

DIY Retailing - UK - May 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“While spending on DIY continues to grow, the big-box retailers continue to decline as they struggle to deal with societal changes that are changing the way people buy home improvement products. Far more people now live in private rented accommodation while 36% of all homeowners are now over the age of 65.”
– Thomas Slide, Senior Retail Analyst

This report looks at the following areas:

In both instances there is a preference to pay someone else to do the work, either because they rely on a landlord, or because they are less capable as a result of advancing age.

- What now for B&Q and Wickes?
- Is it time to stop focusing on homeowners?
- Should DIY retailers be taking a lead on the connected home?

BUY THIS REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

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

DIY Retailing - UK - May 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

What you need to know

Products covered in this Report

Executive Summary

The market

Growth in the specialists' sector...

Figure 1: Total DIY/hardware specialist sector size (including VAT), 2013-23

...but the sheds continue to lose share

Strong growth in spending on DIY-related products

Figure 2: Total consumer spending on DIY products, 2014-18

DIY sheds account for a third of total spending

Figure 3: DIY products, estimated channels of distribution, 2018

Online sales reach £1.9 billion

Housing transactions decline slightly in 2018

Companies and brands

Shed retailers all have issues

Argos is the leading non-specialist

B&Q accounts for a quarter of the specialists

Figure 4: Leading DIY retailers, estimated share of all specialists' sales, 2018

B&Q is the most recommended brand

Total advertising spend down 25.8% year on year in 2018

Homebase allocates the largest space to garden

Figure 5: DIY retailers: In-store/outdoor space allocation estimates, April 2019

The consumer

Specialists continue to lead

Figure 6: Where they shopped for DIY products, March 2019

Online buyers are younger

Figure 7: Where they shopped for DIY products, by in-store versus online, March 2019

Important factors differ by age

Figure 8: Important factors in deciding where to shop, March 2019

Painting and decorating products bought by half

Figure 9: What they bought, March 2019

DIY retailers remain a popular source of information

Figure 10: Where they look for information, March 2019

DIY stores are the perfect place to start a project

Figure 11: Attitudes towards DIY, March 2019

55% would like DIY stores to recommend reliable tradespeople

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

DIY Retailing - UK - May 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 12: Interest in services, March 2019

What we think

Issues and Insights

What now for B&Q and Wickes?

The facts

The implications

Is it time to stop focusing on homeowners?

The facts

The implications

Should DIY retailers be taking a lead on the connected home?

The facts

The implications

The Market – What You Need to Know

Growth in the specialists' sector...

...but the sheds continue to lose share

Strong growth in spending on DIY-related products

DIY sheds account for a third of total spending

Online sales reach £1.9 billion

Housing transactions decline slightly in 2018

Market Size and Forecast

Growth in the specialists' sector

Figure 13: Total DIY/hardware specialist sector size (including VAT), 2013-23

Figure 14: Total DIY/hardware specialist sector size (including VAT), 2013-23

Forecast methodology

Market Segmentation

Shed specialists struggle to retain relevance

Big three continue to experience change and disruption

Figure 15: Shed/big-box specialists' sector size (including VAT), 2013-23

Figure 16: Shed/big-box specialists' sector size (including VAT), 2013-23

Growth continues to come from smaller specialists

Figure 17: Other DIY/hardware stores segment (including VAT), 2013-23

Figure 18: Other DIY/hardware stores segment (including VAT), 2013-23

Consumer Spending on DIY Products

Strong growth in spending on DIY-related products

Figure 19: Consumer spending on DIY-related products, 2013-18

Figure 20: Category breakdown of consumer spending on DIY-related products, 2016-18

Mintel's consumer spending market size

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
 Americas +1 (312) 943 5250 | China +86 (21) 6032 7300
 APAC +61 (0) 2 8284 8100 |
EMAIL: reports@mintel.com

DIY Retailing - UK - May 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Channels of Distribution

DIY sheds account for a third of spending

Figure 21: DIY products, estimated channels of distribution, 2018

Online

Online sales reach £1.9 billion

Figure 22: Estimated online DIY market size (ex-VAT), 2016-18

Non-specialists lead online

Figure 23: Estimated online sales by leading retailers, 2016-18

Specialists gain share of online sales

Figure 24: Estimated share of DIY sales, by specialists and non-specialist DIY retailers, 2016-18

Market Drivers

Housing transactions decline slightly in 2018

Figure 25: Residential property transaction completions of £40,000 or above, 2005/06-2017/18

Rental levels are now stable but the landscape has changed

Figure 26: Proportion of the population living in private rented accommodation, by age, 2003/04-2017/18

