

Global (North America, Europe, Asia-Pacific, South America, Middle East and Africa) DIY Home Improvement Market 2018, Forecast to 2023

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Abstracts

Do-it-yourself (DIY) home improvement products that are used in building maintenance, plumbing, and other home improvement purposes are considered the target products of the market. DIY home improvement products and activities allow homeowners/consumers to execute tasks by themselves with the help of DIY home improvement tools, equipment, and appliances. These projects or tasks only involve end-consumers (householders or home users), without involvement from any third party. The DIY home improvement market in Europe encompasses DIY home improvement product categories that cover raw materials, appliances, hardware, tools, equipment, and several instruments that are used in the execution of DIY home improvement projects. It also covers all indoor and outdoor DIY home improvement activities executed by an individual. The report is focused on the analysis of retail distribution of DIY home improvement products, which fulfill the requirement of residential customers.

Scope of the Report:

This report focuses on the DIY Home Improvement in global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application. Manufacturers are focusing extensively on innovation and product differentiation in terms of quality enhancement, value addition, product portability, ease of access, and value for money. This market study identifies the wide production assortment and product innovation to be one of the primary growth factors for the DIY home improvement market in Europe. These manufacturers can earn higher profit margin by offering innovative products at high costs. Key manufacturers offering multiple brands

leads to better visibility and varied assortment of products. Further, innovations in raw material will drive the DIY home renovation market. Factors such as price wars, product launches, M&A, and strategic alliances among the players will further increase the competition in the DIY home renovation market. The intense competition sharply impacts the profit margins and increases the focus on R&D to develop varied and innovative products. To attain competitive advantage in the DIY home renovation market, DIY home improvement providers are focusing on offering a mix of DIY and do-it-for-me (DIFM) home improvement trade, improving delivery options and logistics, and branding and packaging to attract potential DIYers.

The worldwide market for DIY Home Improvement is expected to grow at a CAGR of roughly xx% over the next five years, will reach xx million US\$ in 2023, from xx million US\$ in 2017, according to a new GIR (Global Info Research) study.

Market Segment by Manufacturers, this report covers

ADEO

BAUHAUS

HORNBACH Baumarkt

Kingfisher

Travis Perkins

Bauvista

EUROBAUSTOFF

Intergamma

K-GROUP

Les Mousquetaires

The Sherwin-Williams Company

Toolstation

WESFARMERS

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia etc.)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Lumber and landscape management

Décor and indoor garden

Kitchen

Painting and wallpaper

Tools and hardware

Building materials

Lighting

Plumbing and equipment

Flooring

Electrical work

Market Segment by Applications, can be divided into

Offline

Online

There are 15 Chapters to deeply display The global DIY Home Improvement market.

Chapter 1, to describe DIY Home Improvement Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of DIY Home Improvement, with sales, revenue, and price of DIY Home Improvement, in 2016 and 2017;

Chapter 3, to display the competitive situation among the top manufacturers, with sales, revenue and market share in 2016 and 2017;

Chapter 4, to show The global market by regions, with sales, revenue and market share of DIY Home Improvement, for each region, from 2013 to 2018;

Chapter 5, 6, 7, 8 and 9, to analyze the market by countries, by type, by application and by manufacturers, with sales, revenue and market share by key countries in these regions;

Chapter 10 and 11, to show the market by type and application, with sales market share and growth rate by type, application, from 2013 to 2018;

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