

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

Market Report | 2025-07-01 | 150 pages | Mordor Intelligence

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### **Report description:**

DIY Home Improvement Market Analysis

The DIY home improvement market reached USD 0.87 trillion in 2024 and is on track to attain USD 1.17 trillion by 2030, advancing at a 6.16% CAGR during 2025-2030. Growth continues as aging housing stock prompts replacement cycles, millennials and Gen Z embrace renovation as a lifestyle choice, and retailers merge physical expertise with digital convenience. E-commerce penetration, immersive visualization tools, and expanding tool-sharing platforms lower project barriers, while material innovation accelerates aesthetic upgrades. North America remains the revenue leader, helped by a well-established retail infrastructure, whereas Asia-Pacific records the fastest growth as rising middle-class homeowners adopt Western-style DIY projects. Competitive strategies hinge on mega-acquisitions that deepen professional-contractor reach, balanced by investments in augmented-reality (AR) and marketplace models to widen assortments and personalize shopping journeys. Despite lumber volatility and skilled-trade shortages, the DIY home improvement market displays resilience because consumers pivot to do-it-yourself solutions and retailers counter cost headwinds with supply-chain diversification and price-lock guarantees.

Global DIY Home Improvement Market Trends and Insights

E-commerce and Omnichannel Access to DIY Supplies

Online transactions now account for 29% of all DIY purchases, and hardware represents more than half of those online sales. Retailers answer with immersive design platforms such as Lowe's Style Studio for Apple Vision Pro that let shoppers visualize

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kitchen remodels before buying. Seamless inventory visibility, buy-online-pickup-in-store options, and AI-powered voice search shorten purchase paths and increase basket sizes. Younger homeowners, who conduct exhaustive digital research, reward retailers that combine transparent pricing, detailed product data, and quick last-mile delivery. Consequently, the DIY home improvement market benefits from shoppers who fluidly pivot between channels to compare prices, obtain tutorials, and secure project materials in a single journey.

#### Millennial and Gen-Z Home-ownership Driven Remodeling

Millennials allocate significant budgets, 1 in 5 spends more than USD 5,000 annually on upgrades, despite lower accumulated equity compared with older cohorts. Gen Z sustains the pipeline: 57% are open to purchasing fixer-uppers, and many choose renovation over relocation because elevated mortgage rates encourage staying put. Energy efficiency and smart-home functionality top priority lists, prompting demand for connected thermostats, high-efficiency HVAC systems, and integrated lighting controls. Younger demographics also remodel rental units, underscoring a mindset that values immediate comfort and style over long-term capital returns. This sustained appetite anchors long-run volume for the DIY home improvement market.

#### Skilled-trade Shortages Shifting Projects to DIFM

Wage inflation lifts average HVAC-technician pay above USD 50,000, raising project costs that push homeowners toward do-it-for-myself solutions. Contractors combat gaps with AI-enabled estimating tools and expanded apprenticeship programs, yet onboarding lags demand. Retailers step in by offering installation services via gig-economy platforms, bridging capability gaps for complex tasks while preserving DIY enthusiasm for smaller jobs. The talent crunch, therefore, suppresses large remodel volumes but simultaneously nudges prospective customers into the DIY home improvement market for manageable projects.

Other drivers and restraints analyzed in the detailed report include:

Aging Housing Stock in North America and Europe / Social-media Influencer Culture Fueling DIY Projects / Volatile Lumber and Raw-material Prices /

For complete list of drivers and restraints, kindly check the Table Of Contents.

#### Segment Analysis

Building Materials generated 52.13% of the DIY home improvement market size in 2024, underscoring their indispensability for structural upkeep and foundational work. Paints and Coatings maintain steady relevance by aligning with color-cycle fashions and protective performance gains. Tools and Equipment capture incremental growth as ergonomic designs and battery-platform interoperability attract female renovators and aging do-it-yourselfers. Plumbing and Electrical components benefit from code-driven efficiency retrofits, particularly in older housing where systemic upgrades become unavoidable. Flooring and Tiles record the segment's fastest 8.29% CAGR as luxury vinyl plank, click-lock hardwood, and recycled-content ceramic tiles satisfy both aesthetic and sustainability goals.

