

ManoMano: From Market Intelligence to Marketplace Growth



ManoMano in numbers

Launched in 2013, now one of Europe's largest specialized DIY e-commerce platforms with 5,000+ seller partners and 11 million products across Home Improvement, DIY and Gardening products.

Operates in 6 markets (France, Belgium, Spain, Italy, Germany, United Kingdom), serving more than 7 million individual and professional customers.

By integrating **NIQ Digital Purchases** into its market intelligence framework, ManoMano aimed at a broader view of online purchasing behavior and competitive dynamics across the DIY e-commerce market.

The Challenge: When Market Complexity Outpaces Traditional Analytics

With thousands of product groups, rapidly changing demand and a growing competitive landscape, internal analytics alone couldn't explain what was happening across the wider market.

ManoMano needed to better understand online purchasing behavior thanks to trustful fact-based data on what consumers buy, when they buy, who they buy from and which brands are gaining momentum.

Aside from this top priority, ManoMano teams wanted to identify high-performing products and brands, support category and assortment decisions, detect emerging competitors earlier, and gain deeper insight into shopper profiles and purchase patterns.

added visibility into purchase frequency, recency, spending patterns and sociodemographic profiles, helping refine marketing and commercial strategies.

The platform also highlighted top-performing sellers active on other marketplaces but not yet partnering with ManoMano — creating opportunities to strengthen the shopper proposition while opening new revenue streams.

A Partnership Built on Expertise and Responsiveness

ManoMano also values NIQ as a strategic partner. Dedicated support, responsive service and ongoing market expertise help teams get more from the data, while regular industry insights provide additional context and help surface evolving trends.



The Turning Point: Discovering Opportunities Beyond the Initial Objectives

ManoMano initially adopted NIQ Digital Purchases to monitor market share and established competitors. But the platform quickly revealed additional value.

Teams could identify fast-growing competitors and emerging market players that were not yet on their strategic radar, helping the business respond earlier to market changes.

Shopper-level intelligence also

“NIQ Digital Purchases gives us a level of granularity we did not have before. Combined with our internal analytics, these insights help us move from diagnosis to action much faster.”

— **BUSINESS PERFORMANCE LEAD, MANOMANO**



Key Results

1. Improved Visibility into Online Purchasing Behavior

A granular view of purchasing patterns across DIY and Home Improvement categories supports more informed market analysis and planning.

2. Identification of New Market Opportunities

ManoMano can identify high-performing products, brands and sellers not yet present on its platform, creating new sourcing and acquisition opportunities.

3. Faster Business Decisions

Combining NIQ's external digital market intelligence with internal marketplace data helps teams turn observations into action more quickly.

NIQ Digital Purchases is now used across market intelligence, marketing and business development, supporting analysis across multiple product groups and helping teams build a fuller view of the market.



Embedding Digital Market Intelligence into Everyday Decisions

NIQ Digital Purchases is now a recurring part of ManoMano's market intelligence and business development processes. Its intuitive design has also supported adoption among users with different levels of analytical expertise.

Crucially, the platform complements rather than replaces ManoMano's internal analytics, adding external context, competitive visibility and a deeper understanding of online purchasing behavior.

Looking Ahead: Turning Market Visibility into Sustainable Growth

As competition intensifies across DIY e-commerce and Home Improvement, visibility into consumer behavior and competitive dynamics will become even more important.

For ManoMano, digital market intelligence has evolved from a reporting tool into a strategic capability — helping the business identify opportunities earlier, make faster decisions and turn market visibility into sustainable growth.

About NIQ Digital Purchases

NIQ Digital Purchases aggregates data from billions of transaction emails and more than 5M e-shoppers worldwide. Covering more than 2,000 online merchants, including marketplaces, DNVB, D2C, and second-hand, the platform turns e-receipts into actionable insights and growth opportunities. Your powerful e-commerce data platform that delivers digital shopping data and insights to help brands and retailers understand their market, competitors, and e-consumers.