

# DIY Retailing - Italy - 2022

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## This report looks at the following areas:

- The impact of COVID-19 on the DIY retailing sector and how it is recovering from this
- The impact of rising living costs on Italian consumers and how this is affecting the DIY retailing sector
- The winners and losers in the DIY retailing sector as we emerge into the post-COVID recovery phase
- How people shop for DIY/home improvement products and which channels and retailers they use
- Interest in DIY product/service innovations

After rising during the COVID lockdown-affected 2020, the percentage of Italians shopping at a DIY retailer resumed its pre-pandemic trend of gradual decline in 2022 although, at 82%, it is still high. This is forcing retailers to explore new potential sources of revenues, with the result that there is a high level of innovation and experimentation in the market.

The conflict in Ukraine, coming in the wake of a pandemic which was tough for many DIY retailers, looks set to inflict further pain by putting severe pressure on household finances, which had already been coming under pressure from energy price hikes in the second half of 2021.

Apart from the cost of living crisis, the biggest threat to the DIY retailing market is non-specialist retailers encroaching on their traditional territory, including generalist online-only retailers like Amazon, hypermarkets and non-food discounters.

The biggest opportunity for DIY retailers in Italy lies in using their brand loyalty and goodwill from customers to expand the scope of the products and services they offer customers. Although demand may be suppressed for now by the cost of living crisis, there is significant potential to expand the range of 'do it for me' services retailers offer.



"While in the short-term the cost of living crisis is going to drive demand for consumers to do home improvement tasks themselves, in the longer term we feel there are further opportunities to be had in the 'do it for me' segment, ranging from smaller tasks right up to larger refurbishment projects that would normally be taken on by small builders."

– Michael Oliver – Senior Retail Analyst, May 2022

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- **ISTITUTO CENTRALE DI STATISTICA (ISTAT) – Rome**
- **EUROSTAT – Luxembourg**

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