

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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