

# DIY and Gardening Retailing - Ireland - April 2015

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“DIY and garden retail was more likely to comprise of products from the softer ends of the categories in 2014, with a focus on décor and plant/flowers perhaps indicating that consumers’ understanding of DIY has increasingly transitioned towards creating a look rather than carrying out extensive home improvement works”  
— David Falls, Research Analyst

This report looks at the following areas:

- What are the main types of DIY/garden purchases that consumers are making?
- Who are DIY/garden retail consumers?
- Who are the key retailers operating in the NI and RoI DIY and gardening market?
- What opportunities are there for DIY/gardening retailers to appeal to Irish consumers?
- Looking ahead, what social and economic factors will impact upon DIY and garden retailing in Ireland?

DIY and garden retail is inextricably linked to the performance of the housing market and, while a continued increase in property transactions in NI and RoI between 2011 and 2015 helped to drive DIY and garden retail across the island of Ireland, the sector remains vulnerable to any fluctuations in the housing market and broader economy.

Moving forwards, the sector will have to adapt to an ageing population, changing household composition and a generational skills gap when it comes to DIY. It is likely, however, that consumers will increasingly seek expertise from DIY and garden retailers, as well as ideas and inspiration as they seek to create a specific ‘look’ in their homes and gardens.

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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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The implications

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The facts

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Strengths

Weaknesses

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