DIY Retailing - UK - 2022

Report Price: £2195 | $2995 | €2600

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This report looks at the following areas:

- **How does the pandemic continue to impact DIY retailing?**
- **What longer-lasting implications has this disruption had on the consumer base and retailing landscape?**
- **How will inflation, supply chain disruption and the developing conflict in Ukraine impact the DIY market?**
- **How can DIY specialists help consumers with the rising cost of living?**
- **How can DIY specialists consolidate on recent market share gains?**
- **How are DIY retailers innovating?**

In what is becoming a growing rarity across retail, in-store (73%) topped online (58%) as the most popular means of purchasing DIY products in the past 12 months. This speaks to the nature of products in the DIY market, particularly bigger-ticket items, many of which require in-person assurance. However, it also indicates the success of many specialists in providing compelling reasons to visit in-store over and above online. This underlines a crucial tool for multichannel specialists in the fightback against both online and non-specialists. This gap has narrowed, however, since pre-pandemic times, with a net-long-term benefit established with growing confidence in the online channel.

There is great uncertainty ahead as DIY faces a near-perfect storm of inflation and supply chain issues. These pressures have already seen price rises, lengthening lead times, reduced product availability and labour shortages. These pressures are not set to ease, with demand for home improvement to slow with less time indoors and greater scrutiny on household finances.

This austerity could then be compounded as home improvements fall further down the agenda amid the likely cutback on non-essential expenditure. Indeed, after two years of bumper spending, consumers are now more likely to prioritise other previously suppressed areas, such as travel, clothing and entertainment.

"DIY was again one of the best-performing non-essential retail markets amid continued disruption in the past year. However, the coming year will be much less certain, as demand slows with less time indoors and a near-perfect storm of inflation and supply chain issues."

– Marco Amasanti, Retail Analyst, May 2022

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Nonetheless, there remain a lot of opportunities for DIY specialists, with the newfound appetite and confidence in do-it-yourself serving as a springboard to re-engage key demographics such as younger and female consumers. Perhaps most significantly, the renewed need for value will offer a wealth of opportunities in credit, loyalty schemes, own-brand ranges and more circular business models, but also in marketing DIY both as a cost saving over employing tradesmen, and in the potential cost savings associated with certain product lines through greater energy efficiency.

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