

DIY Home Improvement Market Forecasts to 2034 – Global Analysis By Product (Core Tools & Hardware, Paints, Coatings & Adhesives, Flooring & Tiling Materials, Electrical & Lighting Fixtures, Plumbing & Sanitary Fixtures, Outdoor & Garden Improvement and Smart DIY Kits), Project Type, Distribution Channel, End User and By Geography

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Abstracts

According to Statistics MRC, the Global DIY Home Improvement Market is accounted for \$930.0 billion in 2026 and is expected to reach \$1586.01 billion by 2034 growing at a CAGR of 6.9% during the forecast period. DIY Home Improvement involves individuals managing home renovation, maintenance, and design projects on their own instead of relying on professionals. Its growing appeal is driven by increasing service costs, widespread how-to content on digital platforms, and improved access to user-friendly tools and supplies. These projects can include basic activities like wall painting and shelving, as well as advanced work such as installing tiles or upgrading fixtures. DIY efforts enable homeowners to personalize their spaces while reducing expenses. Moreover, engaging in DIY activities enhances problem-solving abilities, builds hands-on skills, and provides personal satisfaction.

According to the U.S. Census Bureau, total residential construction spending in October 2025 was \$926.5 billion (seasonally adjusted annual rate), which includes improvements to existing homes—a key parent category for DIY home improvement.

Market Dynamics:

Driver:

Rising labor and contractor costs

Increasing expenses associated with hiring contractors and skilled labor are significantly boosting the DIY home improvement trend. Factors such as wage inflation, workforce shortages, and higher material handling costs have made professional services less affordable for many households. To reduce renovation expenses, homeowners are choosing to perform improvements independently. DIY projects eliminate labor charges and provide flexibility in managing home upgrades. Simple tasks like repairs, refurbishments, and basic installations can be handled without professional help. This growing preference for self-executed work enables better cost management and encourages wider adoption of DIY practices.

Restraint:

Lack of technical skills and expertise

Insufficient technical knowledge is a major barrier to the expansion of the DIY home improvement market. Numerous renovation and repair tasks demand professional-level understanding and accuracy. Without proper expertise, homeowners risk making errors that compromise safety and performance. Projects involving electrical systems, plumbing, or load-bearing structures are particularly challenging for beginners. Concerns about mistakes, rework costs, and potential hazards often deter individuals from undertaking DIY tasks. As a result, many homeowners continue to rely on professionals, slowing the overall adoption of do-it-yourself home improvement solutions.

Opportunity:

Growing e-commerce platforms for DIY products

The expansion of online retail and e-commerce channels creates strong opportunities for the DIY home improvement industry. Homeowners can conveniently access diverse tools, materials, and DIY kits through websites and apps, eliminating the need to visit physical stores. Discounts, promotions, and home delivery further enhance accessibility and reduce project costs. Customer reviews and ratings assist in choosing the right products and improving project outcomes. With increasing internet penetration and digital literacy worldwide, e-commerce platforms empower more individuals to engage in DIY activities, fostering greater adoption and growth of the DIY home improvement

market.

Threat:

Competition from professional contractors

Professional contractors and service providers pose a considerable threat to the DIY home improvement industry. Homeowners frequently choose expert assistance for challenging or hazardous projects to guarantee safety, proper installation, and adherence to regulations. Professionals offer faster execution, guarantees, and technical knowledge, making them a preferred option over DIY methods. This reliance reduces opportunities for individuals to attempt advanced improvements independently. As the professional services market strengthens and gains visibility, DIY solutions face difficulties in attracting high-value or complex projects, which may constrain market expansion and limit participation in self-managed home improvement activities.

Covid-19 Impact:

The DIY Home Improvement Market experienced notable effects due to the COVID-19 pandemic. Homeowners spending more time indoors, caused by lockdowns and remote work, were motivated to renovate and enhance their living environments. Restrictions on professional services and safety concerns led many individuals to manage repairs, upgrades, and décor projects themselves. Online platforms, including e-commerce stores and instructional websites, witnessed increased engagement as consumers purchased materials and sought guidance. This period drove a surge in DIY adoption, creating higher market demand and encouraging homeowners to take a more hands-on approach to improving their homes independently.

