

A black and white photograph of a metal shopping cart leaning against a light-colored brick wall. The cart is empty and its handle is visible on the right side. A semi-transparent teal banner is overlaid across the middle of the image, containing the title and subtitle in white text.

European Home Improvement Monitor Q2 2026

Buying behaviour & decision journey

Index

Management summary
About the Research
Home Improvement Tracker
Theme Part
Country Overview
Home Improvement per Category
Appendix



Key insights – Market Outlook

1

Lorem ipsum dolor sit amet, consectetur adipiscing elit

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa.

2

Lorem ipsum dolor sit amet, consectetur adipiscing elit

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa.

3

Lorem ipsum dolor sit amet, consectetur adipiscing elit

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa.

4

Lorem ipsum dolor sit amet, consectetur adipiscing elit

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa.



Key insights – Orientation & usage of new digital tools

1

Lorem ipsum dolor sit amet, consectetur adipiscing elit

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa.

2

Lorem ipsum dolor sit amet, consectetur adipiscing elit

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa.

3

Lorem ipsum dolor sit amet, consectetur adipiscing elit

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa.



Strategic implication

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa.

Bottom line: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa.



Index

Management summary
About the Research
Home Improvement Tracker
Theme Part
Country Overview
Home Improvement per Category
Appendix



About European Home Improvement Monitor

RESEARCH OBJECTIVE

To track behaviour and trends in the European home improvement market, conducted 4 times a year with 6,600 online interviews per quarter across 11 major European markets.

THE RESEARCH TOPICS

Base part: European home improvement market developments, including product category penetration, spending, and brand selection timing.

QUARTERLY THEME PART TOPIC IN 2026:

Q1: Orientation & usage of new digital tools

Q2: Buying behavior & decision journey

Q3: Branding & private labels

Q4: DIY vs DIFM & expectations on services

PROJECT TEAM



Valentino Vlahovic
Project Manager
vlahovic@usp-mc.nl



Reinier Zuydgeest
Managing Consultant
+31 6 2693 6109
zuydgeest@usp-mc.nl



Dirk Hoogenboom
Research Consultant
+31 6 5209 8924
hoogenboom@usp-mc.nl

COUNTRY SCOPE



600 online interviews per quarter per country among consumers
Annually, **26,400** successful online interviews

Insights are provided for **11** European countries

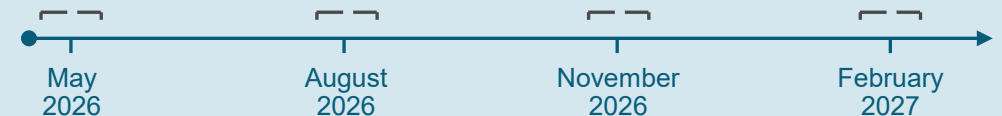
THE TIMELINE

Report Q1

Report Q2

Report Q3

Report Q4



Methodology

INCLUDED CATEGORIES OF THE RESEARCH

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

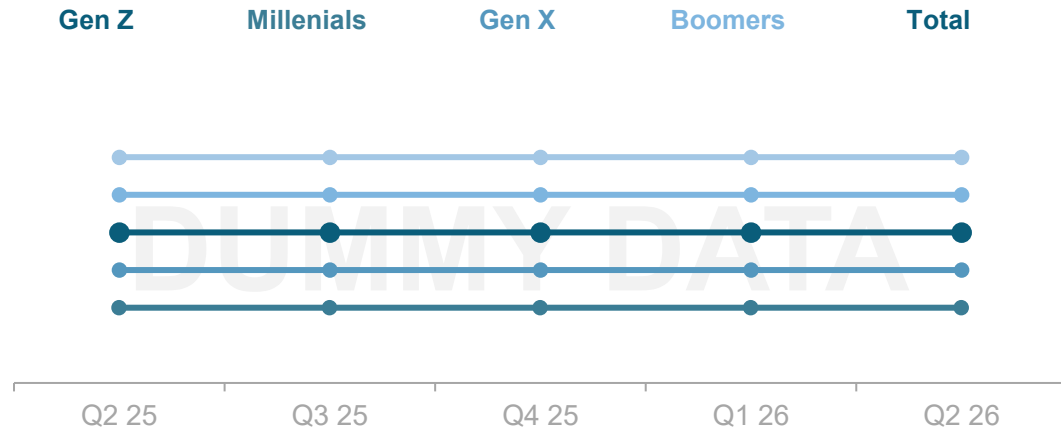
Index

Management summary
About the Research
Home Improvement Tracker
Theme Part
Country Overview
Home Improvement per Category
Appendix



