

Proactivity of Home Improvement Retail Customers and Employees Improving Experience, J.D. Power FindsLowé's Ranks Highest in Customer Satisfaction

TROY, Mich.: 14 May 2025 — Nearly two-thirds (64%) of home improvement retailer shoppers say they would definitely shop at their store again, an increase of 9 percentage points from 2024, according to the J.D. Power 2025 U.S. Home Improvement Retailer Satisfaction Study,SM released today. This increase is due to the proactivity of employees, as they are taking more initiative to keep the stores clean, greeting and assisting customers, as well as an increase in customers shopping on the retailer website before visiting the store.

"The collaborative nature of customers and employees essentially working together toward the same goal has improved the shopping experience," said **Michael Taylor, senior managing director of the retail intelligence practice at J.D. Power**. "Customers are coming into stores with greater knowledge of what they want, if store employees can make helpful suggestions, it increases the likelihood that customers will return to that store."

Study Ranking

Lowé's ranks highest in customer satisfaction with a score of 680. **Ace Hardware** (672) ranks second.

The U.S. Home Improvement Retailer Satisfaction Study measures customer satisfaction with home improvement retailers by examining eight dimensions (in alphabetical order): additional services; digital tools; level of trust; people; product/supplies; return policy/process; store/facility; and value given price paid. The 2025 study is based on responses from 2,143 customers who purchased home improvement-related products from a home improvement retailer within the previous 12 months. The study was fielded from July 2024 through March 2025.

For more information about the U.S. Home Improvement Retailer Satisfaction Study, visit <https://www.jdpower.com/business/resource/us-home-improvement-retailer-satisfaction-study>.

See the online press release at <http://www.jdpower.com/pr-id/2025045>.

About J.D. Power

J.D. Power is a global leader in consumer insights, advisory services, and data and analytics. A pioneer in the use of big data, artificial intelligence (AI) and algorithmic modeling capabilities to understand consumer behavior, J.D. Power has been delivering incisive industry intelligence on customer interactions with brands and products for more than 55 years. The world's leading businesses across major industries rely on J.D. Power to guide their customer-facing strategies.

J.D. Power has offices in North America, Europe, and Asia Pacific. To learn more about the company's business offerings, visit [JDPower.com/business](https://www.jdpower.com/business). The J.D. Power auto-shopping tool can be found at [JDPower.com](https://www.jdpower.com).

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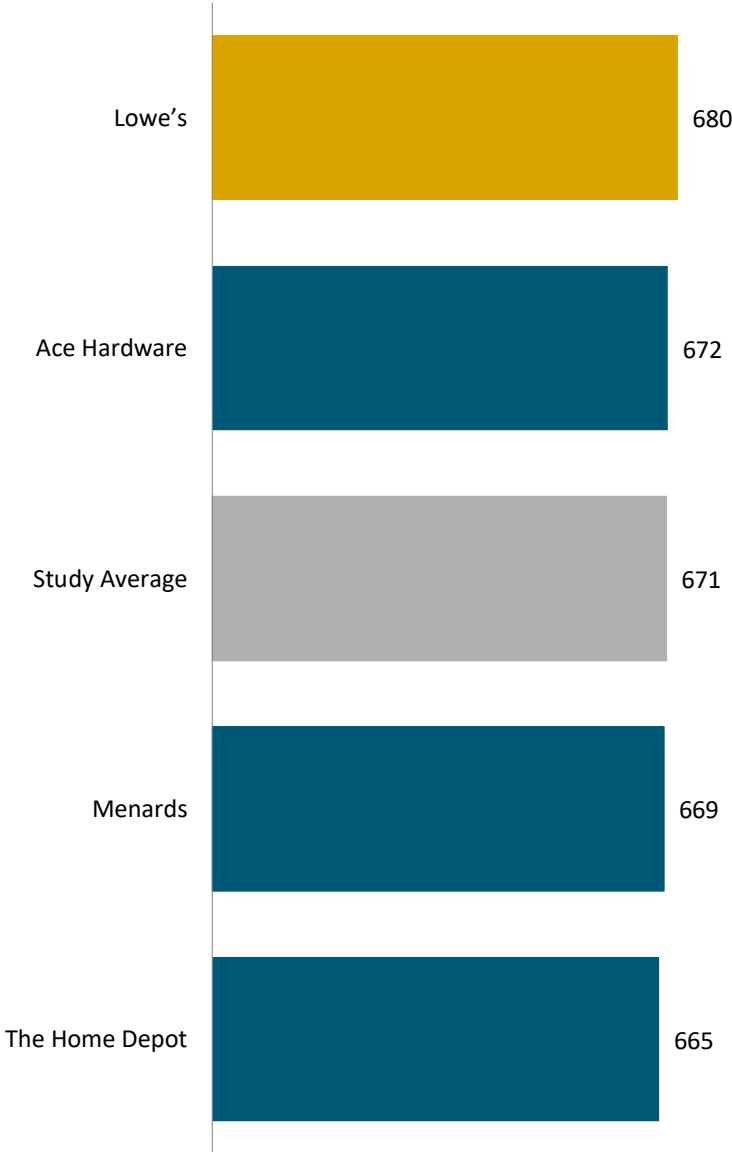
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NOTE: One chart follows.

J.D. Power 2025 U.S. Home Improvement Retailer Satisfaction StudySM

Overall Customer Satisfaction Index Ranking (Based on a 1,000-point scale)



Source: J.D. Power 2025 U.S. Home Improvement Retailer Satisfaction StudySM

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