



the
blackdog
Home Improvement
Report 2022

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Thanks

For your interest in our Home Improvement Report.

Feel free to add the research & insights in the report to your tool box of helpful data.

Of course, data is only the beginning. It's what you do with it that can be a game changer for a retailer or brand.

We work with some of the world's most successful companies, from Tesco UK to Woolworths Australia.

Our thinking for them drives customers to try & buy.

Because to activate people, you have to **Captivate People**, and that's what we do.

Read more at blackdog.agency



**The Blackdog Home
Improvement Report 2022**

Who



Primary research:

206

homeowners

with an interest in DIY and
home improvement
answered our unique survey

April 2022

Secondary research:

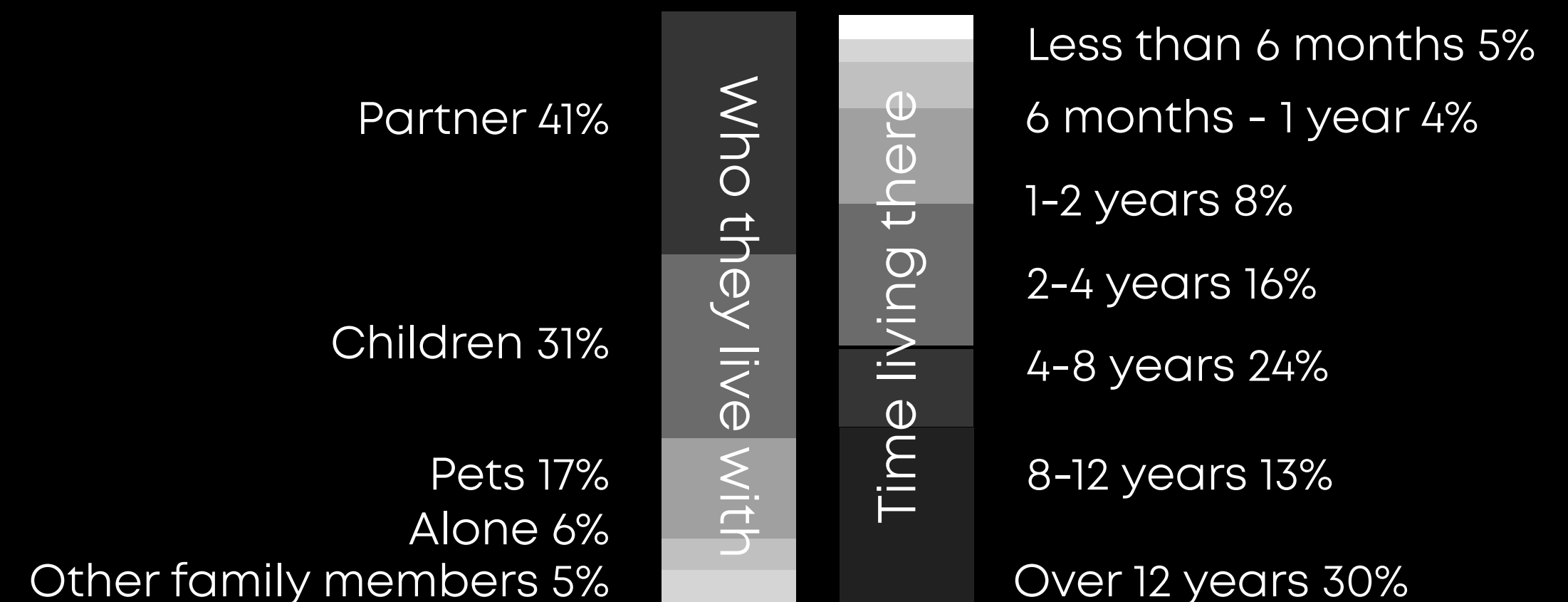
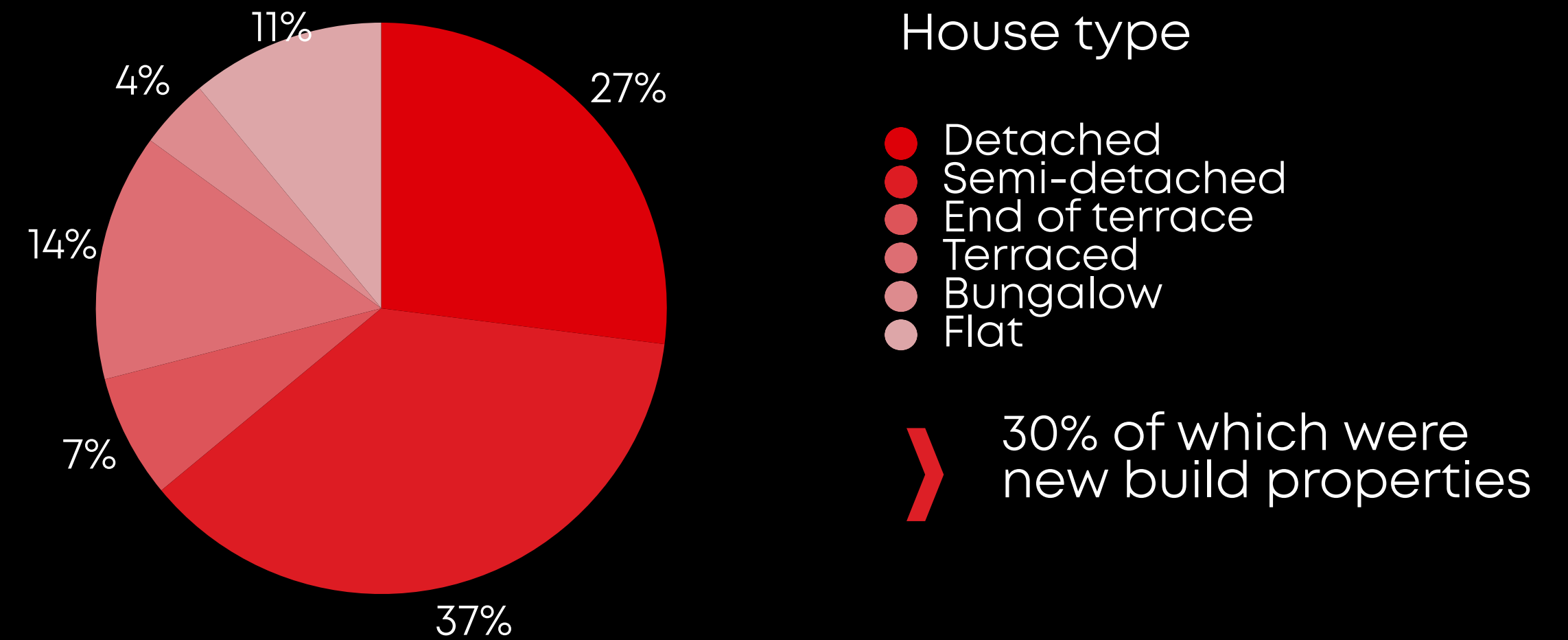
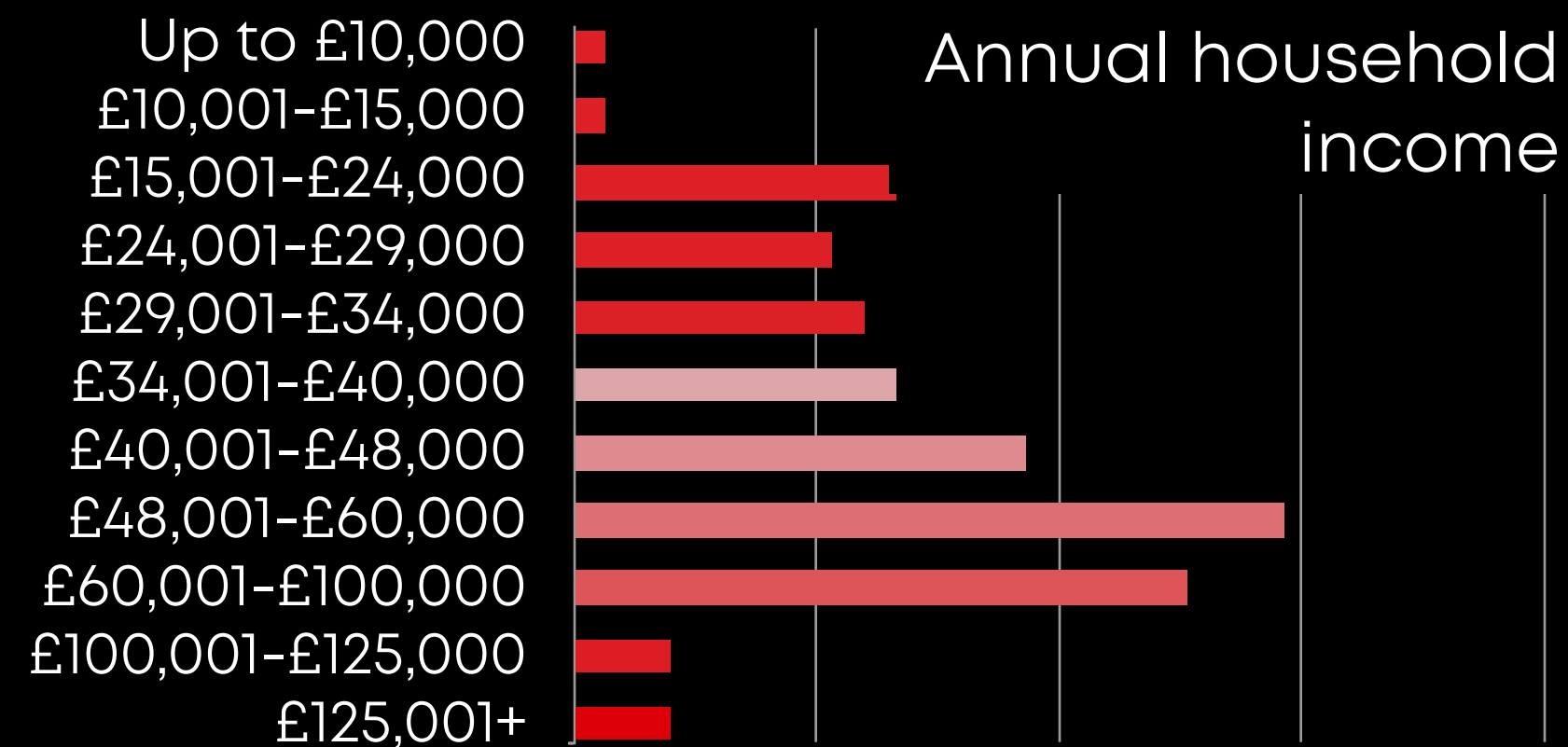
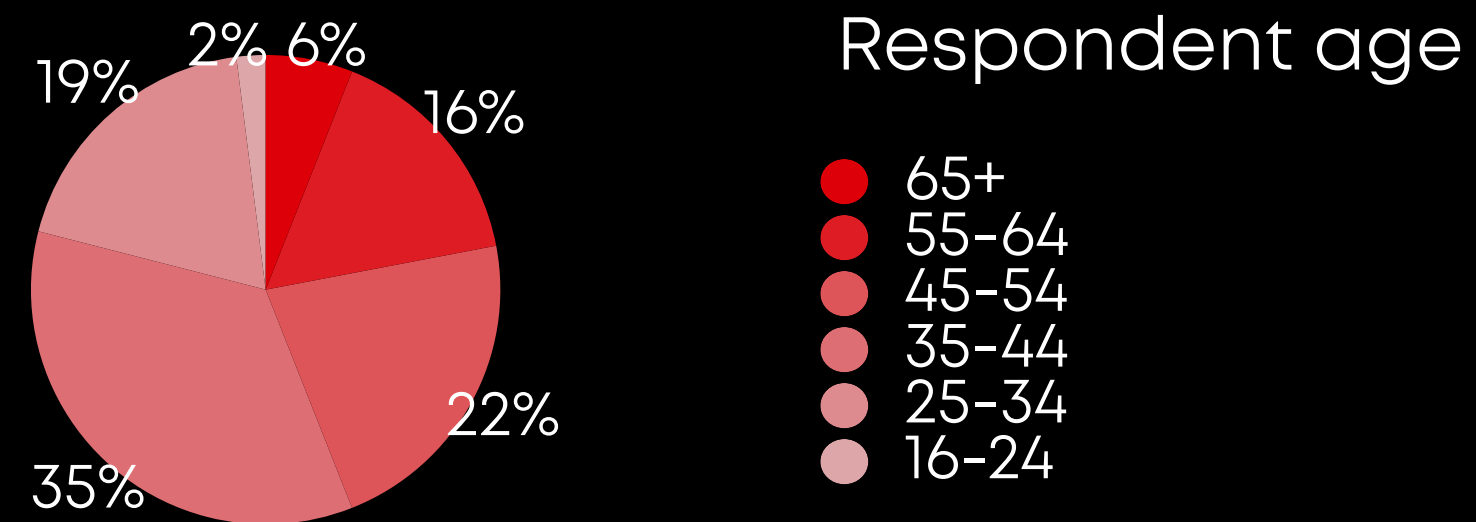
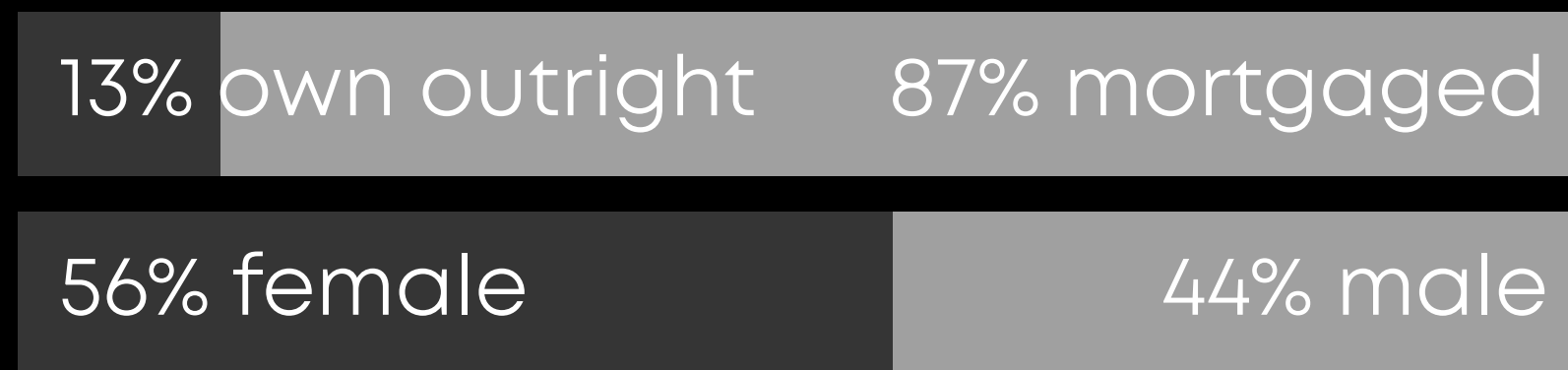
Additional insights

