

SALSIFY | REPORT

# TOP DIY SHOPPING TRENDS IN EUROPE

Stay Ahead of the Competition With the Latest DIY Insights

# METHODOLOGY

This OpinionWay survey for Alkemics, now Salsify, uses data from two different periods. The first was a collaboration between Salsify and OpinionWay, conducted between Aug. 4 and 9, 2021, for shoppers in the Netherlands, the U.K., Italy, and Germany. The second was conducted by Salsify between Jan. 6 and 11, 2021, for shoppers in France.

The survey was given to shoppers from the following samples:

- Sample of 1,001 people representative of the Italian population, aged 18 and over.
- Sample of 1,001 people representative of the British population, aged 18 and over.
- Sample of 1,010 people representative of the German population, aged 18 and over.
- Sample of 1,000 people representative of the Dutch population, aged 18 and over.
- Sample of 1,031 people representative of the French population, aged 18 and over.

Salsify formed each national sample using the quota method, taking into account the criteria of gender, age, region of residence, and income.

The samples were interviewed using a self-administered online questionnaire on a Computer Assisted Web Interview (CAWI) system. OpinionWay conducted this survey by applying the procedures and rules of the ISO 20252 standard. A margin of error of between 1.5 and 3 percentage points should be taken into account when reading the results of this survey.

# TOP DIY SHOPPING TRENDS IN EUROPE

The home has become a safe haven for many shoppers in Europe. Forced to stay at home or limit their travel during the early months of COVID-19, they turned instead to changing and improving their living spaces. This phenomenon has profoundly disrupted a sector whose sales had previously been generally stable.

This disruption has been a primarily positive one, however. Many **indicators are in the green and testify to a market in full revival.**

Salsify completed a survey with research company OpinionWay to gain insight into the do-it-yourself (DIY) shopping habits of five significant European Markets: the Netherlands, the United Kingdom, Italy, France, and Germany.

We asked over 1,000 shoppers in each market about their shopping channel preferences, frequency of completing and shopping for DIY projects, important information for making buying decisions, and other critical shopping considerations.

Shoppers in these countries turned out to be DIY project and omnichannel commerce enthusiasts. Not only do these shoppers look at the price of a product, but they're also interested in other criteria like sustainability, repairability, product origin, environmental impact, and other modern product criteria.

This report expands on the top six DIY shopping trends that emerged from our survey, breaking down the market differences.

The DIY market is changing, driven by high consumer expectations — and these changes herald major transformations for its most prominent players. The digital dimension of this transformation is unavoidable, and understanding how it intersects with overarching trends in the sector can help ecommerce teams take advantage of the rising popularity of growing online DIY sales.

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### THE IMPORTANCE OF SEAMLESS SHOPPING EXPERIENCES

### DRIVE DIY PERFORMANCE WITH SALSIFY



# 1 EUROPEANS LOVE DIY PROJECTS

## SHOPPERS FREQUENTLY COMPLETE DIY PROJECTS

The survey shows that Europeans are great DIY project enthusiasts. Dutch shoppers (32%) complete a DIY project every week — more frequently than their European neighbors. British (14%), Italian (22%), French (21%), and German (15%) shoppers complete weekly DIY projects for comparison.

