

DIY Home Improvement & Maintenance - US - September 2017

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"Participation in DIY projects in the past year has been moderate as home improvement retailers engage consumers and more DIYers rely on technology to help them, though the category is still plagued by an overall lack of experience. Future participation will likely hinge on the self-sufficiency of DIYers and the ability of retailers to act as both a supplier of materials and educator."

- **Rebecca Cullen, Home & Personal Care Analyst**

This report looks at the following areas:

- Lack of experience prevents participation in DIY projects
- Less-established DIYers face more barriers
- DIY spending on difficult projects may shift to do-it-for-me providers

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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

Lack of experience prevents participation in DIY projects

Figure 1: Lack of experience as a challenge in completing DIY project, by age, July 2017

Less-established DIYers face more barriers

Figure 2: Select challenges in undertaking DIY projects, by primary residence, July 2017

DIY spending on difficult projects may shift to do-it-for-me providers

Figure 3: DIY repair projects completed, July 2017

The opportunities

DIYers supplement lack of experience with in-store and online resources

Figure 4: Select steps taken in DIY project planning, July 2017

Visual appeal of décor-related projects promotes online activity

Figure 5: Décor-related DIY projects completed, July 2017

Hispanics and young adults represent key demographics for future growth

Figure 6: Select DIY projects completed, by Hispanic origin, July 2017

What it means

The Market – What You Need to Know

DIYers most likely to have spent \$250-999 in past year

Spending on new floors and appliances likely to propel DIY forward

Momentum in housing market may fuel future DIY spending

Market Perspective

Spending on DIY projects aligns with completed projects

Figure 7: Amount spent on any DIY projects (net), 2012-17

Trends in adjacent categories may impact DIY spending

Market Factors

Growing Hispanic community bolsters spending

Figure 8: Homeownership rate, by Hispanic origin of householder, 2006-16

Figure 9: Population by race and Hispanic origin, 2012-22

Aging housing stock may lead to more DIY spending

Figure 10: Year built for owner-occupied homes, 2015

Housing starts stay strong, likely driving up spend on décor projects

Figure 11: New residential housing starts, 2011-16

Housing prices rationalize home improvement spending

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Figure 12: Median price for new homes, June 2012-17

Remodeling index points at continued growth through 2018

Figure 13: Spending on home improvement, 2014-18 (est)

Key Players – What You Need to Know

- Big box leads e-commerce expansion
- Customer experience at the center of retail spending
- Heavy competition pushes aside Angie's List
- AR/VR will simplify DIY shopping
- Online retailers capture DIYers

What's In?

Big box stores rake in e-commerce sales

Figure 14: The Home Depot online advertisements, October 2016-July 2017

Figure 15: Lowe's online ads highlight its digital catalog and HGTV branded paint, April-June 2017

Online partnership challenges big box stores

Quality customer service may depend on store format

Figure 16: Online advertisement highlighting Ace Hardware's customer service, January-June 2017

Lowe's addresses the DIY skills gap

Nonprofit focuses on gender skills gap

What's Out?

Demise of Angie's List shows heated competition in on-demand services

Decline of Sears despite new Amazon partnership

What's Next?

- AR/VR capabilities simplify DIY shopping
- Eco-friendly home improvement projects find ground
- Online retailers add content to DIY palette

The Consumer – What You Need to Know

- Décor-related tasks lead in recent DIY projects completed
- Technology plays an important role in planning projects
- Big box leads recent visitation among DIY retail channels
- Location and price determine choice of DIY retailer
- Cost and experience are hurdles for undertaking DIY projects
- Self-help resources show DIYers how to overcome challenges

DIY Projects

Nearly half of DIY projects are décor-related

Figure 17: DIY projects completed, July 2017

Property owners are most likely to undertake projects

Figure 18: Select DIY projects completed, by primary residence, July 2017

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Lifestage needs determine project type for young adults

Figure 19: Select DIY projects completed, by age and by parental status, July 2017

Hispanics over index for décor projects

Figure 20: Select DIY projects completed, by Hispanic origin, July 2017

Project Planning

Technology at forefront of DIY planning

Figure 21: Steps taken in DIY project planning, July 2017

Lifestage sets approach to planning

Figure 22: Select steps taken in DIY project planning, by age, July 2017

Renters more connected than owners

Figure 23: Select steps taken in DIY project planning, by primary residence, July 2017

Hispanics align with young adults in technology and recommendations

Figure 24: Select steps take in DIY project planning, by Hispanic origin, July 2017

Retail Channels

Big box stores lead retailers visited, but online beats hardware stores

Figure 25: Wayfair email campaigns highlighting materials for home improvement projects, May-July 2017

Figure 26: Retailers visited during DIY project, July 2017

Retailer choice varies between owners and renters

Figure 27: Select retailers visited during DIY project, by primary residence, July 2017

Engaged DIYers visit broader range of stores

Figure 28: Big box, specialty, and hardware retailers visited during DIY project, by age, July 2017

Hispanics mirror established DIYers in retailer selection

Figure 29: Big box, specialty, and hardware retailers during DIY project, by Hispanic origin, July 2017

Reasons for Choosing a DIY Retailer

Location and price matter most when choosing retailer

Figure 30: Reasons for choosing retailer, July 2017

Owners less price sensitive, but emphasize customer service

Figure 31: Select reasons for choosing retailer, by primary residence, July 2017

Established DIYers emphasize convenient location and brand selection

Figure 32: Location, brand selection, and low prices as reasons for choosing retailer, by age, July 2017

Hispanics align with most DIYers in emphasis on price

Figure 33: Select reasons for choosing retailer, by Hispanic origin, July 2017

DIY Challenges

Cost and experience are biggest barriers to completion

Figure 34: Challenges in undertaking DIY projects, July 2017

Young DIYers face the most challenges

Figure 35: Select challenges in undertaking DIY projects, by age, July 2017

Renters face most challenges, further limiting their project scope

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Figure 36: Select challenges in undertaking DIY projects, by primary residence, July 2017

Hispanics face similar challenges, but may prove more resilient

Figure 37: Select challenges in undertaking DIY projects, by Hispanic origin, July 2017

Attitudes toward Projects

Being prepared and online resources help DIYers enjoy the process

Figure 38: Self-help approaches to DIY projects – Any agree (net), July 2017

Beyond self-help, DIYers look to the market for solutions

Figure 39: Service-oriented approaches to DIY projects – Any agree (net), July 2017

Self-help important among broad age group

Figure 40: Online vs offline approaches to DIY projects – Any agree (net), by age, July 2017

Established DIYers and parents emphasize service

Figure 41: Select service-oriented approaches to DIY projects – Any agree (net), by age and by parental status, July 2017

Hispanics mirror established DIYers with emphasis on service

Figure 42: Select service- and self-help oriented approaches to DIY projects – Any agree (net), by Hispanic origin, July 2017

Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Direct marketing creative

Abbreviations and terms

Abbreviations

Terms

Appendix – The Market

Figure 43: Base table of adults 18+ who have completed a DIY project, Winter 2012-Winter 2017

Appendix – The Consumer

Figure 44: DIY challenges – CHAID – Tree output, July 2017

Methodology

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