The core tools & hardware segment is expected to be the largest during the forecast period

The core tools & hardware segment is expected to account for the largest market share during the forecast period. This category comprises essential equipment such as hand tools, power tools, fasteners, and other hardware components necessary for various home projects. Its market leadership stems from the constant demand for basic tools required for repairs, renovations, and decorative enhancements. Both beginners and seasoned DIY practitioners rely heavily on these products, making them the most commonly utilized items. The segment's broad utility, indispensability, and consistent consumption across multiple project types solidify its status as the primary driver of

activity in the DIY home improvement space.

The decorative enhancement segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the decorative enhancement segment is predicted to witness the highest growth rate. This category includes projects that improve a home's aesthetic appeal, such as wall painting, decorative fixtures, lighting upgrades, furniture styling, and creative décor additions. Increasing consumer desire for personalized, stylish living spaces drives the adoption of these projects. The influence of social media, online tutorials, and easy-to-use decorative products encourages homeowners to manage improvements independently. The growing focus on individuality and visual appeal positions Decorative Enhancement as the most rapidly expanding area, highlighting a trend toward creative and personalized home improvement efforts.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share. The market is driven by homeowners' strong interest in managing renovations and upgrades independently, supported by high disposable income and extensive retail and online sales networks. Residents frequently invest in home décor, maintenance, and improvement projects to enhance comfort and personalize their living environments. Easy access to advanced tools, materials, and instructional content further promotes DIY participation. Additionally, social media and digital platforms inspire creative projects and skill development. These factors collectively position North America as the dominant region in the global DIY home improvement landscape.

Region with highest CAGR:

Over the forecast period, the Asia-Pacific region is anticipated to exhibit the highest CAGR. Increasing urbanization, higher disposable incomes, and a rising middle class are fueling the demand for home renovations, maintenance, and decorative projects. Growing interest in DIY methods, along with access to affordable tools, materials, and online instructional content, motivates homeowners to manage improvements independently. The expansion of e-commerce and retail networks enhances convenience and product availability. Young homeowners in countries such as India, China, and Southeast Asia are embracing DIY for personalization and cost-effectiveness, making Asia-Pacific the most rapidly expanding region in the market.

Key players in the market

Some of the key players in DIY Home Improvement Market include The Home Depot, Lowe's Companies, Kingfisher, Adeo Group, Ace Hardware, Stanley Black & Decker, Bosch, Makita, Sherwin-Williams, PPG Industries, Travis Perkins, Kesko Corporation, Amazon, Walmart, BAUHAUS AG, HORNBACH Holding, OBI GmbH and Menards Inc.

Key Developments:

In January 2026, The Home Depot introduced Material List Builder AI, a new capability that helps professional renovators, remodelers, builders and specialty tradespeople create actionable project material lists within minutes. Material List Builder AI leverages AI technology to interpret the project intent and generate an accurate, grouped list of materials needed for the entire job – helping Pros stay on time and on budget.

In January 2026, Ace Hardware and Cognizant celebrate their 25-year partnership, building on their collaboration that aims to advance innovation across the hardware retail cooperative. The longstanding engagement underscores both companies' commitment to exploring large-scale innovation that supports Ace's growth and digital acceleration initiatives, enabling the company to keep pace with fast-evolving e-commerce and operational demands.

Products Covered:

Core Tools & Hardware

Paints, Coatings & Adhesives

Flooring & Tiling Materials

Electrical & Lighting Fixtures

Plumbing & Sanitary Fixtures

Outdoor & Garden Improvement

Smart DIY Kits

Project Types Covered:

- Structural Renovation
- Decorative Enhancement
- Maintenance & Repair
- Outdoor Projects

Distribution Channels Covered:

- Physical DIY Specialty Stores
- Big-Box Retailers
- Online Marketplaces
- Direct-to-Consumer Brand Stores

End Users Covered:

- Homeowners
- Renters
- Hobbyists/Makers

Regions Covered:

- North America
 - United States
 - Canada

Mexico

Europe

United Kingdom

Germany

France

Italy

Spain

Netherlands

Belgium

Sweden

Switzerland

Poland

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Thailand

Malaysia

Singapore

Vietnam

Rest of Asia Pacific

South America

Brazil

Argentina

Colombia

Chile

Peru

Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2023, 2024, 2025, 2026, 2027, 2028, 2030, 3032 and 2034
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

