

# DIY Retailing - Italy - 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.

The Italian DIY market was impacted far less in 2020 by the COVID-19 outbreak than initially feared. A consequence of Italians having been confined to their homes during lockdown was that it forced them to look at their homes, patios, balconies and gardens in a new light (particularly those who had switched to working from home) and assess what they could do to improve them and take on the task of making those improvements while they were stuck there.

Consumer spending on DIY products declined by less than overall consumer spending in 2020, while sales of specialist DIY retailers also contracted at a lower rate than total retail sales. Another factor contributing to the stronger than average performance of the sector was that DIY stores were classed as essential retailers and allowed to remain open, albeit with some restrictions on what they could sell.

Record numbers of Italians plan to carry out home improvements over the next 12 months, which augurs well for the sector's prospects in 2021. Our consumer research identifies strong interest in the use of online tutorials and encouraging levels of interest in the use of technology by retailers which would mean that customers would not have to visit stores as often as they once did.



"The COVID-19 pandemic has served to accelerate the process of structural change in the Italian DIY retailing sector. We've seen substantial growth in online sales, although not as much as in some non-essential retail sectors, due to the fact that DIY retailers were classed as essential during lockdown and were able to keep their stores open."

– Michael Oliver, Retail Analyst

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