



European Home Improvement Monitor 2026 Brochure

Europe's home improvement market is changing - and understanding consumers is critical

Europe's home improvement market is entering a new phase of structural change.

Manufacturers must navigate:

- More empowered and informed consumers shaping demand and expectations
- Increasing digital influence across the consumer journey (inspiration -> purchase)
- Rising demand for energy-efficient and sustainable solutions
- More complex decision-making across categories and projects
- Evolving dynamics between consumers, installers, and trade professionals
- Fragmented behaviours across countries and product categories

Driving growth requires a deep understanding of consumer needs and behaviour



Decision-making in home improvement is increasingly shared

Specification does not guarantee purchase.

Final choices are shaped through interaction between consumers and trade professionals.

Decision-making dynamics are evolving - but how far?

- Consumers researching, comparing, and shortlisting brands before purchase
- Trade professionals influencing final product selection and installation choices
- Greater role of availability, price, and convenience at the point of purchase
- Increasing use of digital tools across both consumers and professionals

Influence is becoming more distributed across the value chain.

**The key question is no longer “who decides?”,
but “how decisions are made TODAY?”**

European Home Improvement Monitor

Understanding how Europe's home improvement market develops and how consumers behavior changes



Countries



Target group

Representative sample of Consumers



Methodology & total number of interviews

Online interviews
26.400 interviews



Report themes

Q1 Orientation & usage of new digital tools
Q2 Buying behavior & decision journey
Q3 Branding & private labels
Q4 DIY vs DIFM & expectations on services



Benefits

Quarterly reports

- Anticipate the consumers needs and market shifts & base your strategy on representative, comparable insights.

Online dashboard



Price

Subscription: **€ 9.750**
Single report: **€ 3.500**

EHIM 2026: More strategic, more actionable, more relevant

A refreshed monitor built around today's consumer market realities



More STRATEGIC ADVISORY, not repetitive tracking



Topics aligned with the CHALLENGES SHAPING 2026–2028 decisions



CONTINUITY RETAINED - with sharper, more relevant insights



HIGHER RELEVANCE for commercial, channel and product teams



SMARTER INVESTMENT, with stronger strategic value

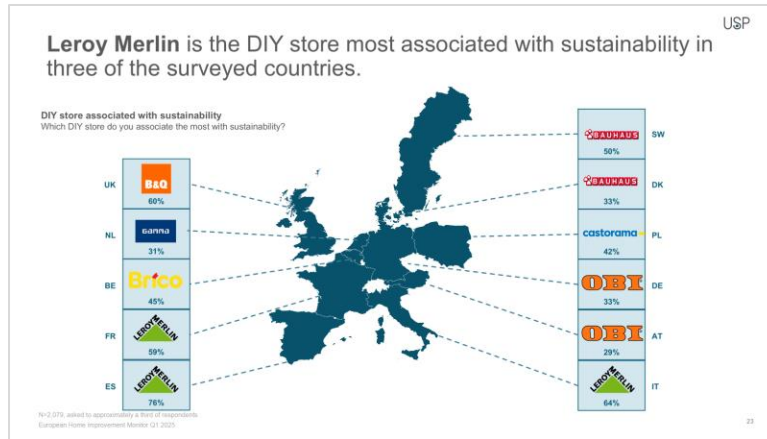
Why manufacturers choose EHIM

Stronger consumer insight for better commercial decisions

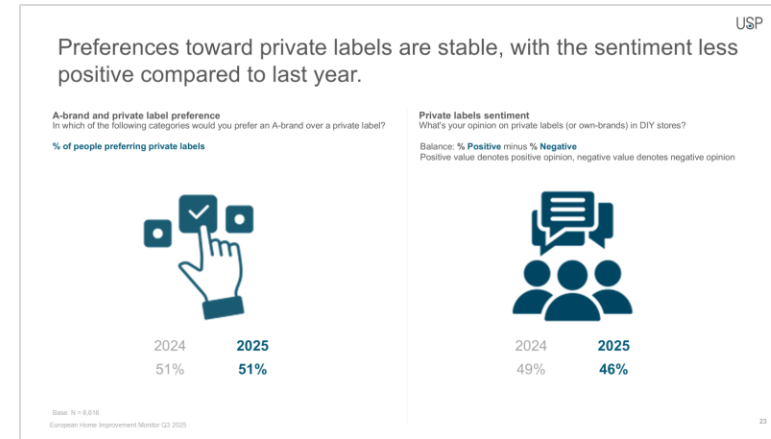
- ✓ Understand how **consumers actually make decisions**
- ✓ Track **emerging trends** shaping your 2026–2028 strategy
- ✓ Anticipate **substitution risk and shifting brand dynamics**
- ✓ Strengthen **product, channel and communication decisions**
- ✓ Use **strategic reporting** that is easier to share internally

A sneak peek into previous EHIM reports....

