

DIY Home Improvement and Maintenance - US - September 2015

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The DIY home renovation market is on the rise in an improving economy as more consumers engage in discretionary projects to fix up their homes. Prospects for continued growth look good as the emerging generation of new DIYers engages in projects that allow them to add a personal touch to their homes and that make their homes safer, healthier, and more energy-efficient.

This report looks at the following areas:

- DIY home improvement spending back on the rise
- Millennials set to move into key DIY years
- Big-box home centers dominate DIY retail landscape

After declining sharply during the recession and after, spending on DIY home improvement started to regain momentum after 2011 according to an analysis of American Housing Survey data by the Joint Center for Housing Studies at Harvard University (JCHS). The rise in DIY spending is being driven by a concurrent increase in home improvement activity overall and by shifting demographics, particularly the coming of age of the large Millennial generation. In addition, discretionary projects are gaining more rapidly than replacement-oriented projects, an indication that modest improvement in the economy and consumer outlook over that period was encouraging some householders to be freer with their home improvement spending.

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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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