

# Home Improvement Products Online Purchasing Behavior

## ONLINE PURCHASING BEHAVIOR FOR HOME IMPROVEMENT PRODUCTS



**71%** of homeowners (owner/occupied) purchase home improvement products online

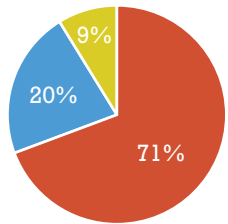


**59%** of frequent purchasers are male

**28%**

of the homeowners who purchase home improvement products online purchase at least once a month

## FUTURE ONLINE PURCHASING



**20%**

plan to purchase more home improvement products online in the future

**9%**

plan to purchase less

● Same ● More ● Less

What homeowners are looking for when shopping for or researching home improvement products online:

**80%**

Prices

**69%**

Product info

**57%**

Specials



Top categories that purchase in-store and online:

**42%** Tools and Tool Accessories

**40%** Home Decorating

**37%** Automotive Supplies



Top categories that purchased online only:

**17%** Kitchen and Laundry Major Appliances

**16%** Fashion Lighting and Ceiling Fan Fixtures

**15%** Kitchen Cabinet and Countertops

## WHERE MOST HOME IMPROVEMENT PRODUCTS ARE PURCHASED ONLINE