Consumer preferences now favor lower-VOC paints, recycled aggregates, and FSC-certified lumber, nudging suppliers toward green certifications that differentiate shelf space. Roofing and siding adopt polymer-modified composites for extended warranties, while insulation integrates phase-change materials to moderate indoor temperatures. Smart-integrated products, such as Wi-Fi-enabled circuit breakers or moisture-sensing subfloors, unlock data-driven maintenance opportunities. Because replacement-oriented lines deliver predictable demand regardless of discretionary sentiment, Building Materials continue to anchor revenue even as decor-centric categories collect media buzz. The DIY home improvement industry thus evolves through a blend of utilitarian necessity and design-led aspiration.

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The DIY Market Segments by Product Type (Building Materials, Paints and Coatings, Tools and Equipment, and More), by Distribution Channel (Home-Improvement / DIY Stores, Online Pure-Play Retail, and More), by Project Type (Interior Remodel, Exterior / Curb Appeal, and More) and Geography (North America, Europe, Asia-Pacific, and More). The Market Forecasts are Provided in Terms of Value (USD).

## Geography Analysis

North America contributed 44.11% of total revenue in 2024, grounded in mature DIY culture, an aging housing base, and a deeply penetrated retail network of 4,000+ big-box stores. The United States drives volume as tax incentives for energy-efficient upgrades and rising insurance premiums for storm-resilient materials redirect spending from discretionary goods toward durable improvements. Canada leverages abundant timber resources for competitive building-material pricing, while Mexico's middle-class expansion draws US retailers southward. Lumber tariffs remain a headwind, yet retailers offset risk by contracting broader supplier pools and launching price-protection programs. Skilled-trade shortages raise contractor quotes, pushing simpler tasks into the DIY home improvement market even as labor bottlenecks limit large-scale remodel throughput.

Asia-Pacific posts the fastest 9.71% CAGR through 2030, lifted by urbanization and income growth. China's tier-2 and tier-3 cities see apartment refurbishment as a status marker, India's government-backed housing programs expand homeownership, and Southeast Asian consumers embrace small-space makeovers guided by social media tutorials. Regional leaders scale aggressively: Mr. DIY operates 4,000+ stores across eight markets and serves 188 million customers annually, proving that low-price, breadth-of-range strategies resonate widely. Australia's Bunnings commands loyalty through weekend community workshops that educate novices. Labor shortages in Japan temper complex renovation growth, but demographic aging also spurs demand for accessibility retrofits, feeding incremental revenue into the DIY home improvement market.

Europe exhibits heterogeneous growth. Western nations such as Germany and France mature slowly, yet policy-driven energy-renovation subsidies provide a steady baseline. Eastern Europe registers faster expansion thanks to rising disposable income and accelerating housing-quality convergence. Kingfisher restructures French chains while rolling out a 500,000-SKU marketplace in Poland to capture online momentum. ADEO Group, Europe's largest home improvement retailer, reports EUR 24.2 billion turnover in 2024, with 94% sustainably sourced wood reflecting heightened consumer eco-awareness. Diverse building codes and permit regimes complicate product standardization, requiring modular assortments tailored to country-specific regulations. Nonetheless, decarbonization mandates and heritage-preservation grants secure long-term demand for efficient glazing, insulation, and low-VOC finishes within Europe's slice of the DIY home improvement market.

## List of Companies Covered in this Report:

The Home Depot Inc. / Lowe's Companies Inc. / ADEO Group (Leroy Merlin) / Kingfisher plc (B&Q, Screwfix) / Menards Inc. / Ace Hardware Corp. / OBI GmbH / Travis Perkins plc / Amazon Services LLC (DIY) / Walmart Inc. (DIY) / Bunnings Group / Wickes Group plc / Hornbach Holding AG / Canadian Tire Corp. / Bauhaus AG / Wilko Ltd. / True Value Company / Mr DIY Group / Sodimac S.A. / OBI-Koectas\* /

## Additional Benefits:

<ul> The market estimate (ME) sheet in Excel format /  
3 months of analyst support / </ul>

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