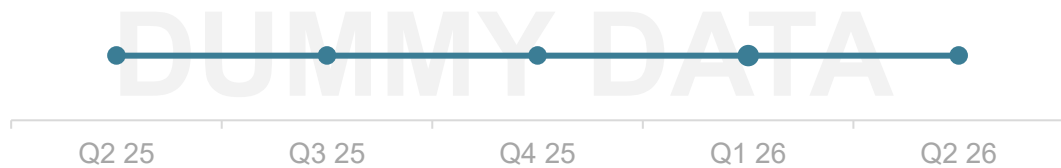
HOME IMPROVEMENT: ACTIVITY & SPENDING

Share of Households Doing Home Improvement Jobs



Q: Have any changes been made to the inside/ outside of your home in the last 3 months?

European Home Improvement Spending - Total market spending (€bn)



Q: Could you give an estimation on your spending on home improvement in the past 3 months?
Spending includes only home improvement jobs costing less than €20K.

Note: Due to the natural variability of spending data, results should be interpreted directionally, with greater focus on overall trends and line movements rather than exact figures.

European Home Improvement Monitor Q2 2026

DUMMY DATA

Lorem ipsum dolor sit amet.

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Lorem ipsum dolor sit amet.

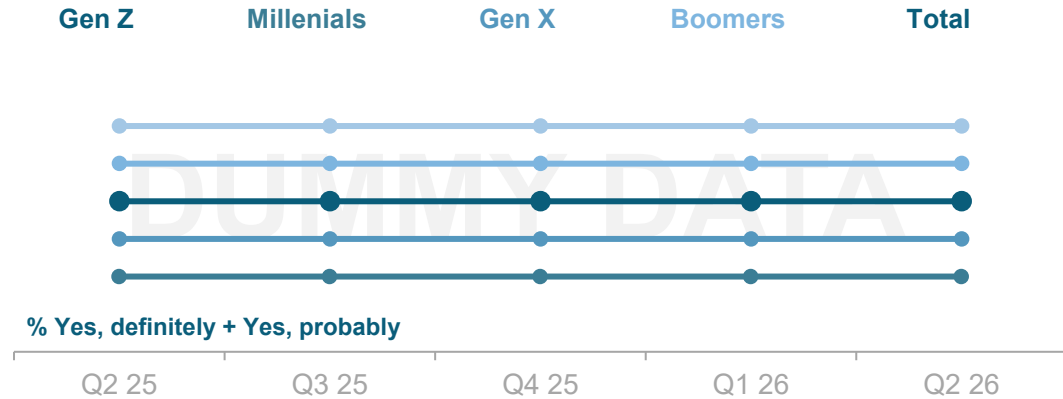
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Lorem ipsum dolor sit amet.

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.

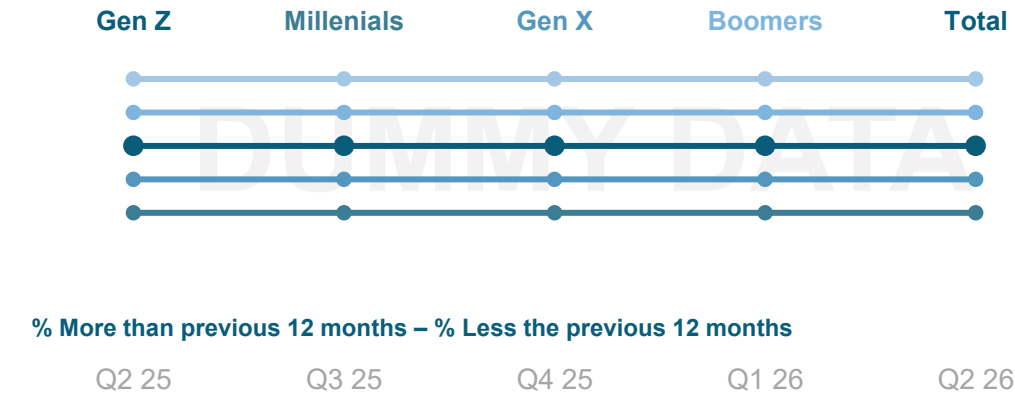
HOME IMPROVEMENT: FORECAST

Plans To Start A Home Improvement In The Next 30 Days



Q: Are you planning to start a home improvement, repair or maintenance project in the next 30 days?