Contents

1 EXECUTIVE SUMMARY

- 1.1 Market Snapshot and Key Highlights
- 1.2 Growth Drivers, Challenges, and Opportunities
- 1.3 Competitive Landscape Overview
- 1.4 Strategic Insights and Recommendations

2 RESEARCH FRAMEWORK

- 2.1 Study Objectives and Scope
- 2.2 Stakeholder Analysis
- 2.3 Research Assumptions and Limitations
- 2.4 Research Methodology
 - 2.4.1 Data Collection (Primary and Secondary)
 - 2.4.2 Data Modeling and Estimation Techniques
 - 2.4.3 Data Validation and Triangulation
 - 2.4.4 Analytical and Forecasting Approach

3 MARKET DYNAMICS AND TREND ANALYSIS

- 3.1 Market Definition and Structure
- 3.2 Key Market Drivers
- 3.3 Market Restraints and Challenges
- 3.4 Growth Opportunities and Investment Hotspots
- 3.5 Industry Threats and Risk Assessment
- 3.6 Technology and Innovation Landscape
- 3.7 Emerging and High-Growth Markets
- 3.8 Regulatory and Policy Environment
- 3.9 Impact of COVID-19 and Recovery Outlook

4 COMPETITIVE AND STRATEGIC ASSESSMENT

- 4.1 Porter's Five Forces Analysis
 - 4.1.1 Supplier Bargaining Power
 - 4.1.2 Buyer Bargaining Power
 - 4.1.3 Threat of Substitutes
 - 4.1.4 Threat of New Entrants

- 4.1.5 Competitive Rivalry
- 4.2 Market Share Analysis of Key Players
- 4.3 Product Benchmarking and Performance Comparison

5 GLOBAL DIY HOME IMPROVEMENT MARKET, BY PRODUCT

- 5.1 Core Tools & Hardware
- 5.2 Paints, Coatings & Adhesives
- 5.3 Flooring & Tiling Materials
- 5.4 Electrical & Lighting Fixtures
- 5.5 Plumbing & Sanitary Fixtures
- 5.6 Outdoor & Garden Improvement
- 5.7 Smart DIY Kits

6 GLOBAL DIY HOME IMPROVEMENT MARKET, BY PROJECT TYPE

- 6.1 Structural Renovation
- 6.2 Decorative Enhancement
- 6.3 Maintenance & Repair
- 6.4 Outdoor Projects

7 GLOBAL DIY HOME IMPROVEMENT MARKET, BY DISTRIBUTION CHANNEL

- 7.1 Physical DIY Specialty Stores
- 7.2 Big-Box Retailers
- 7.3 Online Marketplaces
- 7.4 Direct-to-Consumer Brand Stores

8 GLOBAL DIY HOME IMPROVEMENT MARKET, BY END USER

- 8.1 Homeowners
- 8.2 Renters
- 8.3 Hobbyists/Makers

9 GLOBAL DIY HOME IMPROVEMENT MARKET, BY GEOGRAPHY

- 9.1 North America
 - 9.1.1 United States
 - 9.1.2 Canada

- 9.1.3 Mexico
- 9.2 Europe
 - 9.2.1 United Kingdom
 - 9.2.2 Germany
 - 9.2.3 France
 - 9.2.4 Italy
 - 9.2.5 Spain
 - 9.2.6 Netherlands
 - 9.2.7 Belgium
 - 9.2.8 Sweden
 - 9.2.9 Switzerland
 - 9.2.10 Poland
 - 9.2.11 Rest of Europe
- 9.3 Asia Pacific
 - 9.3.1 China
 - 9.3.2 Japan
 - 9.3.3 India
 - 9.3.4 South Korea
 - 9.3.5 Australia
 - 9.3.6 Indonesia
 - 9.3.7 Thailand
 - 9.3.8 Malaysia
 - 9.3.9 Singapore
 - 9.3.10 Vietnam
 - 9.3.11 Rest of Asia Pacific
- 9.4 South America
 - 9.4.1 Brazil
 - 9.4.2 Argentina
 - 9.4.3 Colombia
 - 9.4.4 Chile
 - 9.4.5 Peru
 - 9.4.6 Rest of South America
- 9.5 Rest of the World (RoW)
 - 9.5.1 Middle East
 - 9.5.1.1 Saudi Arabia
 - 9.5.1.2 United Arab Emirates
 - 9.5.1.3 Qatar
 - 9.5.1.4 Israel
 - 9.5.1.5 Rest of Middle East

