DIY Retailing - UK - March 2010

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What is this report about?

The DIY market has been hard hit by the recession because it has come on top of a declining trend that has been evident for the last five years. Nor is there any short term prospect of recovery. Consumers' incomes are likely to be squeezed both this year and next and the housing market could well see a second fall. It may not actually be a double dip recession, but that is what it will feel like for consumers.

What have we found out?

- The popularity of DIY is declining. In the last five years the number of people doing DIY has fallen by almost 2 million.
- The decline is greatest in the over 35s. Since 2006 the numbers of 25 to 35s doing DIY has stabilised.
- Superstores still dominate the sector, but non-specialists are increasingly important. As many people buy DIY from Wilkinsons as from Focus.
- The non-specialists – supermarkets, Wilkinsons, Argos etc – are proving more popular with the young. That should be a source of concern for the superstores.
- The young have a high opinion of their DIY skills. Older people tend to be more modest.
- Browsing stores for ideas is popular with 13 million people liking it. The young (under 25s) in particular rate superstores as idea centres.

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