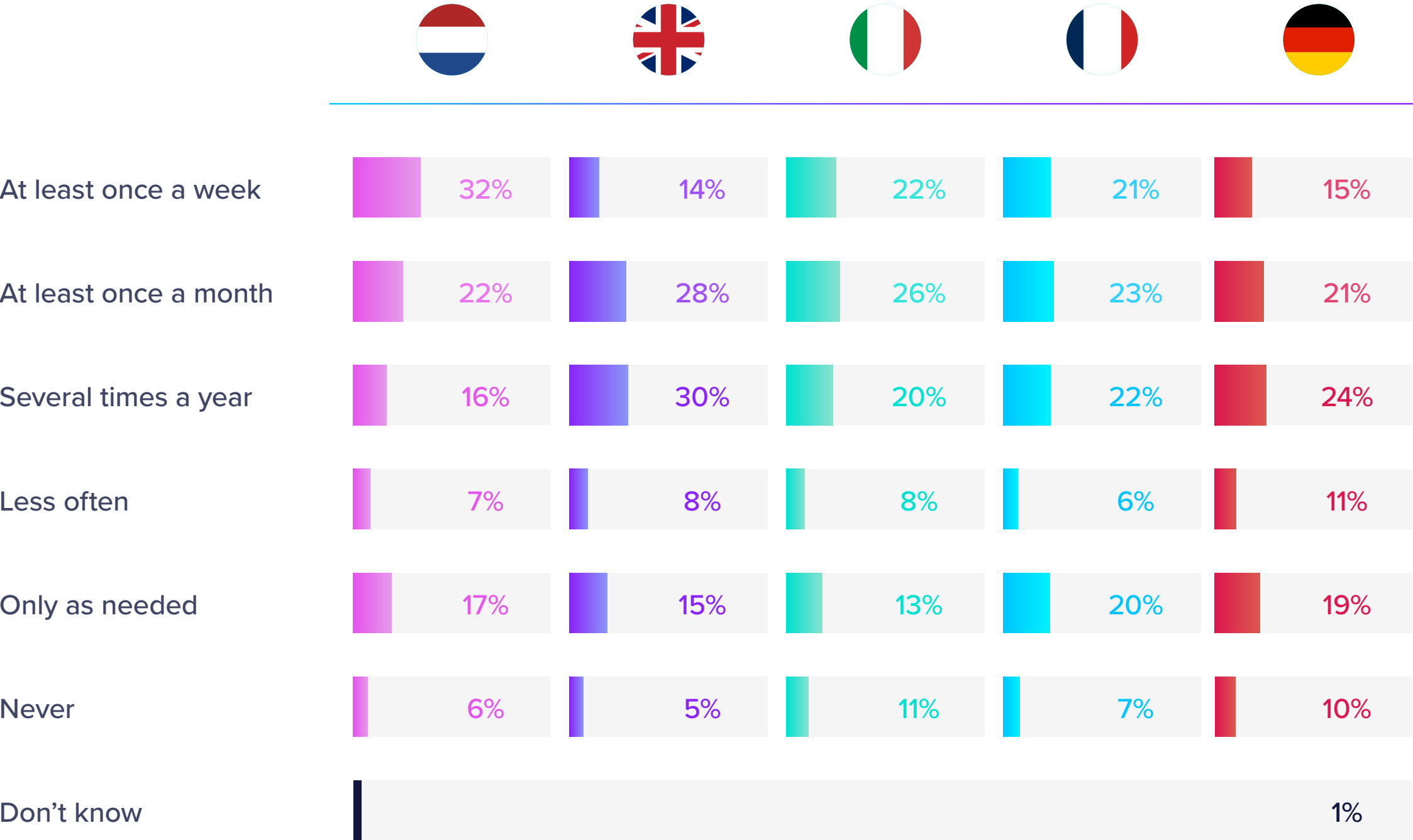
For monthly DIY projects, the numbers across markets are more comparable, with 22% of Dutch, 28% of British, 26% of Italian, 23% of French, and 21% of German shoppers completing a DIY project every month.

On the other end of the DIY spectrum, some shoppers only complete DIY projects as needed, with 17% of Dutch, 15% of British, 13% of Italian, 20% of French, and 19% of German shoppers completing DIY when the need arises.

Consumers who say they never do DIY are clearly in the minority: Italian (11%) and German (10%) shoppers say they never complete DIY projects — a little higher than French (7%), Dutch (6%), and British (5%) shoppers.

## HOW OFTEN DO YOU DO DIY?

SHOPPER BREAKDOWN BY COUNTRY:  
NETHERLANDS, U.K., ITALY, FRANCE, AND GERMANY



# 2 ONLINE SHOPPING FOR DIY PRODUCTS IS GROWING

## ONLINE SHOPPING IS BOOMING FOR OTHER MARKETS

While online shopping is extremely popular in specific categories. For example, fashion is the largest online market worldwide, with a value of \$664.5 billion in 2020, according to data from the ecommerce automation platform [Lengow](#).

But other industries like furniture, home goods, and DIY seem to be lagging behind. Home improvement publication [SDBPro](#) reports that only 60% of French DIY shoppers were also online shoppers — but these shoppers did do online research before making a purchase.

