

WHAT KEY TRENDS AFFECTED THE DIY MARKET IN 2012?

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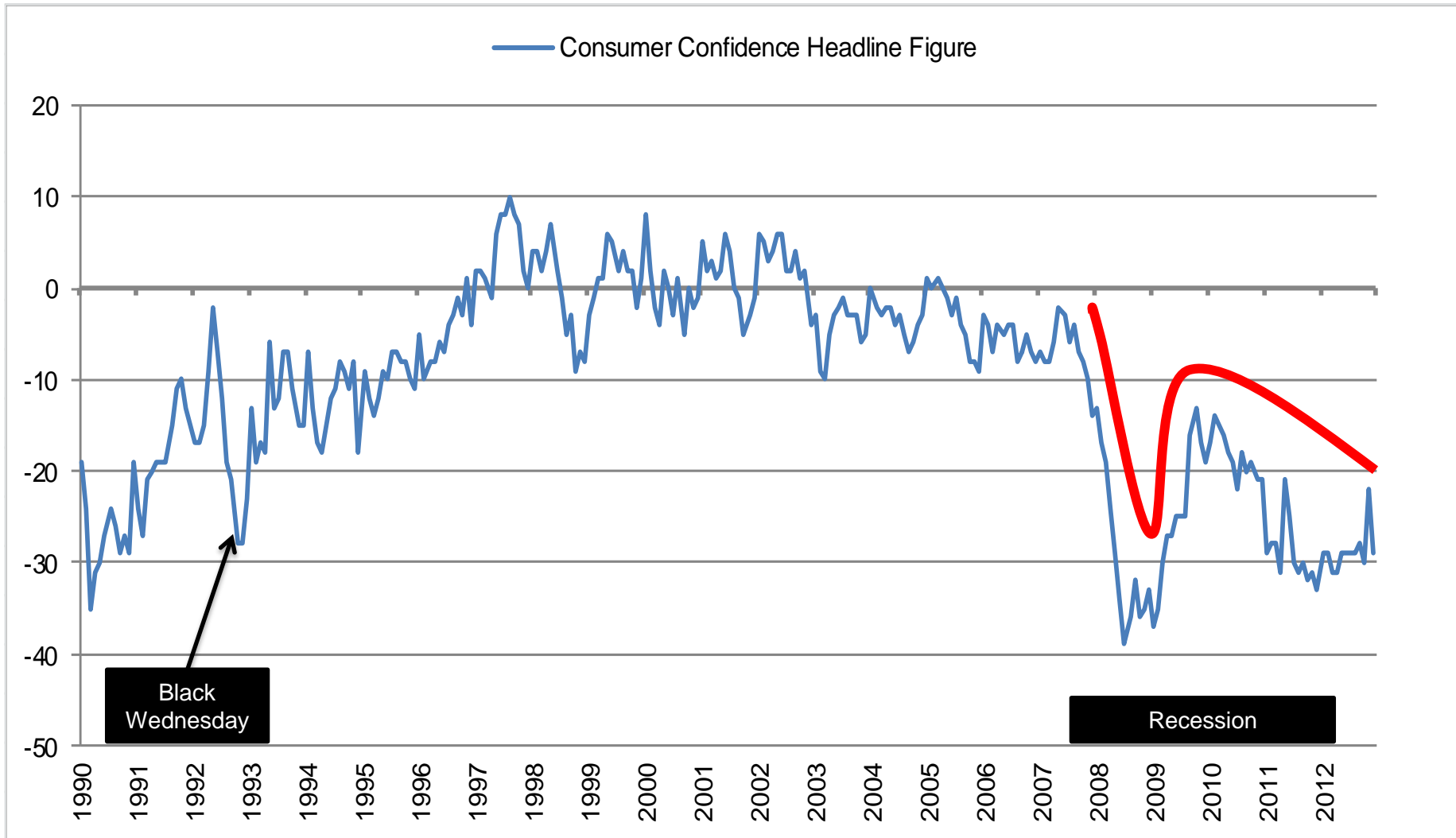
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What key trends affected the DIY market in 2012?

