

## **Asia-Pacific DIY Home Improvement - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-04-28 | 160 pages | Mordor Intelligence

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### **Report description:**

The Asia-Pacific DIY Home Improvement Market size is estimated at USD 92.32 billion in 2025, and is expected to reach USD 117.82 billion by 2030, at a CAGR of less than 5% during the forecast period (2025-2030).

The Asia-Pacific DIY Home Improvement Market is positioned for significant growth in the coming years, with a steady increase expected from 2024 onwards. The market has shown considerable expansion, especially during periods of enforced lockdowns in response to global challenges, as DIY enthusiasts enthusiastically undertake home improvement projects. Gardening activities, in particular, have become popular for enhancing living spaces and providing entertainment during periods of confinement. This increased demand for DIY products during challenging times highlights the market's resilience and flexibility.

Lifestyle changes, coupled with a growing population of working women in developing Asia-Pacific regions, have heightened interest in DIY interior design, contributing to the increased adoption of DIY home improvement products. The cost-effectiveness of DIY projects, compared to outsourcing to expensive labor, further fuels market growth. Additionally, the expanding popularity of DIY culture, facilitated by the accessibility of a diverse range of products through e-commerce platforms, propels the market forward.

Market drivers include the rising trend of DIY culture, increased interest in home renovation projects, and the convenience offered by e-commerce platforms. Opportunities lie in tapping into the growing customer base, particularly by enhancing awareness of offline DIY home improvement products among the older population in the Asia-Pacific region. As the market evolves, these drivers and opportunities are expected to contribute to sustained growth and expansion.

Asia Pacific DIY Home Improvement Market Trends

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## Offline DIY Stores are the Preferable Distribution Channels

Online shopping is more practical than traditional brick-and-mortar establishments because customers can purchase at home or on the road using their mobile devices. E-commerce platforms allow customers to identify the things they need and compare pricing and features because they offer a considerably greater assortment of goods than conventional retailers. Online sellers frequently offer lower prices because they have fewer overhead expenses than traditional businesses. This especially appeals to budget-conscious shoppers who want to cut costs on their DIY projects.

Due to the 24-hour availability of online stores, customers can make purchases whenever they want. Many e-commerce companies personalize offers and customer recommendations using algorithms and data analysis, which can improve the buying experience. Many customers switched to online shopping due to the COVID-19 pandemic to avoid direct contact and viral infection.

## Environmentally Friendly Activities by DIY Home Improvement

Environment-friendly projects and initiatives, such as DIY combo kits, reusable snack bags, DIY un-paper towels, etc., by innovative companies, would drive the Asia-Pacific Do-It-Yourself (DIY) home improvement market during the forecast period. The increasing population in countries like India, China, and other countries has an ample need for natural resources to sustain itself. There is an increasing awareness among the people of these regions to be environmentally friendly. Through sustainable development in the Asia-Pacific, DIY home improvement products could attract a larger customer base into their market.

## Asia Pacific DIY Home Improvement Industry Overview

The Asia-Pacific DIY home improvement market is semi-consolidated in market share. Some of the major players operating today dominate the market. However, with technological advancement and product innovation, mid-size to smaller companies are increasing their market presence by securing new contracts and tapping new markets.

### 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 AND INSIGHTS

##### 4.1 Market Overview

##### 4.2 Market Drivers

##### 4.2.1 Preference For Offline DIY Stores

##### 4.3 Market Restraints

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- 4.3.1 High Cost of Raw Materials
- 4.4 Value Chain/Supply Chain Analysis
- 4.5 Insights into Latest Technologies Used in the Industry
- 4.6 Industry Attractiveness - Porter's Five Forces Analysis
  - 4.6.1 Bargaining Power of Buyers
  - 4.6.2 Bargaining Power of Suppliers
  - 4.6.3 Threat of New Entrants
  - 4.6.4 Threat of Substitutes
  - 4.6.5 Intensity of Competitive Rivalry
- 4.7 Impact of COVID-19 on the Market

## 5 MARKET SEGMENTATION

- 5.1 By Product Type
  - 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 Lightning
  - 5.1.8 Plumbing and Equipment
  - 5.1.9 Flooring, Repair and Replacement
  - 5.1.10 Electrical Work
- 5.2 By Distribution Channel
  - 5.2.1 DIY Home Improvement Stores
  - 5.2.2 Specialty Stores
  - 5.2.3 Online
  - 5.2.4 Other Stores
- 5.3 By Geography Type
  - 5.3.1 Australia
  - 5.3.2 China
  - 5.3.3 India
  - 5.3.4 Japan
  - 5.3.5 New Zeland
  - 5.3.6 South Korea
  - 5.3.7 Indonesia
  - 5.3.8 Other Countries

## 6 COMPETITIVE LANDSCAPE

- 6.1 Market Concetration Overview
- 6.2 Company Profiles
  - 6.2.1 Ubyld Retail Private Limited
  - 6.2.2 B & Q
  - 6.2.3 Asian Paint
  - 6.2.4 Nendo co. Ltd.
  - 6.2.5 Home Depot
  - 6.2.6 Lotte Home Shopping

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- 6.2.7 Mr.DIY
- 6.2.8 Miniso co.ltd
- 6.2.9 Bunnings Australia
- 6.2.10 Allo Innoware. Ltd\*

## 7 MARKET OPPORTUNITIES AND FUTURE TRENDS

## 8 DISCLAIMER AND ABOUT US

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