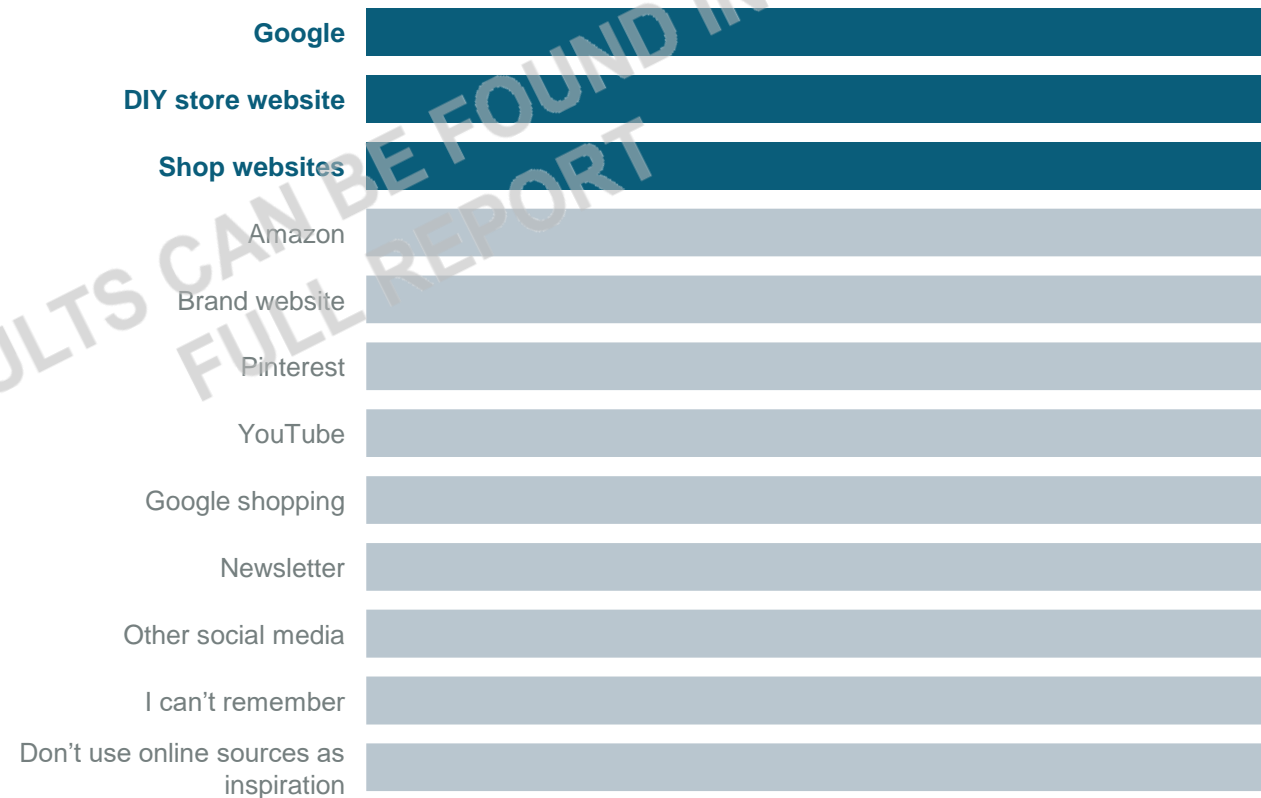
Q: Which of the following areas in your home would be the first one you would like to redecorate?



... are the most frequently mentioned online sources used for inspiration for decorating the house.

Redecorating inspiration

Q: Which online sources would you use for inspiration on decorating your home?

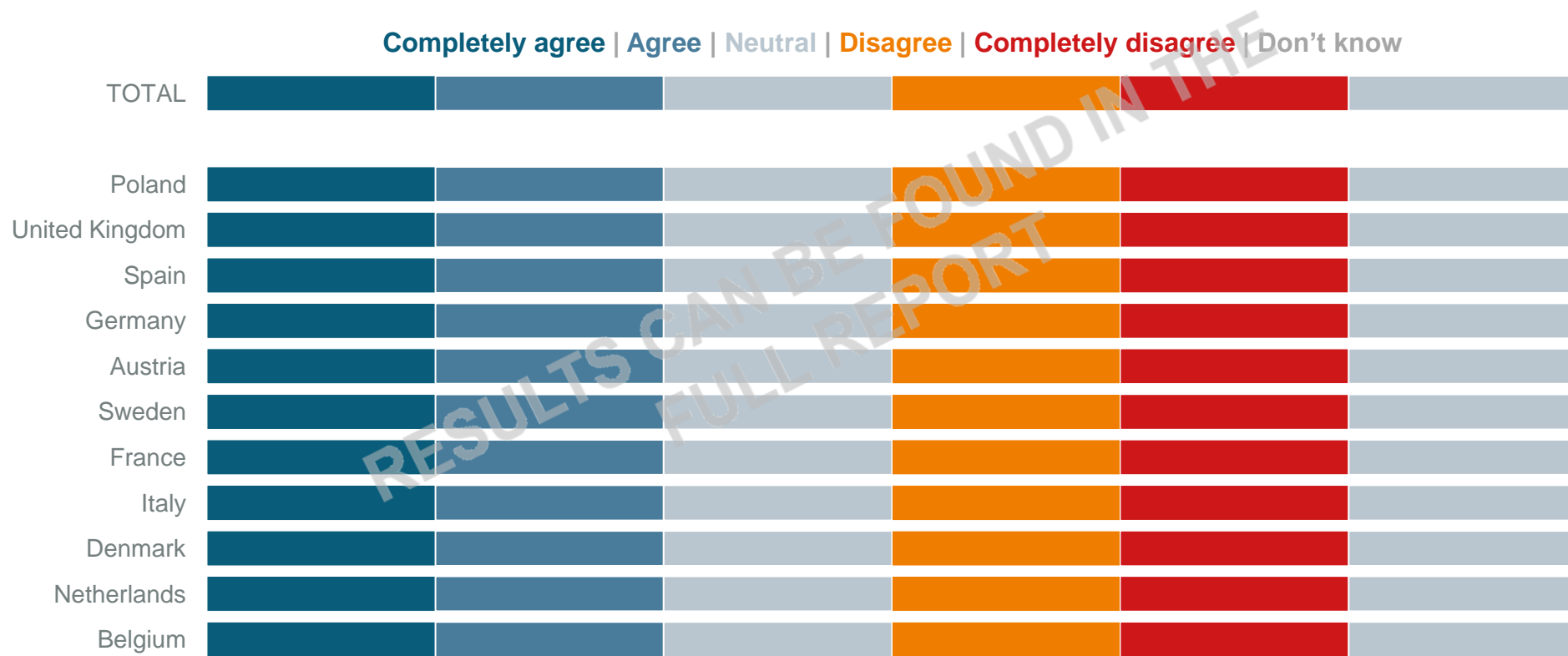


Base: n=5,197, if used online sources

... more often buy non-branded products online.

Branded versus unbranded

Q: Branded home improvement products are more expensive, so I prefer to buy non branded products online

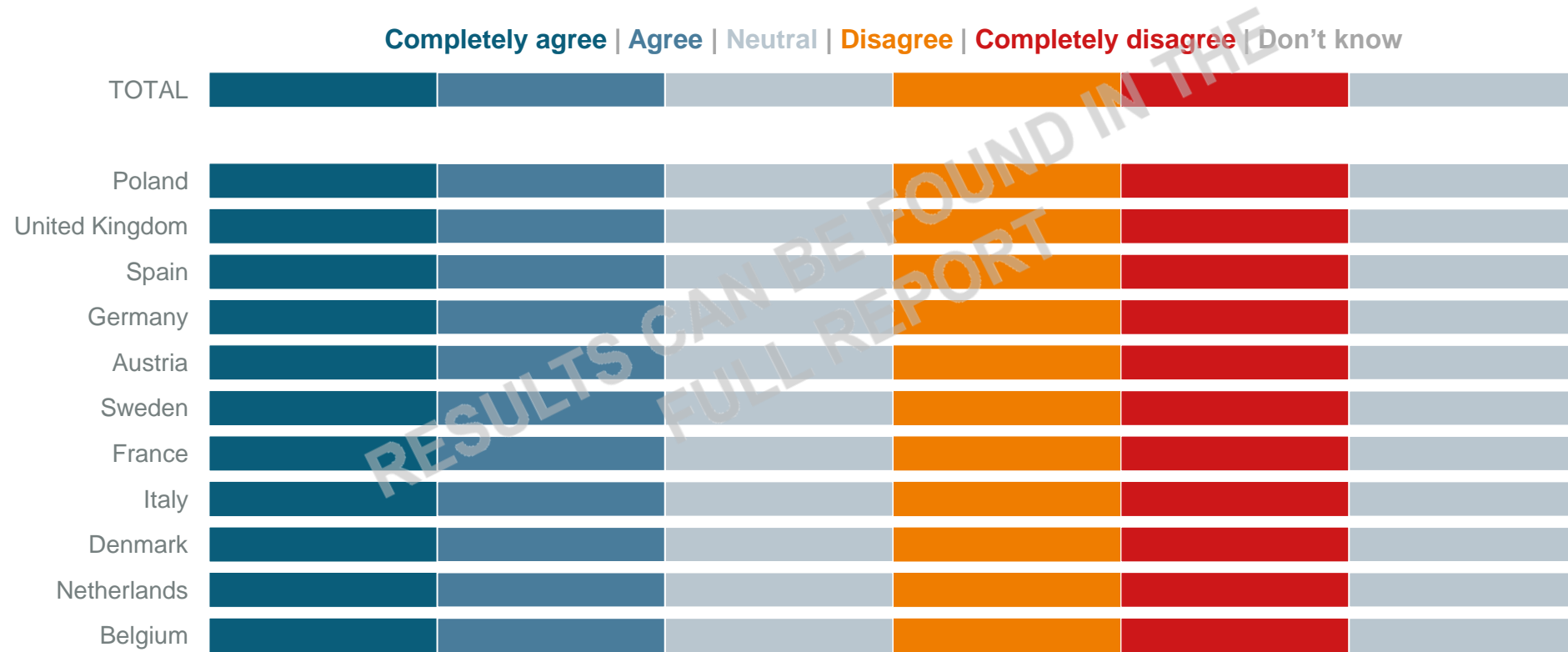


Base: n=6,617, all respondents, approximately 600 respondents per country

... most often state that they would prefer to buy well-known brand names online.

