

DIY Home Improvement Retailing - US - November 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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"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**

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.

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DID YOU KNOW?

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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Home buying attitudes reflect "fixer-upper" mentality
 Uncertainties about the economy could cause pullback on spending

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