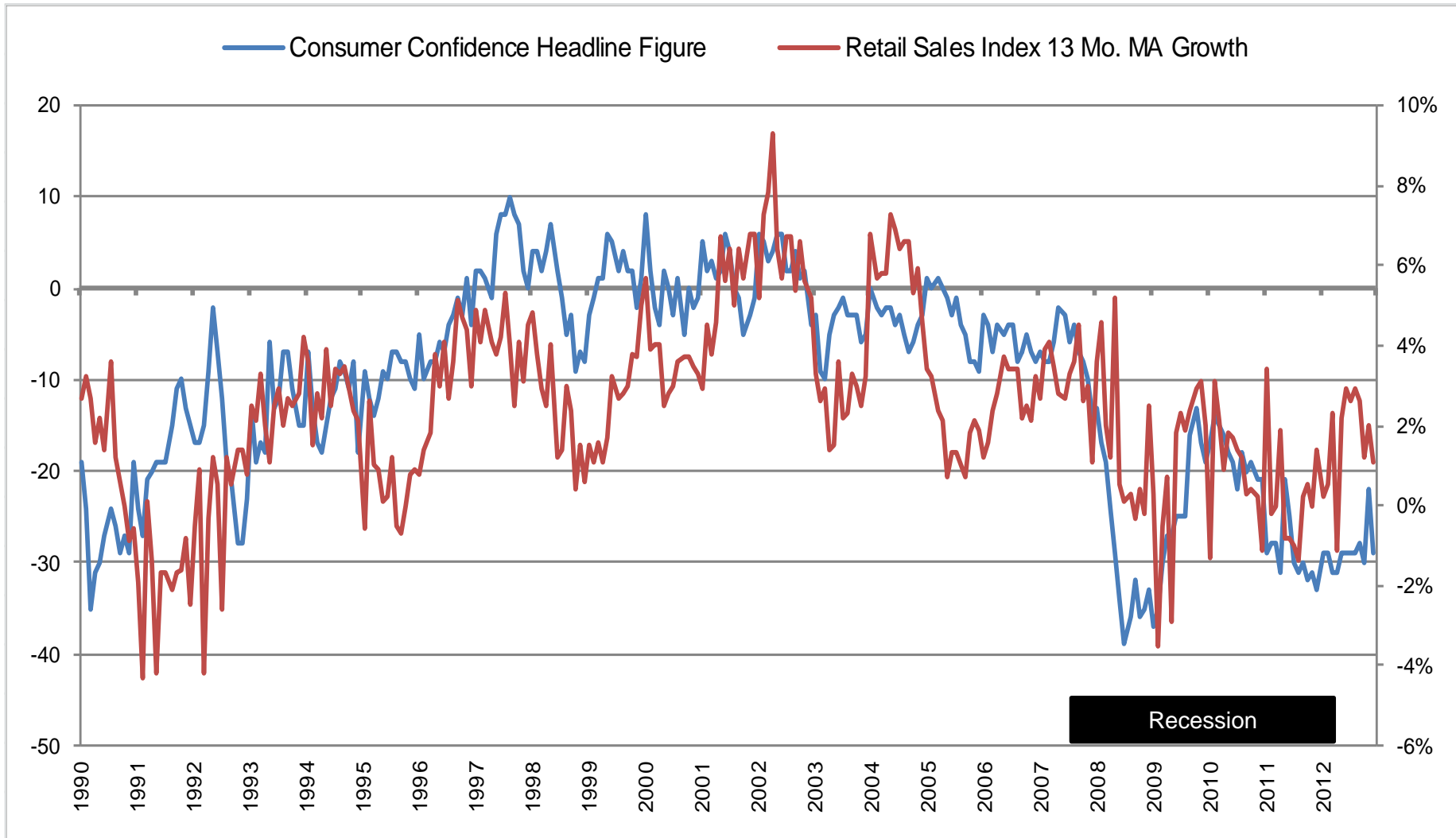
- The consumer and the economy
- DIY vs. other markets – what are people spending their money on?
- Key DIY trends in 2012
- Where are people buying DIY products?

The consumer and the economy

Consumer confidence remains low, but stable, in the second part of “double dip recession”