9.5.2 Africa

9.5.2.1 South Africa

9.5.2.2 Egypt

9.5.2.3 Morocco

9.5.2.4 Rest of Africa

10 STRATEGIC MARKET INTELLIGENCE

10.1 Industry Value Network and Supply Chain Assessment

10.2 White-Space and Opportunity Mapping

10.3 Product Evolution and Market Life Cycle Analysis

10.4 Channel, Distributor, and Go-to-Market Assessment

11 INDUSTRY DEVELOPMENTS AND STRATEGIC INITIATIVES

11.1 Mergers and Acquisitions

11.2 Partnerships, Alliances, and Joint Ventures

11.3 New Product Launches and Certifications

11.4 Capacity Expansion and Investments

11.5 Other Strategic Initiatives

12 COMPANY PROFILES

12.1 The Home Depot

12.2 Lowe's Companies

12.3 Kingfisher

12.4 Adeo Group

12.5 Ace Hardware

12.6 Stanley Black & Decker

12.7 Bosch

12.8 Makita

12.9 Sherwin-Williams

12.10 PPG Industries

12.11 Travis Perkins

12.12 Kesko Corporation

12.13 Amazon

12.14 Walmart

12.15 BAUHAUS AG

12.16 HORNBAACH Holding

12.17 OBI GmbH

12.18 Menards Inc.

List Of Tables

LIST OF TABLES

- Table 1 Global DIY Home Improvement Market Outlook, By Region (2023-2034) (\$MN)
- Table 2 Global DIY Home Improvement Market Outlook, By Product (2023-2034) (\$MN)
- Table 3 Global DIY Home Improvement Market Outlook, By Core Tools & Hardware (2023-2034) (\$MN)
- Table 4 Global DIY Home Improvement Market Outlook, By Paints, Coatings & Adhesives (2023-2034) (\$MN)
- Table 5 Global DIY Home Improvement Market Outlook, By Flooring & Tiling Materials (2023-2034) (\$MN)
- Table 6 Global DIY Home Improvement Market Outlook, By Electrical & Lighting Fixtures (2023-2034) (\$MN)
- Table 7 Global DIY Home Improvement Market Outlook, By Plumbing & Sanitary Fixtures (2023-2034) (\$MN)
- Table 8 Global DIY Home Improvement Market Outlook, By Outdoor & Garden Improvement (2023-2034) (\$MN)
- Table 9 Global DIY Home Improvement Market Outlook, By Smart DIY Kits (2023-2034) (\$MN)
- Table 10 Global DIY Home Improvement Market Outlook, By Project Type (2023-2034) (\$MN)
- Table 11 Global DIY Home Improvement Market Outlook, By Structural Renovation (2023-2034) (\$MN)
- Table 12 Global DIY Home Improvement Market Outlook, By Decorative Enhancement (2023-2034) (\$MN)
- Table 13 Global DIY Home Improvement Market Outlook, By Maintenance & Repair (2023-2034) (\$MN)
- Table 14 Global DIY Home Improvement Market Outlook, By Outdoor Projects (2023-2034) (\$MN)
- Table 15 Global DIY Home Improvement Market Outlook, By Distribution Channel (2023-2034) (\$MN)
- Table 16 Global DIY Home Improvement Market Outlook, By Physical DIY Specialty Stores (2023-2034) (\$MN)
- Table 17 Global DIY Home Improvement Market Outlook, By Big-Box Retailers (2023-2034) (\$MN)
- Table 18 Global DIY Home Improvement Market Outlook, By Online Marketplaces (2023-2034) (\$MN)
- Table 19 Global DIY Home Improvement Market Outlook, By Direct-to-Consumer Brand

Stores (2023-2034) (\$MN)

Table 20 Global DIY Home Improvement Market Outlook, By End User (2023-2034) (\$MN)

Table 21 Global DIY Home Improvement Market Outlook, By Homeowners (2023-2034) (\$MN)

Table 22 Global DIY Home Improvement Market Outlook, By Renters (2023-2034) (\$MN)

Table 23 Global DIY Home Improvement Market Outlook, By Hobbyists/Makers (2023-2034) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Rest of the World (RoW) Regions are also represented in the same manner as above.

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