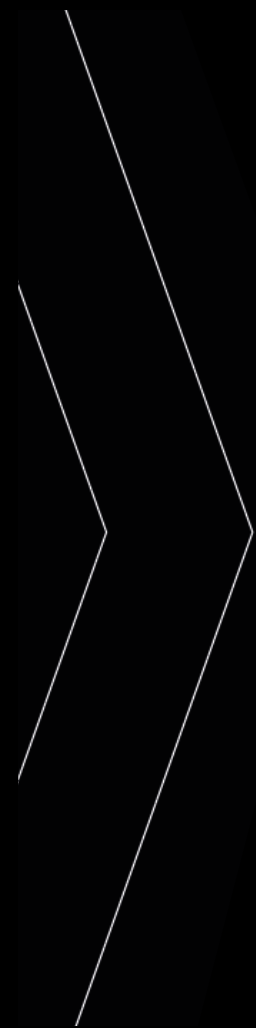
have also been included

with sources referenced

The 206 at a glance

206 UK homeowners





Let's talk 'physical stores'

**People
still want
experiences**



Retail parks are faring best post-COVID – only **down 4%** compared to pre-pandemic levels

High streets are **down 23%** vs 2019

Springboard, 2021

89% of customers are interested in **using more technology in-store**

URW research, 2021

72% of millennials would rather open their wallets for **experiences** than for **products**

Harris Group, 2021

**People
still want
experiences**



More than 2/3 companies now compete primarily on the basis of customer experience – up from only 36% in 2010!

Gartner

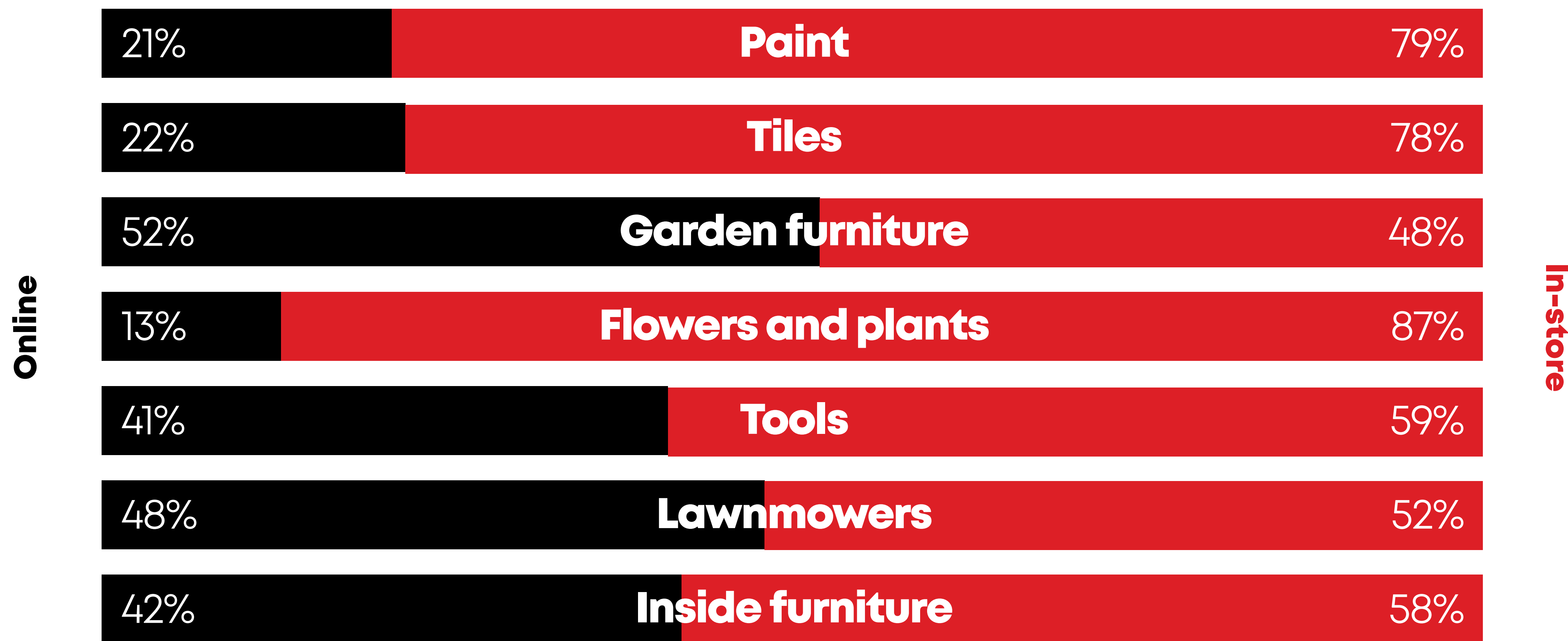
1 in 3 customers will leave a brand they love after just 1 bad experience

