



Shopping is in Full Bloom: Home & Garden Consumer Considerations



Home & Garden Purchases Require Some Research...

80% of those who have made a recent *home & garden purchase* online say they **generally visit 2–5 websites** before choosing which retailer to buy from. And according to our *browser data*, in the past three months, **45% of those who visited Lowe's website also visited Home Depot's website on the same day.**



...and Both Quantity & Quality Reign Supreme!

When choosing a retailer to purchase home & garden items from, the following factors hold the most sway:

- Selection of products available
- Superior product quality
- Free shipping
- Selection of brands available

After Careful Consideration, These Retailers Are Top
Destinations for Online Home & Garden Purchases





Are Consumers Embracing DIY Home Projects in 2022?

Our recent research reveals that **the majority (55%) tackle 1–3 home projects a year** with no signs of this ceasing in 2022.

Any Day That Ends in Y Can Be Ideal For Home Projects

DIY projects are most likely to take place “any day as long as I am motivated”, though these tasks are generally viewed as more appealing over the weekend vs. during the workweek.

From Cooking Gourmet Meals to Keeping the House Clean: These Appliances Top Consumers’ “Ready to Buy” Lists!

Around two-thirds express some interest in purchasing appliances in the next six months with the most “in demand” appliances including:



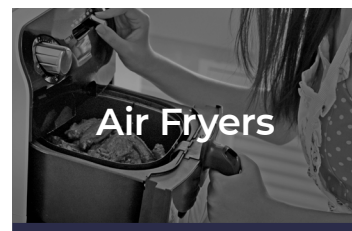
Refrigerators



Vacuum Cleaners



Microwaves



Air Fryers



Dishwashers



Washing Machines



Stoves