Online brand purchase

Q: I would prefer to buy well-known brand names online

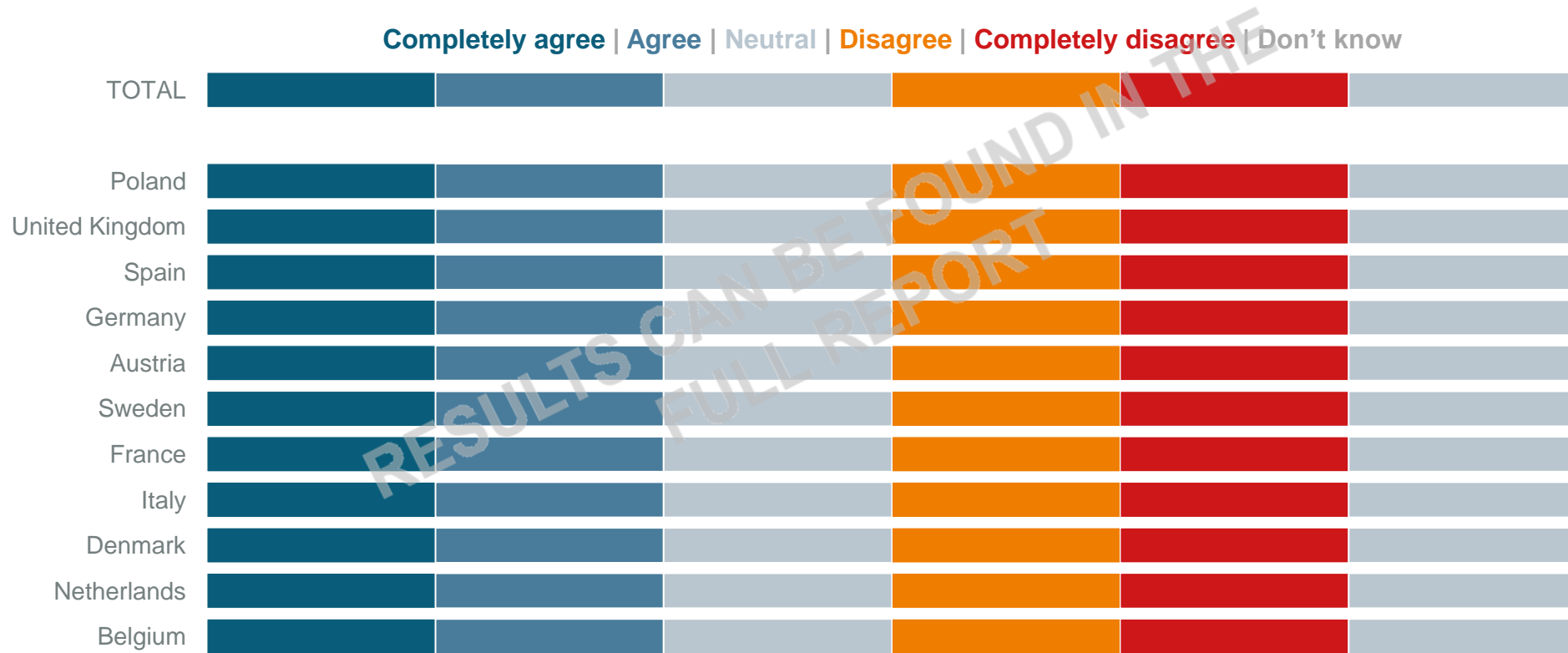


Base: n=6,617, all respondents, approximately 600 respondents per country

... most often state that branded products motivate them to buy online.

Brand influence

Q: Branded products motivate me to buy online

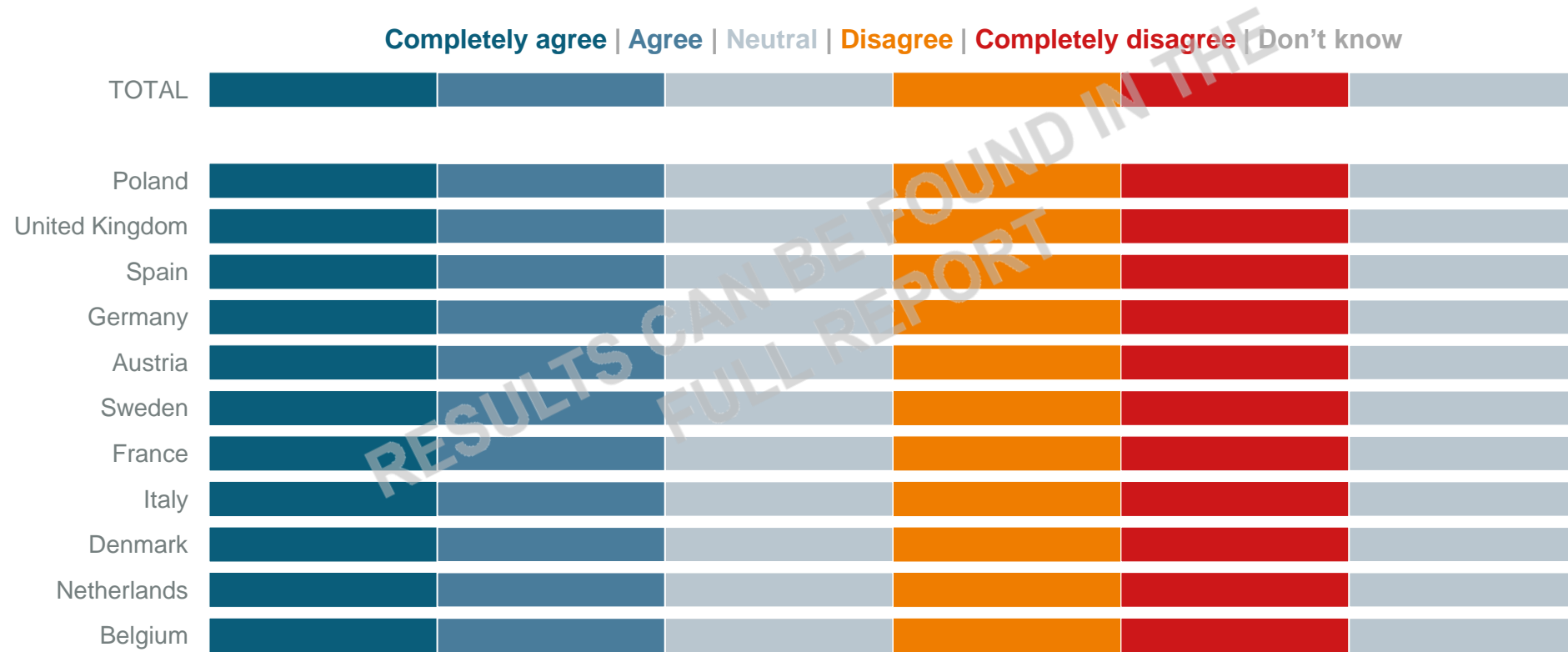


Base: n=6,617, all respondents, approximately 600 respondents per country

... most often state that do not care about brand name when they purchase online.

