



DIY Home Improvement Retailing - US - 2022

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This report looks at the following areas:

- The continuing impact of COVID-19 and other key economic factors on consumer behavior and demand for future home improvements
- How consumers feel about DIY home improvement and what projects they typically undertake
- Retailers shopped and attributes
- Key drivers of consumer inspiration and where they get information
- Future offerings that most appeal to consumers

The DIY home improvement market has seen double-digit growth rates for the past two years as the pandemic forced consumers to rethink and retool their home spaces. Current market sales are over \$429 billion and forecast to continue to grow, albeit with new challenges. The pandemic pulled forward much demand and consumers are facing new financial hurdles thanks to higher home-related costs and inflation. Across the category, retailers will continue to look for ways to maintain interest among existing and emerging consumer groups who are engaged with DIY home projects.



"The pandemic has positively impacted the DIY home improvement category as consumers took on more projects. The connection to the home has strengthened and consumers continue to look for ways to improve their spaces. However, the category will be challenged moving forward due to current economic conditions."

– Vince DiGirolamo, Reports Director

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