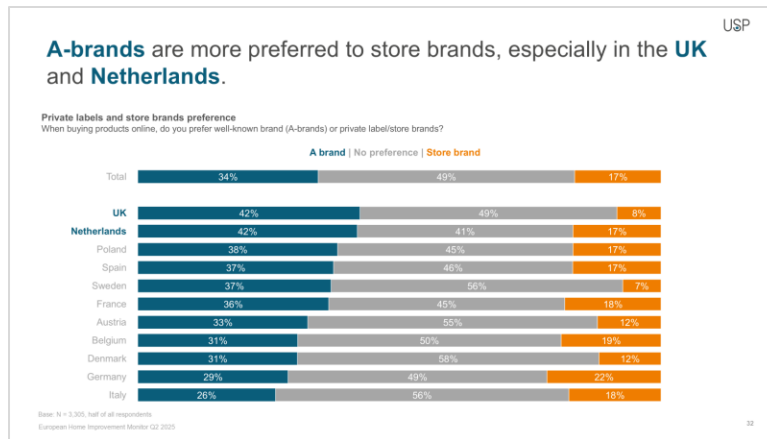
Sustainability:



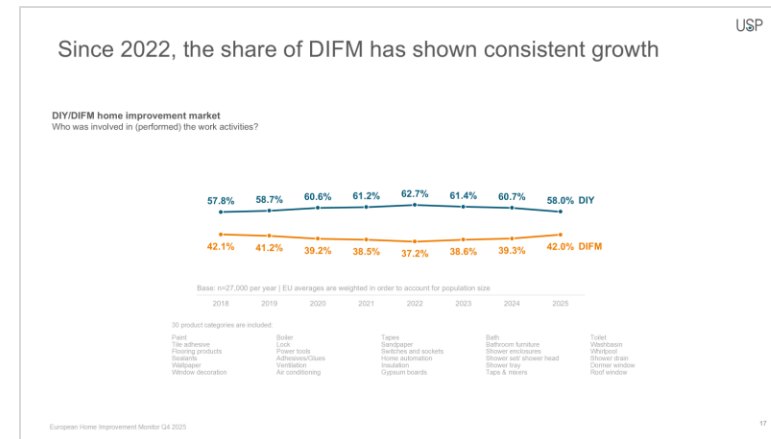
Private labels:



Purchase channels:



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



Your trusted EHIM contacts:

Let's explore how EHIM can support your business



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Connect the full construction decision chain



- **European Architectural Barometer**

- **Contractor Monitor**

- **Handymen Insight monitor**

- **Painter Insight monitor**

- **European Mechanical Installation Monitor**

- **European Electrical Installation Monitor**

<Channel dynamics captured through installer, contractor and homeowners' perspectives>

- **European Home Improvement Monitor**

Client Testimonials

How clients value our market monitors



Daniel Angelovski

Group Insights Manager at Velux

The specialized insights in the Home Improvement Monitor are a great source of input for our industry analysis.



Céline Pineau

Consumer insight researcher at Hager

USP is professional, responsive, didactic, and voluntary. It was easy to exchange my thoughts with them.



PAUL O'dweyer

Global Consumer Market Development Manager

Good relationship between the project team, strong knowledge of the insights, presented and communicated very clearly.



Caroline Roque

EMEA Consumer and Market Insights Manager,
3M Consumer Business Group

The USP team has very strong expertise in the construction and home improvement markets. We are using their detailed Home Improvement Monitor reports very extensively.



Leo van der Blom

Insights Manager Prof EMEA at AkzoNobel

These reports not only help us track changes within our target groups, aiding in informed decision-making, but also serve as input and benchmarks for our ongoing research and decision making.



Miryam Salvador

Global Channel Director

Their specialized insights into construction and installation markets enable us to make informed go-to-market decisions based on factual data. Their customer-centric approach helps us put customer needs at the centre of our decisions.



Trusted by industry leaders

Supporting growth across construction, installation and home improvement

Construction

Installation & Home Improvement

About USP Marketing Consultancy

Trusted insights for over 30 years



30+ years of international market research and consultancy experience



Specialised in construction, installation, DIY and real estate



Active in 40+ countries annually



Focused on trends, market developments and actionable insights



A strategic partner, not just a data provider

At USP, we deliver the insights you can truly build on.

Head office



The Netherlands – Rotterdam

Branche office



Croatia – Zagreb

Subsidiary



Germany – Düsseldorf



USP Marketing Consultancy

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