Brand name significance

Q: I don't care about brand name while I purchase online

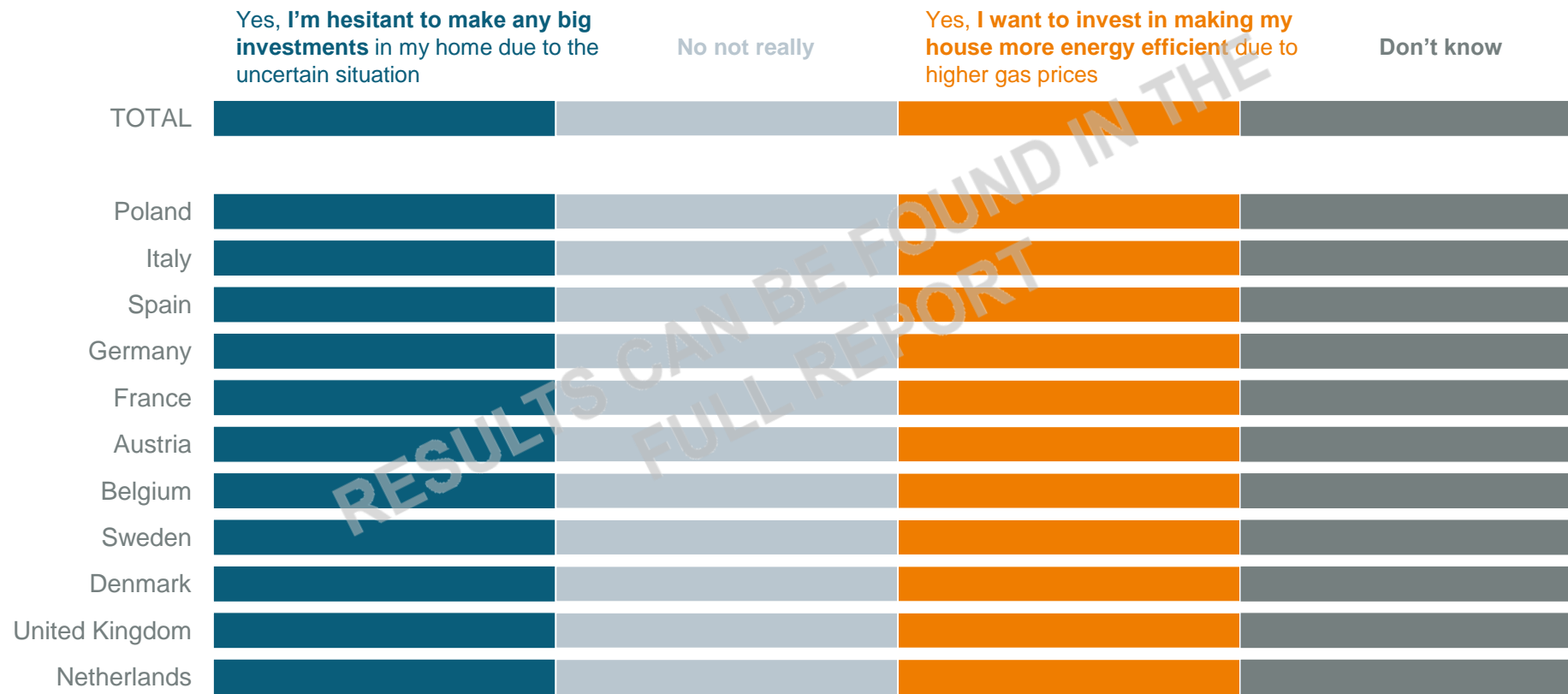


Base: n=6,617, all respondents, approximately 600 respondents per country

Approximately ... respondents state that the current war in Europe has not changed their plans for home improvement.

Current war in Europe

Q: Has the current war in Europe changed your plans for home improvement?

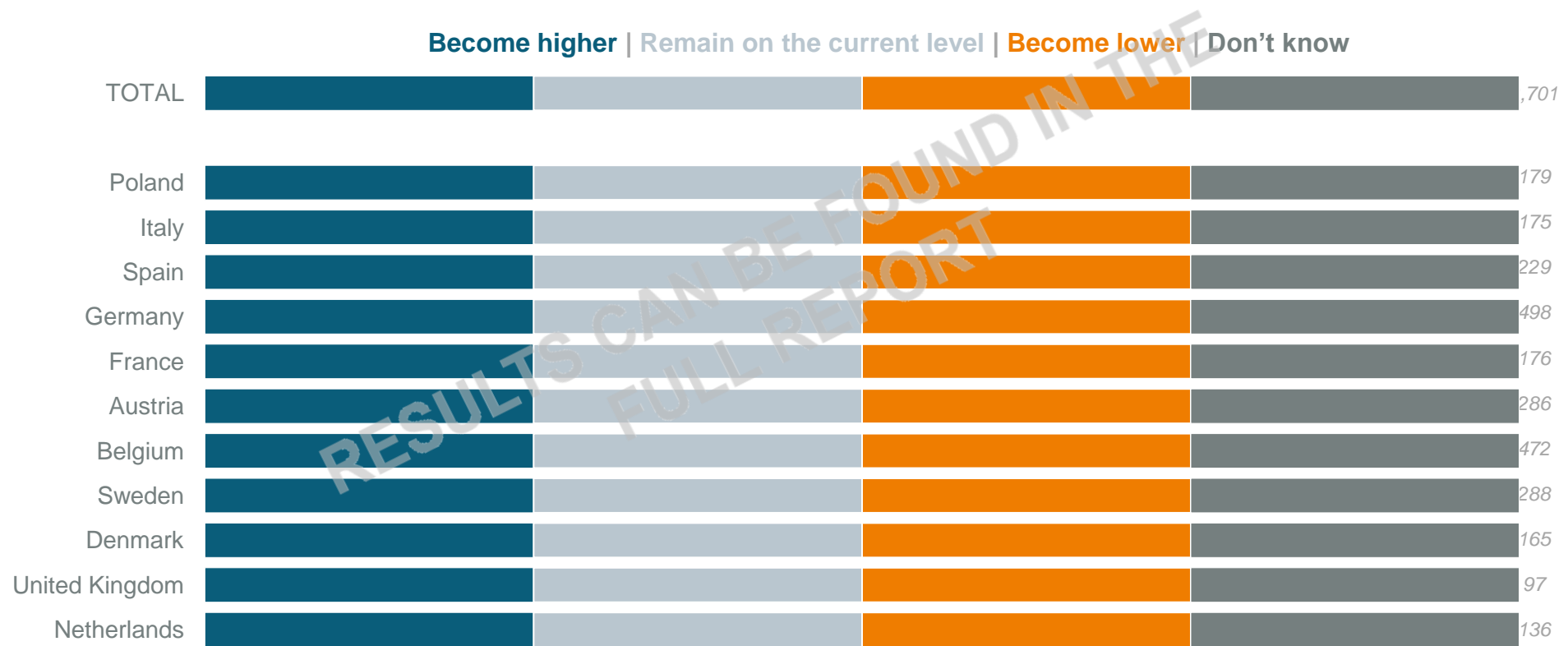


Base: n=6,617, all respondents, approximately 600 respondents per country

Approximately ... expect that the **gas prices will increase** in the next 12 months.

Gas prices

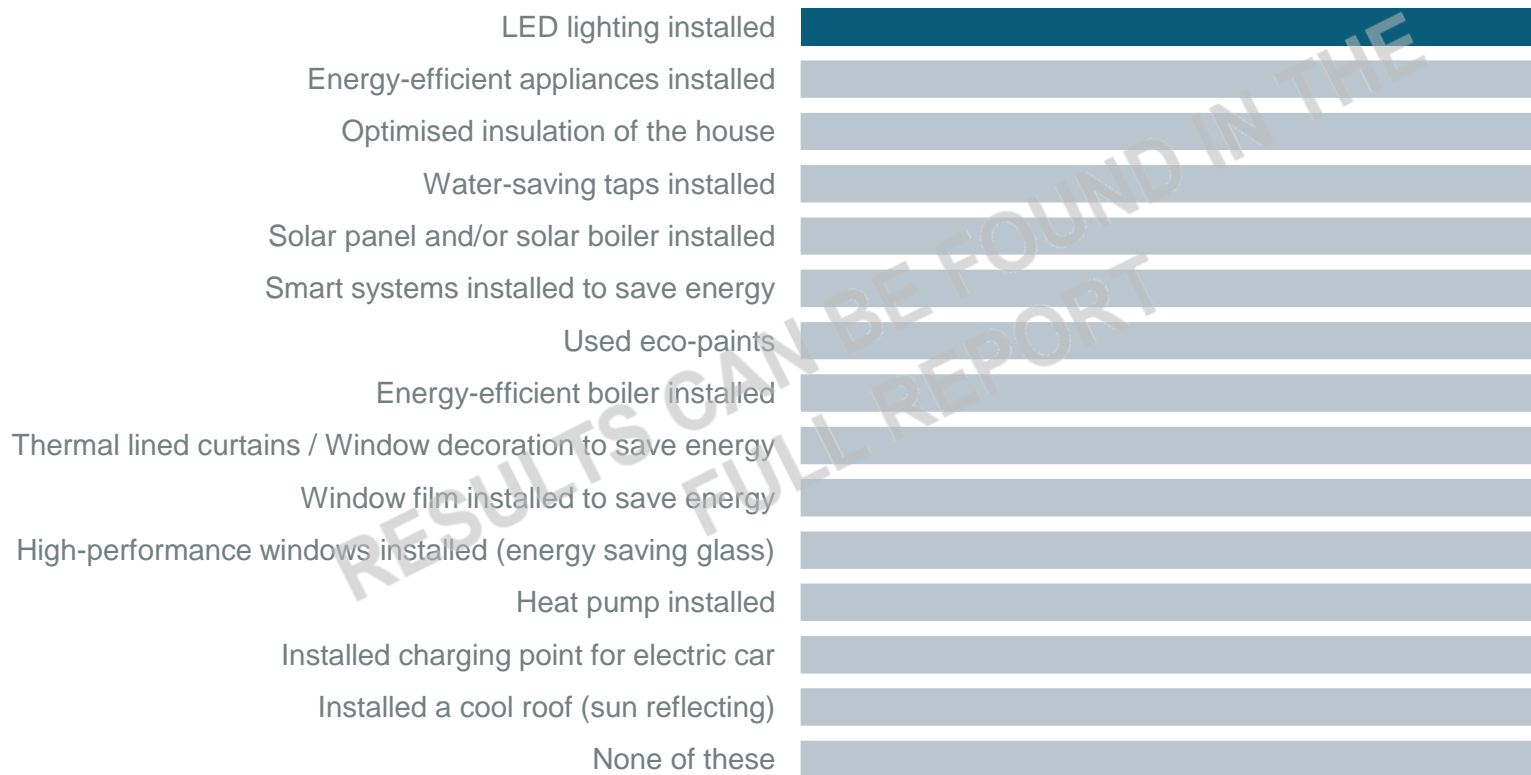
Q: What are your expectations about the development gas prices in the next 12 months?



... is the most expected sustainability improvement within the next 12 months.

Sustainability improvements

Q: Which of these sustainability improvements do you expect to apply within the next 12 months?