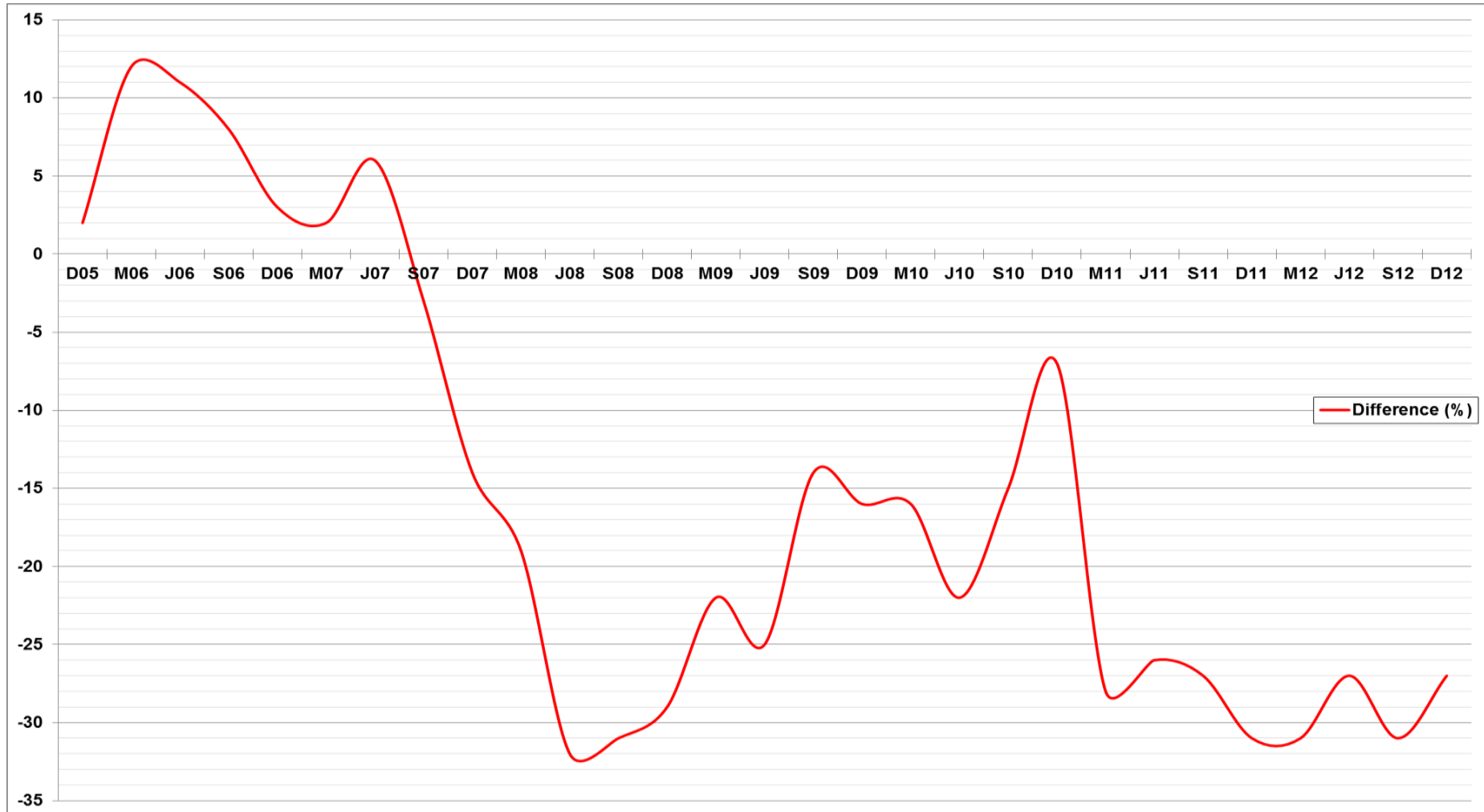


Overall retail sales have clearly been impacted



Low confidence is impacting replacement purchases

Is it currently the right time to make major purchases (e.g. furniture, washing machines, televisions....)?

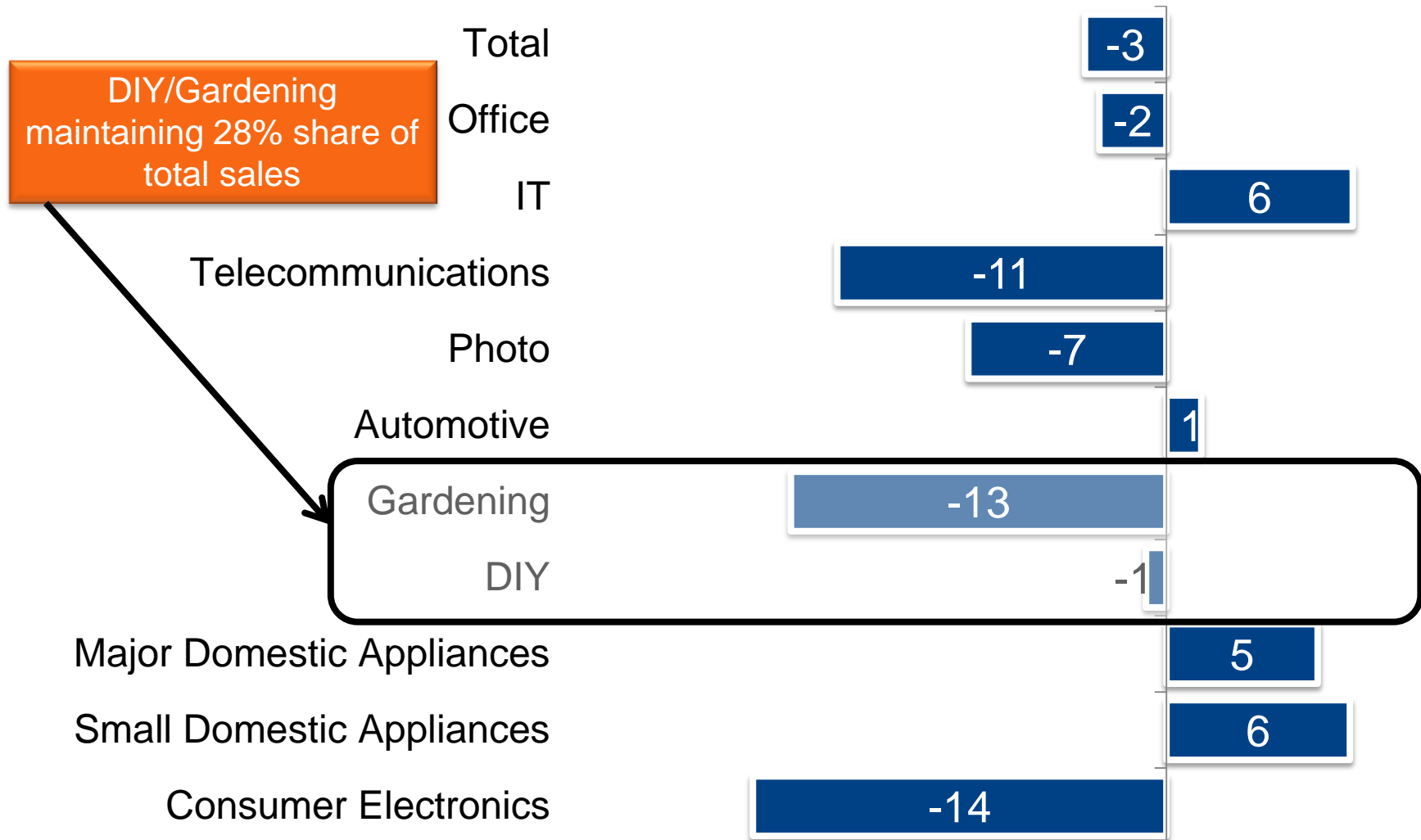


Difference = difference between those people who thought it was the right time to make a major purchase and those that thought not.

DIY vs. other markets – what are people spending their money on?