PwC

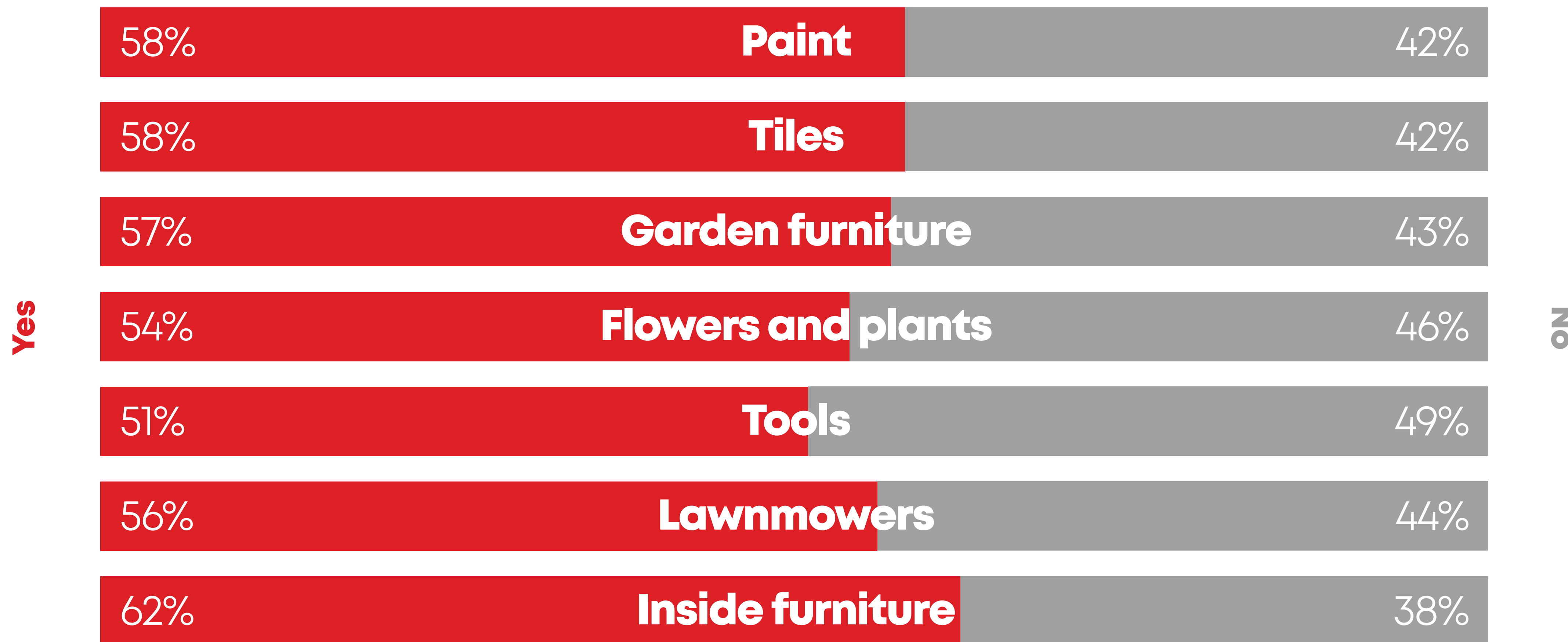
82% will explore products in-store before going on to buy (even if that purchase is made online)

Report Linker

Hypothetically, if you were to purchase any of the below, where would you intend to make your final purchase?



Before buying online, would you validate with an in-store visit before committing to purchase?



66% of shoppers prefer **shopping in-store** for all DIY products

When asked what they wanted to see more of in a home improvements store, customers said:

“More inspiration for what’s possible in the home”