## THE COVID-19 PANDEMIC HAS IMPACTED ONLINE DIY SALES

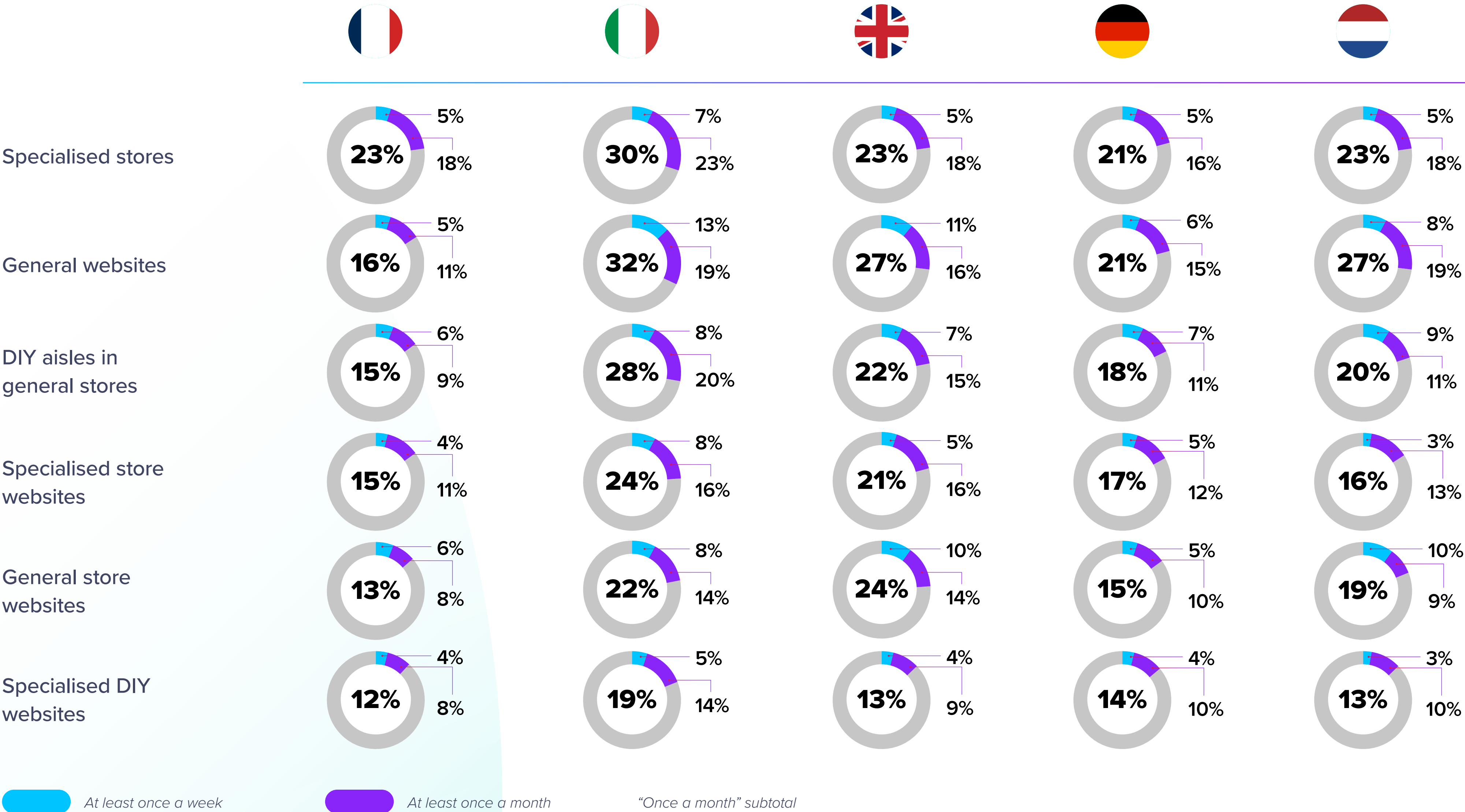
Since the start of the COVID-19 pandemic, many shoppers worldwide have moved to online sales channels. Large DIY stores in France, for example, recorded 111% growth in their online sales in 2020, reports [LSA](#).

