

## DIY Retailing: Inc Impact of COVID-19 - UK - May 2020

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"COVID-19 will have a mixed impact on the DIY market. Extended periods inside will open opportunities amid a renewed focus on the home and garden, while enforced self-reliance could return the appetite for DIY in the longer term. However, ultimately these opportunities will be unable to offset the sales lost by store closures, withheld spending and a slowdown in the housing market."

– **Marco Amasanti, Retail Analyst**

This report looks at the following areas:

- The impact of COVID-19 on the DIY market over the course of 2020
- The changes that COVID-19 will trigger in the market over the longer term
- The increasingly fragmented nature of spending in DIY
- How specialists can re-engage consumers

The major story in the DIY market in 2020 is the ongoing impact of COVID-19. Despite DIY being a relatively protected retail sector, as extended periods inside push home improvements up the agenda, this disruption will see sales fall across the market in the coming year. There will be opportunities; however, these will ultimately be unable to offset those sales lost by store closures, withheld spending and a slowing housing market.

Prior to the COVID-19 outbreak, consumer spending at DIY specialists fell by 9.7% in 2019. This is in contrast to the 2.8% growth in total spending on DIY. This contrast reveals the growing fragmentation in the market, underlining the fact that the problem lies not in consumers' willingness to spend, but in where they choose to direct this expenditure as consumers increasingly choose to shop elsewhere for their DIY needs.

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Retail offering

## Kingfisher Group

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Retail offering

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The majority of work is undertaken personally

Online is a great resource when planning a project, but the store remains crucial

In-store is key for design inspiration

Opportunities for specialists to re-engage younger consumers

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