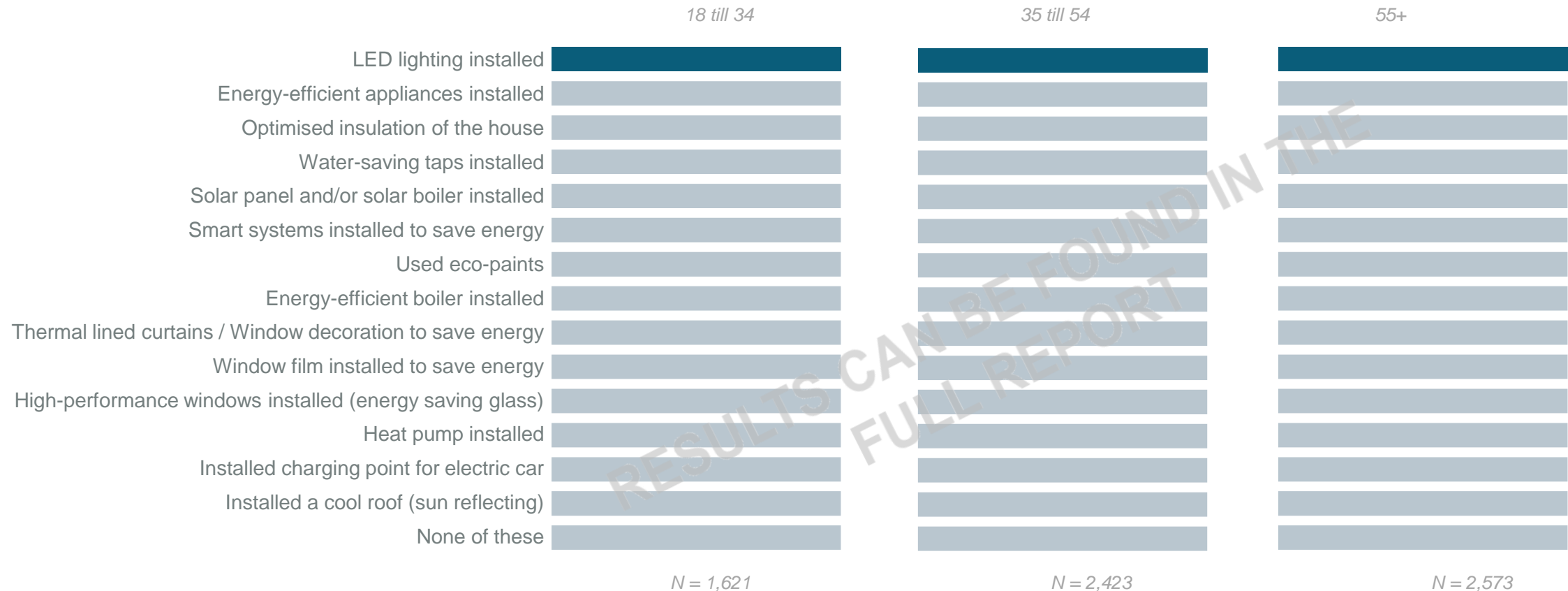


Base: n=6,617, all respondents

... in their homes within the next 12 months.

Sustainability improvements

Q: Which of these sustainability improvements do you expect to apply within the next 12 months?

