

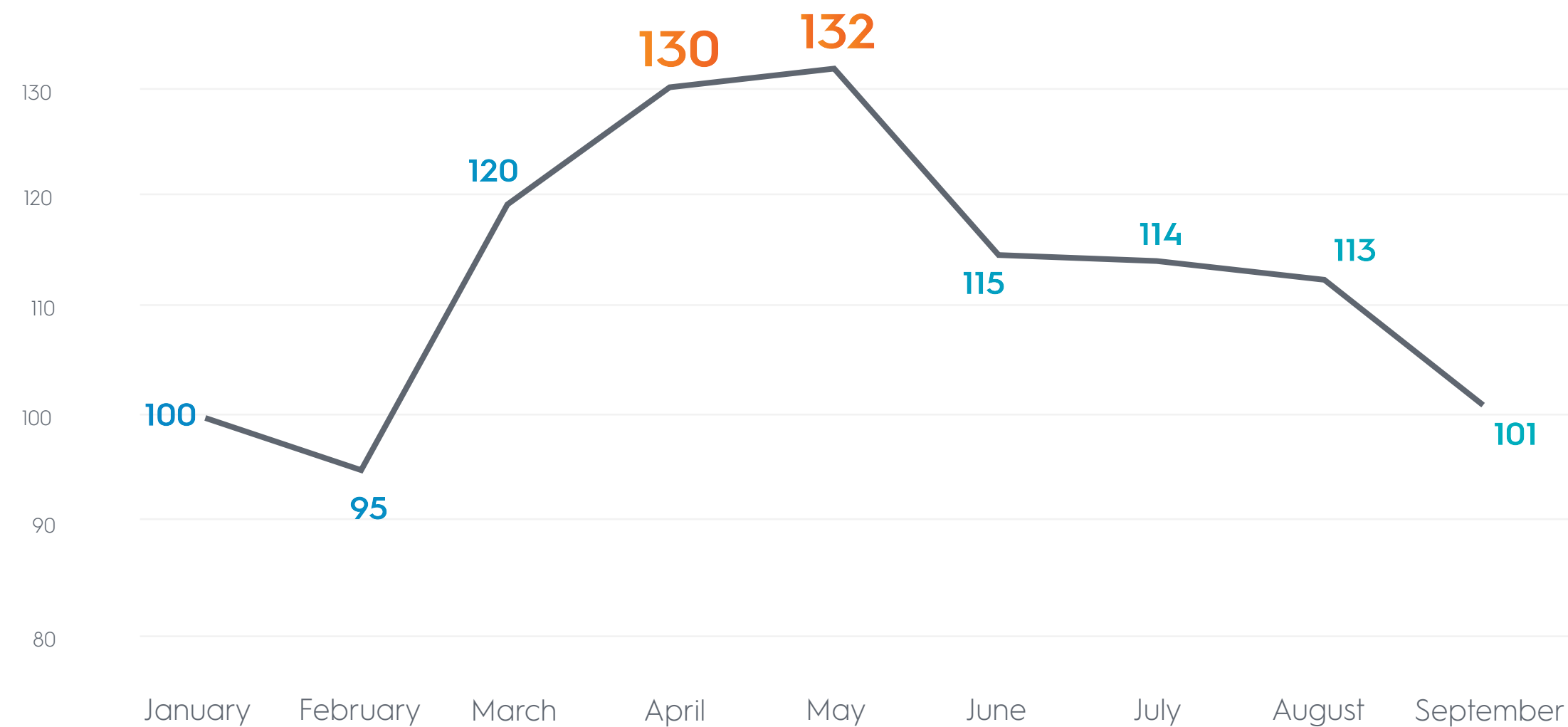
4 Major Trends for Home Improvement in 2018



As the weather warms up, people aren't just thinking about refreshing their wardrobes, but their homes as well. Criteo dove into the data around Home Improvement sales for 2017 and found four key insights:

1. Spring sees sales surge in the Home Improvement category

Compared to January, sales of Home Improvement products increase 30% in April and 32% in May before returning to the same sales volumes as January in September. This shows that after the holidays and winter months, shoppers may be ready to update their homes with fresh looks and colors.