## EACH DIY SALES CHANNEL HAS VARYING APPEAL ACROSS MARKETS

Italian shoppers (32%) go to specialized DIY websites, and 30% go to specialized stores. German shoppers (21%) go to specialized stores, and 21% go to general store websites. Dutch (23%) and British shoppers (23%) go to specialized stores. French shoppers (15%) go to the DIY departments in general stores, 15% go to specialized websites, and 13% go to general store websites. Specialized stores (23%) are where French shoppers go the most.

On average, shoppers in some countries use general store websites more than specialized stores to make their DIY purchases. The websites of specialized and general stores are as much in demand as the DIY departments of general stores.

HOW OFTEN DO YOU BUY DIY PRODUCTS FROM EACH OF THE FOLLOWING CHANNELS?



# 3 CONSUMERS SEEK INFORMATION ACROSS CHANNELS

## SHOPPERS GET ADVICE FROM FRIENDS AND FAMILY

When embarking on a new DIY product, most people seek advice from their family and friends. This approach is especially common among French (43%) and German (40%) shoppers, and it's also the top source of DIY information across all surveyed markets.

## DIY EXPERTS AND SALESPeOPLE ARE ANOTHER TOP SOURCE OF INFORMATION

After seeking advice from friends and family, shoppers also seek information from DIY experts and salespeople within specialty stores.

## ONLINE CHANNELS HAVE A VITAL ROLE TO PLAY

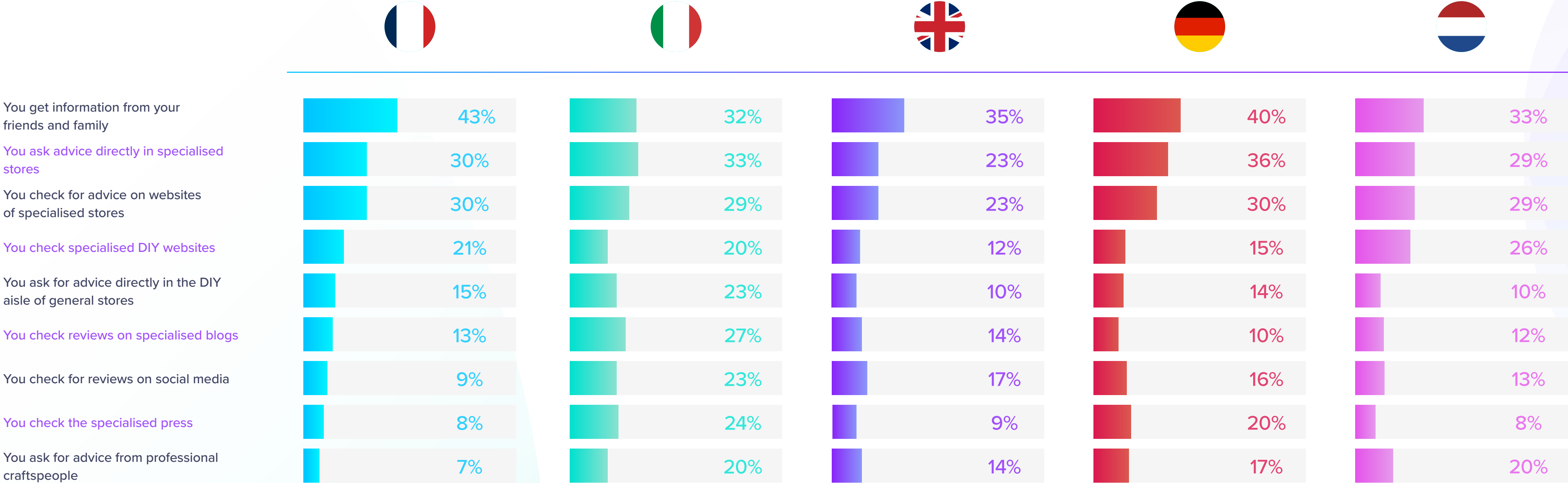
Online channels have a vital role to play in providing DIY shoppers with essential information. From research and information on specialized DIY sites to expert advice to DIY blogs and influencers on social media, it's clear that online channels have a plethora of information for DIY shoppers to support the buying journey.

In France, for example, the proportion of people who seek advice in specialized stores is equivalent to the proportion who consult the websites of those stores (30%). The same trend can be seen in Dutch (29%) and British (23%) shoppers.