Balance of Expected Spending – Next 12 Months



Q: To what degree do you expect to spend more or less money on home improvement in the next 12 months compared to the same period last year?

European Home Improvement Monitor Q2 2026

Lorem ipsum dolor sit amet.

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.

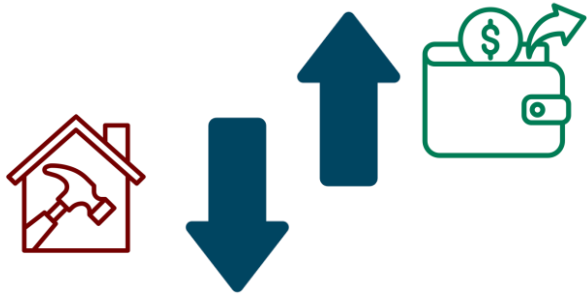
Lorem ipsum dolor sit amet.

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Lorem ipsum dolor sit amet.

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.

SUMMARY: HOME IMPROVEMENT TRACKER



- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa.



- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa.



- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa.

Index

Management summary
About the Research
Home Improvement Tracker
Theme Part
Buying behaviour & decision journey
Country Overview
Home Improvement per Category
Appendix



Theme questions (1/2)

In this chapter, we take a deeper dive into consumers' buying behaviour and decision journey for home improvement products. We explore how consumers move from identifying a need to making a purchase decision, including planning, information search, decision criteria, retailer and brand choice, price sensitivity, switching behaviour, uncertainty, and the role of advice and AI tools. The respondents were asked the following:



- When buying products or materials for home improvement, which of the following best describes your typical approach?
- Before buying home improvement products or materials, which of the following do you usually do?
- What usually has the strongest influence on your final purchase decision for home improvement products?
- Which source do you usually trust most when deciding which home improvement product or material to buy?
- When a professional or tradesperson recommends a specific product or brand, what do you usually do?
- What usually makes it difficult to choose between different home improvement products?
- How important are the following types of product information when deciding what to buy?
- When deciding where to buy home improvement products, how important are the following factors?
- Which of the following best describes how you usually balance price and quality when buying home improvement products?
- In which situations would you usually be willing to pay more for a home improvement product or material?
- How often do promotions or discounts influence your choice of home improvement products?
- What would usually make you switch from the brand you originally had in mind?
- What would usually make you switch from the retailer or supplier you originally planned to buy from?

Theme questions (2/2)

In this chapter, we take a deeper dive into consumers' buying behaviour and decision journey for home improvement products. We explore how consumers move from identifying a need to making a purchase decision, including planning, information search, decision criteria, retailer and brand choice, price sensitivity, switching behaviour, uncertainty, and the role of advice and AI tools. The respondents were asked the following:



- How important is brand when you choose home improvement products?
- What makes you trust a home improvement brand?
- How open are you to buying a DIY retailer's own brand instead of a well-known manufacturer brand?
- Which best describes how you choose DIY retailers or suppliers?
- When buying home improvement products, how important is advice from store staff?
- For which topics would advice from store staff be most useful to you?
- To what extent do you agree or disagree with the following statements about buying home improvement products?
- Which of the following would most improve your experience when buying home improvement products?
- How often, if at all, do you use AI tools, such as ChatGPT or similar assistants, when planning or buying home improvement products?
- At which stages do you use AI tools when working on home improvement projects?
- Have you ever used a link or product suggestion provided by an AI tool to visit a website or buy a product?
- What did you do after receiving product suggestions or links from an AI tool?
- To what extent do AI tools influence your final purchase decision?
- How much do you trust AI tools compared with other information sources when deciding what to buy?

- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa.

