

DIY Home Improvement and Maintenance - US - September 2016

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Macroeconomic indicators point to a healthy outlook for the DIY (do-it-yourself) market. Most adults have at least some DIY skills and complete home improvement projects on an occasional basis, though a skills gap continues to limit the project scope of many consumers and curbs participation in the category.

This report looks at the following areas:

- Spending on DIY projects is growing, but key demographics are slipping
- Largest group of DIYers have low skills, limits scope of projects

In order to inspire and engage less-skilled DIYers, opportunities exist in the form of online courses and in-store classes. These programs can help improve DIY skills of consumers, while also broadening the scope and frequency of DIY projects.

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DID YOU KNOW?

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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Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Spending on DIY projects is growing, but key demographics are slipping

Figure 1: Family and non-family households, 2005-15

Largest group of DIYers have low skills, limits scope of projects

Figure 2: DIY clusters, June 2016

The opportunities

Media sources inspire DIYers, also help brands gain visibility

Figure 3: Sources of inspiration, June 2016

Classes and instruction that improve DIY skills can broaden scope of projects

Figure 4: Select attitudes toward DIY abilities, by generation, June 2016

On-demand services may offer a helping hand to struggling DIYers

Figure 5: Attitudes toward DIY abilities, June 2016

What it means

The Market – What You Need to Know

DIY market segmented into four consumer groups

Enthusiastic DIYers are key drivers for consumer spending

DIY market continues its rebound

Confidence in the market leads to conservative, yet optimistic outlook

DIY Segments

Four segments grouped by skill level and attitude toward DIY projects

Figure 6: DIY clusters, June 2016

Cluster methodology

Higher-Skilled DIY Enthusiasts are most engaged consumers

Less-Skilled DIY Enthusiasts lack skills, but are eager to learn

Higher-Skilled Pragmatic DIYers take on projects out of need, but have the skills

Less-Skilled Pragmatic DIYers are solution-driven but have least amount of skill

Market Perspective

DIY market continues rebounding since recession

Figure 7: Spending on DIY improvement, 2013

Home improvement market is healthy

Figure 8: Total spending in home improvement and maintenance, 2013

Market Factors

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Consumer confidence remains positive despite some leveling

Figure 9: Consumer Sentiment Index, January 2007-June 2016

Personal consumption is expected to continue growing slowly

Figure 10: GDP change from previous period and consumption expenditures, Q1 2007-Q1 2016

Housing starts have surpassed expectations

Figure 11: New privately-owned housing units started

Decline in family households could challenge DIY market

Figure 12: Family and non-family households, 2005-15

Key Players – What You Need to Know

Big box stores lead market, while hardware stores deliver on service

Skills gap curbs spending on DIY projects

Interactive marketing inspires DIYers and connects them with projects

DIY approach can help accommodate seniors in their living space

What's Working?

Big box stores report growth

In-store classes and demonstrations for DIY consumers

Figure 13: Total product sales at home improvement centers, July 2016

Home improvement shows cater to DIY market

Figure 14: Flipping the Block, Episode 1, Sneak Peek

Hardware stores see marginal increases in revenue

What's Struggling?

Skills gap lowers the project ceiling for many consumers

Figure 15: DIY skills, frequency, and motivations, June 2016

What's Next?

Lowe's introduces 360-degree videos to engage young DIY fans

Pinterest introduces "Buy" button

Accommodating needs of seniors through DIY projects

The Consumer – What You Need to Know

Most consumers have some skills and occasionally do projects

Painting is most common project regardless of skill levels

DIYers are motivated by visual improvements or necessary repairs

Big box stores serve needs of most consumers

Consumers turn to friends/family for information, as well as media

When projects are big, some consumers leave it to the professionals

DIY Skills and Frequency

Majority have some DIY skills and occasionally do projects

Figure 16: DIY skills, frequency, and motivations, June 2016

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Homeowners have more skills and project frequency

Figure 17: DIY skills, frequency, and motivations, by primary residence, June 2016

Larger households have more skills and frequency

Figure 18: DIY skills, frequency, and motivations, by household size, June 2016

Lifestage and cost determine DIY project frequency

Figure 19: DIY skills, frequency, and motivations, by generation, June 2016

Women weaker on DIY skills, but more interested in projects

Figure 20: DIY skills, frequency, and motivations, by gender, June 2016

Skill level differs marginally between Hispanics and non-Hispanics

Figure 21: DIY skills, frequency, and motivations, by Hispanic origin, June 2016

In their words...