– 41% of respondents

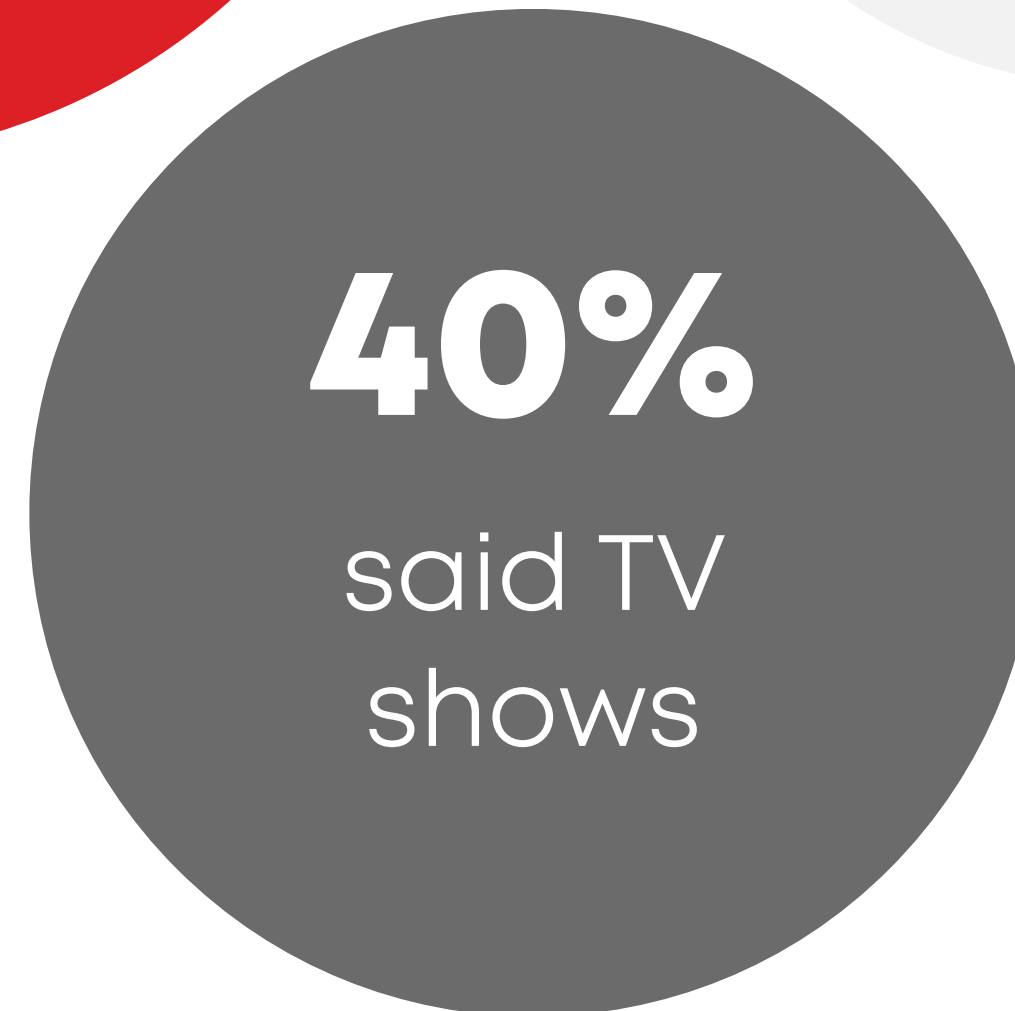
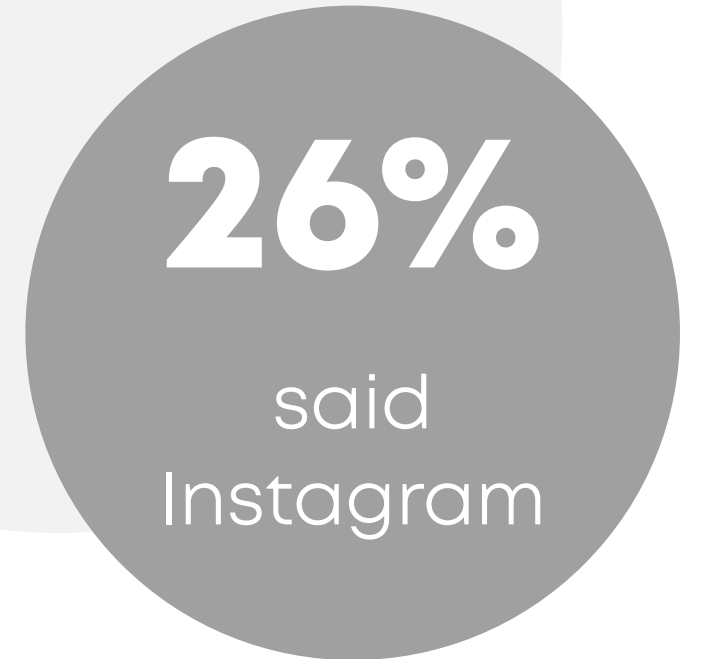
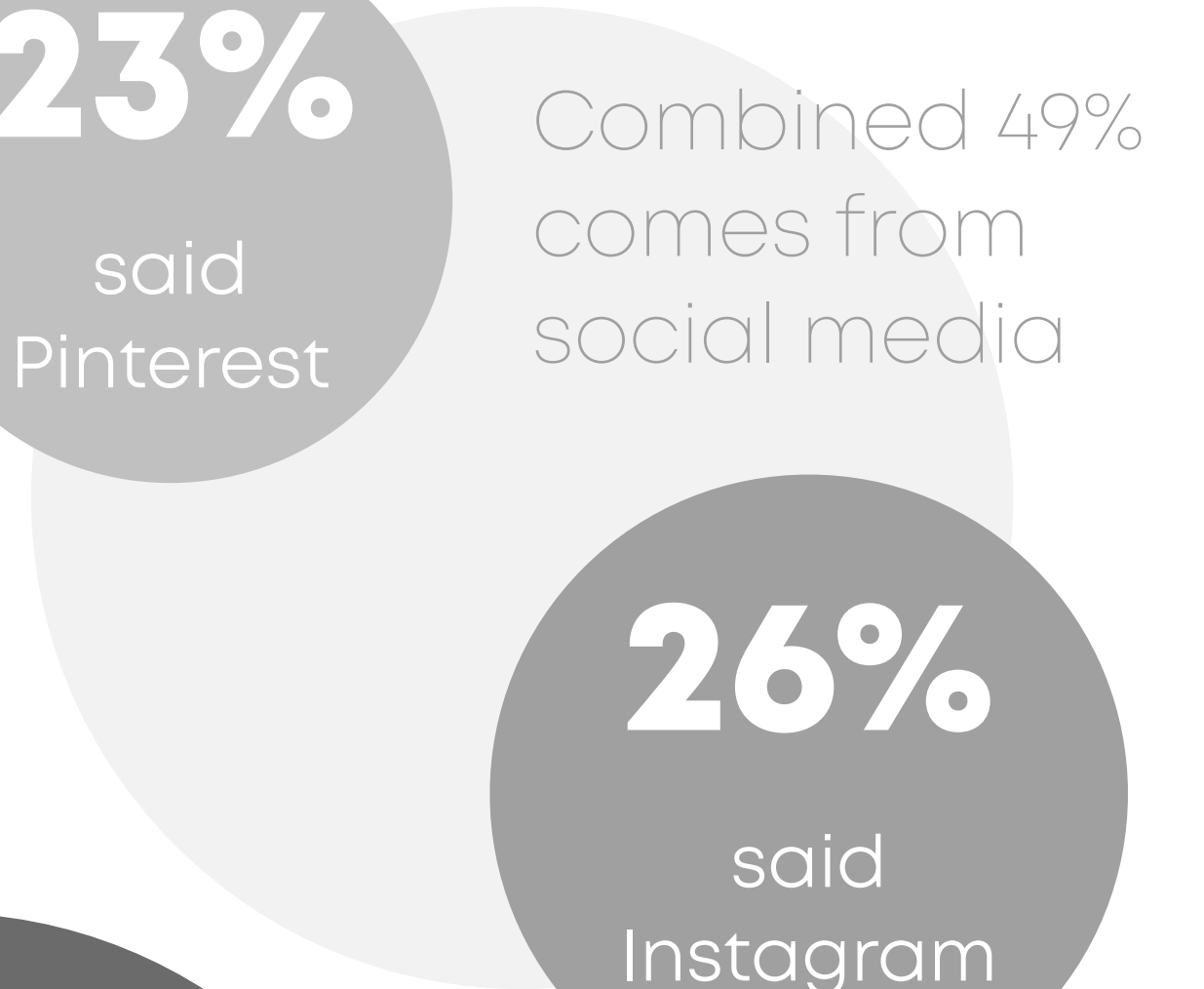
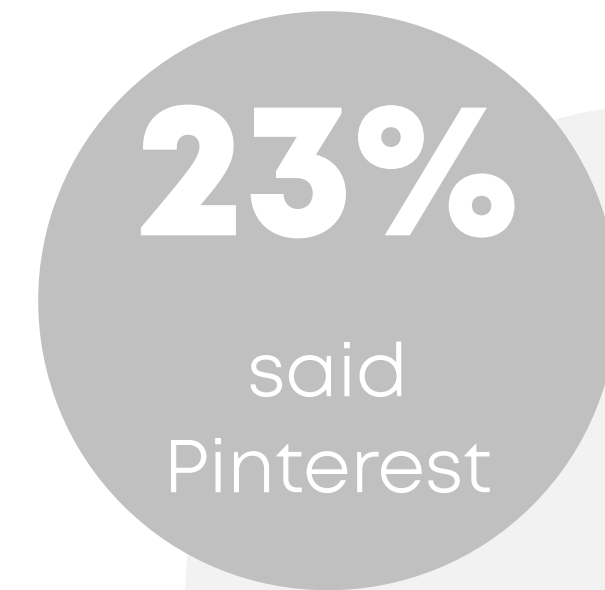
“More accessible staff”

