



## May 2017

### DIY Retailing - France

“The French DIY sector has been resilient recently, with spending buoyed by a stable housing market and an increase in the number of homeowners. Specialists have maintained their share of the market, but the sector is concentrated. The two leading chains, Leroy Merlin and Castorama generate 40% of sector sales ...

### DIY Retailing - Germany

“Consumer spending on DIY has remained strong over the past few years, but the specialists have struggled to maintain their share as the non-specialists, and particularly the online giants Amazon and eBay, are catering to consumers looking for items that don’t justify a trip to a warehouse store”.

– Thomas ...

### DIY Retailing - Europe

“DIY is changing. An ageing population is bringing a shift away from DIY to Do it for me. That is a fact of life for the retailers. As the consumer research for this report shows, younger people are keen to do DIY, the trouble is that there are fewer of ...

### DIY Retailing - Spain

“Consumer spending on DIY in Spain has bounced back in line with the country’s economic recovery, which should be a relief for those operating in the DIY sector. However, not all are benefitting equally. Larger chains are capitalising and gaining market share rapidly but smaller players continue to find trading ...

### DIY Retailing - Italy

“DIY is popular with Italian respondents in our internet-based survey and they welcome the broader range and service opportunities that superstores can offer. Given the lack of underlying economic growth currently, and the anticipated underperformance of the specialists, that is where the best hope for Italian DIY retailers lies.” ...

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### Footwear Retailing - Spain

“The specialist retailers are rapidly losing share of footwear spending, as the sports stores cement their position as a popular place for buying footwear. Tapping into rising spend on footwear online presents one avenue for growth, while focusing on catering for older shoppers, who are most driven by quality and ...

### Footwear Retailing - Germany

“The footwear specialists dominate the market in Germany, and grew well ahead of spending on footwear in 2016. Those that have recognised the need to digitise their business have performed particularly well, however there is still much to be done by the specialists to tap into the rising demand for ...

### Footwear Retailing - Europe

### Footwear Retailing - Italy

“Italian footwear retailers have been performing well, but competition is intensifying from the expansion of the fast fashion chains and from online pureplayers. The opportunities lie in modernising footwear retailing and in selling online. The domestic retailers need to ensure they keep up in both these regards if they are ...

### Footwear Retailing - France

“The French footwear specialists are in trouble. Some have been growing, but many of the established names on the high street and out-of-town are in decline. The market is oversupplied with retailers and the traditional players are struggling to give consumers reason to choose to shop there. We think there ...



## European Retail Intelligence - Continental Europe



“There are major shifts taking place in the footwear market, as the non-specialists grow their share of spending, while the traditional out-of-town footwear format has been thrown into question. With the market becoming increasingly competitive, the footwear specialists need to find ways to differentiate themselves, whether through elevated service, standout ...