Some industries showing growth despite overall declining trend

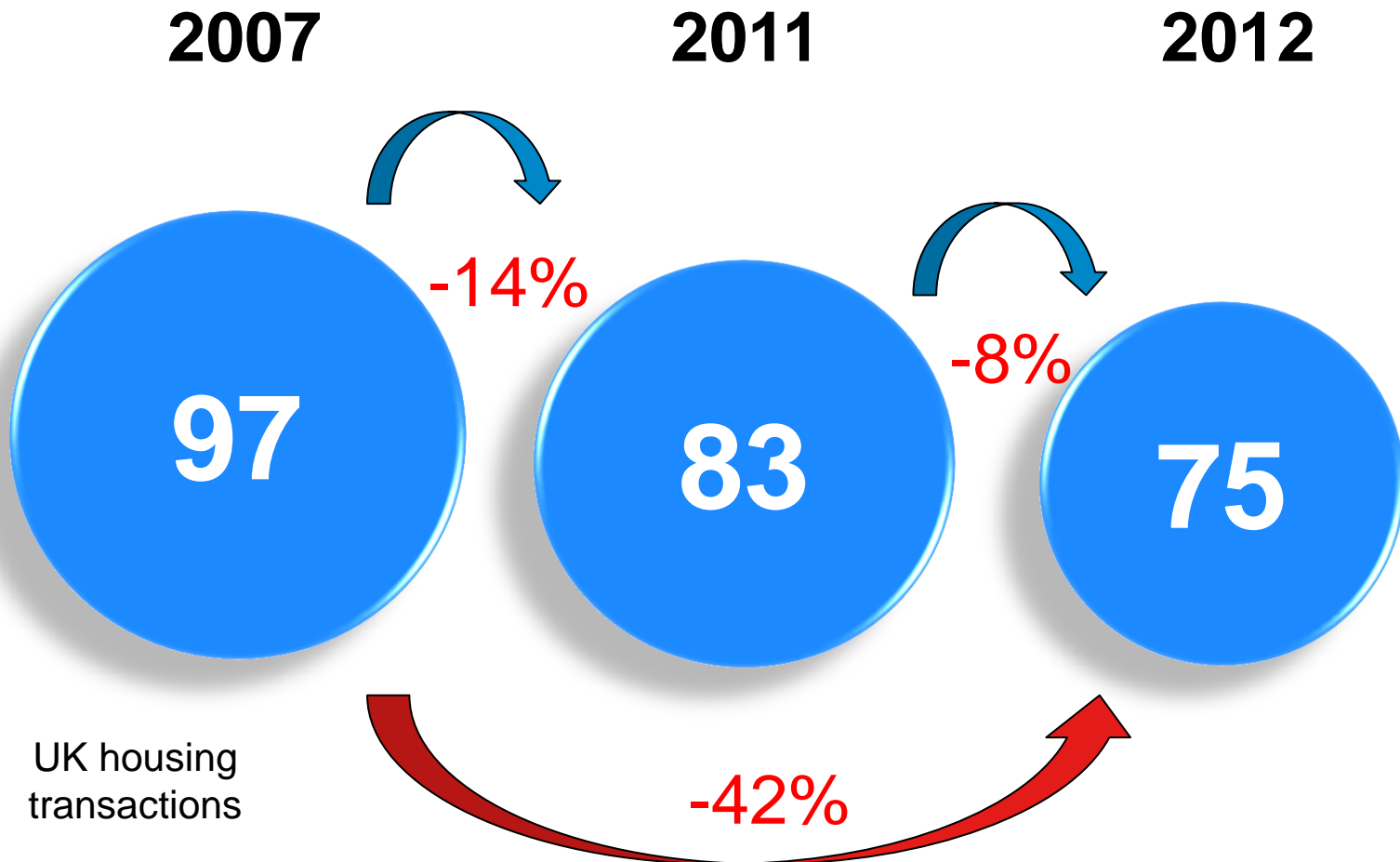
2012 vs. 2011 % change in value



Key DIY trends in 2012

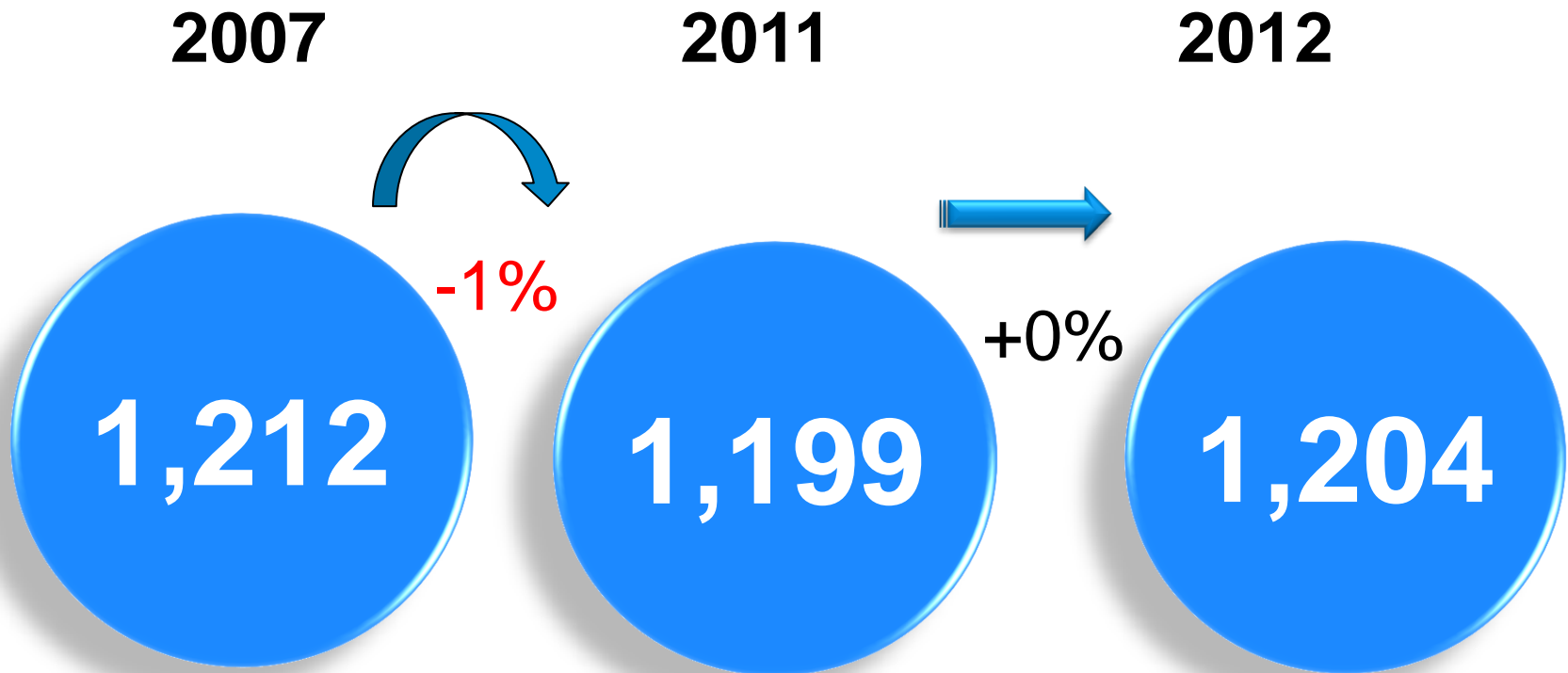
Volume sales have declined for key DIY categories, why?