More than half of private renters expect to buy

Figure 27: Expectations of private renters to buy a property, 2017-18

Consumer confidence recovers in 2019

Figure 28: Consumer confidence, 3-month moving average, January 2017-March 2019

More people got round to doing home improvement in 2018

Figure 29: Trends in home improvement work done in the last 3 months and plan to do in the next 3 months, 3-month moving average, April 2017-March 2019

Companies and Brands – What You Need to Know

Shed retailers all have issues

Argos is the leading non-specialist

B&Q accounts for a quarter of DIY spending

B&Q is the most recommended brand

Total advertising spend down 25.8% year on year in 2018

Homebase allocates the largest space to garden

Leading Specialists

Is ONE Kingfisher in trouble?

Travis Perkins looks to return focus on the trade

Homebase looks to return to its roots

Figure 30: Leading DIY specialists, sales, 2014-18

Outlet numbers

Figure 31: Leading DIY specialists, outlets, 2014-18

Figure 32: Leading DIY specialists, sales per outlet, 2014-18

Profits and margins

Figure 33: Leading DIY specialists, operating profit, 2014-18

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

DIY Retailing - UK - May 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 34: Leading DIY specialists, operating profit, 2014-18

Leading Non-Specialists

Non-specialists grow sales

J. Sainsbury leads the pack

Amazon becoming a powerful force

Figure 35: Leading non-specialists, estimated DIY sales (excluding VAT), 2014-18

Market Shares

Wickes is only shed retailer to increase share since 2014

Figure 36: Leading DIY retailers, estimated share of all specialists' sales, 2014-18

Market share of all consumer spending on DIY

Figure 37: Leading retailers, estimated share of all DIY spending, 2014-18

Brand Research

Brand map

Figure 38: Attitudes towards and usage of selected brands, March 2019

Key brand metrics

Figure 39: Key metrics for selected brands, March 2019

Brand attitudes: Wilko stands out on value

Figure 40: Attitudes, by brand, March 2019

Brand personality: Wickes and Homebase struggle to stand out

Figure 41: Brand personality – macro image, March 2019

B&Q offers aspiration and reliability

Figure 42: Brand personality – micro image, March 2019

Brand analysis

B&Q is most recommended but struggles to deliver excellent experiences

Figure 43: User profile of B&Q, March 2019

Wilko is most likely to be described as a 'favourite brand'

Figure 44: User profile of Wilko, March 2019

Screwfix offers a great online service

Figure 45: User profile of Screwfix, March 2019

Wickes struggles to stand out

Figure 46: User profile of Wickes, March 2019

Homebase starts to rebuild its brand

Figure 47: User profile of Homebase, March 2019

Advertising and Marketing Activity

Total advertising spend down 25.8% year on year in 2018

Figure 48: Recorded above-the-line, online display and direct mail total advertising expenditure by UK DIY retailers, 2015-18

B&Q is the sector's biggest spender on advertising

Figure 49: Leading UK DIY retailers: recorded above-the-line, online display and direct mail total advertising expenditure, 2015-18

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
 Americas +1 (312) 943 5250 | China +86 (21) 6032 7300
 APAC +61 (0) 2 8284 8100 |
EMAIL: reports@mintel.com

DIY Retailing - UK - May 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

B&Q the only one of the big three to grows its share of advertising spend in 2018

Figure 50: Big three DIY retailers' share of recorded above-the-line, online display and direct mail total advertising expenditure, 2017 and 2018

TV takes the lion's share of advertising expenditure

Figure 51: Recorded above-the-line, online display and direct mail total advertising expenditure by UK DIY retailers, by media type, 2015-18

Nielsen Ad Intel coverage

Innovation and Launch Activity

B&Q Good Home store opens

Figure 52: GoodHome by B&Q, May 2019

New upmarket online bathroom retailer

New luxury vinyl flooring retail concept

Home management website that aims to simplify home and DIY tasks

One-stop shop for tradesmen

Net zero-energy store

Space Allocation Summary

Space allocation overview

Figure 53: DIY retailers: In-store/outdoor space allocation estimates, April 2019

Detailed space allocation estimates

Figure 54: DIY retailers: Detailed in-store/outdoor space allocation estimates, April 2019

