

DIY Home Improvement Retailing - US - November 2019

Report Price: £3695 | \$4995 | €4400

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

This report looks at the following areas:

Prospects for continued development look good as Millennials (and some of Generation Z) enter the stage of life where homeownership becomes more of a priority, and in general, homeownership rates are slowly trending up. However, the emerging on-demand culture may command home improvement retailers to pivot to become service providers to a greater degree as opposed to project suppliers, enablers and consultants.



"The DIY (do-it-yourself) home renovation sector is big business, set to garner \$357 billion in 2019. Growth is predicted through 2024, but the pace of this growth will decelerate this year and next before picking up again."

– **Diana Smith, Associate Director - Retail & Apparel**

Buy this report now

Visit store.mintel.com

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

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
- Definition

EXECUTIVE SUMMARY

- The DIY consumer
- What we see
- Retailers shopped
- What we see
- Path to purchase
- What we see
- Retailer priorities and opportunities
- What we see
- What it means

THE MARKET – WHAT YOU NEED TO KNOW

- Improvement expected for the market, but at a tempered pace
- On-demand culture supports DIFM market
- Homeownership rates slowly rising
- “Fixer-upper” mentality fuels the market

MARKET SIZE AND FORECAST

- Market gains expected, but remodeling growth will cool down through 2020

Figure 1: Total US retail sales and fan chart forecast of building material and supplies dealers, at current prices, 2014-24

Figure 2: Total US retail sales and forecast of building material and supplies dealers, at current prices, 2014-24

MARKET PERSPECTIVE

- DIFM threatens DIY

Figure 3: Attitudes toward on-demand home services, by generation, September 2019

MARKET FACTORS

- Homeownership rates going in the right direction

Figure 4: Homeownership rate, 2008-18

- Changing population dynamics impact homeownership

Figure 5: Homeownership rate, by age of householder, 2007-17

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

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

Report Price: £3695 | \$4995 | €4400

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

Figure 6: DIY projects undertaken and planned – Any (net), by generation, September 2019

Figure 7: Homeownership rate, by race of householder, 2007-17

- **Multigenerational living situations on the rise**
 - **Home renovation trajectory remains rather steady**
- Figure 8: NAHB Remodeling Market Index, 2010-Q2 2019
- **Home buying attitudes reflect “fixer-upper” mentality**
 - **Uncertainties about the economy could cause pullback on spending**

KEY PLAYERS – WHAT YOU NEED TO KNOW

- **Leading retailers working off similar blueprints**
- **Menards’ value play may not be enough to effectively compete**
- **Urban dwellers look to maximize and personalize their living space**
- **Home efficiency products gaining popularity**

KEY RETAILER INITIATIVES

- **The Home Depot**
 - **Lowe’s**
 - **Menards**
- Figure 9: Retailers shopped, by region, September 2019
- Figure 10: Retailers perceptions, by Midwest region, September 2019
- **Ace Hardware**
- Figure 11: Ace Hardware, Facebook post, October 2019
- **True Value**

WHAT TO WATCH

- **Urbanization increases desire for personal expression in the home**
- Figure 12: The Home Depot, decorating tips video, August 2019
- **Climate change driving interest in home efficiency and smart tech**
- Figure 13: Home depot Facebook ad featuring smart thermostats, July 2019
- **Wellness trends infiltrate the home improvement market too**

THE CONSUMER – WHAT YOU NEED TO KNOW

- **Majority of consumers are not enthused about the category**
- **Path to purchase can be lengthy; instructional videos help**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
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

Report Price: £3695 | \$4995 | €4400

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

- **No retailer is immune to outside competition**
- **Not all home improvement stores are the same, but many shoppers see it that way**
- **High interest in rental services and the pre-owned market**

THE DIY CONSUMER

- **Nearly four in 10 consumers are DIY enthusiasts**
Figure 14: Home improvement segments, September 2019
- **Men and adults under 55 most enthusiast about DIY projects**
Figure 15: Home improvement segments, by age, September 2019
- **Enjoyment rather than savings prompts DIYing**
Figure 16: Home improvement segments, by household income, September 2019
- **Don't overlook the renters**
Figure 17: Home improvement segments, by housing situation, September 2019

DIY PROJECTS UNDERTAKEN

- **Most consumers want to tackle projects themselves**
Figure 18: DIY projects undertaken and planned, September 2019
- **Men dominate the DIY scene, but women aren't far behind**
Figure 19: DIY projects undertaken and planned, by gender, September 2019
- **DIY enthusiasts are the most proactive**
Figure 20: Repertoire of projects undertaken and planned, by DIY enthusiasm, September 2019

REASONS FOR UNDERTAKING DIY PROJECTS

- **Proactivity drives just as many home improvement projects as necessity does**
Figure 21: Reasons for undertaking projects, September 2019
- **Half of DIY enthusiasts do projects for the sheer enjoyment of it**
Figure 22: Reasons for undertaking projects, September 2019
Figure 23: The Home Depot, DIY project ideas screenshot, October 2019
- **Women view DIY projects as a creative way to express themselves**
Figure 24: Reasons for undertaking projects, by gender, September 2019
- **Home efficiency is on the mind of younger consumers**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

