

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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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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