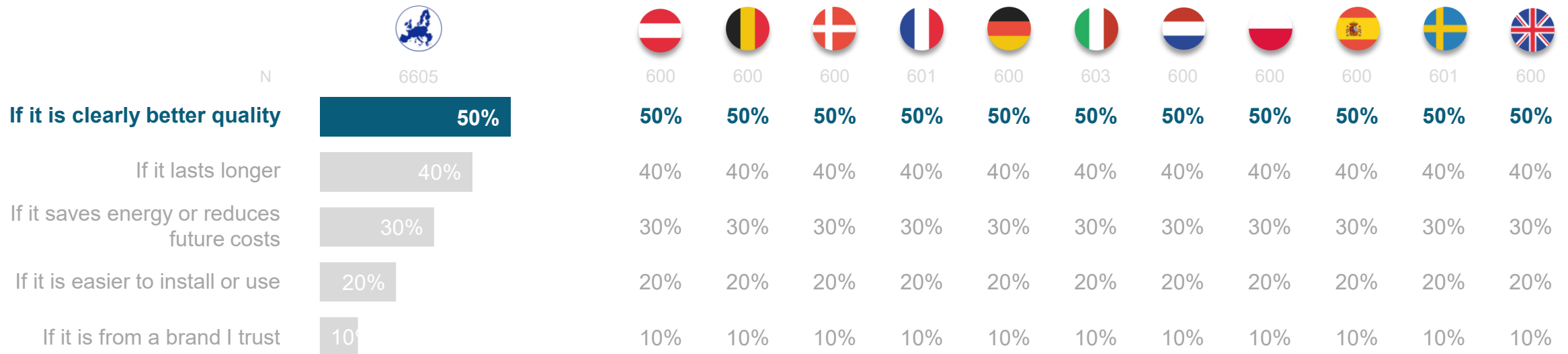
Home improvement product purchasing

Q: Which of the following best describes how you usually balance price and quality when buying home improvement products?



Situations in which consumers are willing to pay more for home improvement products*

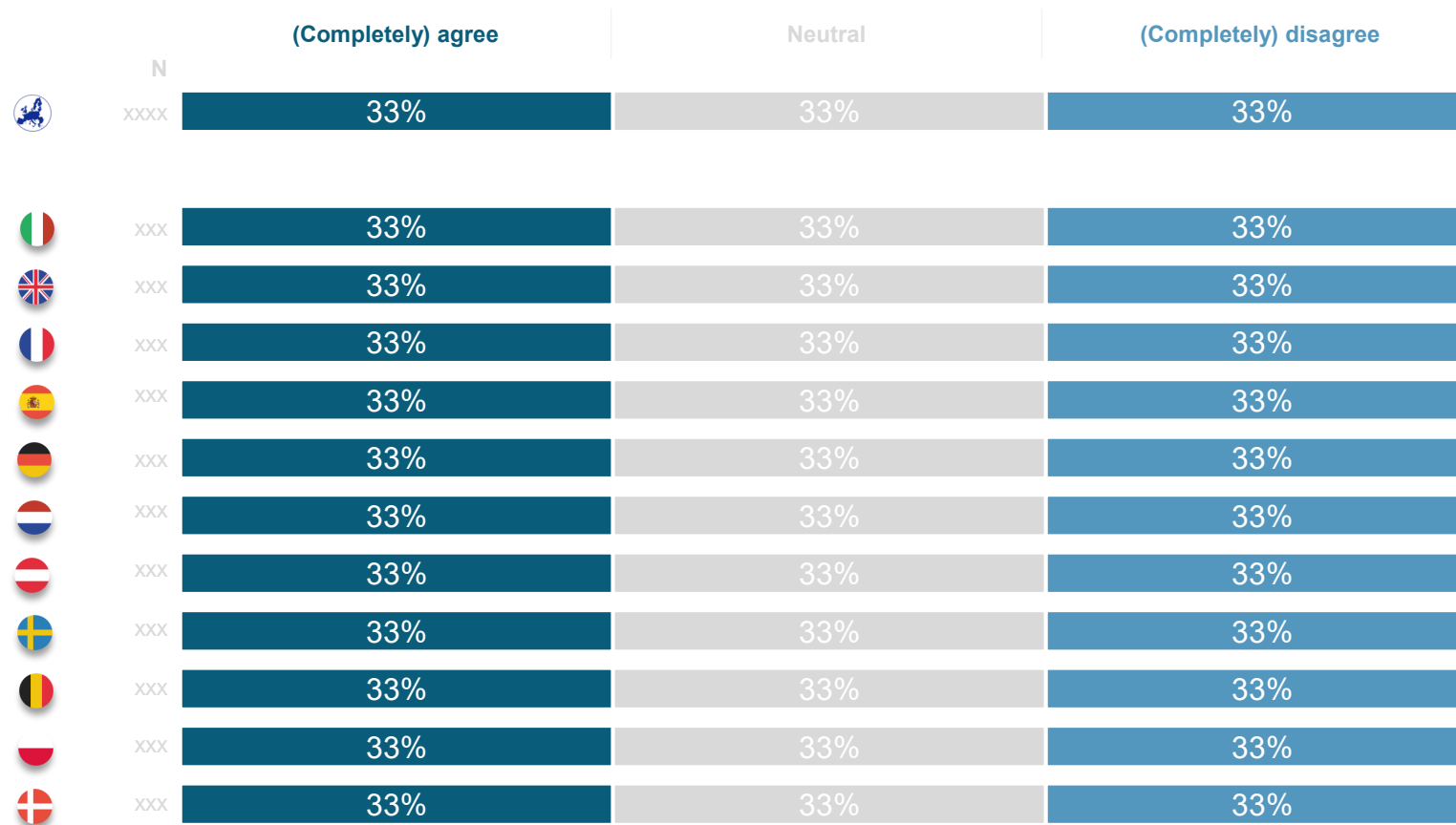
Q: In which situations would you usually be willing to pay more for a home improvement product or material?