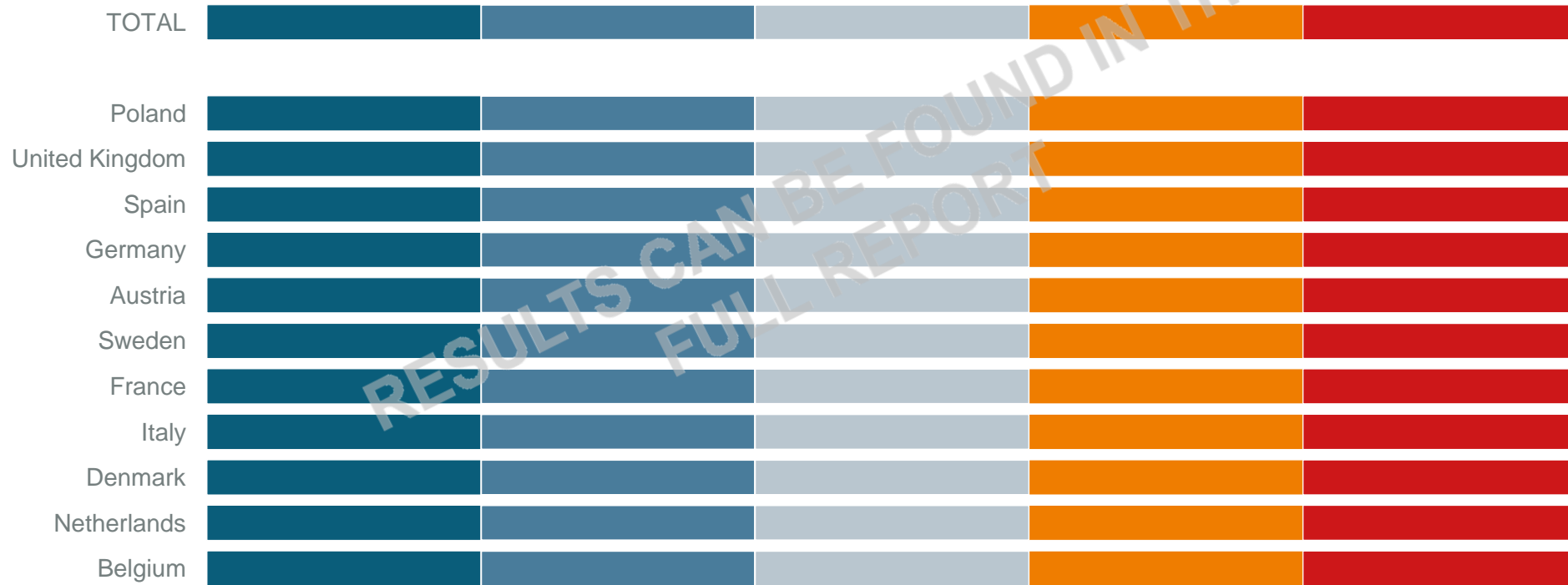


... respondents **perceive their home as already very energy efficient.**

Energy efficiency

Q: My home is already very energy efficient

Completely agree | Agree | Neutral | Disagree | Completely disagree

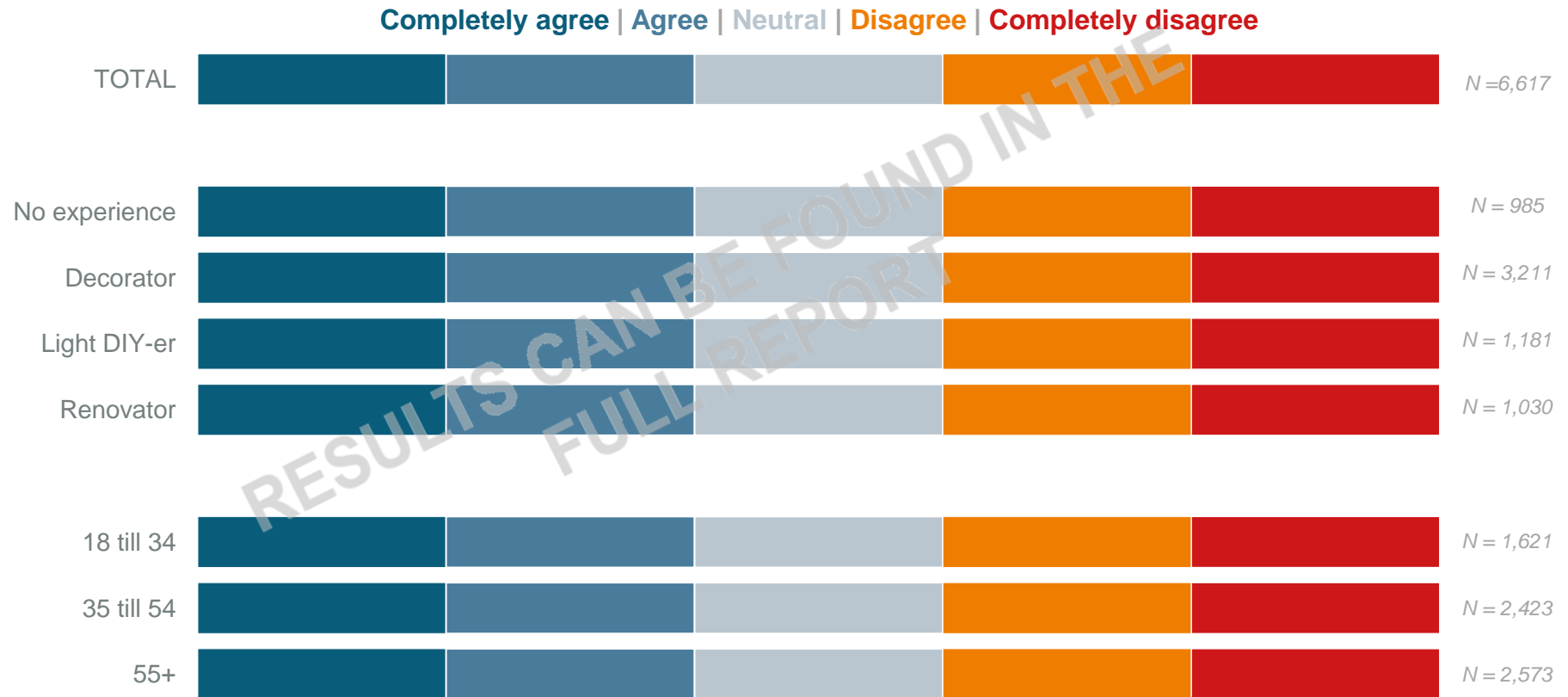


Base: n=6,617, all respondents, approximately 600 respondents per country

... more often state that their **home is already very energy efficient.**

Energy efficiency

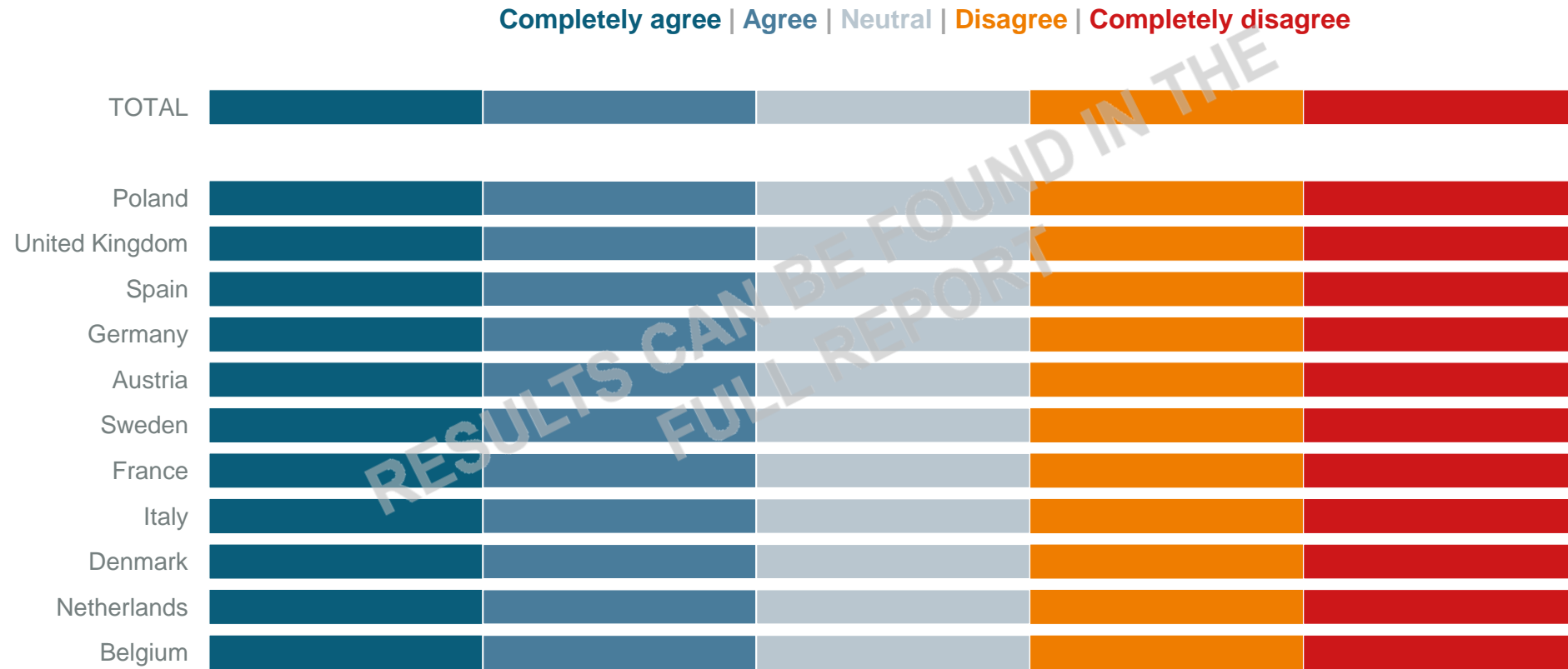
Q: My home is already very energy efficient



..., people are more often **searching for ways to improve the energy efficiency of their homes.**

Seeking for sustainability improvements

Q: I am actively looking for ways to improve the energy efficiency of my home

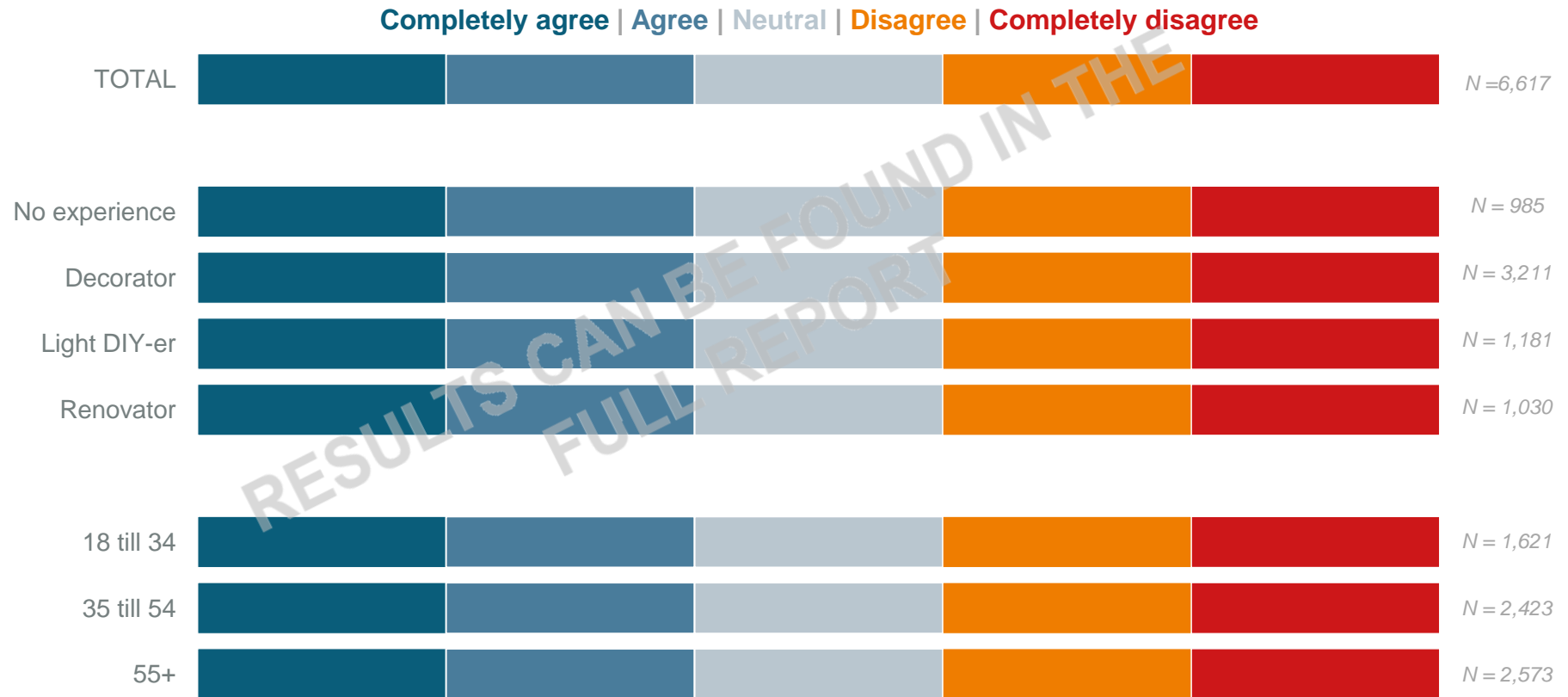


Base: n=6,617, all respondents, approximately 600 respondents per country

The older generations and those with less DIY experience are less likely to actively search for ways to improve the energy efficiency of their home.

Seeking for sustainability improvements

Q: I am actively looking for ways to improve the energy efficiency of my home

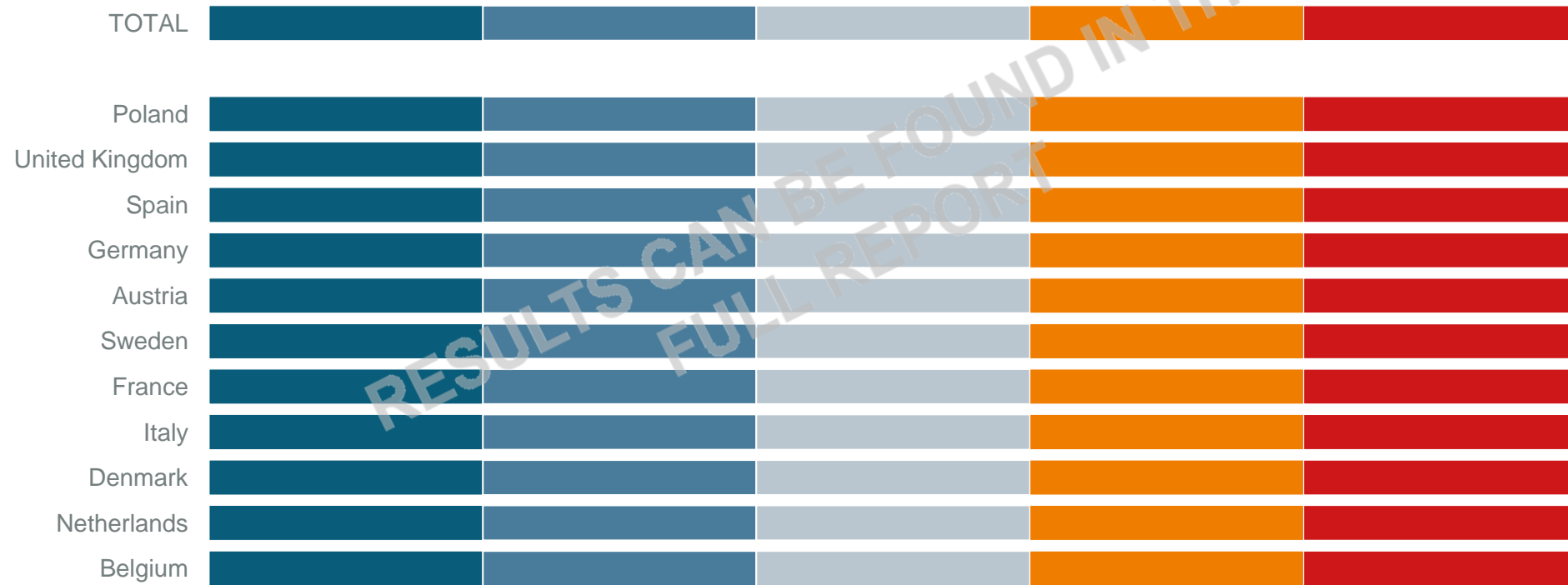


In ... people are more likely **to invest in making their home more energy efficient in the next 12 months.**