Types of Projects

Painting is most common and approachable project for most consumers

Figure 22: DIY projects undertaken, June 2016

Men more likely to take on challenging DIY projects

Figure 23: Select DIY projects undertaken, any current or future project (net), by gender, June 2016

iGens and Millennials show engagement in difficult projects

Figure 24: Select DIY projects undertaken, any current or future project (net), by generation, June 2016

Skill level among DIYers dictates type of projects

Figure 25: Select DIY projects undertaken, any current or future project (net), by DIY Types, June 2016

Hispanics engaged in improving livability of homes

Figure 26: Select DIY projects undertaken, any current or future project (net), by Hispanic origin, June 2016

In their words...

Project Motivations

Repairs and aesthetic improvements are DIY project motivators

Figure 27: Motivation for DIY projects, June 2016

Gender nuances between project motivations

Figure 28: Select motivations for DIY projects, by gender, June 2016

Generational divide in project motivation

Figure 29: Select motivations for DIY projects, by generation, June 2016

Different motivations divide pragmatic and enthusiastic DIYers

Figure 30: Select motivations for DIY projects, by DIY type, June 2016

Hispanics motivated by cost savings

Figure 31: Select motivations for DIY projects, by Hispanic origin, June 2016

In their words...

Retail Channels

Big box stores important for buying materials

Figure 32: Retail channels, June 2016

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Despite weaker market share, specialty stores are important

Figure 33: Qualitative responses: Most important retailers for select DIY projects, June 2016

Generational differences between store choice might reflect on proximity

Figure 34: Buying materials at select retail channels, by generation, June 2016

Renters choose big-box stores for classes

Figure 35: Attend class or demonstrations at select retail channels, by primary residence, June 2016

DIY Enthusiasts choose big box, while Higher-Skilled DIYers choose hardware

Figure 36: Buying materials at select retail channels, by DIY Type, June 2016

Hispanics interested in taking classes

Figure 37: Attending a class or demonstration at select retail channels, by Hispanic origin, June 2016

In their words...

Sources of Inspiration

Friends and family are informative, but media outlets offer ideas

Figure 38: Sources of inspiration, any rank, June 2016

Women embrace social media for DIY inspiration

Figure 39: Select sources of inspiration, any rank, by gender, June 2016

Sources differ between older and younger generations

Figure 40: Select sources of inspiration, any rank, by generation, June 2016

Attitude correlates with sources of information

Figure 41: Select sources of inspiration, any rank, by DIY types, June 2016

Hispanics use same sources as Non-Hispanics for DIY inspiration

Figure 42: Select sources of inspiration, any rank, by Hispanic origin, June 2016

In their words...

Attitudes toward DIY Projects

Major projects are best left to professionals

Figure 43: Attitudes toward DIY abilities, June 2016

Younger adults have few tools, but a willingness to learn

Figure 44: Select attitudes toward DIY abilities, by generation, June 2016

Higher-Skilled DIY Enthusiasts are most engaged in category

Figure 45: Select attitudes toward DIY abilities, by DIY types, June 2016

Online tutorials more popular for improving home's visual appeal

Figure 46: CHAID analysis among those who agree that online tutorials and demos help improve their DIY skills, June 2016

Methodology:

Hispanics are keen to handle DIY projects for savings

Figure 47: Select attitudes toward DIY abilities, by Hispanic origin, June 2016

In their words...

Appendix – Data Sources and Abbreviations

Data sources

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Consumer survey data
Consumer qualitative research
Abbreviations and terms
Abbreviations
Terms

Appendix – Market

Figure 48: Number of households, 2005-15
Figure 49: Family and non-family households, 2005-15

Appendix – Key Players

Figure 50: Population by age, in thousands, 2011-21

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