In Germany, 15% of shoppers consult specialized DIY websites, and 14% seek advice in DIY departments of general stores. For Italian shoppers, 27% refer to opinions on specialized blogs and 23% look to social networks — far higher proportions than found among their European neighbors.



BEFORE STARTING A NEW DIY PROJECT, WHERE DO YOU SEEK INFORMATION?





# 4 PRICE IS THE TOP CRITERION — BUT NOT THE ONLY ONE

## PRICE

Price remains the number-one purchase criterion for approximately two-thirds of shoppers.

## PRODUCT QUALITY

Product quality is also a key criterion for roughly half of all respondents — 50% of French and 51% of Dutch shoppers.

## STOCK AVAILABILITY

Product quality comes just ahead of stock availability, which is important for 52% of British, 45% of Dutch, and 40% of French shoppers.

## CHOICE OF PRODUCTS AND QUICK AVAILABILITY

Choice of products and quick availability are the other two most important purchasing criteria for about one-third of surveyed markets.

## PRODUCT ORIGIN

Product origin is important for 25% of Italian and 18% of French shoppers.

## ENVIRONMENTAL IMPACT

Environmental impact is important for 30% of Italian and 24% of German shoppers.

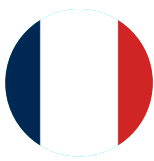
## PRODUCT INFORMATION

The quality of product information is also essential, considered one of the primary purchasing criteria for 42% of German, 32% of Dutch, 32% of Italian, 30% of British, and 22% of French shoppers.

## NEW CONSIDERATIONS FOR MODERN SHOPPERS

The quality, origin, and environmental impact of a product are all relatively new criteria that shoppers in European markets consider when making buying decisions. For shoppers concerned with making environmentally conscious purchases and consumption habits, these criteria can help them make informed choices.

WHAT ARE THE 5 CRITERIA YOU PRIORITIZE WHEN MAKING A DIY PURCHASE?