Sustainability investments

Q: I will probably invest in making my house more energy efficient in the next 12 months

Completely agree | Agree | Neutral | Disagree | Completely disagree

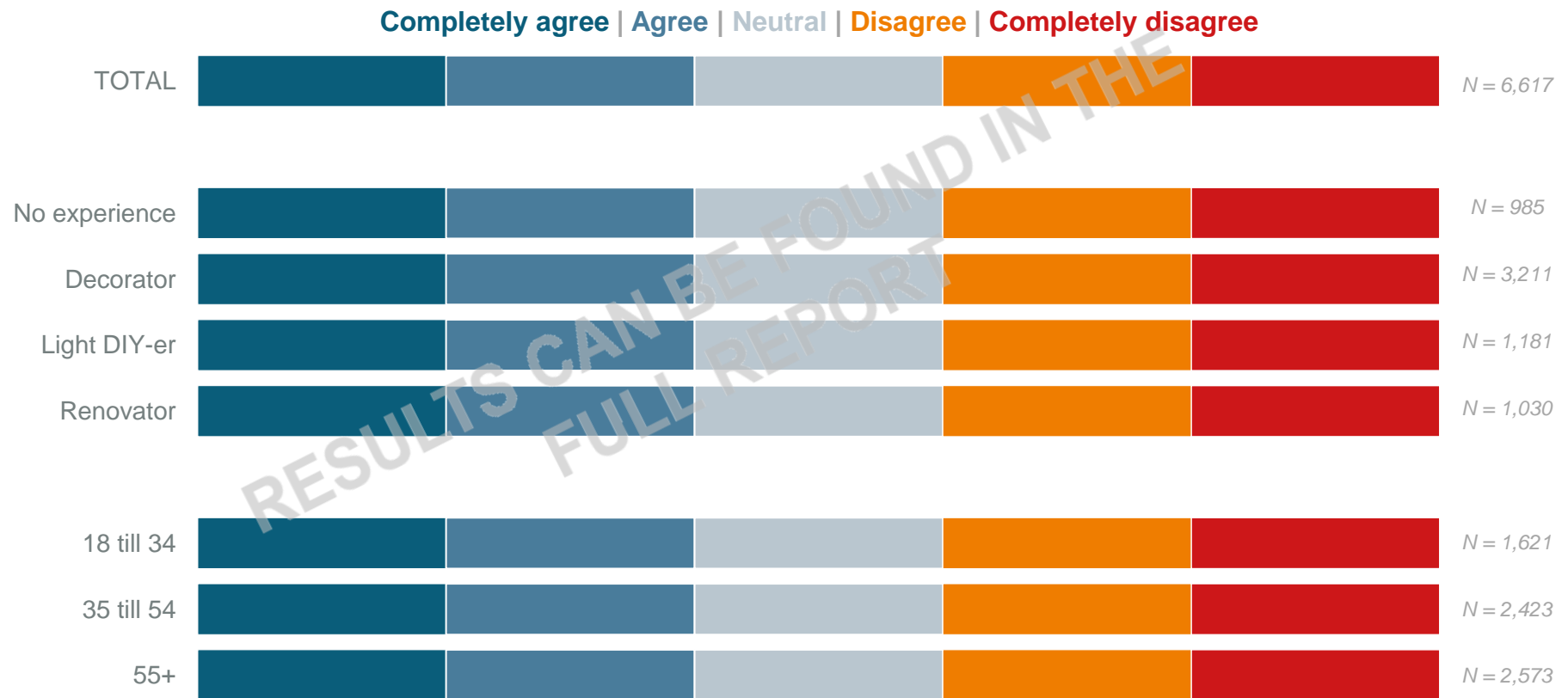


Base: n=6,617, all respondents, approximately 600 respondents per country

The younger generations and the more experienced DIYers more often state that they **plan to invest in making their home more energy efficient.**

Sustainability investments

Q: I will probably invest in making my house more energy efficient in the next 12 months



