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# TOOLSTATION'S RENOVATION NATION REPORT



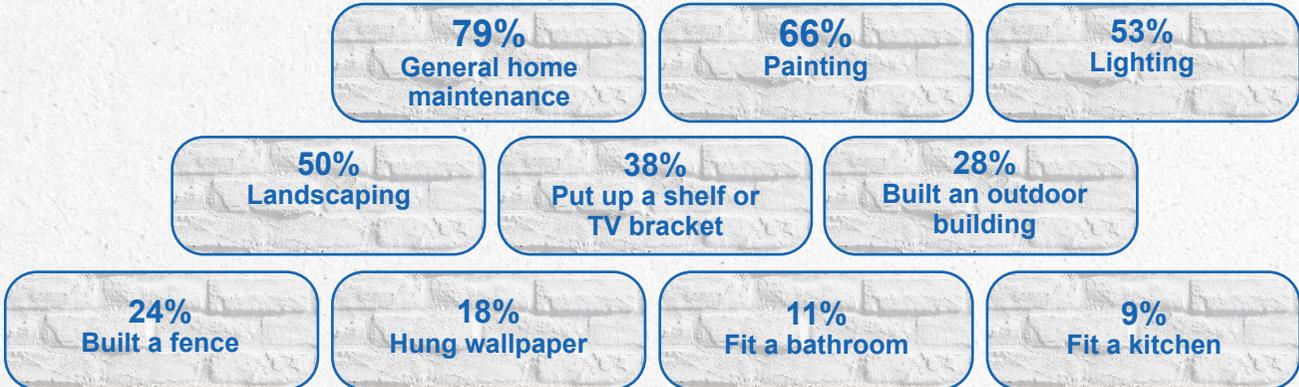
# THE DIY BOOM

## A TIME WELL SPENT ON HOME RENOVATION

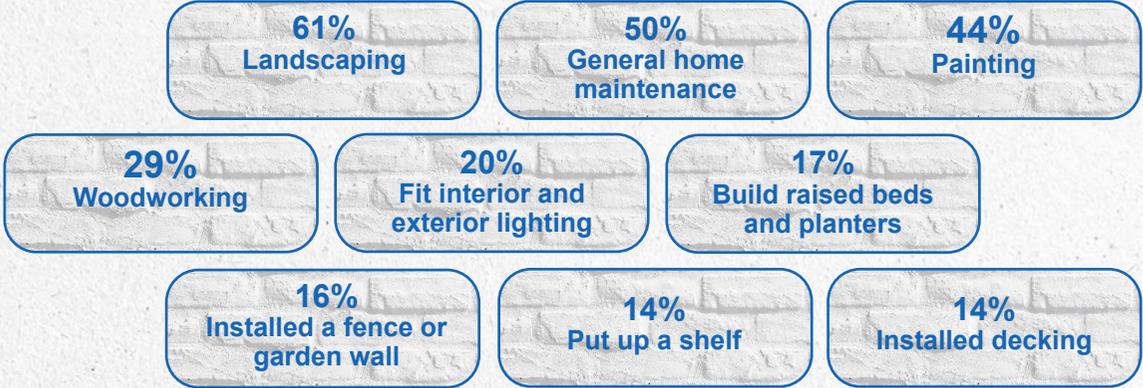
Toolstation's DIY customer base doubled since the pandemic, with 65% stating DIY helped to keep them busy, half revealed because they had more spare time and 48% said it distracted the mind.

In the first three months of 2021, the level of DIY activity massively increased with over half (52%) of DIYers saying they did much more DIY than usual in April 2021, and over a third (38%) reveal they are getting more confident and skilled at DIY. 4 in 10 DIYers are also motivated by saving money by not hiring a professional.

### The top DIY projects taken on during the pandemic



### The top DIY projects continuing in 2021 and taken on during April 2021...



# THE BIGGER RENOVATION PROJECTS

The pandemic showed us that not only did people take on small DIY projects, but the nation also invested their money in bigger home renovations, with 18% of Toolstation's customers revealing they had more disposable income.



## KITCHEN RENOVATIONS

Toolstation's kitchen product sales were up 19% in January, compared to the previous year:

- Kitchen Mixer Taps up 45%
- Kitchen LED Lights 40%
- Kitchen Pull Out Taps up by 4%

In January 2021, compared to the previous year

### Toolstation's customers revealed...

*"I fitted a new kitchen over lockdown in our new extension, took me five weekends! I had never done this before but it turned out very well."*

*"Decided to take out a wall and build a new kitchen diner and am now moving onto concrete worktops. It has been a huge learning curve, but very enjoyable and satisfying."*

*"Fitted a completely new kitchen. Stripped the room fully and rebuilt it."*

## BATHROOM RENOVATIONS

Toolstation's bathroom product sales were up 6% in January, compared to the previous year, including:

- Digital Showers up 182%
- Shower Trays up 153%
- Bath Filler Taps up 75%
- Basin Mixer Taps up 55%

