

Germany Diy Home Improvement Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 150 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

Despite the COVID - 19 impact , Germany DIY Home Improvement Market has done well in terms of growth and revenue generated since majority of the DIY Home Improvement tasks are inbound . Also the restrictions due to lockdown had a minimal impact on the DIY Home Improvement Market as the majority of the tasks were handled by the customers with the help of the DIY Home Improvement equipment . Also there was an opportunity for majority of the people in Germany to upgrade their homes with the help of DIY Home Improvement tools during the lockdown and this acted as a significant factor the rise in the growth of DIY Home Improvement Market in Germany.

DIY Home Improvement helps the customers renovate or upgrade their houses with minimal professional workforce . Also this helps customers to customize their houses as per the latest trends . Also this helps them save their money by eliminating the involvement of a contractor.

The major activities in DIY Home Improvement includes gardening activities , painting and coating etc . Also Interior Designing is the major component which falls under the bracket of DIY Home Improvement. Shifting preferences of homeowners for energy-efficient and luxurious living spaces are significantly contributing to the industry expansion in most of the regions in Germany. The increasing adoption of smart add-ons in home renovation such as self-regulating dispensers, motion-sensing water faucets, and one-touch feature of chillers. Additionally, effective storage cabinetry, new styles & preferences in appliances, hardwood flooring, backsplash trends, and an efficient connection with the outdoors will further substantiate the market growth of the overall industry in Germany.

Online sales have emerged as the fastest-growing channel for home improvement component. The facility enables online customer support in accessing product information, purchase decisions, price comparison, and real-time tracking especially in the

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

urban areas in Germany.

Germany DIY Home Improvement Market Trends

DIY Home Improvement Becoming a Better Option During Spare Time

It was observed that during the COVID- 19 crisis, since majority of the offline stores were closed people got access to Home Improvement tools through online delivery. Homeowners can make use of these tools to improve their houses, without any professional workforce. As they had time to spare , they have invested that time in rennovating or remodelling their houses. It was also observed that more than 80% of the people chose DIY Home Improvement as an option during their spare time because of the work from home oppurtunities during the pandemic . This was a driving factor for the rise of DIY Home Improvement Market during the pandemic. The same trend is expected in the coming 3 to 4 years, possibly due to the change in the working pattern of majority of the people in Germany.

Increased Demand for Smart Homes

As per the technology trends , people want to upgrade their houses making them more energy efficient .The introduction of smart infrastructure with energy conservation solutions will significantly influence industry growth. And this is is the potential reason why people in Germany have shown interest in the smart homes . Also the smart features which include security system and Internet of Things will further substantiate the market growth. In Germany as of 2021 , around 20 % of the people live in smart houses . And more than 30 % of the people expressed interest in customizing their present homes to smart homes . This is a driving factor for the growth of DIY market in the recent times.

Germany DIY Home Improvement Market Competitor Analysis

OBI, Bauhaus , Hornbach were the most popular DIY Home Improvement stores in Germany . Recently Hagebau Retail has expanding its market and registered a good growth. Almost 29 percent of the population had shopped at OBI. The market is highly consolidated with the major players occupying larger market share

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS

4.1 Market Overview

4.2 Market Drivers

4.3 Market Restraints

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 4.4 Value Chain / Supply Chain Analysis
- 4.5 Porters 5 Force Analysis
 - 4.5.1 Threat of New Entrants
 - 4.5.2 Bargaining Power of Buyers/Consumers
 - 4.5.3 Bargaining Power of Suppliers
 - 4.5.4 Threat of Substitute Products
 - 4.5.5 Intensity of Competitive Rivalry
- 4.6 Insights on impact of technology and innovation in the Market
- 4.7 Impact of COVID - 19

5 MARKET SEGMENTATION

- 5.1 Product
 - 5.1.1 Lumber and Landscape Management
 - 5.1.2 Decor and Indoor Garden
 - 5.1.3 Kitchen
 - 5.1.4 Painting and Wallpaper
 - 5.1.5 Tools and Hardware
 - 5.1.6 Building Materials
 - 5.1.7 Lighting
 - 5.1.8 Plumbing
 - 5.1.9 Flooring
 - 5.1.10 Repair and Replacement
 - 5.1.11 Electric Work
- 5.2 Distribution channel
 - 5.2.1 DIY Home Improvement Stores
 - 5.2.2 Online
 - 5.2.3 Specialty Stores
 - 5.2.4 Furniture

6 COMPETITIVE LANDSCAPE

- 6.1 Company Profiles
 - 6.1.1 OBI
 - 6.1.2 Bauhaus
 - 6.1.3 Hornbach
 - 6.1.4 Hagebau Retail
 - 6.1.5 Rewe
 - 6.1.6 Toom Baumarkt
 - 6.1.7 Globus
 - 6.1.8 Hellweg Baumarkt
 - 6.1.9 Dehner Gartencenter
 - 6.1.10 Hammer
 - 6.1.11 Harrys Fliesenmarket*

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Germany Diy Home Improvement Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 150 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

| Select license | License | Price |
|----------------|--------------------------|-----------|
| | Single User License | \$4750.00 |
| | Team License (1-7 Users) | \$5250.00 |
| | Site License | \$6500.00 |
| | Corporate License | \$8750.00 |
| | | VAT |
| | | Total |

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

| | | | |
|---------------|----------------------|-------------------------------|---|
| Email* | <input type="text"/> | Phone* | <input type="text"/> |
| First Name* | <input type="text"/> | Last Name* | <input type="text"/> |
| Job title* | <input type="text"/> | | |
| Company Name* | <input type="text"/> | EU Vat / Tax ID / NIP number* | <input type="text"/> |
| Address* | <input type="text"/> | City* | <input type="text"/> |
| Zip Code* | <input type="text"/> | Country* | <input type="text"/> |
| | | Date | <input type="text" value="2026-03-07"/> |
| | | Signature | |

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