– 28% of respondents

“DIY retailers give me inspiration for my home improvement projects.”

– 44% of respondents

Stores rank highly for inspiration



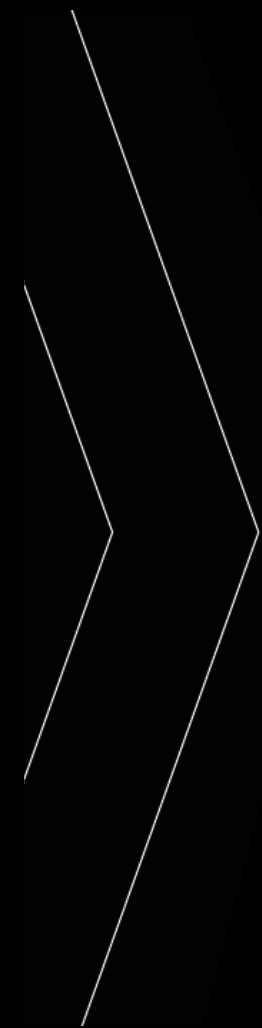
A person and a child are painting a wall. The person is wearing a grey t-shirt and blue jeans with large rips at the knees. The child is wearing denim shorts. Both have white paint splatters on their legs and clothes. They are holding paintbrushes. The floor is covered with newspapers. The background is a plain wall.

**Do you think home improvement stores need to
evolve and innovate more?**

65% said yes

So, what do you want to see more of in a home improvements store?





Sustainability & community

Demand for eco homes increased in 2021 by 44%

35%

of UK homeowners made their homes more environmentally friendly in 2021

45%

are planning to make eco-friendly changes in 2022

43%

said they'd be likely to choose a tradesperson if they were environmentally friendly

Rated People Home Improvement Trends, 2022

A person in a grey t-shirt and jeans stands on a wooden stool, painting a wall. Another person is sitting on the floor, also painting. A paint bucket labeled 'Tropico' is visible on the right. The room has a window and a light switch.

61%
are willing to pay more for
eco-friendly DIY products

“We’re definitely noticing a shift in priorities when it comes to customers purchasing products across industries. This has extended into interiors as well.”

Rachael Green, Co-Founder of Pickleson Paint Co.

18%
**said 'make my
home more
sustainable'**

(over index for 25-34 & 35-44)

Clear skew towards Gen Z & Millennials



**As their motivation for improving their home,
whilst a further 18% said their motivation was to
make it more energy efficient**

When asked what they wanted to see more of in a home improvements store, customers said



“More information on **how to make the home more efficient.”**

– 39% of respondents

“More **sustainable products available.”**

– 28% of respondents

Despite sustainability being a feature of the lowest 2 reasons to improve the home...

In the next 6–12 months:

47% intend to make their home more energy efficient

26% intend to make their home more sustainable

Why are homeowners choosing eco upgrades in 2022?



