

# Improving the Home: Incl Impact of COVID-19 - Canada - December 2020

Report Price: £3695 | \$4995 | €4400

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## This report looks at the following areas:

- The impact of COVID-19 on the home improvement market
- How an economic slowdown will impact the home improvement market
- Market factors impacting the home improvement market
- Consumer behaviours and attitudes relating to the home improvement market

The COVID-19 pandemic has placed a greater demand on Canadian homes – essentially forcing them to act as offices, schools and safe havens. The increased time at home has shone a light on shortcomings and motivated some Canadians to adapt their homes to better fit these new lifestyles. Stay-at-home directives have reduced a significant barrier to DIY project completion by giving many Canadians more free time, though economic barriers will persist for a portion of the population. Since the majority of Canadians involved in the home improvement market claim to take pride in completing a home project themselves, many are eager to learn new skills and tackle new projects.



“As homes are forced to act as a central hub for Canadians during the pandemic, demands placed on them are higher than ever. The additional free time afforded by business closures and cancelled social outings is allowing some Canadians to dust off their to-do lists to tackle home projects.”

– **Meghan Ross, Senior Home & Beauty Analyst**

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