

DIY Home Improvement and Maintenance - US - May 2013

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"The in-store experience continues to be important for home improvement DIYers, and retailers should be sure to firmly establish their identity as a destination for expert advice. Of particular importance are workshops, helpful and knowledgeable employees, and a seamlessly integrated online presence. Lifestage events also drive DIY activity."
— Ika Erwina, Retail and Technology Analyst

In this report we answer the key questions:

- How can consumers take advantage of the rebound in the housing market?
- How can retailers encourage DIY projects beyond basic upkeep?
- Can heightened use of social media among women be leveraged by the DIY market?
- Online/mobile DIY retailing – opportunity or threat?
- Capitalize on consumers' desire to be more environmentally/socially responsible?

Establishing an expert reputation is significant in the DIY home improvement sphere. Lack of requisite skill deters many from commencing a DIY project, particularly Millennials. Many consumers are looking for tools such as in-store workshops, online instructional videos, and expert staff to lend a hand at every phase of the project. Attracting through expertise rather than price is vital, as consumers of home improvement supplies are not likely to exhibit showrooming behavior, preferring instead to come into the store and purchase from that store either online or on site.

Environmental concerns are crucial to DIY consumers, particularly younger groups, and these shoppers are willing to pay a premium for products from environmentally conscious companies. Since younger consumers are technologically adept, companies can effectively appeal to these shoppers through social media and by integrating online processes seamlessly with the in-store experience. The fact that many environmentally oriented/energy-efficient systems have the added benefit of saving users money gives consumers yet another reason to undertake this type of project.

Developing an online presence and staying engaged is important, and not just for younger consumers. Women respond well to social media, drawing design inspiration from Pinterest in particular. Consumer-fans can act as advocates for a brand in online forums, and it pays to work at building loyalty among these tech-savvy groups. Likewise, mobile apps and online resources can be integrated into existing in-store loyalty programs or rewards cards, popular ways to save with DIYers. The in-store experience continues to be important for the home improvement DIYer, and so all online and mobile aspects of a retailer should be complementary and integrate seamlessly with the store. Increased use of QR codes in store is a good example of how this works; consider offering free Wi-Fi in store to ensure fast internet access for phone browsers.

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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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