42%
to help
reduce
carbon
footprint

37%
to make a
long term
financial
saving

51%
to save
money on
bills

45%
to be
environmentally
conscious

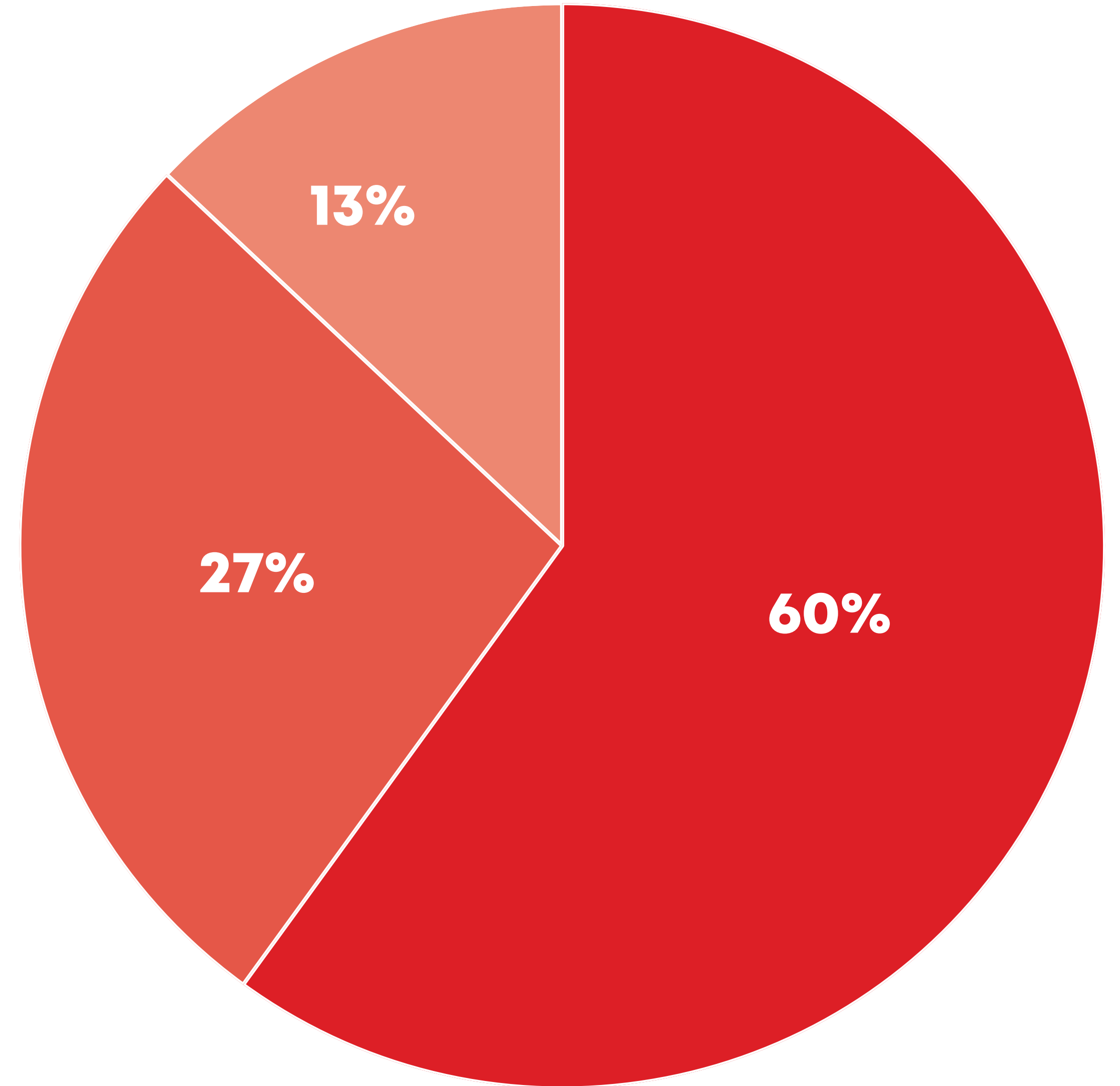
Rated People Home Improvement Trends, 2022

**The eco jobs
increasing in
popularity the
most in 2021**



Thinking about sustainability during consideration and purchase decisions, which of the below statements best describes you?

- Would choose the more sustainable option as long as the price is comparable
- Sustainability is not part of the consideration
- Would always choose the more sustainable option regardless of the price



58%
**increase in number of
repurpose projects in
the home in 2021**

CNBC, 2022



Reduces the strain on valuable materials



Helps eliminate greenhouse gases



Reduces landfill



Saves energy



Recommerce*

20 times

**faster growth than
the retail market**

5 times

**faster than off-
price retailers**

*Recommerce or reverse commerce is the selling of previously owned, new or used products, mainly electronic devices or media

64%

of Britons are choosing to shop more locally

57%

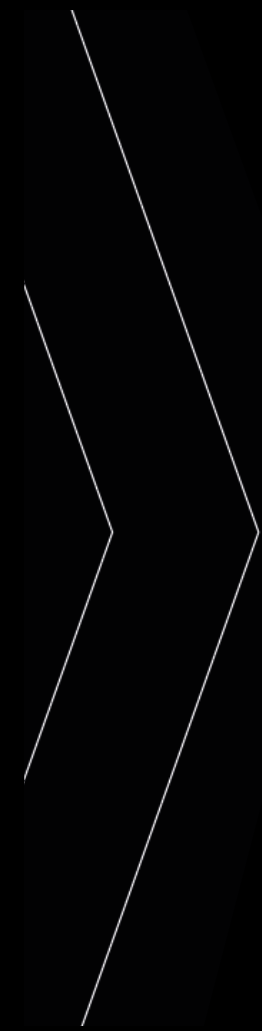
are choosing to spend with brands that actively support their community

74%

of Gen Y & 73% of Gen Z feel that now the pandemic has lifted, they want to take action to make a positive impact on their communities

