

€1.2 Bn

Total sales achieved in 2020

2020 confirmed the scalability of the business model as it cements its position as Europe's largest home improvement and DIY marketplace.



ManoMano UK

will continue to be the fastest growing market in 2021, and eventually the 2nd biggest market.

+240% LFL

compared to 2019

UK sales achieved

The UK is THE most important DIY market in Europe.

Brits are DIY enthusiasts: 70% spent time during lockdown undertaking a DIY project, with 57% planning to undertake more projects in the year ahead

Return of the greenhouse

+571% sales of Greenhouses even social media sensation Mrs Hinch invested in one!



Most popular

Garden & Outdoor was the most popular category in 2020

+668%

Sales of BBQs compared to 2019

+637%

Sales of outdoor dining sets

Sales of office furniture also increased...

+2581%

Sales of office desks

+8263%

Sales of office chairs

75%

of sellers in the UK are UK based

'Shoffice' (Shed-Office)

With more people than ever working from home, the 'shoffice' became popular.

+417%

Sales of sheds compared to 2019

+880,000 blog views

+250% vs 2019

The top 3 blog posts of 2020 were:



7 ways to redo your countertops without replacing them



12 easy and cheap DIY fire pit ideas



DIY pallet bar