Unit sales (millions) of Total Paint/Power Garden/Power Tools



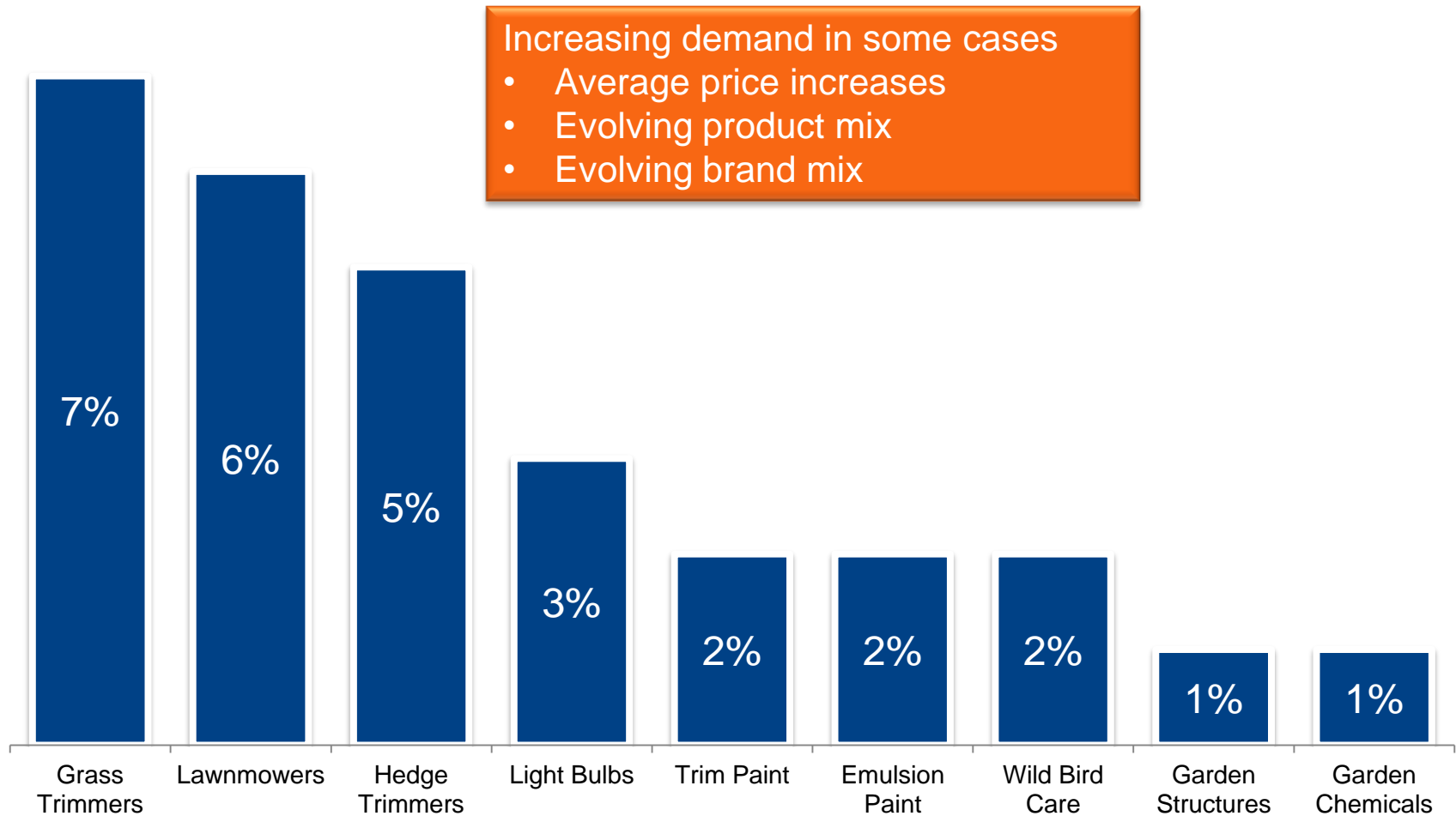
Value performance of many categories is better

