

# DIY Retailing – France – May 2021

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## This report looks at the following areas:

- The impact of COVID-19 on consumer behaviour and the DIY retailing market
- How the market will fare post-COVID-19
- The performance of the major retailers in 2020
- DIY shopping behaviours and attitudes to home improvement innovations.

The DIY sector in France has been one of the few retail categories to benefit from the COVID-19 pandemic. With people confined to their homes, many have turned to home improvement, either for pleasure, or out of need. Our research found that 76% of French adults now value their home more and 60% said they feel confident in undertaking DIY projects by themselves. Spending was already fairly resilient, but in 2020 we estimate that the market grew by some 13% to reach €28.5 billion.

The market leader is the impressive Leroy Merlin chain, followed by Kingfisher's Castorama business. The sector is becoming more concentrated – recent mergers and acquisitions mean that the top four groups have a share of 84% of sector sales.

The sector is less well suited to online shopping than others, but the pandemic has accelerated growth in this area, and most retailers have reported strong performances from that channel.



“The French DIY market experienced a pivotal year in 2020, with the various confinements accelerating existing trends, which offer many long-term growth opportunities for retailers of DIY and home improvement products. Online sales have grown significantly, and many new customers have been recruited with enthusiasm and confidence.”

– **Natalie Macmillan, Senior European Retail Analyst**

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- Using apps to ride on the convenience trend
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- The growing importance of "home" and movement restrictions boost home improvement and DIY

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