Index

KEY INSIGHTS

EUROPEAN DEVELOPMENTS

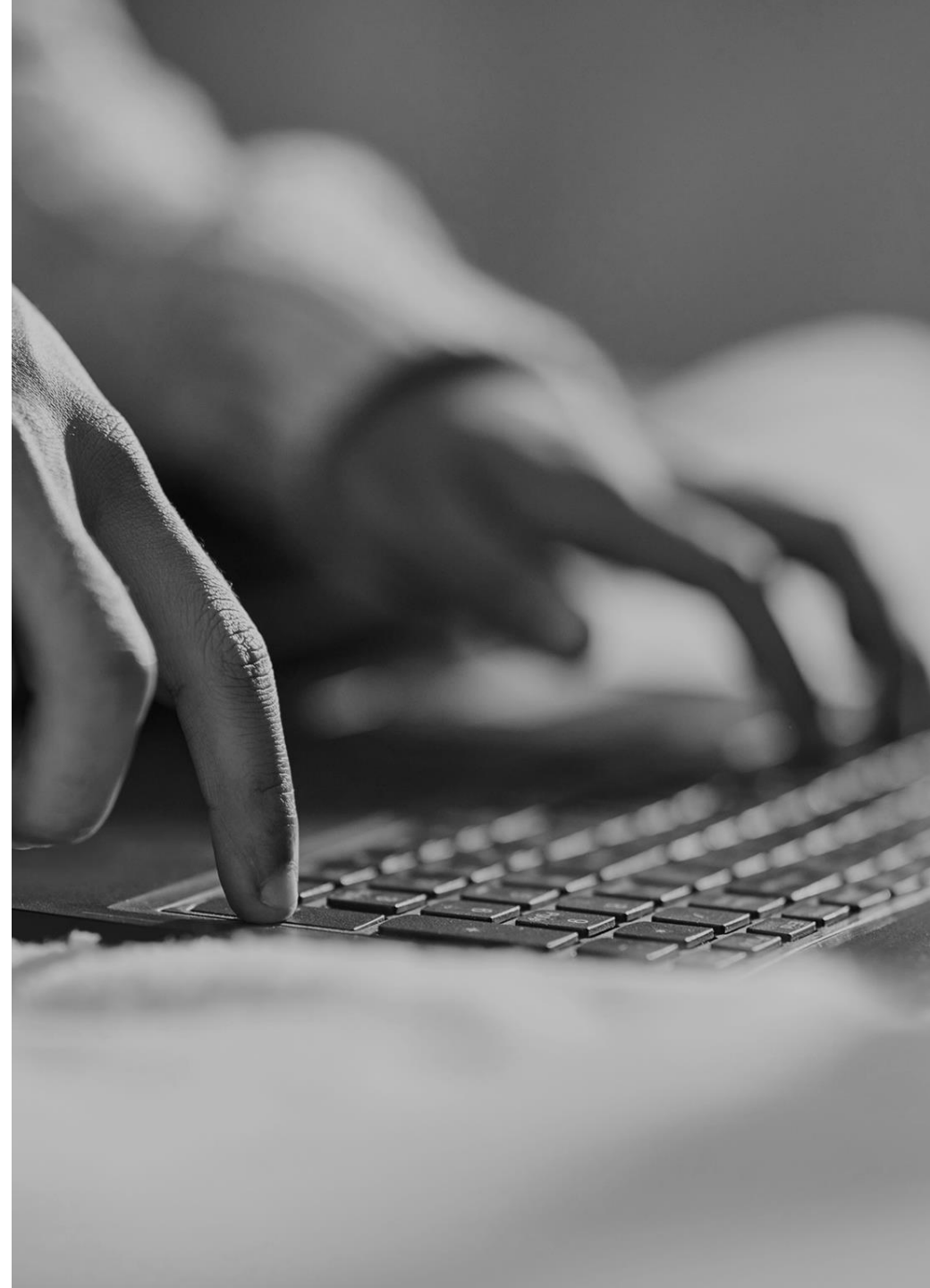
THEME: RISE OF DIGITAL NATIVES

EUROPEAN OVERVIEW

COUNTRY OVERVIEW

HOME IMPROVEMENT PER CATEGORY

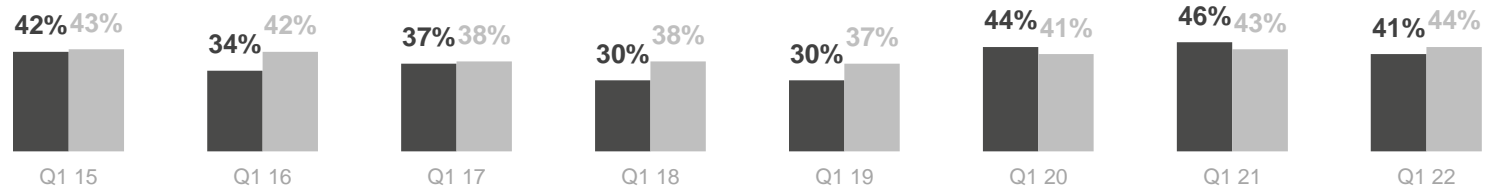
APPENDIX



BELGIUM

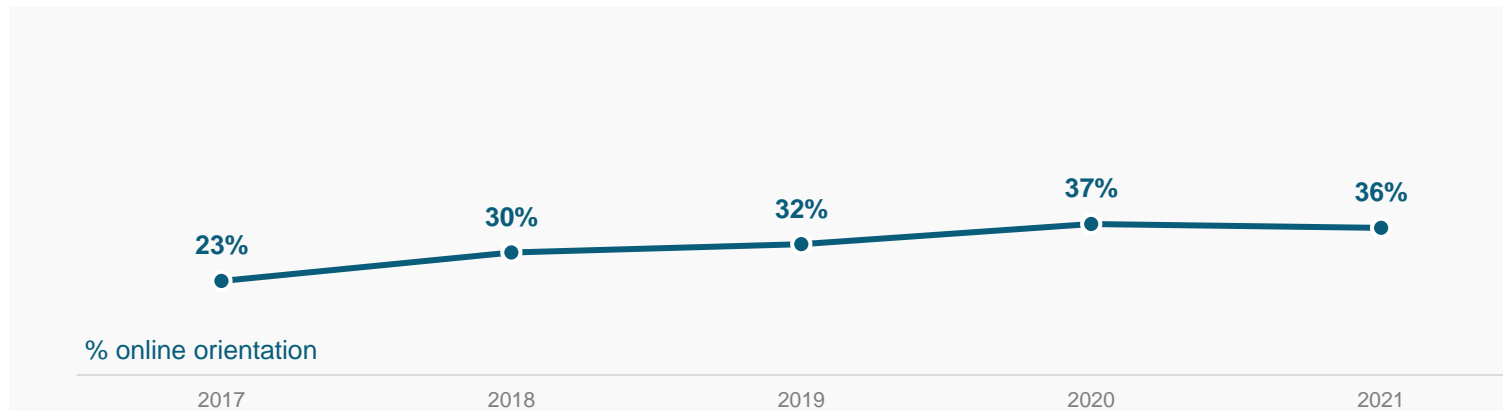
Share of households that did a home improvement job

BELGIUM
EU AVERAGE



Base: n=600 per quarter

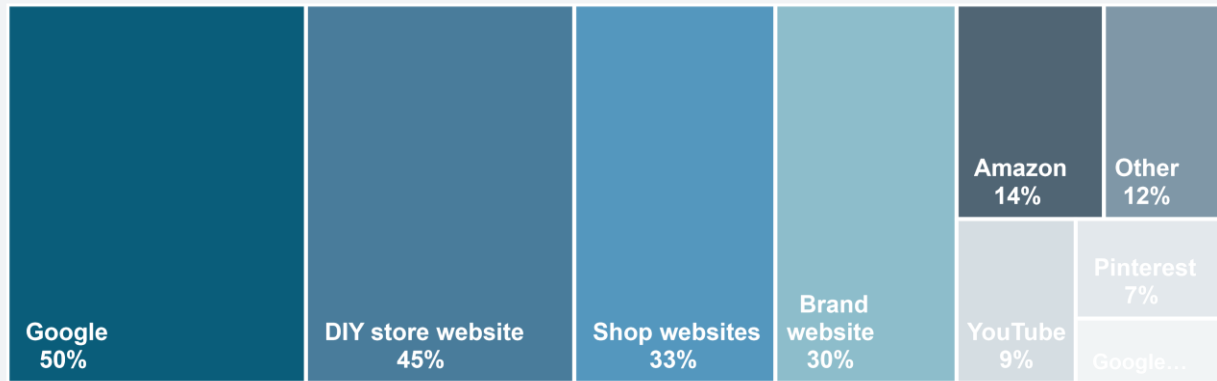
Trend of getting product information online



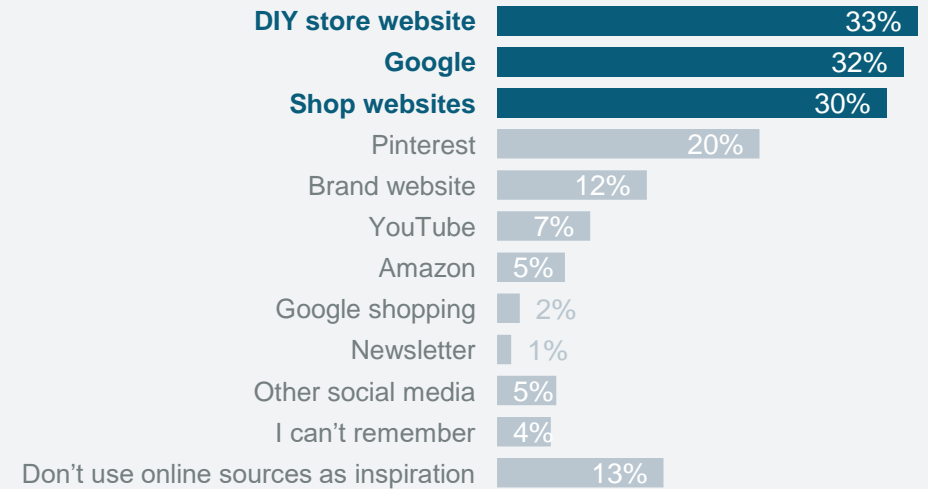
BELGIUM

DIY store website, Google and shop websites are the most used online sources for inspiring home decoration.

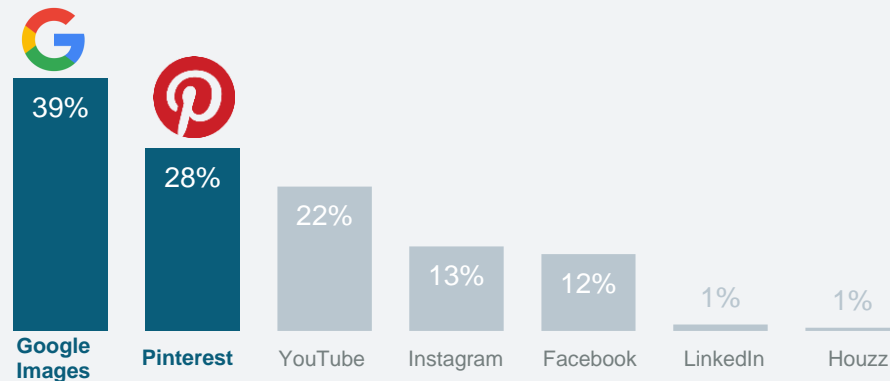
Searching for information online in the last 6 months



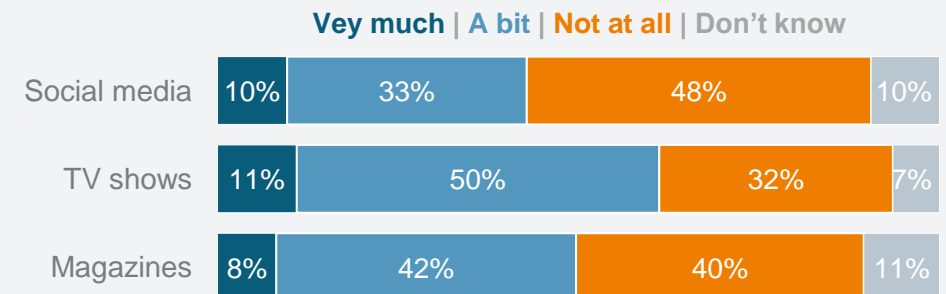
Online sources used for inspiring home decoration



