

DIY Retailing - Europe - 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.

COVID-19 has affected different retail sectors in different ways and DIY is perhaps one of the more resilient non-food sectors, given that people spending more time at home will have wanted to make their home and garden as pleasant as possible and as suited to their needs as possible, eg remote working. Eight in ten French and Spanish as well as almost nine in ten Italians think that doing DIY projects is a good way to fill time. What's more between 76% and 81% of consumers across Europe say that they value their home more. On top of this, restricted budgets as a result of the impact of COVID-19 on the economy and employment have made doing it yourself rather than paying someone else more of a necessity.

DIY retailers were identified as essential retail in a number of countries and although many closed temporarily during lockdown they were able to reopen well before other non-essential retailers and they also found ways to operate online before reopening their stores. The pandemic brought new opportunities for those players with a strong online proposition and they may benefit from a rise in demand for light DIY and gardening products. In-store advice has a high perceived value for customers but the current situation requires new thinking about how to tailor that to the new normal.

This report series covers the DIY market in four large Western European countries – the UK, France, Italy and Spain.



“DIY markets across the leading European countries vary a great deal, due in part to differences in home ownership levels and the development of housing prices. As a result of the home confinement because of the pandemic, the home goods category has been one of very few areas to see a strong performance.”

– Utku Tansel, European Retail Analyst

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- **Appendix – Data sources, abbreviations and supporting information**
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