Product price



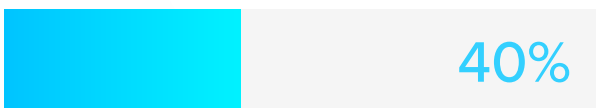
64%

Product and brand quality



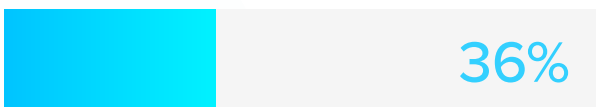
50%

Stock availability



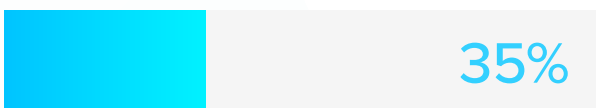
40%

Choice of products



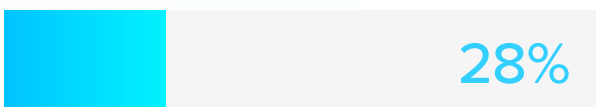
36%

Possibility of quick availability



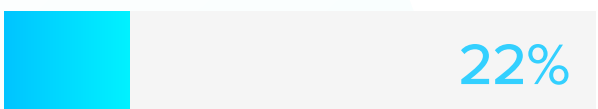
35%

Attractive promotional offers



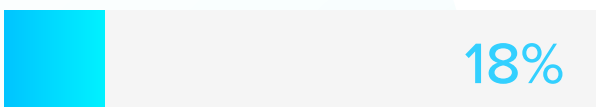
28%

Product information quality



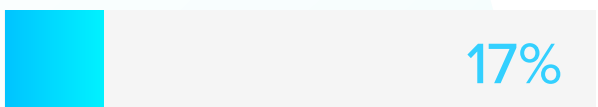
22%

Product origin



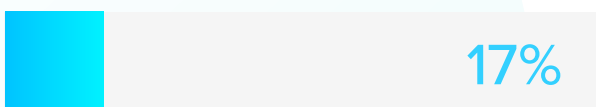
18%

Environmental impact of the product



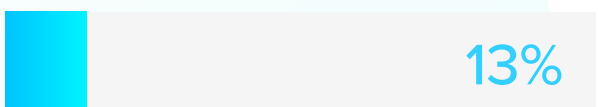
17%

After-sales and installation quality



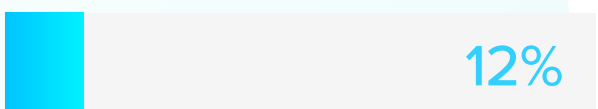
17%

DIY advice and ideas



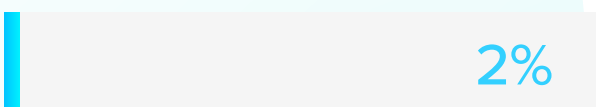
13%

The innovative nature of a product



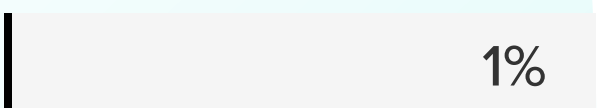
12%

Other



2%

Don't know



1%

64%

46%

31%

32%

36%

30%

32%

25%

30%

26%

28%

20%

2%

66%

50%

52%

39%

38%

24%

30%

14%

20%

20%

22%

11%

2%

66%

53%

38%

33%

38%

26%

42%

17%

24%

27%

19%

12%

1%

70%

51%

45%

34%

37%

31%

32%

12%

20%

18%

15%

8%

1%

# 5 IN-STORE PRODUCT INFORMATION MATTERS

Whether shoppers are in-store or online, consumers seek similar information.

## PRODUCT PRICE

Product price is the most critical data point for in-store shoppers across all countries. After price, however, the next critical data point varies by market.

## PRODUCT AVAILABILITY

Product availability is the next most crucial data point in France (32%). In the U.K., product availability (40%) tied with installation and use instructions (40%) for second place. Installation and use instructions are also the next most crucial data point in Italy (44%), Germany (37%), and the Netherlands (31%).

## PRODUCT DESCRIPTIONS

Product description details ranked among every market's top-five most essential elements for in-store shopping.

## WARRANTY PERIOD

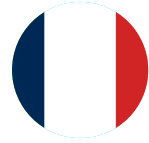
The warranty period was especially important for Italian (37%) and German in-store shoppers (34%).

## REPAIRABILITY INDEX

The repairability index is now something buyers are keen to know about, and manufacturers and retailers respond. Almost one-third of Italian (31%), 22% of German, and 20% of British in-store shoppers want to know repairability index information.

ON A SCALE OF 0 TO 10, HOW IMPORTANT ARE EACH OF THE FOLLOWING ELEMENTS FOR BUYING DIY PRODUCTS IN-STORE?

In-Store



Price	<div><div></div></div> 32%7,7	<div><div></div></div> 47%8,1	<div><div></div></div> 45%8,0	<div><div></div></div> 45%7,8	<div><div></div></div> 41%7,9
Stock availability	<div><div></div></div> 32%7,6	<div><div></div></div> 34%7,5	<div><div></div></div> 40%7,6	<div><div></div></div> 34%7,2	<div><div></div></div> 27%7,3
Product description details	<div><div></div></div> 25%7,4	<div><div></div></div> 37%7,7	<div><div></div></div> 35%7,5	<div><div></div></div> 38%7,5	<div><div></div></div> 25%7,3
Installation and use instructions	<div><div></div></div> 23%7,2	<div><div></div></div> 44%7,9	<div><div></div></div> 40%7,7	<div><div></div></div> 37%7,3	<div><div></div></div> 31%7,4
Warranty duration	<div><div></div></div> 21%7,0	<div><div></div></div> 37%7,5	<div><div></div></div> 30%7,2	<div><div></div></div> 34%7,2	<div><div></div></div> 27%7,2
Electricity consumption information	<div><div></div></div> 18%6,7	<div><div></div></div> 31%7,2	<div><div></div></div> 21%6,3	<div><div></div></div> 24%6,5	<div><div></div></div> 19%6,5
Information about repairing the product (repairability index)	<div><div></div></div> 15%6,6	<div><div></div></div> 31%7,3	<div><div></div></div> 20%6,5	<div><div></div></div> 22%6,3	<div><div></div></div> 17%6,6
Brand	<div><div></div></div> 17%6,4	<div><div></div></div> 24%6,9	<div><div></div></div> 17%6,3	<div><div></div></div> 18%6,2	<div><div></div></div> 13%6,3
Customer reviews	<div><div></div></div> 15%6,4	<div><div></div></div> 34%7,3	<div><div></div></div> 28%6,9	<div><div></div></div> 19%6,0	<div><div></div></div> 16%6,5
Environmental standards or certifications	<div><div></div></div> 11%6,4	<div><div></div></div> 31%7,2	<div><div></div></div> 19%6,3	<div><div></div></div> 20%6,0	<div><div></div></div> 13%6,0
Product or packaging dimensions	<div><div></div></div> 16%6,3	<div><div></div></div> 25%6,9	<div><div></div></div> 28%6,9	<div><div></div></div> 24%6,5	<div><div></div></div> 17%6,5
Product origin	<div><div></div></div> 13%6,3	<div><div></div></div> 26%6,9	<div><div></div></div> 18%6,0	<div><div></div></div> 17%5,9	<div><div></div></div> 10%5,6
Product photos	<div><div></div></div> 13%6,2	<div><div></div></div> 32%7,3	<div><div></div></div> 29%7,1	<div><div></div></div> 25%6,7	<div><div></div></div> 18%6,6
Videos, tutorials, tips on using the product	<div><div></div></div> 12%5,9	<div><div></div></div> 31%7,2	<div><div></div></div> 22%6,4	<div><div></div></div> 19%5,8	<div><div></div></div> 13%6,2