In January 2021 compared to the previous year

### Toolstation's customers revealed...

*"We couldn't afford to complete a full bathroom makeover due to pandemic redundancy, and the shops being shut. I made a replacement bath panel from salvaged timber from an old church floor, things clearly work in mysterious ways!"*

*"I built a new bathroom and many new skills were needed. Plumbing was a challenge - bending pipes, soldering joints. Successfully achieved, but lots of thinking on the way, and 'encouragement' from my wife and family."*

*"I fitted a bathroom suite and had not done any plumbing before."*

*"I fitted a full bathroom by myself, did all the plumbing, painting and it turned out quite well really and only flooded the house once job done!"*

## SOCIAL AREAS

Before the pandemic, little attention was paid towards external 'social areas' of the home. Toolstation reveals that homeowners' perception of their importance has changed as specialist areas are seen as an asset rather than a novelty. Sales for Toolstation's outdoor buildings category were up 500% between January and May this year, compared to the same period in 2020, as more people than ever are investing money in creating new and fun spaces. The figures also reveal that homeowners are big fans of the "Shoffice", an office in a shed, with sales of sheds up 466% January and May this year compared to 2020.

The 'social spaces' trend shows no sign of slowing down as we have now become a nation of avid DIYers, with 44% of DIYers revealing they had taken on more challenging or difficult DIY tasks during lockdown. Toolstation anticipates Brits will continue to invest disposable income on creating these spaces, as lockdown eases and people start reconnecting with friends and family this summer.

# UNEXPECTED SITUATIONS

## TOOLSTATION'S TRADE CUSTOMERS REVEALED...

"I was called out to gain entry to a home as the lady was locked out. I managed to get a window open, so climbed through and was met by a huge snake asleep in the passage by the front door. The lady forgot to mention her snake can roam free... it turned out to be very friendly!"

"I arrived at a large house after a callout, no answer at the door, heard voices to the rear, so walked around the back to find the lady of the house and friend stark naked, on sun loungers... So, I walked back to the gate and shouted, "Anyone there", 30 seconds later the lady appeared with a kaftan on, her modesty and my embarrassment saved."

"Arrived at the customer's house, materials hadn't turned up after an hour of chasing, I ended up going for them. On returning to the job, the customer had started to rip out the kitchen which was strange as I was there to fit his bathroom, the customer had thought I was the kitchen fitter who was not due till 3 weeks after I had completed the bathroom, his wife was furious!"

"An elderly customer called and was panicking about her noisy boiler she thought was going to explode and she couldn't turn it off. Arrived on site to find the cause was a faulty electric tin opener rattling the cutlery drawer beneath the boiler. Removed the tin opener batteries and threw it away. Customer happy!"

## TRADESPEOPLE ASKED TO MOVE FURNITURE, FEED PETS AND MAKE THE TEA

When working with the general public, it seems tradespeople are going above and beyond to do the job 'right' and have had some odd and unexpected encounters along the way. It is revealed the top 10 'extra duties' include:

67% Move furniture

53% Accept deliveries

51% Turn up at short notice at weekends

49% Extra unpaid job

31% Take things to the attic

21% Sweep and Hoover

15% Feed the pet

14% Pick up a parcel

12% Make a cup of tea/coffee

12% Take the bins out

Research from Toolstation's customers reveal that 37% of tradespeople and 41% of DIYer's have found themselves in an unexpected, difficult, challenging, or funny situation either related to a DIY or work-related job, and almost half of trades (46%) explained the most challenging aspects of their work life is unexpected problems.



# WHAT DOES THE PANDEMIC MEAN FOR THE FUTURE OF HOME RENOVATION?

We have seen more people than ever take on a DIY project and Toolstation anticipates the nation will continue to renovate their homes by themselves or with the help from tradespeople.

## HOME RENOVATION TRENDS IN 2021:

Home Gyms

Multi-functional Spaces

Incorporating Green Solutions

Entertainment Zones

Outdoor Rooms

Bathroom Sanctuary

Built-in Storage

**HOME IS WHERE THE SPEND IS** – Toolstation can offer home transformations and glow ups with industry leading products at great prices

**MINDFULNESS DIY** – It was revealed that 48% were doing a bit of DIY to distract the mind and anticipate this trend will continue as more people than ever are looking to take their hand at a bit of DIY during the summer months



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**For further information, contact the Toolstation  
press office at [Toolstation@finnpartners.com](mailto:Toolstation@finnpartners.com)**

**Research findings  
The DIY Boom**

*Top DIY projects in lockdown: Toolstation surveyed 1,051 of its DIY customers in February 2021  
Top DIY projects during April 2021: Toolstation surveyed 1,678 of its DIY customers in a panel tracker, April 2021*

**The Bigger Renovation Projects**

*Kitchen and bathroom product sales from January 2021  
Social spaces – product sales in January to May 2021 compared to the same period in 2020*

**Unexpected Situations**

*Toolstation surveyed 1,169 of its customers in February 2021*