



# DIY and gardening: an online shopping snapshot.

In the last 12 months the eCommerce world has continued to grow, and with it the demands of today's consumers have grown too.

After spending so long at home, levels of interest in DIY and gardening are at an all-time-high for many. For retailers in this category, it's time to understand what new and existing consumers actually want from online shopping experiences.

To find out, Adobe Commerce conducted research with consumers across EMEA who had purchased DIY and gardening products online in the last 3 months – here's what we discovered.

## Key takeaways: the stand-out consumer themes.

Online shopping confidence is increasing with a willingness to embrace the new.



Consumers are revisiting websites multiple times before purchasing.

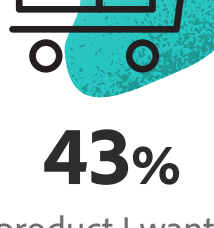


Shoppers are becoming more mindful, meaning creating empathetic interactions is key.



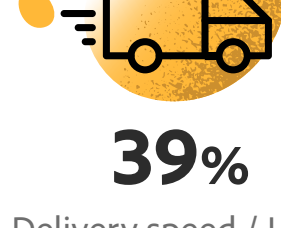
## The reasons consumers are hitting 'buy now':

What are the top purchase/repurchase factors?



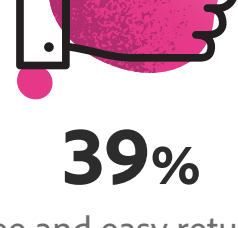
**43%**

The product I want is in stock / available.



**39%**

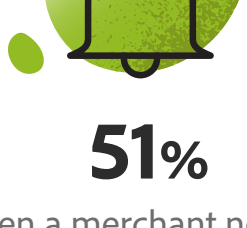
Delivery speed / I can get my products as quickly as possible.



**39%**

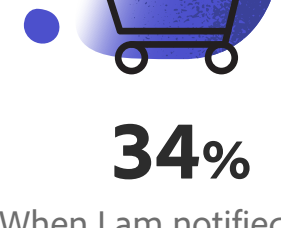
Free and easy returns.

What encourages a quick purchase?



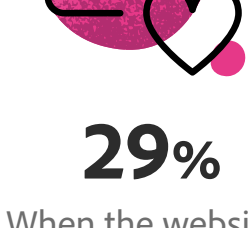
**51%**

When a merchant notifies me of a sale / offer.



**34%**

When I am notified that a product will soon be out of stock.



**29%**

When the website recommends products based on my purchase history.

## Online shopping quality: how well are DIY and gardening retailers designing customer experiences?



**19%**

Very effectively.



**46%**

Quite effectively.



**25%**

Not particularly effectively.



**11%**

Not at all effectively.

## Lots of choice for consumers means a need for greater shopping experiences:

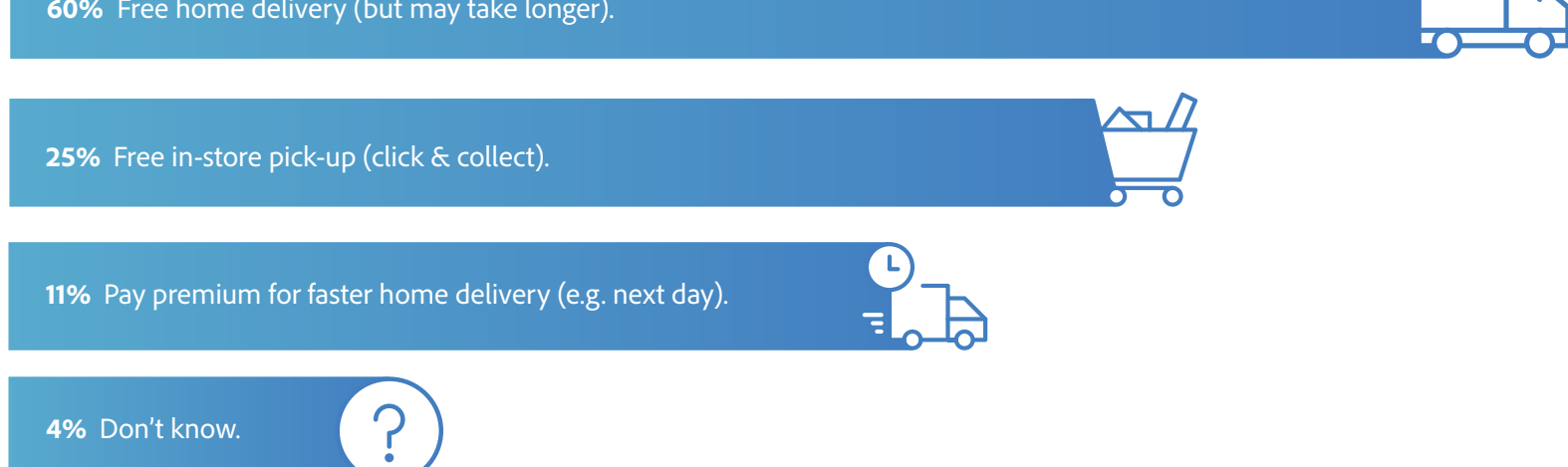
**76%**

visit a website more than once before making a purchase.