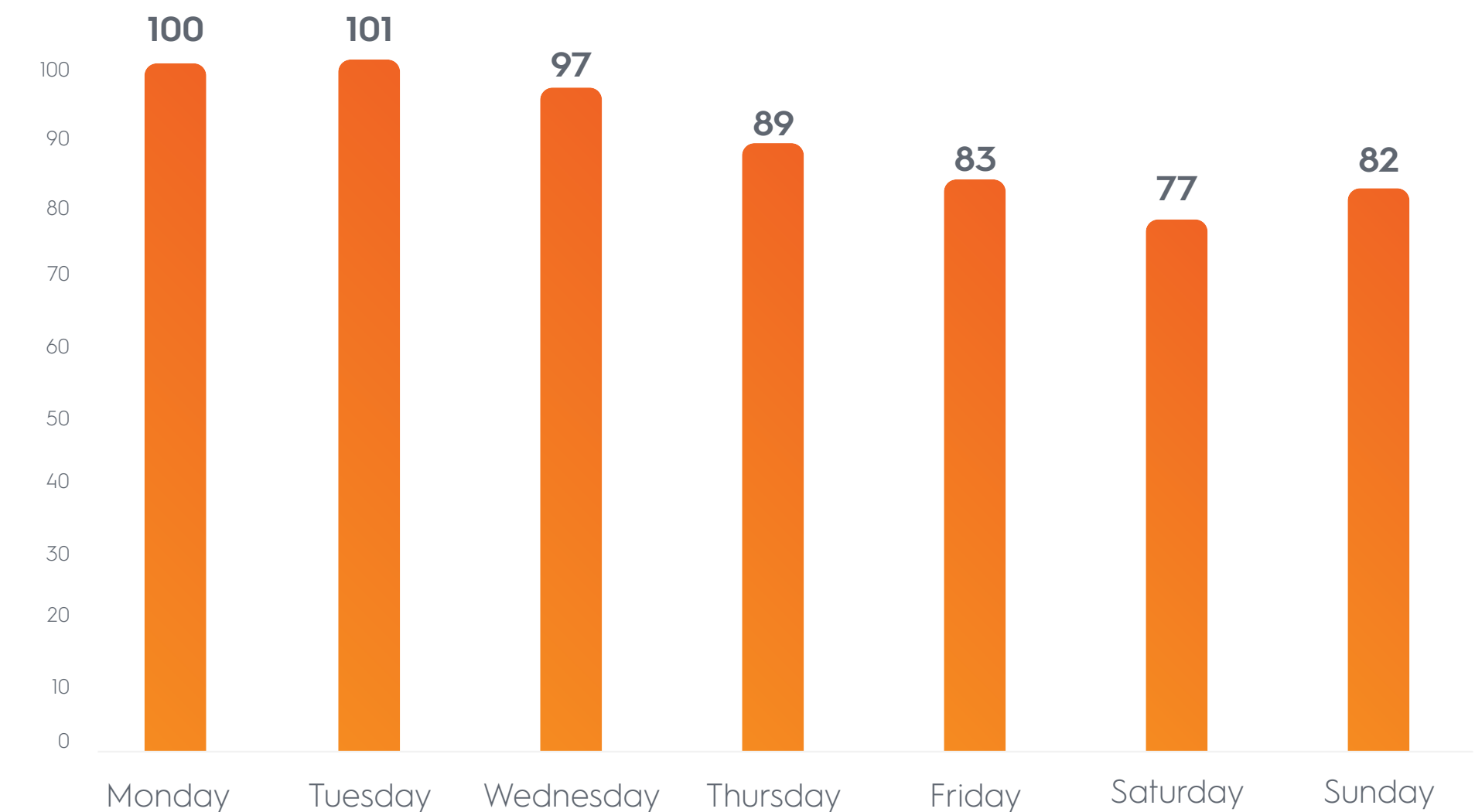


Source: Indexed sales, by month. Home Improvement, US 2017. Baseline=100, Jan 2017

2. People are buying more Home Improvements during the week

The great thing about online shopping is you don't need to take a day off to buy new chandeliers or a garden table. Our data show that shoppers are purchasing more during the week, with Monday and Tuesday being the most popular days.

Compared to Saturday, Monday has 23% more sales in the category, indicating that overall, people are choosing to spend their time and money elsewhere on the weekends or heading to brick-and-mortar retail stores.