Value sales (£millions) of Total Paint/Power Garden/Power Tools

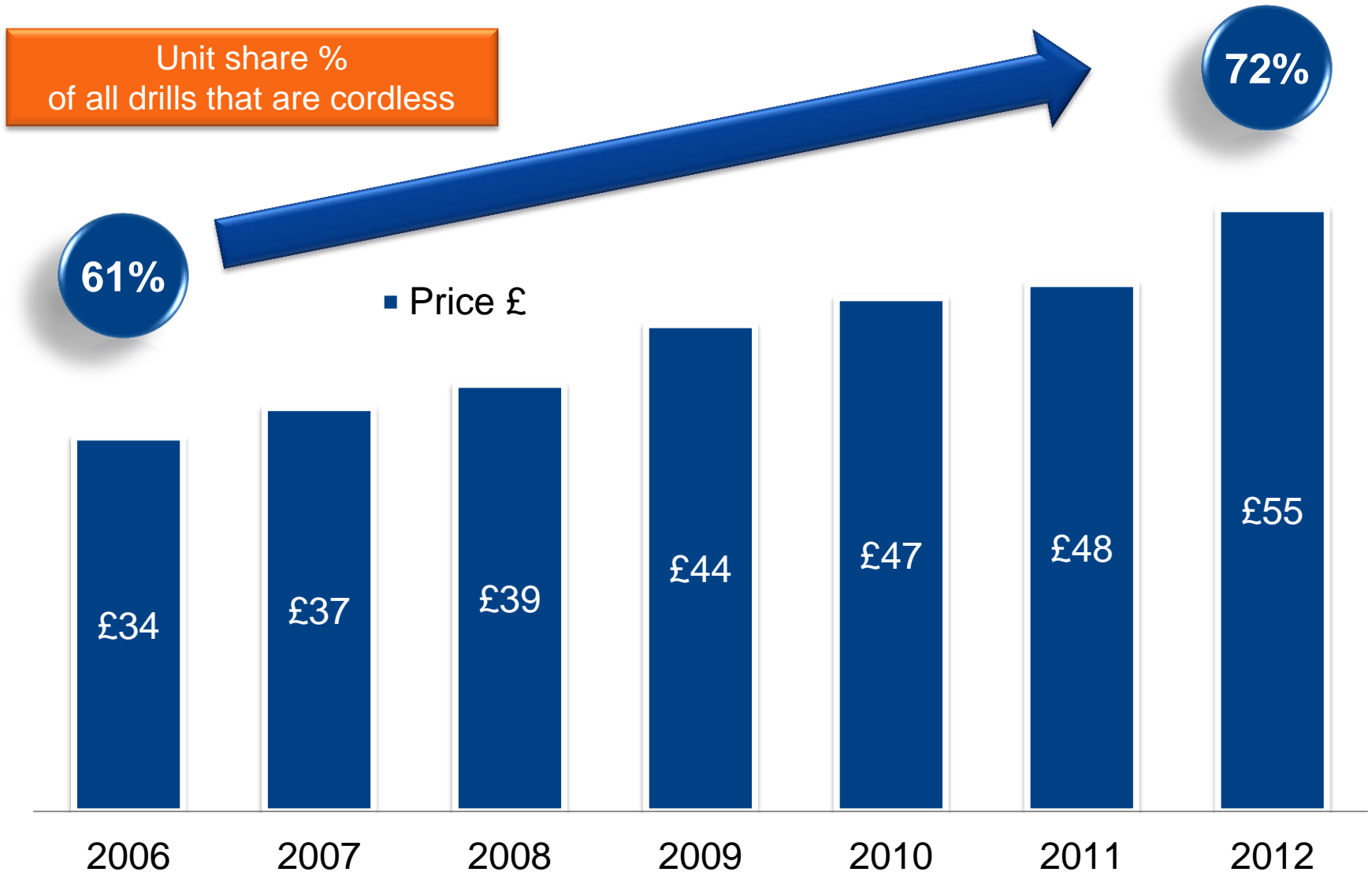


More money has been spent on a number of categories in 2012

Value % increase 2012 vs. 2011



The average price of an Electric Drill is as high as ever due to evolving product/feature mix

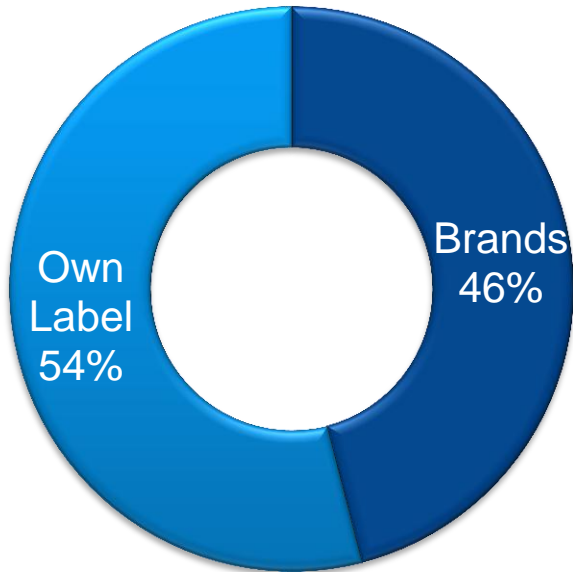


In some cases consumers are buying more “brands”, helping to increase overall average price

