

DIY Retailing - UK - May 2014

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“DIY stores need to become ideas centres – places where shoppers are inspired to buy, whether that is for a project themselves or for someone to do the work for them.”

– John Mercer, Senior Retail Analyst

This report looks at the following areas:

- Targeting old and young at the same time
- Integrating online and in-store: the lessons from Screwfix
- The growing role of renters
- DIY is recovering but will remain below its peak

This report looks at the retailing of DIY and associated home-improvement products in the UK.

The sector experienced tough trading conditions in a downturn that started well before the onset of recession, as interest in home makeovers dwindled. The recession-driven fall in discretionary spending and the plunge in residential property transactions compounded this. Between 2008 and 2012, the DIY specialists sector lost 11%, or £1.3 billion, in annual sales.

But 2013 saw the start of strong growth in the number of housing transactions and an associated boom in house prices (in some regions), and this prompted an upturn in demand for DIY. Given the macroeconomic context, we expect this resurgence in DIY sales to continue through 2014 and likely into 2015.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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