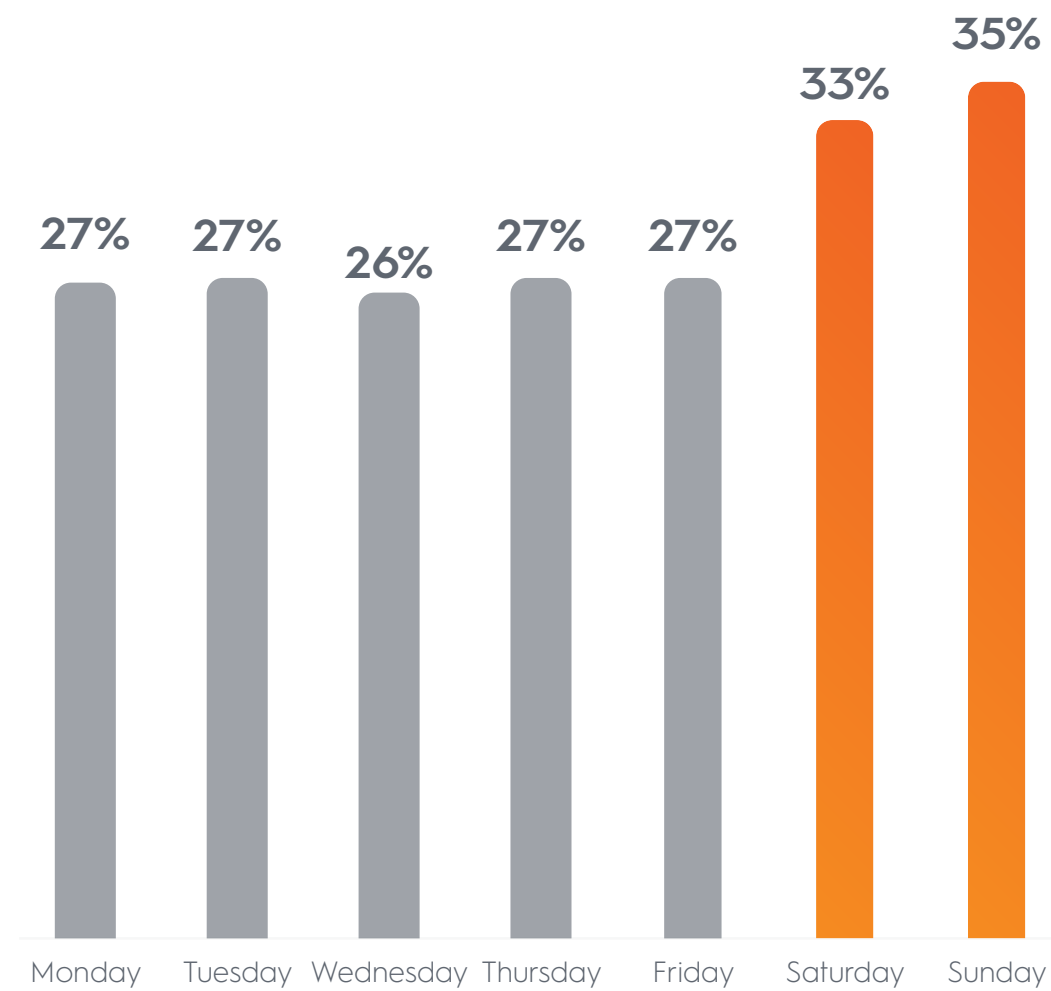


Source: Indexed sales, by day of the week. Home Improvement, United States, 2017. Baseline: 100 = Monday

3. Home Improvement shoppers are multichannel

Shoppers research online and visit stores. Or they use their phones in the store and buy from the website later. While we saw a lot of evidence of multichannel journeys, desktop still gets larger order values over mobile.

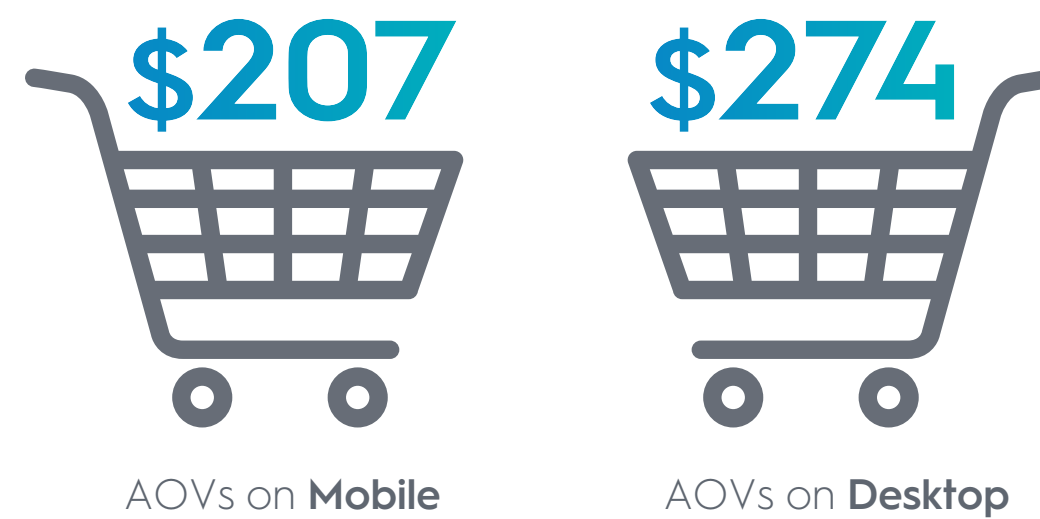
However, share of mobile sales in the Home Improvement category is much higher during the weekend: 34% on Saturday and Sunday compared to 27% during the week. People might be out and about, not at their desktops, but still ready to buy that new cabinet they've been browsing during the week.



Source: Share of mobile sales by day of the week, App excluded. Home Improvement, United States, 2017.

4. AOVs are higher than in other retail categories

Average order values in the Home Improvement category are twice as high as average order values for online retail, at USD 257. Large orders still take place on desktop with an average order value of USD 274, but mobile average order values are not far behind and still significant, at USD 207.



Average Order Value, by device, App excluded. Home Improvement, United States, 2017.



Key Takeaways



Make sure your campaigns take advantage of Spring sales. Be in the market by the first week of April to reach shoppers before your competitors, and be sure campaigns run through April and May to maximize sales.



Take advantage of shoppers' readiness to buy on Mondays and Tuesdays, and plan your campaigns accordingly for maximum exposure throughout the week.



Ensure your site is responsive and mobile-optimized to increase sales.



Market to each shopper (not the device), and connect offline and online data sources to create the most relevant ad experiences.