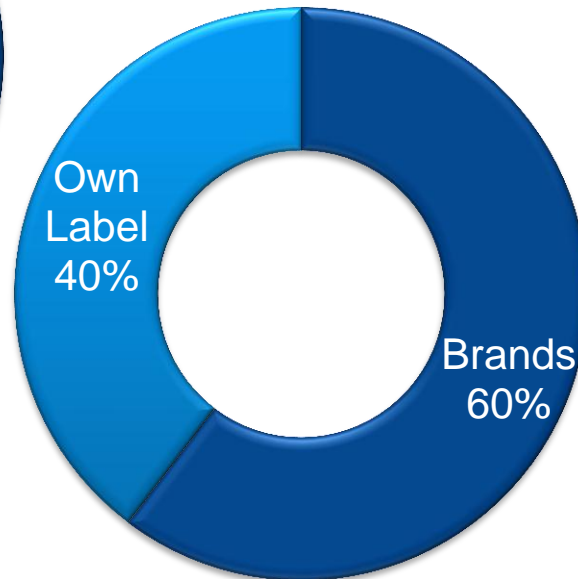


Power Tool Brands vs. Own Label Unit % share

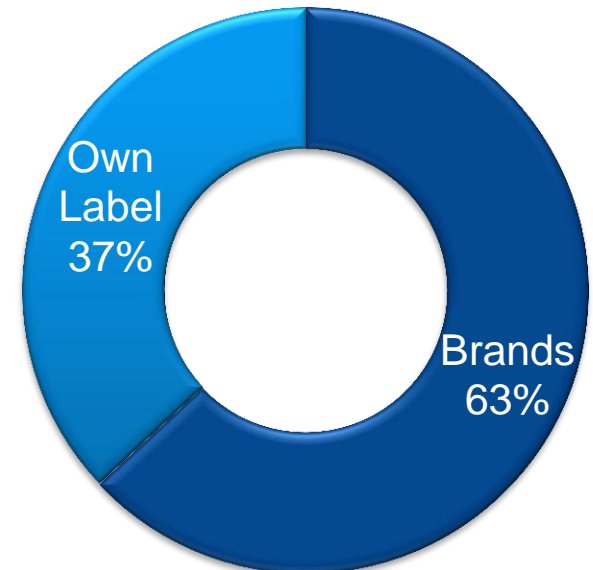
2007



2011

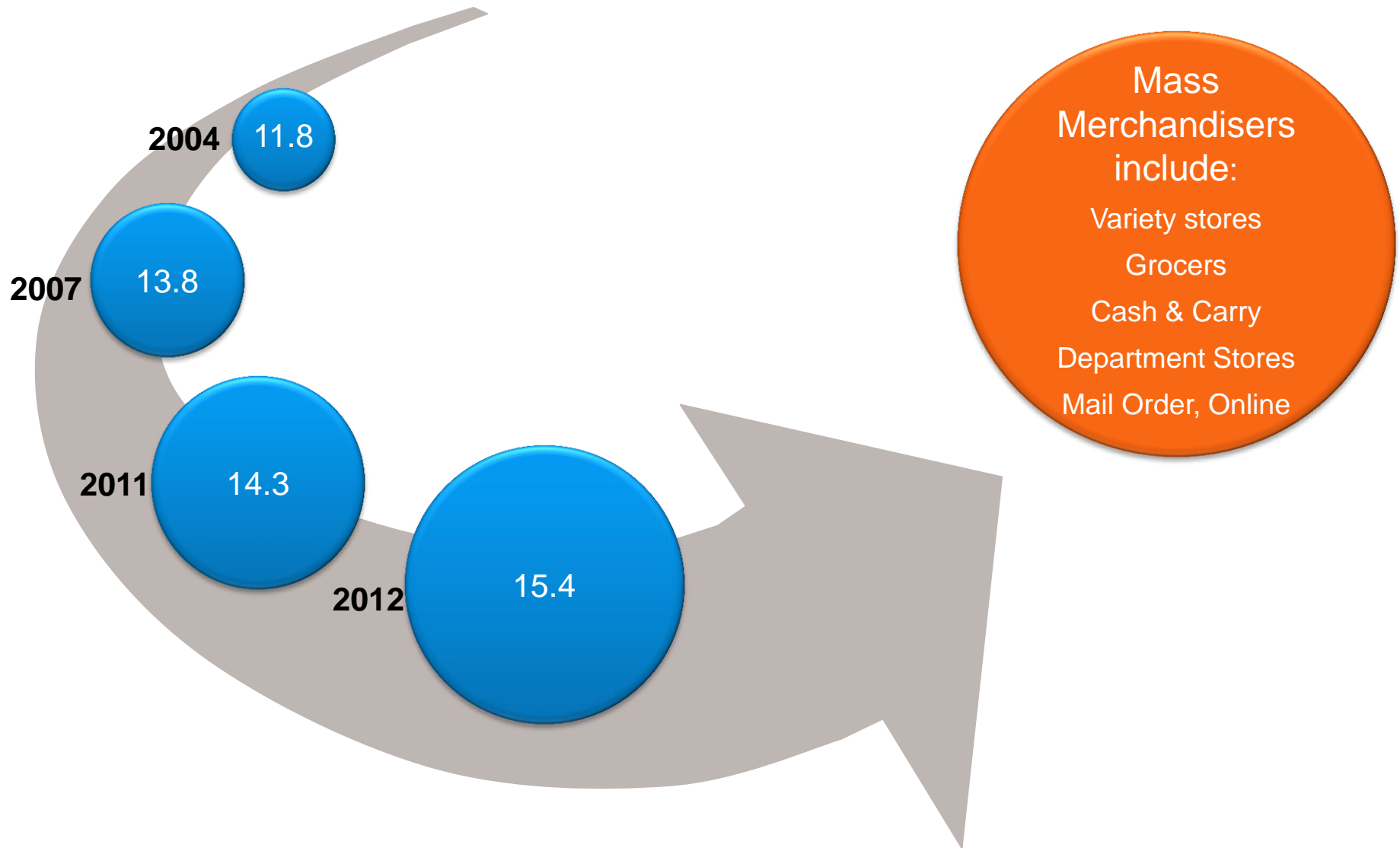


2012

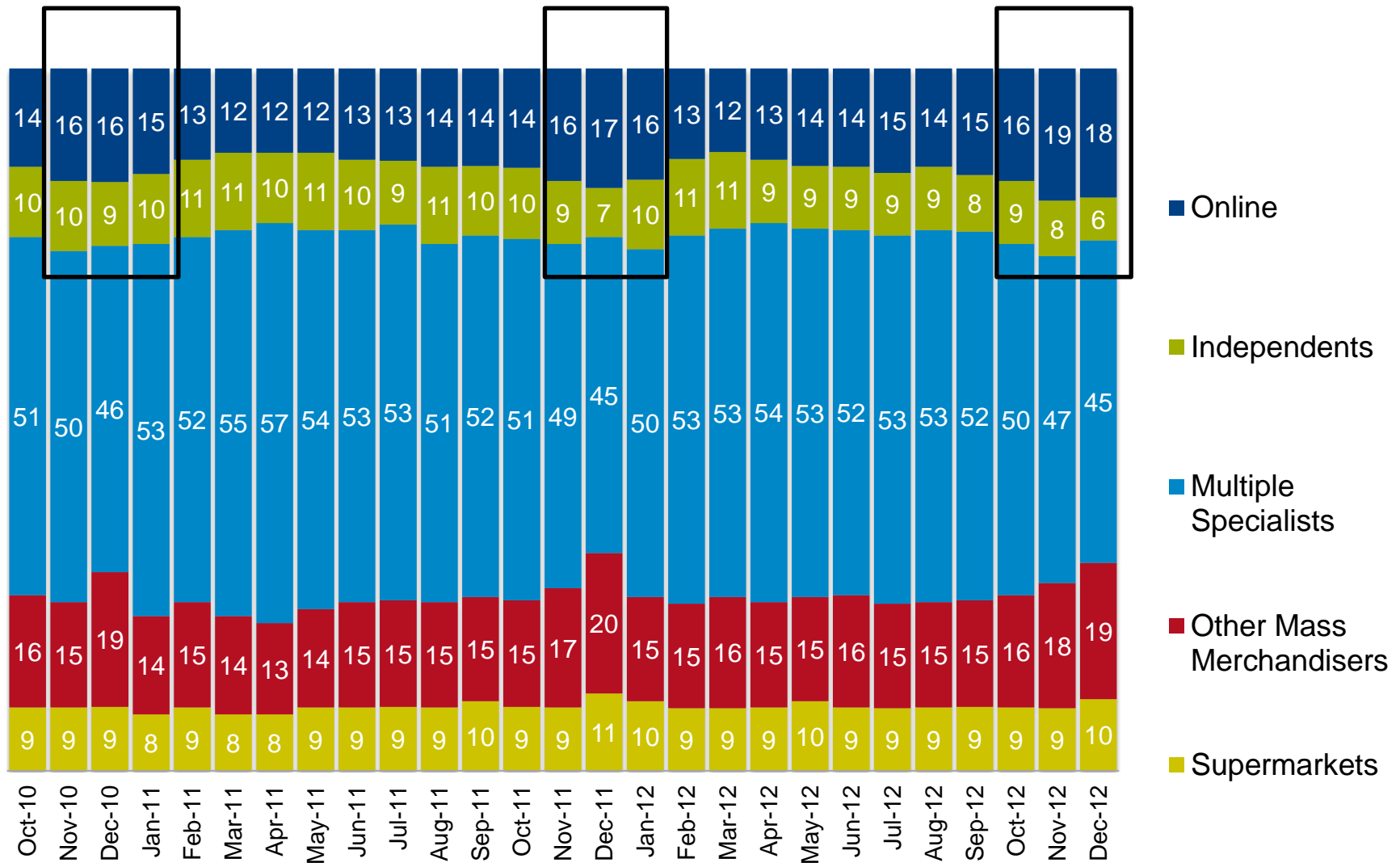


Where are people buying DIY products?

Mass Merchandisers volume share continues to grow



Online gaining share of consumer durables sales, rising to 19% in November 2012



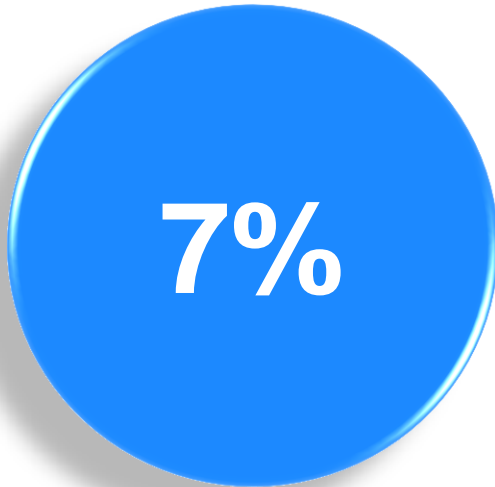
Consumers spending more online and in DIY they are not trading down!



RetailWeek

Digital books helped Amazon experience a bumper Christmas as global sales soared 22% to \$21.27bn in its fourth quarter while physical book sales growth stalled.

The online value share for power tools* in 2012



The average price difference online vs. offline for a power tool* in 2012



THANK YOU FOR LISTENING
GfK. GROWTH FROM KNOWLEDGE