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

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

Figure 25: Percentage who undertook a project to make their home more efficient, by age, September 2019

PATH TO PURCHASE

- Consumers do their research before buying**
Figure 26: Path to purchase, September 2019
- Everyone wants to know they're getting a good deal**
Figure 27: Path to purchase related to price savings, by household income, September 2019
- Social media provides inspiration for young buyers, especially women**
Figure 28: Path to purchase related to social media use, by gender and age, September 2019

METHOD OF SHOPPING

- Nearly half shop online before making a purchase in-store**
Figure 29: Method of shopping, September 2019
- Preference for shopping in-store increases with age**
Figure 30: Method of shopping – nets, by generation, September 2019
- High usage of and interest in BOPIS services, but it's not for everyone**
Figure 31: Use of bopis, by gender, September 2019
- Most BOPIS users are highly satisfied, but this should be even higher**
Figure 32: Satisfaction with bopis, September 2019
- Nearly six in 10 BOPIS users buy something else while in-store**
Figure 33: Incremental purchase incidence, by gender, September 2019

INFLUENTIAL RESOURCES

- Instructional videos are seen as most helpful**
Figure 34: Influential resources, September 2019
- Social media is top resource for young DIYers**
Figure 35: Influential resources, by age, September 2019
- Non-enthusiasts heed the advice of friends and store associates**
Figure 36: Influential resources, by DIY enthusiasm, September 2019
- Women turn to TV and social media; men rely on websites**
Figure 37: Influential resources, by gender, September 2019
- Digital advertising strategies: The Home Depot versus Lowe's**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
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

Report Price: £3695 | \$4995 | €4400

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

- Social media is an integral part of both retailers’ online media mix**

Figure 38: Share of voice – all devices and formats for The Home Depot versus Lowes, October 2018–September 2019
 Figure 39: Impressions by device for The Home Depot versus Lowes, October 2018–September 2019
 Figure 40: The Home Depot, Facebook post, October 2018
 Figure 41: Lowe’s, YouTube mobile video ad, March 2019

RETAILERS SHOPPED

- It’s tough to beat The Home Depot**

Figure 42: Retailers shopped, September 2019
 Figure 43: Attitudes toward home improvement stores, September 2019

- The Home Depot and Lowe’s universally viewed as the go-to leaders**

Figure 44: Retailers shopped – Any shopped (Net), by DIY enthusiasm, September 2019

- Women favor Lowe’s, mass merchandisers and Amazon more so than men**

Figure 45: Retailers shopped – Any shopped (Net), by gender, September 2019

RETAILER DRIVERS

- Consumers shop where it’s most convenient**

Figure 46: Retailer drivers, September 2019

- Bringing the product to the customer**

Figure 47: The Home Depot, delivery services video, October 2019

- Store associate expertise most important to DIY non-enthusiasts**

Figure 48: Retailer drivers, by DIY enthusiasm, September 2019

RETAILER PERCEPTIONS

- Sea of sameness in the home improvement retail category**

Figure 49: Retailer perceptions, September 2019

- Brands must take a DIY approach to building trust**

Figure 50: Retailer perceptions of trustworthiness, by DIY enthusiasm, September 2019

- Investing in tech and ecommerce**

Figure 51: Retailer perceptions of tech savviness and online shopping experience, by Millennials, September 2019

- Building relationships through ethical practices**

What's included

- Executive Summary

- Full Report PDF

- Infographic Overview

- Powerpoint Presentation

- Interactive Databook

- Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
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

DIY Home Improvement Retailing - US - November 2019



Report Price: £3695 | \$4995 | €4400

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

Figure 52: Retailer perceptions of ethical practices, by generation, September 2019

- **Men and women view category leaders similarly**

Figure 53: Retailer perceptions, by gender, September 2019

INTEREST IN DIY HOME IMPROVEMENT SERVICES

- **Strong interest in rentals and pre-owned items**

Figure 54: Interest in DIY home improvement services, September 2019

- **Men and women seek guidance in different ways**

Figure 55: Lowe's Facebook post promoting in-store workshops, August 2019

Figure 56: Interest in DIY home improvement services, by gender and age, September 2019

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- Data sources
- Sales data
- Fan chart forecast
- Consumer survey data
- Abbreviations and terms
- Abbreviations
- Terms

APPENDIX – THE MARKET

Figure 57: Total US retail sales and forecast of building material and supplies dealers, at inflation-adjusted prices, 2014-24

Figure 58: Percent of young adults living in parental home, by age and gender, 2008 and 2018

APPENDIX – THE CONSUMER

Figure 59: Home improvement retailers shopped at in past three months and purchased at in past four weeks, April 2018 – June 2019

Figure 60: Monthly impressions – all devices and formats for The Home Depot versus Lowe's, October 2018-September 2019

Figure 61: Percentage of quarterly impressions – all devices and formats for The Home Depot versus Lowe's, October 2018-September 2019

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

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



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.