The influence of media on design choices



The influence of media on design choices



Index

KEY INSIGHTS

EUROPEAN DEVELOPMENTS

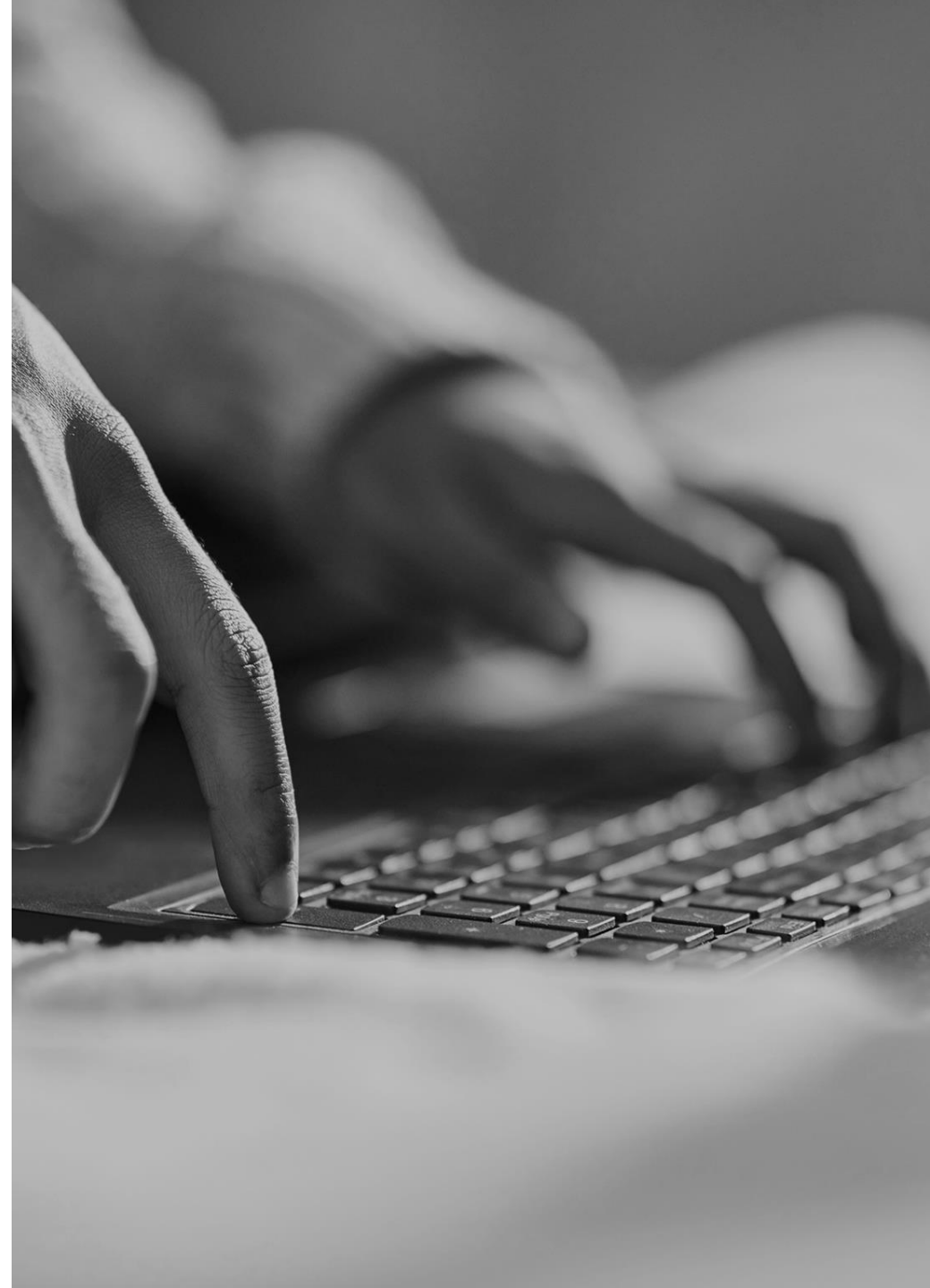
THEME: RISE OF DIGITAL NATIVES

EUROPEAN OVERVIEW

COUNTRY OVERVIEW

HOME IMPROVEMENT PER CATEGORY

APPENDIX



Index

KEY INSIGHTS

EUROPEAN DEVELOPMENTS

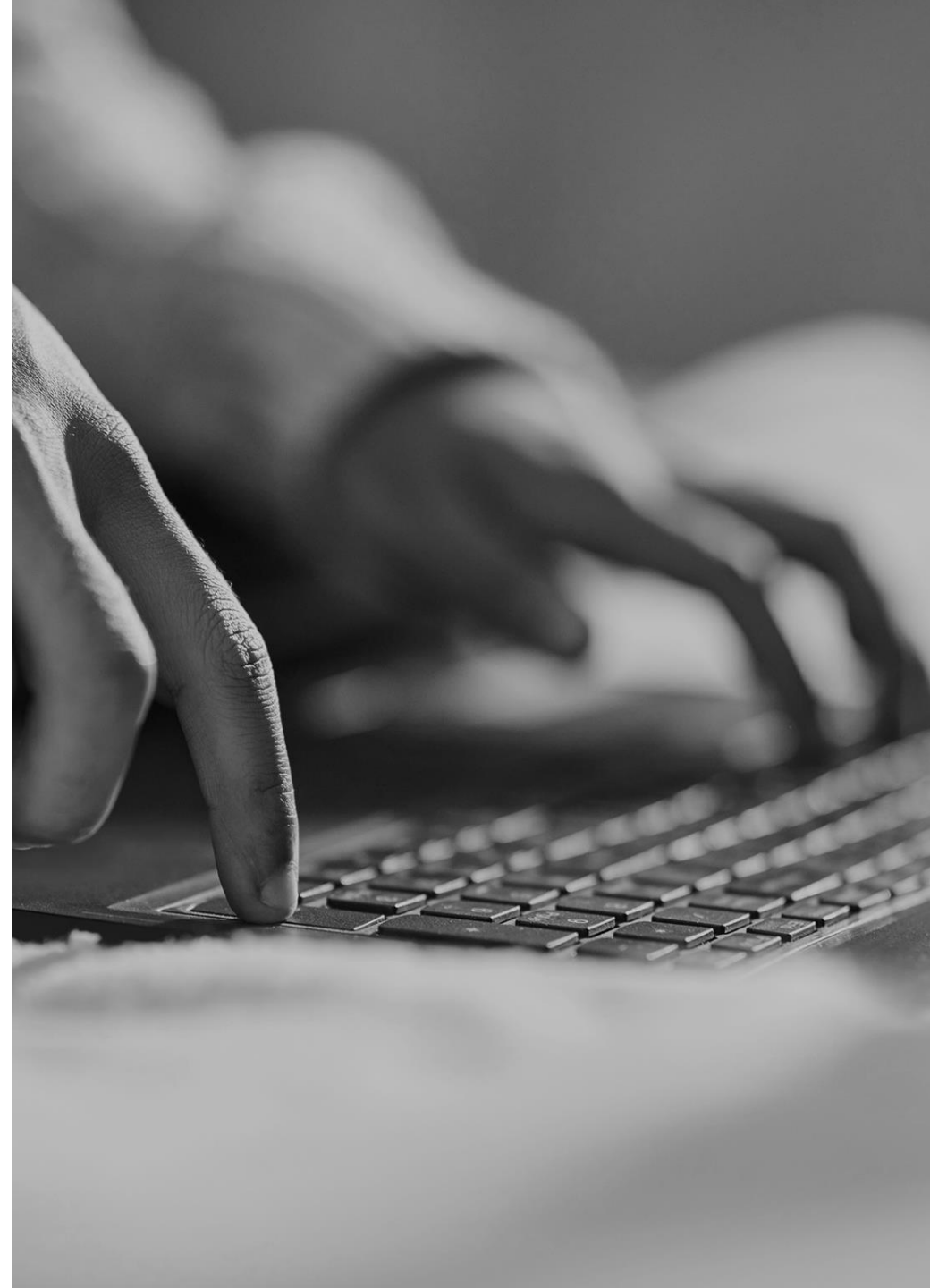
THEME: RISE OF DIGITAL NATIVES

EUROPEAN OVERVIEW

COUNTRY OVERVIEW

HOME IMPROVEMENT PER CATEGORY

APPENDIX



Methodology

INCLUDED CATEGORIES OF THE RESEARCH

Adhesives & Sealants	Bathroom products	Decorative products	HVAC	Paint Supplies	Power Tools	Roof daylight	Security & Safety
Sealants	Bath	Flooring products	Airconditioning	Fillers	Drill	Dormer windows	Locks
Tile adhesive	Bathroom furniture	Paint	Boiler (Central heating system)	Safety products (e.g., masks or respirators)	Electrical saw	Roof windows	Security camera
	Shower enclosures	Wallpaper	Ventilation	Sandpaper	Electrical screwdriver		Smoke alarm or fire alarm
	Shower set/ shower head	Window decoration		Tapes	Hammer drill		
	Shower tray				Sander		
	Taps & mixers						
	Toilet						
	Washbasin						
	Whirlpool						
	Shower drain (for tiled shower floor)						

SPECIFIC QUESTIONS INCLUDED IN EHIM ON...



Q1 Orientation

- Did you get information about the paint online?
- Did you make your brand selection in the shop or had you already made your brand selection before going to the shop?
- Who determined the choice of type of product?
- Who determined the choice of type of brand?

Q3 Branding

- Which of the following brands for Paint have you ever heard of?
- How would you rate the following paint brands in general?
- Can you tell for the following statements how well it applies to the brand(s)?
[This brand has the best quality of products / This brand offers the best overall value for money / This is a brand that I trust / The products from this brand are easy to use]
- [if purchased in the past 6 months] What brand did you buy?

EXAMPLE OF THE QUESTIONS ASKED ABOUT A PRODUCT IN THE MONITOR

These questions are being asked on a monthly base for 100+ different products and reported per quarter to subscribers of the European Home Improvement Monitor

Q2 Purchase channels

- Did you purchase the paint yourself or did a professional purchased it?
- Where did you buy the paint?
- Did you order any of the products online?
- What was the name of the online shop where you purchased the paint?
- How much was spent in total on the paint?

Q4 DIY vs. DIFM

- Did you apply the paint yourself or did a professional applied it?
- How was the paint applied inside / outside the house?
- What type of paint was used inside / outside the house?
- Which percentage of the wall paint / lacquer that you have purchased for the inside / outside of the house was white, coloured (with/without tinting machine)
- What type of paint supplies were used?

Methodology

We use a nationally representative sample for our study. This includes all types of consumers aged 18+; Male and female, house renters and owners, consumers with & without DIY experience, those who conduct DIY jobs themselves and people that outsource it to professionals.

Sample size

1st chapter – EU results are based on 26,400 interviews per year

2nd chapter – EU level based on approx. 6,600 interviews

3rd chapter – Incidence rate (Share of households that did a home improvement job) is based on 600 per country per quarter; Theme questions on approx. 600 interviews per country

4th chapter – sample size depends on the incidence rate of the product category (see beginning of chapter 4 – share of households conducting a job)

Sample background

[GENDER]			[AGE]		
Male	Female		18-34	35-54	55+
47%	53%	Austria	25%	40%	35%
49%	51%	Belgium	31%	35%	34%
53%	47%	Denmark	22%	30%	48%
49%	51%	France	30%	37%	32%
49%	51%	Germany	29%	35%	35%
50%	50%	Italy	34%	36%	30%
46%	54%	Netherlands	25%	37%	39%
48%	52%	Poland	34%	37%	29%
51%	49%	Spain	33%	37%	30%
48%	52%	Sweden	30%	31%	39%
50%	50%	UK	30%	35%	35%

Weighting factor

All European figures are weighted in order to account for the population size of the countries.

USP Marketing Consultancy

© 16 June 2022, USP Marketing Consultancy B.V.

The information in this publication is strictly confidential and all relevant copyrights, database rights and other (intellectual) property rights are explicitly reserved. No part of this publication may be reproduced and/or published without the prior written permission of USP Marketing Consultancy B.V.