# 6 ONLINE PRODUCT INFORMATION MATTERS

## CUSTOMER REVIEWS

Customer reviews are also extremely important for online shoppers. Thirty-five percent of Italian and 30% of British shoppers rely on customer reviews.

## PRODUCT PHOTOS

Product photos are essential for 36% of Italian, 31% of German, and 23% of French online shoppers. When shopping online, buyers pay more attention to product dimensions, with 29% of British shoppers and 26% of German shoppers highlighting this preference.

## PRODUCT DIMENSIONS

Product dimensions help online shoppers make buying decisions since they help them visualize the products without having them physically in front of them.

## PRODUCT DESCRIPTIONS

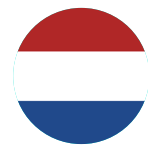
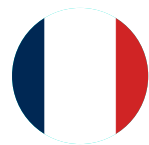
Detailed product descriptions are also important, with 39% of Italian, 36% of German, and 30% of French online shoppers indicating their importance.

## PRODUCT VIDEOS AND TUTORIALS

Product videos and tutorials are important for 35% of Italian, 25% of British, and 23% of German shoppers for online purchases, highlighting the importance of preparation or prior knowledge for purchases involving technical tools.

ON A SCALE OF 0 TO 10, HOW IMPORTANT ARE EACH OF THE FOLLOWING ELEMENTS FOR BUYING DIY PRODUCTS ONLINE?