Homebase

What we think

Back into the soft end

Re-enters kitchen and bathroom market

Company background

Company performance

Figure 55: Homebase UK & Ireland: Group financial performance, 2013/14-2017/18

Figure 56: Homebase UK & Ireland: Outlet data, 2013/14-2017/18

Retail offering

Kingfisher Group

What we think

Unified product range resonating with customers

Stronger digital offer boosting e-commerce

Everyday low-price proposition

Trialling new urban proximity store concept

Screwfix powering ahead thanks to fast growth in m-commerce

Embracing sustainable practices and environmental governance

Company background

Company performance

Figure 57: Kingfisher Group: Group financial performance, 2014/15-2018/19

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

DIY Retailing - UK - May 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 58: Kingfisher Group: Outlet data, 2014/15-2018/19

Retail offering

Travis Perkins Retail

What we think

Discount-driven DIY retail market hurting big-box retailer, Wickes

Shift to trade benefiting Toolstation

Shop now and pay later

AI technology provides better understanding of customers

Tile Giant feeling the squeeze

Company background

Company performance

Figure 59: Travis Perkins Retail: Consumer retail division, financial performance, 2014-18

Figure 60: Travis Perkins Retail: Consumer retail division, outlet data, 2014-18

Retail offering

The Consumer – What You Need to Know

Specialists continue to lead

Online buyers are younger

Important factors differ by age

Painting and decorating products bought by half

DIY retailers remain popular sources of information

DIY stores are the perfect place to start a project

55% would like DIY stores to recommend reliable tradespeople

Where They Shop

Specialists continue to lead

Wilko leads among the non-specialists

Figure 61: Where they shopped for DIY products, March 2019

Shoppers desert Homebase as stores close

Figure 62: Where they shopped for DIY/home improvement products, 2018 and 2019

Non-specialists appeal to the young

Figure 63: Customer profile, March 2019

Specialists struggle to appeal to women

Figure 64: Where they shopped for DIY/home improvement products, by gender, March 2019

Screwfix/Toolstation act as top-up shops

Figure 65: Repertoire analysis of where they shopped for DIY/home improvement products, by where they shopped for DIY/home improvement products, March 2019

Lack of collaboration between formats despite consumer crossover

Figure 66: Where they shopped for DIY/home improvement products, by where they shopped for DIY/home improvement products, March 2019

In-store versus Online

70% have bought DIY in-store

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

DIY Retailing - UK - May 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Amazon is second most popular online

Figure 67: Where they shopped in-store for DIY products, by in-store versus online, March 2019

Online attracts the young

Figure 68: Where they shop for home improvement/DIY products, customer profile, March 2019

Important Factors

Price the most important factor but value is key

Figure 69: Important factors in deciding where to shop, March 2019

USPs of the sheds appeal to older people

Figure 70: Important factors in deciding where to shop, by customer profile, March 2019

B&Q shoppers prioritise quality and range

Wickes shoppers more focused on price

Figure 71: Important factors in deciding where to shop, by where they shopped, March 2019

Non-specialists appeal on price

Non-sheds appeal to those looking for advice

Figure 72: Important factors in deciding where to shop, by where they shopped, March 2019

What They Bought

Painting and decorating products bought by half

Figure 73: What they bought, March 2019

Homeowners buy the widest range of products

Figure 74: What they bought, by housing tenure, March 2019

What they buy reflects positioning of shed retailers

Figure 75: What they bought, by where they shopped, March 2019

Age split in 'hard' and 'soft' end products

Figure 76: What they bought, by shopper profile, March 2019

Where They Look for Information

DIY retailers remain popular sources of information

Figure 77: Where they look for information, March 2019

YouTube holds particular appeal to men

Figure 78: Where they look for information, difference between men and women, March 2019

Under-35s turn to YouTube over DIY stores

Figure 79: Where they look for information, by age, March 2019

Attitudes towards DIY

DIY stores still the preferred place to start

Tapping into smart home confusion

Figure 80: Attitudes towards DIY, March 2019

A digital detox offers a chance to appeal to younger people

Figure 81: Attitudes towards DIY, by age, March 2019

Young people expect more from DIY stores

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
 Americas +1 (312) 943 5250 | China +86 (21) 6032 7300
 APAC +61 (0) 2 8284 8100 |
EMAIL: reports@mintel.com

DIY Retailing - UK - May 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 82: Attitudes towards DIY, by age, March 2019

Interest in Services

DIY stores are trusted places for information

Figure 83: Interest in services, March 2019

Appealing to young people with upcycling

Figure 84: Interest in services, by age, March 2019

Toolstation shoppers show most interest in the smart home

Figure 85: Interest in services, by where they shopped in the past 12 months, March 2019

Private renters interested in renting tools and equipment

Figure 86: Interest in services, by housing tenure, March 2019

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

Appendix – Market Size and Forecast

Forecast methodology

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com