

Article number

**30215**

List name

**Home owners - double family home [A]**

Number of items	Name	Price in EUR	Pricing unit
285,032	Double family home	175.00	‰

- Of which approximately 70 % male
- Of which approximately 30 % female

Minimum invoice: Net, at least 50 % of the supplied volume, at least 5,000 addresses  
Selection costs: EUR 9.00 ‰ on the delivered volume, at least EUR 185.00 fixed rate

Home owners are becoming an ever larger target group. People want to achieve the dream of owning their own property with their own garden as early as possible. This situation is creating one of the strongest consumer groups, which has an above-average need for goods and services from the moment they move into their new property. And this need hardly goes down at all in the decades that follow. While at the start the focus is on furnishings, it soon switches to things to do with the garden, renovation and maintenance.

The growing family that home owners often also have further increases their consumption needs.

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