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa.

Attitudes Toward Buying Home Improvement Products

Q: To what extent do you agree or disagree with the following statements about buying home improvement products?**



Summary: Buying behaviour & decision journey

Key findings:

- Lorem ipsum dolor sit amet, consectetur adipiscing elit
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa.



*“Lorem ipsum dolor sit amet,
consectetuer adipiscing elit.”*

Consumer ID card

Project trigger

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit

Information search

Lorem ipsum dolor sit amet, consectetuer
adipiscing elit

Selection criteria

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit

Purchase channels

Lorem ipsum dolor sit amet, consectetuer
adipiscing elit

Role of DIY stores

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit

Role of AI

Lorem ipsum dolor sit amet, consectetuer
adipiscing elit

Index

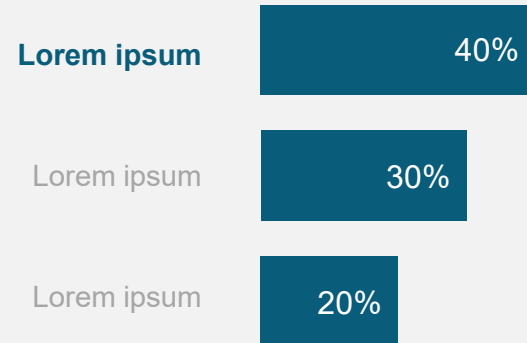
Management summary
About the Research
Home Improvement Tracker
Theme Part
Country Overview
Home Improvement per Category
Appendix



COUNTRY

DUMMY DATA

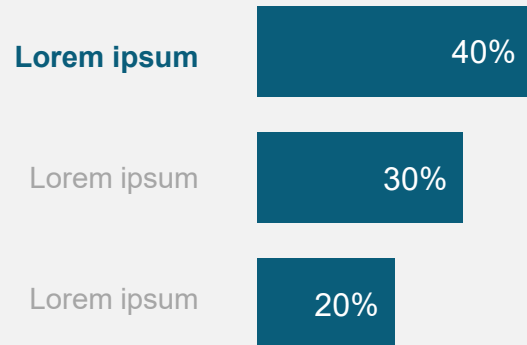
Key drivers of the final purchase decision (top 3)



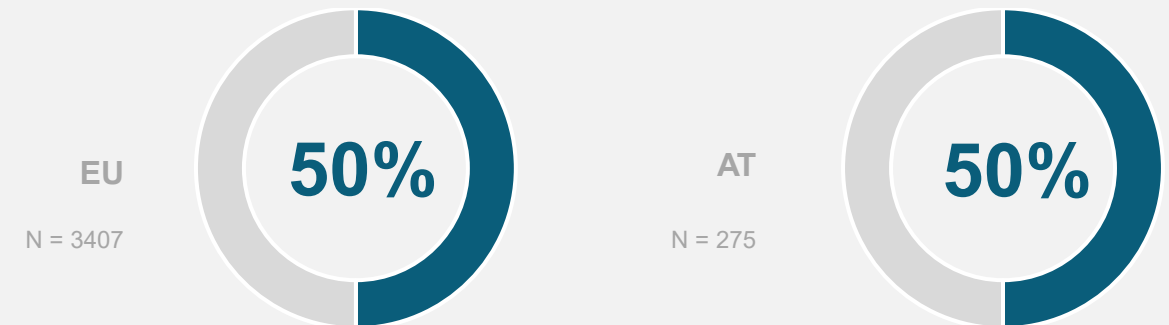
Openness to buying DIY retailers' own brands



Factors driving brand switching (top 3)



