

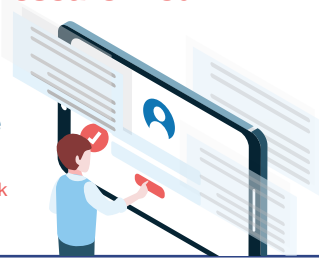
# The evolving purchase patterns of successful home improvement

## Online first and research led

**81%**

of retail shoppers research online before making purchases.

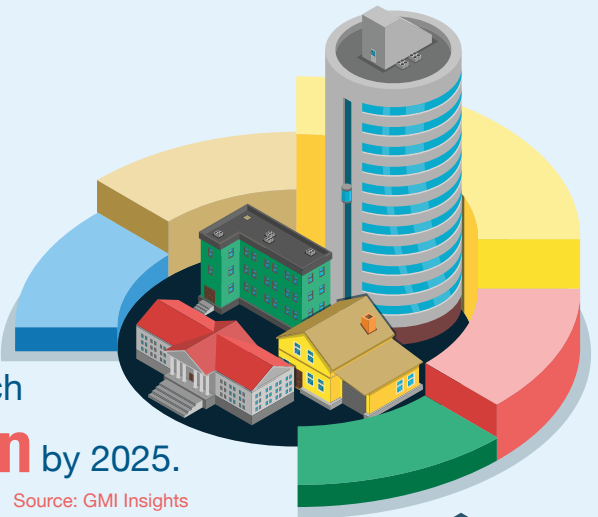
Source: GE Capital Retail Bank



Global home improvement market to reach

**\$1,120bn** by 2025.

Source: GMI Insights



## Hyper-personalization

**80%** of consumers are more likely to purchase goods from brands that offer personalized experiences.

Source: Epsilon

## Cross-device preferences

**60%** of consumers use a smartphone, tablet or a store's device while shopping.

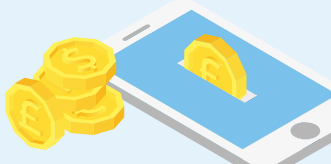
Source: PCMS



# The new DIY philosophy

Two types of customers drive the home improvements market – first-time buyers and homeowners. Both have overlapping requirements and motivations that retailers need to address.

## Price sensitive



Looking for inspiration



Autonomous research online/ in-store



Want to personalize to their own taste



Appreciate consultative advice



Like to visit products in-store



Want to increase property value



# The future of buying for home and kitchen retail

Technology has changed the way consumers purchase home improvements. There are now tools delivering better visualization of design ideas than ever before, available any time, on any device.