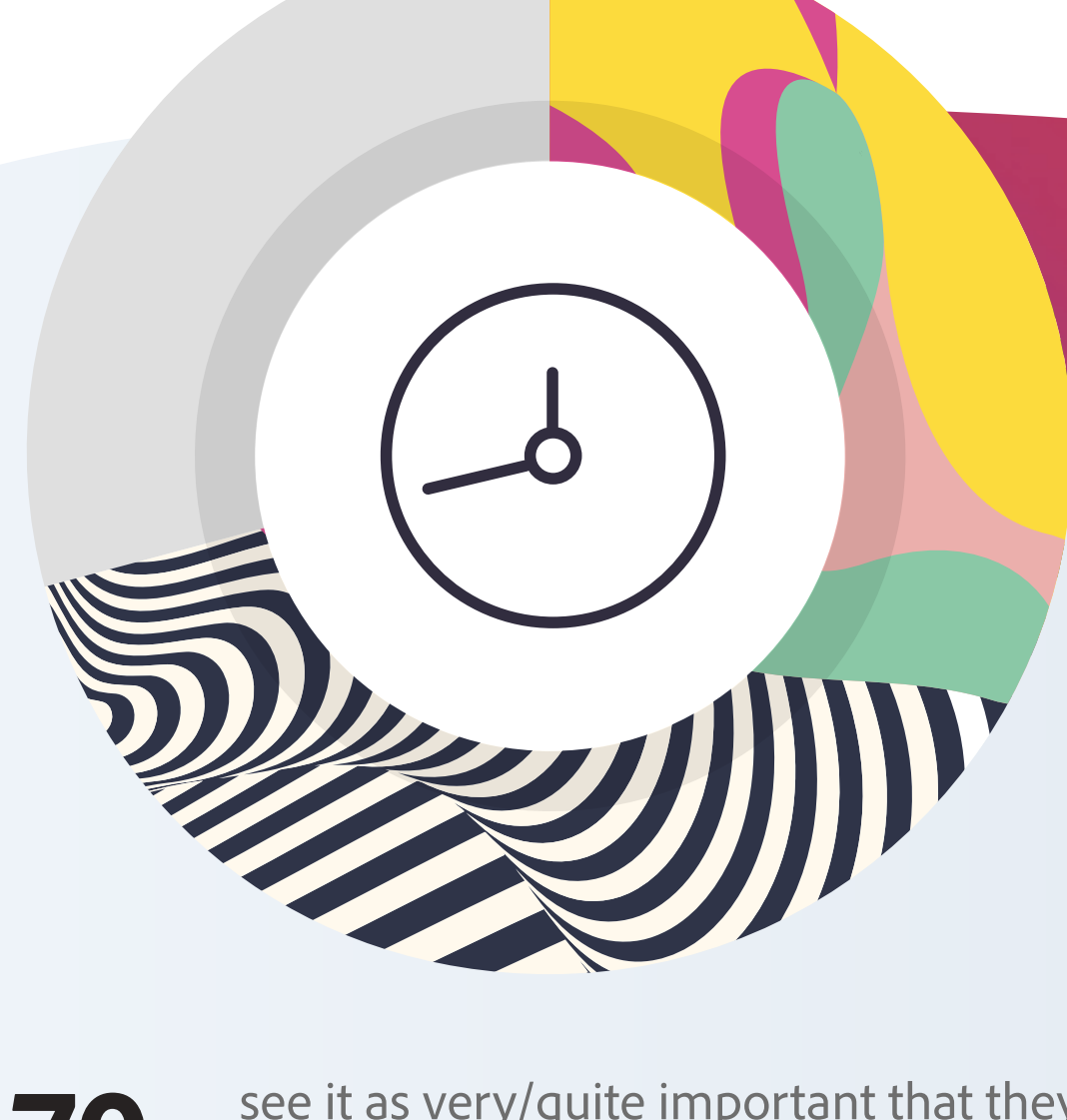


## DIY and gardening consumers would rather wait longer for free home delivery than pay for premium.

Preferred delivery options:



## But most consumers want certainty:



**70%** see it as very/quite important that they can choose a specific delivery slot.

**Keen to unpack the full story?**  
**Adobe Commerce's latest research report provides retailers with a thorough insight into the rapidly changing demands of consumers, along with advice on how to meet them.**

[Read the report](#)

### About the research

This research was carried out in October and November 2021. We interviewed 9,565 consumers, aged 18 and over, to find out how online shopping behaviours have changed in the last 12 months. Respondents were from 12 EMEA regions and had shopped online in the last 3 months.

### About Adobe Commerce

Adobe Commerce, part of Adobe Experience Cloud, is the leading commerce solution for merchants and brands across B2C, B2B and hybrid use cases and was named a leader in the 2020 Gartner Magic Quadrant for Digital Commerce and 2020 Forrester Wave for B2B Commerce. Adobe Commerce, powered by Magento, boasts a strong portfolio of cloud-based omnichannel solutions that empower merchants to successfully integrate digital and physical shopping experiences.

Adobe Commerce is the #1 provider to the Digital Commerce 360 Top 1000 online retailers for the tenth consecutive year and the Top 500 Guides for Europe and Latin America. Adobe Commerce is supported by a vast global network of solution and technology partners, a highly active global developer community and a robust eCommerce marketplace for extensions available for download on the Magento Marketplace.

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