Usage of AI-generated links and product suggestions

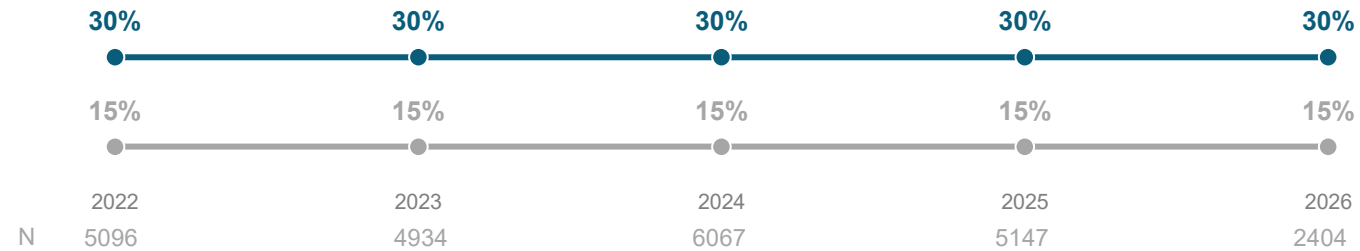


COUNTRY

Trend in purchasing from DIY retailers vs. professionals

DIY shop

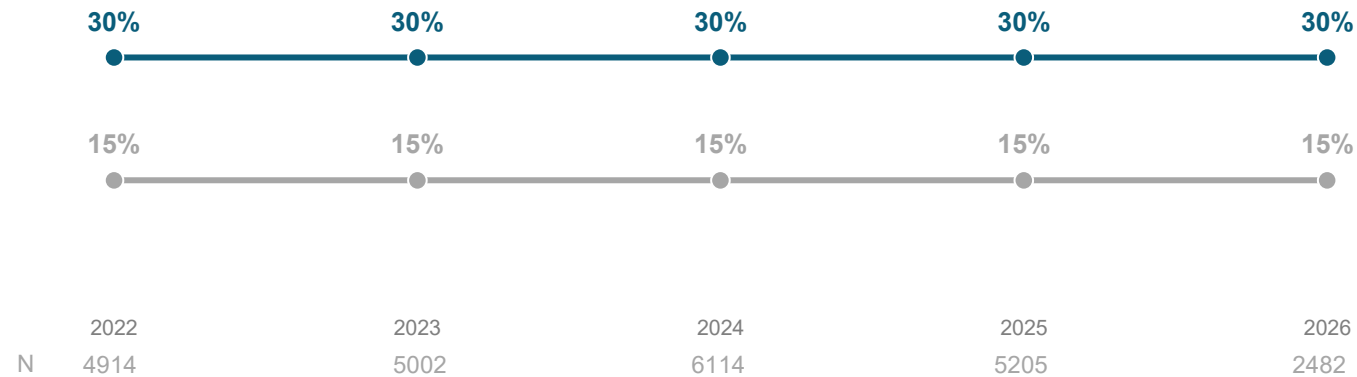
Professional



Brand selection decision-maker

Myself/ partner

Professional



Index

Management summary

About the Research

Home Improvement Tracker

Theme Part

Country Overview

Home Improvement per Category

Product Category

Appendix

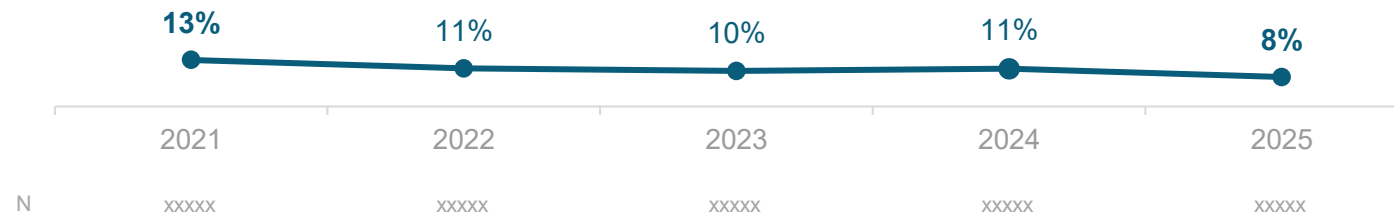


Product Category

