

UK Retail Futures 2014

DMVT0642

# UK DIY & Gardening

# 2014

2009 2010 2011 2012 2013 2015 2016 2017 2018 2019





To help you navigate the report, each section is colour coded; the colours correspond to the tabs on the right hand side of each page  
The hot topics box lists subjects we think may be of particular interest



### Hot topics

#### Quick guide – where to find analysis

Decorative materials to be best performing DIY category	18
Gardening tools will benefit from innovation and replacement purchases	20
Grocers to make most significant channel share gains	23
B&Q to consolidate its market leading position	27
Gardening will continue to outperform DIY	51

### Executive summary

Page 4-11

At a glance forecasts, brief overview of main findings, key issues and strategies for success

### Expenditure forecasts

Page 12-20

The value of all DIY & gardening purchases through all channels forecast to 2014

Key categories forecast

- Total DIY & gardening sales;
- Five-year growth rates;
- Average annual growth rates;
- Inflation & volume growth;
- Share of total retail spending;
- Category growth rates.

### Channels of distribution

Page 21-27

Forecast sales for DIY and garden retailers reconciled with consumer spending on DIY & gardening products. Prediction and analysis of the relative fortunes of the various channels of distribution over the next five years

- Channel values & shares;
- Category values & shares;
- Winning & losing channels;
- DIY specialists market shares.

### Specialists forecasts

Page 28-47

**DIY & gardening overall** Page 28

**Superstore element** Page 38-47

The value of sales through all DIY & gardening specialists forecast to 2014

- Total specialist sales;
- Five-year growth rates;
- Average annual growth rates;
- Inflation & volume growth;
- Share of total retail spending;
- Floorspace;
- Sales densities;
- Store numbers;
- Average store size.

### Category forecasts

Page 48-74

Detailed product level forecasts to **2014** for:

#### DIY

- Non-decorative materials;
- Tools, equipment and accessories;
- Decorative materials.

#### Gardening

- Greenstock and growing media;
- Garden structures;
- Outdoor living;
- Gardening tools;
- Garden utensils.

<b>Section</b>		<b>Page Number</b>
<b>Executive summary:</b>	<i>DIY &amp; gardening market at a glance</i>	<b>04</b>
<b>Expenditure forecasts:</b>	<i>What consumers spend on DIY &amp; gardening</i>	<b>12</b>
<b>Channels of distribution:</b>	<i>Where DIY &amp; gardening products are sold</i>	<b>21</b>
<b>Specialists forecasts:</b>	<i>Sales through specialist DIY retailers</i>	<b>28</b>
<b>Superstores forecasts:</b>	<i>Sales through specialist DIY superstores</i>	<b>38</b>
<b>Category forecasts:</b>	<i>Detailed product category forecasting</i>	<b>48</b>
<b>Appendix:</b>	<i>Methodology, terminology, definitions, principle sources</i>	<b>75</b>