

Challenges for a new kind of
cooperation – facing the future
together.

Steve Collinge

Buying power is shifting

Brand
Power



Retailer
Power



Consumer
Power



The biggest brands decided which retailers stocked their products.



The retailers decided which products and brands to range in their stores.



The consumer decides where they want to purchase products.

Barriers to market entry have collapsed

The number of new companies & retail competitors has grown substantially in the last 10 years



amazon.com



IronmongeryDirect



manomano



LocksOnline.co.uk
PREMIER SUPPLIER OF SECURITY PRODUCTS



Tile Mountain



ebay



Decorating Warehouse
Nationwide Decorating Supplies

Home Improvement retail differentiators have changed

Product



Price



Range



Promotion



Location



Service



New retail differentiators have appeared

Engagement



Instagram

Inspiration



houzz

Services



TaskRabbit

The Home Improvement Purchase Process is the same



Inspiration & Ideas
Formation



Product, Retailer &
Service Search



Actual Purchase



Project
Completion

New formats are growing aggressively



International expansion is looking less likely



NEWS.COM.AU

'The investment has been disappointing'

BUNNINGS UK is officially a sausage fizzle.

Pressure building on Big-Box retailers



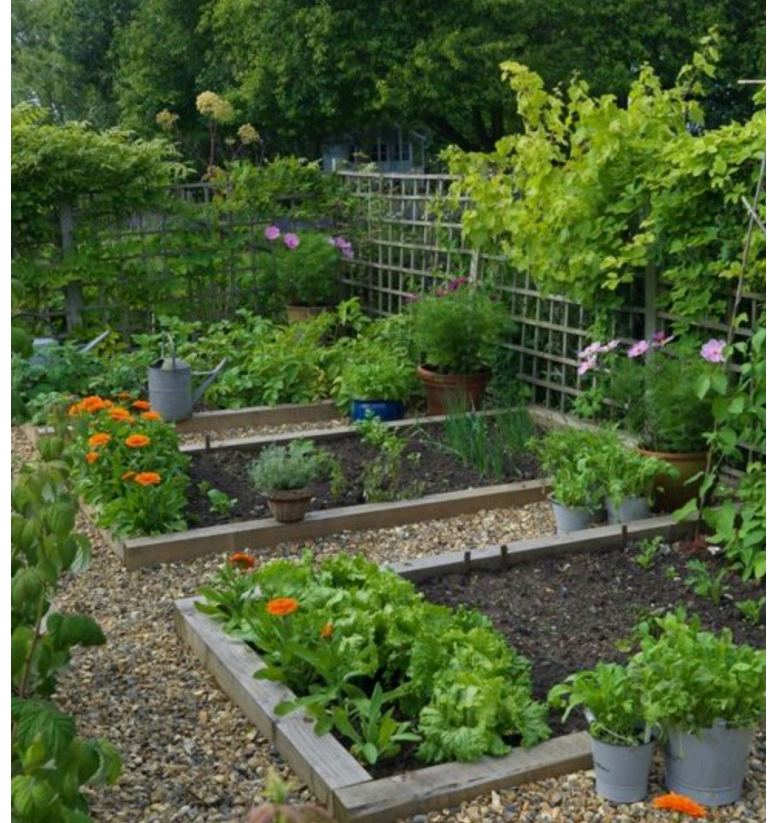
But the change has only just begun

“One of the largest generations in history is about to move into its prime spending years. They are poised to reshape the economy; their unique experiences will change the way we buy and sell, forcing companies to examine how they do business for decades to come”.

