DIY Retailing - UK - May 2018

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"Pressure is mounting on the DIY sector, with spending becoming increasingly fragmented and shifting from specialists to non-specialists. The pressure comes from external sources, including the shift away from home ownership, slowing activity in the housing market and increasing competition, but also internal ones."
– Thomas Slide, Senior Retail Analyst

This report looks at the following areas:

- **Where next for Bunnings and Homebase?**
- **Specialists battling an increasingly fragmented market**
- **Is there a future for the big-box store?**

Sales through the DIY specialists declined in 2017 as they grapple to deal with changes in the way people live, do DIY and shop. More people are renting, so they are less willing and/or able to take on DIY projects while the rise of the internet and growth of non-specialists stocking DIY products means consumers have less need to travel to a warehouse store.

In response, there have been major changes to the retail landscape including the repositioning of Homebase towards the harder end of the market while its stores await conversion to the Bunnings fascia. To date, 23 Bunnings stores have opened while 227 Homebase stores await conversion. But the company has admitted mistakes during this process which has resulted in a major drop in revenue and an announcement on the future of the business due in June 2018.

While the specialists struggle, consumer spending on DIY-related categories increased in 2017, highlighting the increasingly fragmented nature of the market with a growing number of non-specialists launching or expanding their DIY ranges.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

Table of Contents