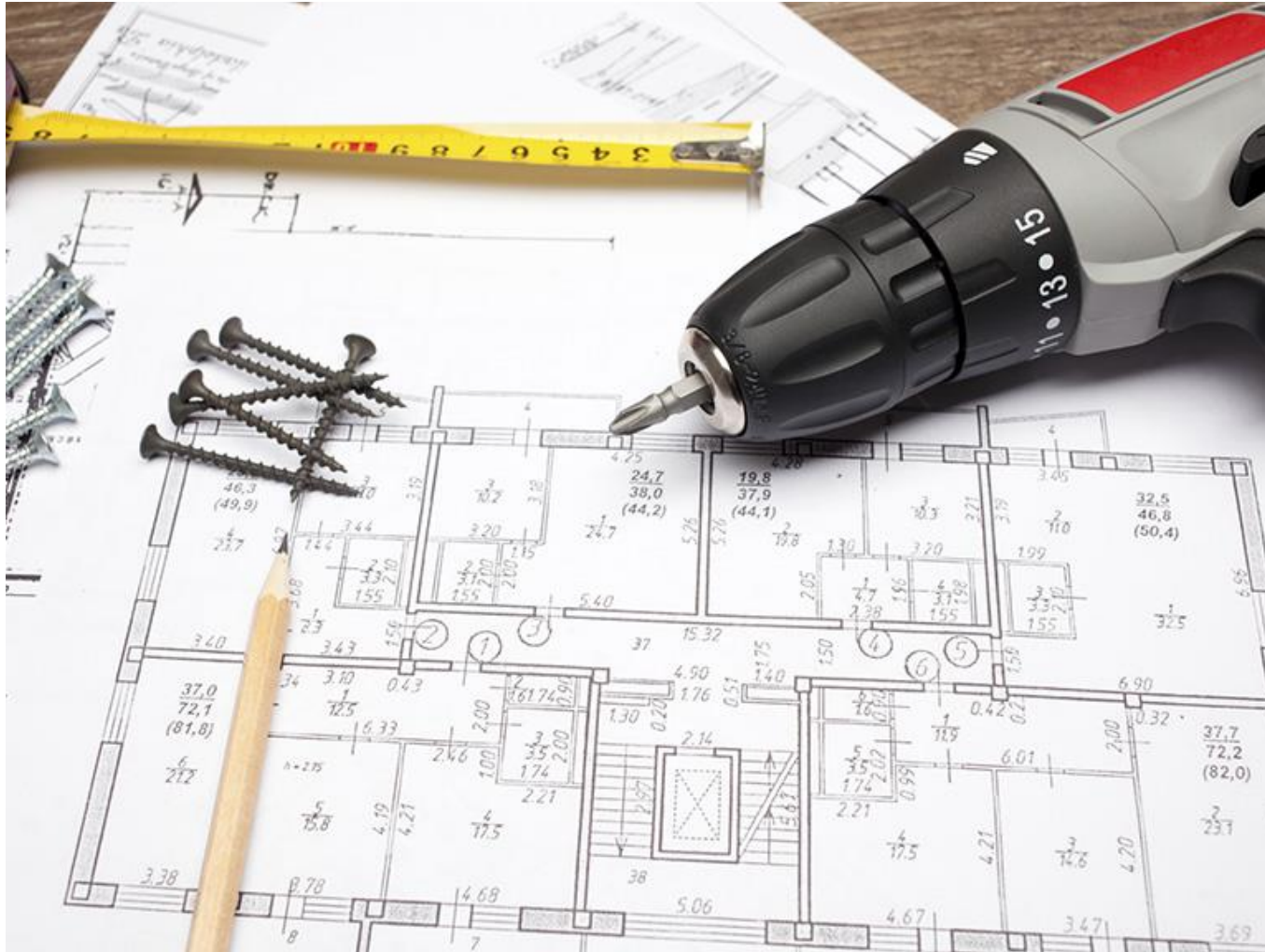


## Study: Pros are quick to shop online





A new study found that most pros are purchasing products online. You probably already knew that, but consider that more than a third of them are purchasing online more than once a month.

Frequency of pro purchasing habits was one of the highlight findings from the research. And while those purchases might be handheld tools or other small items, customers everywhere are growing more comfortable ordering large products online.

It was found 76% of home improvement professionals purchased home improvement and/ or construction products online within the past 12 months, and 40% of those are purchasing products online at least once per month. Top categories purchased online and in-store were **fashion plumbing**, at 43%, followed by **fashion lighting** and **ceiling fan fixtures** (40%), **home-related products** (35%) and **tools and tool accessories** (34%).

## Home Improvement Products Online Purchasing Behavior: The Pro

**76%**

purchased construction/home improvement  
products online in the past 12 months

**40%**

of those are doing so at least  
once a month

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### FUTURE ONLINE PURCHASING

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**34%**

plan to purchase more home  
improvement products or building  
supply products online in the future

**61%**

plan to purchase the same

**9%**

plan to purchase less



The findings are a rallying call for strong e-commerce websites.

For some home improvement professionals, the manufacturer or retailer's website is the storefront they see most often. A robust website with clear navigation, helpful content and a seamless e-commerce or dealer-finder component is critical in order for manufacturers and retailers to continue capturing this important audience."

The examined online purchasing behaviors among home improvement professionals across a variety of categories, such as hardware products, tools and tool accessories, fashion plumbing and kitchen and laundry appliances. Insights included overall online purchasing habits, top categories purchased online and in-store, type of information sought online and future spending projections.

Additionally, the study found that when professionals shop for or research home improvement products online, they are most often seeking product information, followed by prices, specific products, product reviews and in-store availability. While professionals are visiting a broad range of websites to research and purchase home improvement products, manufacturers' websites lead the way at 89%. Home improvement store websites are not far behind, capturing 75% of pros during the purchasing journey.

While home improvement professionals' affinity for the Web is already high, it will only continue to grow. In fact, more than one-third of the pros in this segment plan to purchase more home improvement or building supply products online in the future.

The study underscores the importance of having a sound strategy for reaching home improvement professionals online.