

DIY - Canada - December 2015

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The DIY home renovation market in Canada is one that is growing and is projected to stay on a stable path in the coming years. Prospects for continued growth look good as the emerging generation of new DIYers, which will be heavily influenced by Millennials who are likely to become home owners in the next several years.

This report looks at the following areas:

- High household debt and house prices are affecting the DIY market
- Millennials moving into prime DIY years
- Big-box home centres dominate DIY retail landscape

High household debt and rising house prices in major urban centres in Canada will benefit the DIY market, as homeowners are cautious with their next big housing move, putting off a new home to instead invest their time into undertaking renovations themselves.

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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

High household debt and house prices are affecting the DIY market

Figure 1: Annual housing price trends by province, price difference (%), October 2015

Millennials moving into prime DIY years

Figure 2: DIY project experience, by age, October 2015

Big-box home centres dominate DIY retail landscape

Figure 3: Company retail market share by value (%), diy and hardware goods retail, 2009-13

The opportunities

High home prices and increasing household debt are boosting the DIY market

Younger adults are attracted to DIY

Competing with the big-box giants

What it means

The Market – What You Need to Know

DIY home improvement sales back on the rise

Canada's population is expected to age in the coming years, but projected growth of the 35-44 age group bodes well for DIY

The population is growing and ethnically diverse

Recent economic activities have impacted consumer sentiment

Market Size and Forecast

DIY home improvement sales back on the rise

Figure 4: Canada value sales of DIY, at current and constant prices, 2010-20

Figure 5: Forecast of value sales of DIY, 2010-20

Forecast methodology

Market Factors

Canada's population is expected to age in the coming years

Figure 6: Population aged 65 years and over in Canada, historical and projected (% of total), 1971-2061

Figure 7: Projected trends in the age structure of the Canada population, 2014-19

The population is growing and ethnically diverse

Recent economic activities have negatively impacted consumer sentiment

Key Players – What You Need to Know

Big-box retailers lead the pack

Attracting the female consumer

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Home Hardware and exclusive product offerings
Big-box home centres focus on omni-channel retailing and technology
Mobile apps to aid your DIY project planning

Retail Environment

Big-box retailers lead the pack
Figure 8: Company retail market share by value (%), DIY and hardware goods retail, 2009-13
Hardware co-ops
Lowe's Canada plans to expand

What's Working?

Attracting the female consumer
Figure 9: Home depot, do-it-herself workshop, online ad, October 2015
Home Hardware and exclusive product offerings
Big-box home centres focus on omni-channel retailing and technology
Mobile apps to aid your DIY project planning

What's Struggling?

Competitive environment for home improvement retailers
Rona restructures
Opportunities for low budget DIYers

The Consumer – What You Need to Know

Interior painting the most common DIY home improvement project
Consumers more likely to have hired a professional for plumbing and heating/cooling jobs
Consumers aged 18-44 more inclined to have performed DIY projects
Reasons for not performing DIY
Friends and family are a DIYer's most common resource
Consumers choose a retailer with low prices above all
Most take pride in their DIY accomplishments
Most DIY projects are basic maintenance, as there is a lack of time for young adults

Consumer DIY Experience

Interior painting the most common DIY home improvement project
Figure 10: Project experience, DIY vs professional, October 2015
Consumers more likely to have hired a professional for plumbing and heating/cooling projects
Men are more likely to be taking on DIY projects
Figure 11: Project experience (past or future DIY projects), male vs female, October 2015
Rural Canadians are more reliant on performing DIY projects
Consumers aged 18-44 more inclined to perform DIY projects
Figure 12: Project experience (past or future DIY projects), by age, October 2015
Reasons for not performing DIY

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Sources for DIY Information

Friends and family are a DIYer's most common resource

Figure 13: Sources for DIY information, by age, October 2015

Instructional videos are preferred by young men

Figure 14: Sources for DIY information, by gender, October 2015

Young female DIYers skew towards using social media while their older counterparts seek help in-store

Reasoning For Location of Purchase

Consumers choose a retailer with low prices above all

Figure 15: Purchase location reasoning (any rank), October 2015

Age a determinant in choosing retailer

Figure 16: Purchase location reasoning, 18-44s vs over-45s, October 2015

Attitudes towards DIY Home Improvement and Maintenance

Most take pride in their DIY accomplishments

Figure 17: Select attitudes towards DIY home improvement and maintenance, October 2015

Most DIY projects are for basic maintenance, partly due to a lack of time

Looking past the use of professionals

Ramping up online sales

Figure 18: Select attitudes towards DIY home improvement and maintenance, October 2015

Women more likely to perform DIY projects to add a personal touch

Figure 19: Select attitudes towards DIY home improvement and maintenance, October 2015

Making the home healthier, safer and more efficient

Figure 20: Health, safety and efficiency related attitudes towards DIY home improvement and maintenance, October 2015

Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Consumer qualitative research

Abbreviations and terms

Abbreviations

Terms

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