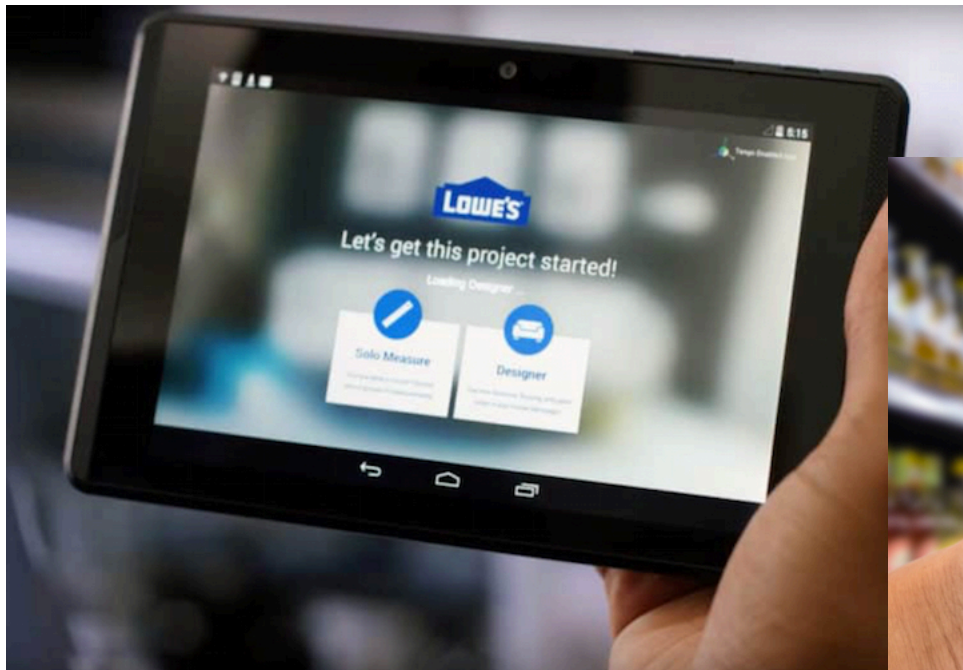
Source: Goldman Sachs – Coming of age



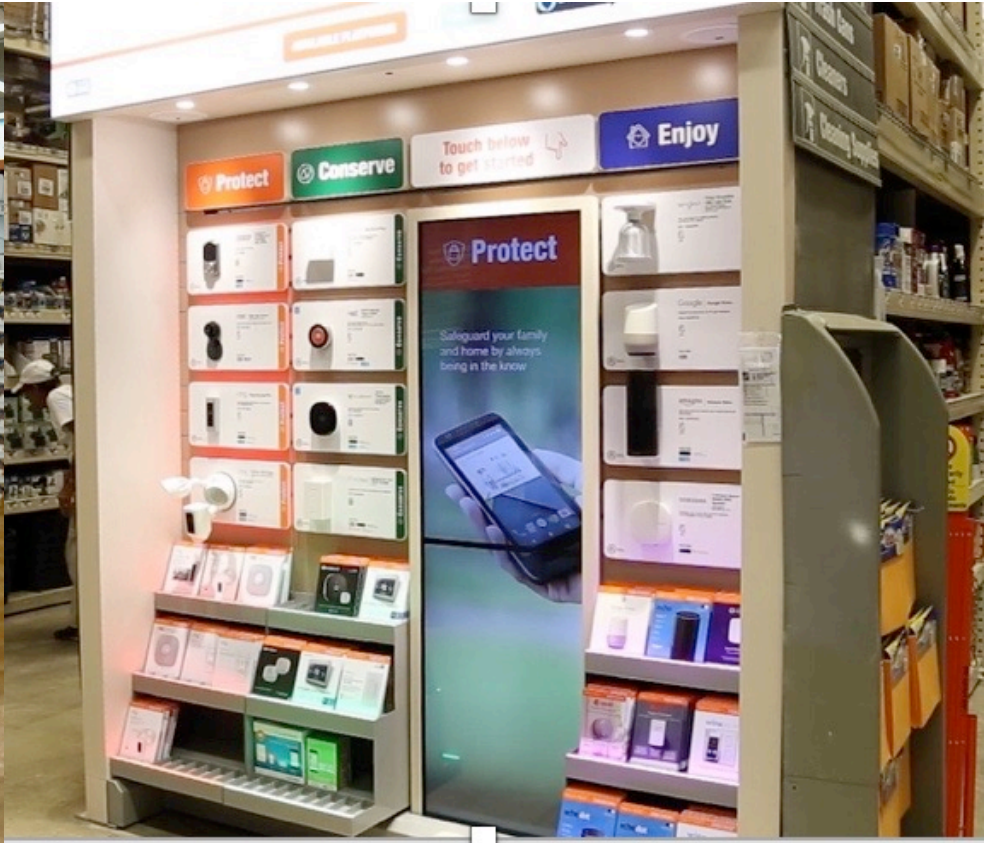
People will always care about their homes & gardens



Technology is creating new opportunities



New categories are appearing



The DIY & Garden store of the future does exist





Managing Director of Insight Retail Group and Executive Editor of Insight DIY, Steve has worked in the Home Improvement industry for 30 years. Before launching Insight Retail Group in 2010, Steve was Sales & Marketing Director for the Dulux Paints business in South Africa.

Today, Steve is an international speaker, thought-leader and independent, outspoken commentator on our industry.

Contact him today:-

Mobile - 0044 7831 562803.

Email – steve@irg.co.uk

Website – www.insightdiy.co.uk

UK DIY News

Wesfarmers Abandons Homebase UK&I to Hilco for £1



Insightdiy

NEWSLETTERS

Don't miss out on all the latest, breaking news from the DIY industry


[Sign Up](#)[UK DIY News](#)[UK Store News](#)[UK People News](#)[International News](#)[Digital Retail News](#)

Insightdiy

Intelligence and Insight for the DIY Industry

The Insight DIY website was launched in 2011 and today is the leading news and intelligence website for the UK Home Improvement Industry.

A completely free of charge service, Insight DIY receives over 45,000 unique views per month and is the best way to promote your message to buyers from the leading home improvement and garden retailers.



Challenges for a new kind of
cooperation – facing the future
together.

Steve Collinge