Online



Price	<div><div></div></div> 38%7,8	<div><div></div></div> 48%8,0	<div><div></div></div> 43%7,9	<div><div></div></div> 45%7,7	<div><div></div></div> 39%7,7
Availability in stock	<div><div></div></div> 32%7,5	<div><div></div></div> 34%7,4	<div><div></div></div> 39%7,7	<div><div></div></div> 36%7,3	<div><div></div></div> 27%7,3
Production description details	<div><div></div></div> 30%7,4	<div><div></div></div> 39%7,7	<div><div></div></div> 36%7,5	<div><div></div></div> 39%7,4	<div><div></div></div> 23%7,2
Setup and use instructions	<div><div></div></div> 26%7,2	<div><div></div></div> 42%7,8	<div><div></div></div> 36%7,4	<div><div></div></div> 35%7,2	<div><div></div></div> 26%7,2
Warranty length	<div><div></div></div> 23%7,0	<div><div></div></div> 37%7,6	<div><div></div></div> 31%7,2	<div><div></div></div> 37%7,2	<div><div></div></div> 25%7,1
Photos of the product	<div><div></div></div> 23%6,9	<div><div></div></div> 36%7,5	<div><div></div></div> 33%7,2	<div><div></div></div> 31%6,9	<div><div></div></div> 19%6,7
Customer reviews	<div><div></div></div> 23%6,7	<div><div></div></div> 35%7,3	<div><div></div></div> 30%7,0	<div><div></div></div> 24%6,3	<div><div></div></div> 16%6,5
Electricity consumption information	<div><div></div></div> 18%6,6	<div><div></div></div> 33%7,2	<div><div></div></div> 21%6,3	<div><div></div></div> 26%6,6	<div><div></div></div> 17%6,4
Information about product repairability (index)	<div><div></div></div> 16%6,5	<div><div></div></div> 32%7,3	<div><div></div></div> 22%6,6	<div><div></div></div> 23%6,4	<div><div></div></div> 17%6,6
Product or packaging dimensions	<div><div></div></div> 16%6,5	<div><div></div></div> 29%7,1	<div><div></div></div> 29%6,9	<div><div></div></div> 26%6,4	<div><div></div></div> 16%6,5
Brand	<div><div></div></div> 14%6,5	<div><div></div></div> 26%7,0	<div><div></div></div> 20%6,3	<div><div></div></div> 22%6,3	<div><div></div></div> 13%6,3
Videos, tutorials, tips on using the product	<div><div></div></div> 17%6,4	<div><div></div></div> 35%7,4	<div><div></div></div> 25%6,6	<div><div></div></div> 23%6,2	<div><div></div></div> 18%6,6
Environmental standards or certifications	<div><div></div></div> 16%6,4	<div><div></div></div> 33%7,2	<div><div></div></div> 21%6,4	<div><div></div></div> 21%6,0	<div><div></div></div> 14%6,0
Place of origin	<div><div></div></div> 15%6,3	<div><div></div></div> 30%7,1	<div><div></div></div> 20%6,2	<div><div></div></div> 21%6,1	<div><div></div></div> 10%5,7

# THE IMPORTANCE OF SEAMLESS SHOPPING EXPERIENCES

European shoppers are used to searching for product information online and now expect a seamless shopping experience, which includes finding the same information in-store and online.

These omnichannel shopping experiences are now essential for modern shoppers, but how does your organization provide these for consumers?

Consider the following questions to help gauge the seamlessness of your shopping experiences:

- Do you provide shoppers with the same product information — regardless of the shopping channel?
- Do you offer relevant information for shoppers, including details that align with the most frequently asked questions about your products?
- Do you offer enhanced content, also called rich media or below-the-fold content, including engaging product photos, videos, and tutorials?
- Do you offer services like same-day delivery, curbside pickup, or buy online, pick up in-store (BOPIS) to help you support increased orders?
- Do you have insights into emerging purchasing criteria to help you stay ahead of changing consumer demands?

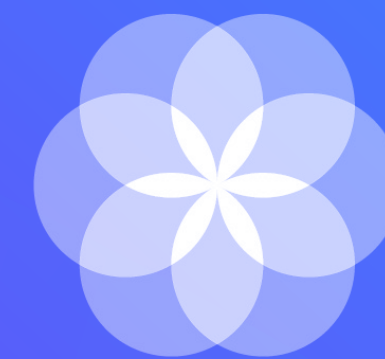
At a time when consumers are still focusing a great deal of attention on home improvement, the future will be decisive for the DIY market and its key players.

# DRIVE DIY PERFORMANCE WITH SALSIFY

As DIY sales continue to grow across markets — and shoppers continue to plan new DIY projects — there are enormous opportunities available within this category.

Building seamless shopping journeys can help you drive business results, helping you stay ahead of changing markets, trends, and buyer behaviors. This focus on omnichannel commerce will also help you stand out from the competition both in-store and online.

Request a guided demo of the Salsify Commerce Experience Management (CommerceXM) Platform to learn how it could help you develop these seamless shopping experiences across the digital shelf.



SALSIFY

Salsify empowers brands, retailers, and distributors in over 100 countries worldwide to build shopper-centric, frictionless, and memorable commerce experiences. These experiences help increase brand trust, amplify product differentiation and assortments, boost conversion rate, grow profit margins, and speed time to market.

Learn why the world's largest brands like Mars, L'Oreal, Coca-Cola, Bosch, and GSK and retailers and distributors like E.Leclerc, Carrefour, Metro, and Intermarché use Salsify to stand out on the digital shelf.

**REQUEST DEMO**