Yearly European Overview

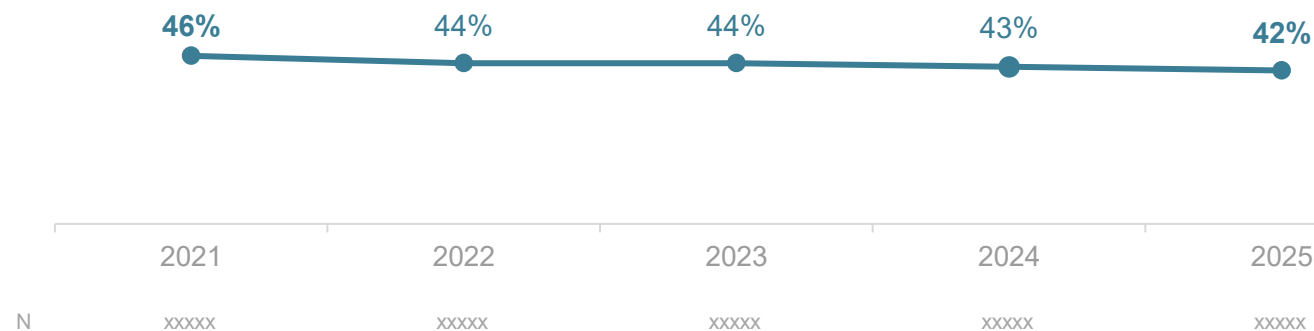
Share of households making Product Category changes

Q: Which of the products below were used in the changes to the inside/outside/inside or outside of your house in the past 6 months?



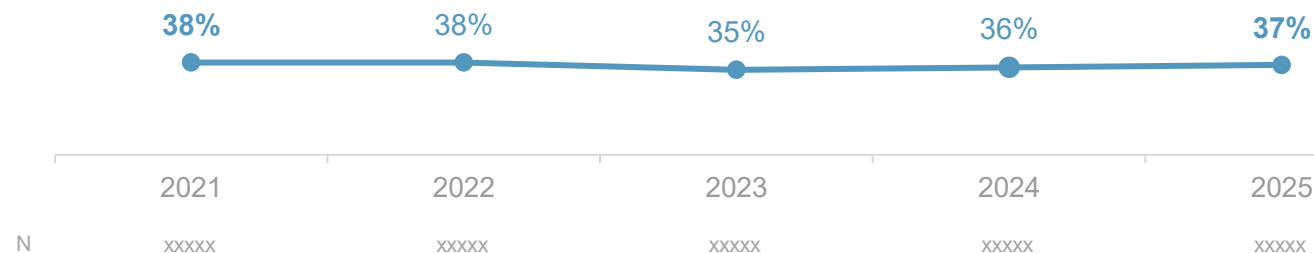
Gathering information online

Q: Did you get information about these products online?*



Moment of brand selection

Q: Did you make your brand selection in the shop, or had you already made your brand selection before going to the shop?*



