

DIY Retailing - UK - 2023

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This report looks at the following areas:

- How has the cost of living crisis impacted DIY retailing?
- What is the future of DIY retailer's online channel?
- How can DIY specialist return to growth amidst the cost of living crisis?
- How are DIY retailers innovating?
- What is driving consumer behaviour during this time of uncertainty?
- How has the cost of living crisis impacted consumer home improvement projects?

Some 69% of consumers are more likely to take on home improvement projects that will save money in the long-run like installing solar panels with 79% of consumers aged 25-44 who are the most to do so. For projects like these, there is an upfront cost associated with installation of solar panels, but over time, the benefits out way the cost.

As many face increased pressure on their disposable incomes, consumers are seeking looking for ways to save money. 60% of consumers agree that trading-in home improvement products (i.e. old tools) in return for vouchers would be appealing. This type of scheme taps into the trend of circular consumption, and consumers can feel rewarded for their sustainable efforts, whilst at the same time being rewarded financially.

Bigger-ticket home improvement projects have declined due to the cost of living crisis, in addition to the impact of two years of bumper spending as many looked to adapt their homes given the increased time spent at home during the pandemic. The market for DIY retail sales was down in 2022 as consumers began to take on smaller-ticketed home improvement projects, this alongside the impact of inflation caused a decline in the market.

Some 72% of consumers agree that social media is a good source to find inspiration for home improvement projects peaking with women aged 16-34 at 76%. DIY retailers have the ability to capitalise on social media as a tool to



"The cost of living crisis has impacted the DIY market as we see consumers taking on smaller home improvement projects with lower spend. We see DIY retailers addressing the uncertainty brought on by rising inflation by enhancing their value propositions for its shoppers."

– Bridget McCusker,
Research Analyst

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further drive traffic and provide insight to shoppers spending on the home. Retailers can create short videos on hacks and tips on social media sites like YouTube, Pinterest and TikTok with offerings of products recommendations from their ranges and potentially offering promotions for clicking-through to their site via these platforms.



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