



UK: Winter Storms Impact the Home Improvement Market

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One of the wettest winters on record has helped to drive sales of home improvement products. The strong winds, heavy rain and associated flooding have led to an increase in demand for a number of categories.

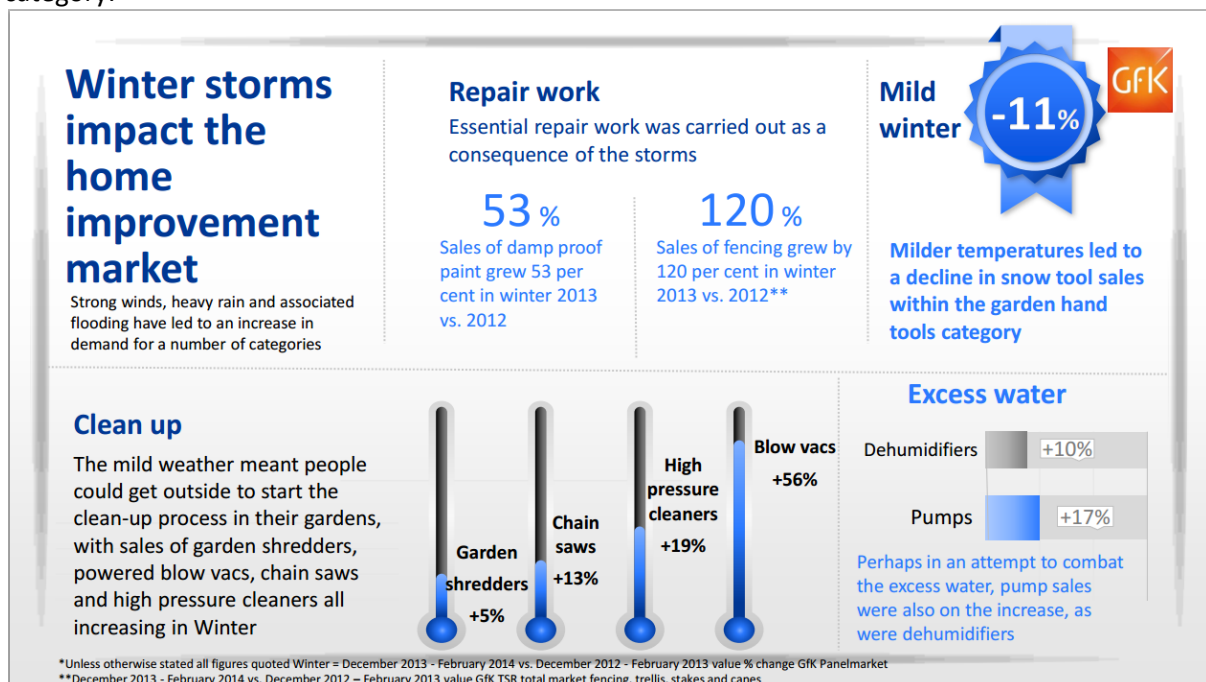
Sales of damp proof paint grew 53 per cent over the winter period 2013 vs. 2012* and sales of fencing also grew strongly by 120 per cent** as essential repair work was carried out as a consequence of the storms.

Perhaps as a result of flooding in an attempt to combat the excess water, pump sales were also on the increase, growing by 17 per cent and dehumidifiers grew by 10 per cent.*

The milder weather also meant people could get outside to start the clean-up process in their gardens, for example sales of powered blow vacs grew 56 per cent, high pressure cleaners by 19 per cent, chain saws 13 per cent and garden shredders 5 per cent.

Contrastingly sales of garden hand tools declined by 11 per cent* driven by a decline in snow tool sales.

Simon Foy, GfK Account Director states: "the widespread flooding is having a real impact on thousands of homes and we have seen the effect on home improvement sectors as essential repair work is carried out. The milder temperatures have allowed people to get out into their gardens too but conversely this has led to a huge decline in snow tool sales within the garden hand tools category.



Link: <http://www.gfk.com/uk/news-and-events/news/pages/uk-winter-storms-impact-the-home-improvement-market.aspx>