Index

Management summary

About the Research

Home Improvement Tracker

Theme Part

Country Overview

Home Improvement per Category

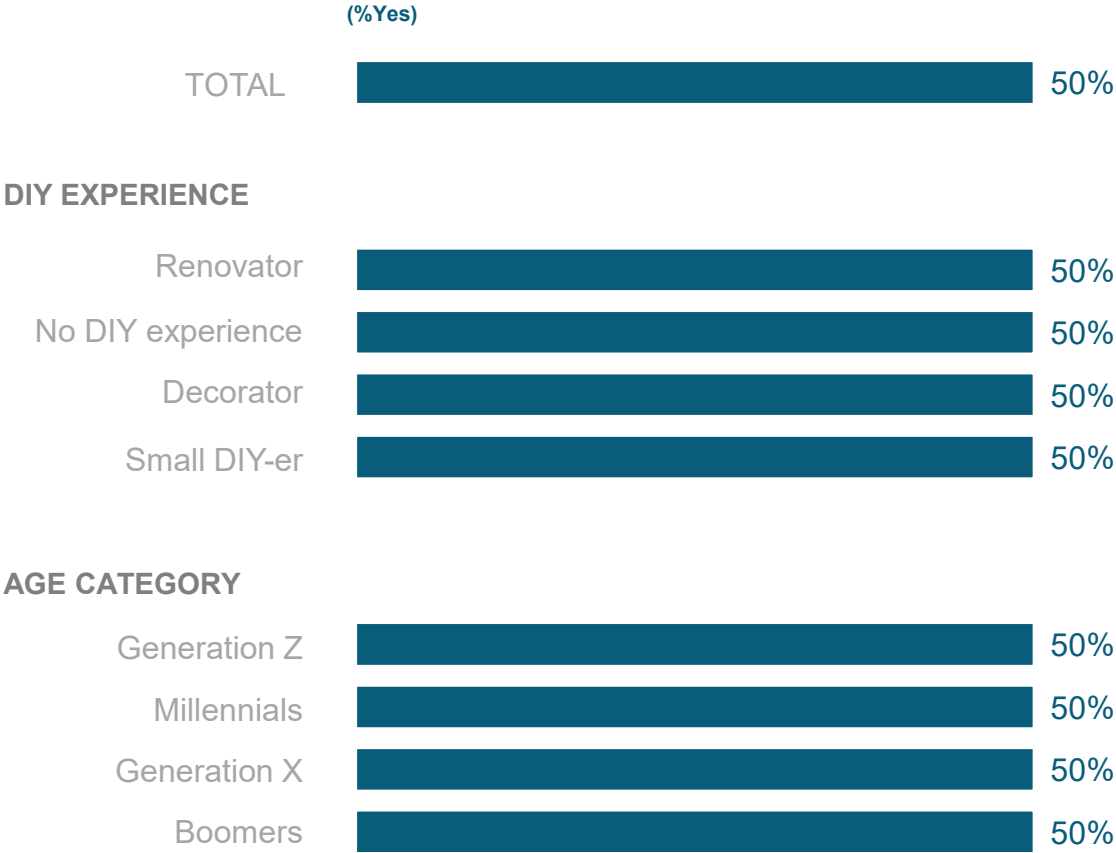
Appendix



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa.

Postponed / cancelled home improvement project

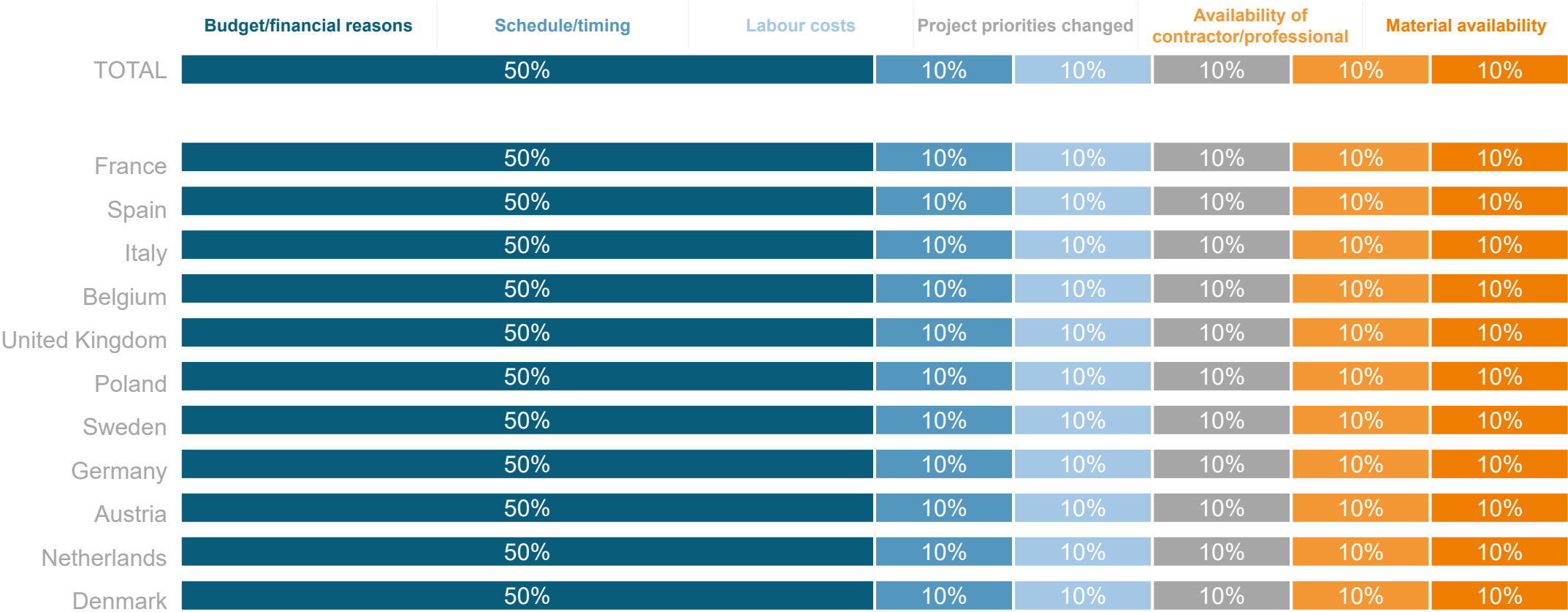
In the last 30 days, have you postponed or cancelled a home improvement, repair or maintenance project you planned to start?



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa.

Cancellation reasons

Q: Why did you postpone or cancel your home improvement, repair or maintenance project?



USP Marketing Consultancy

© 26 August 2026, 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.