Nearly 3/4 of Gen Y & Gen Z

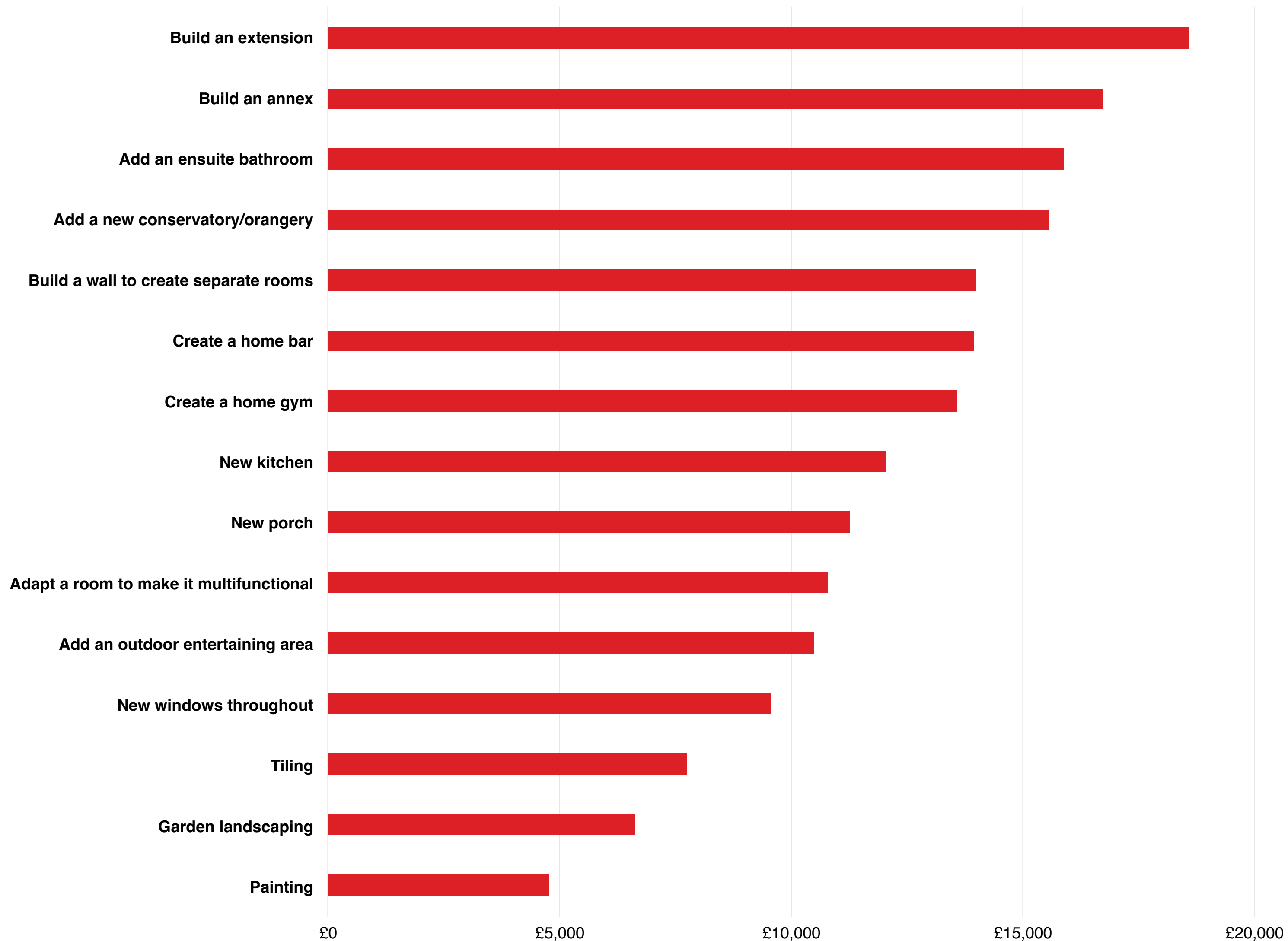
say that COVID-19 has made them more sympathetic to local producers and small businesses



Planning ahead

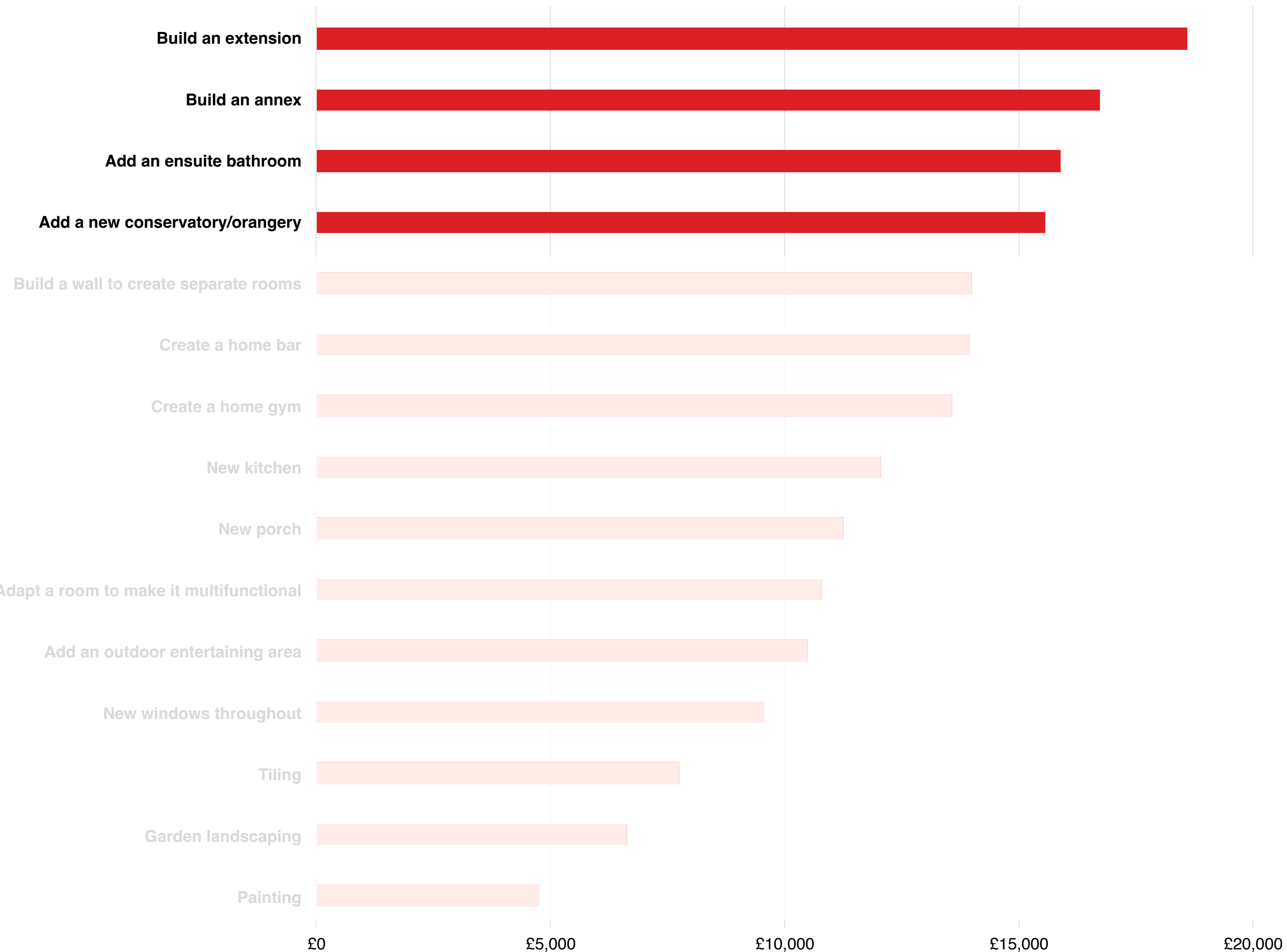
Source: Home Renovation Trends 2022

What homeowners want to spend the most money on improving in 2022



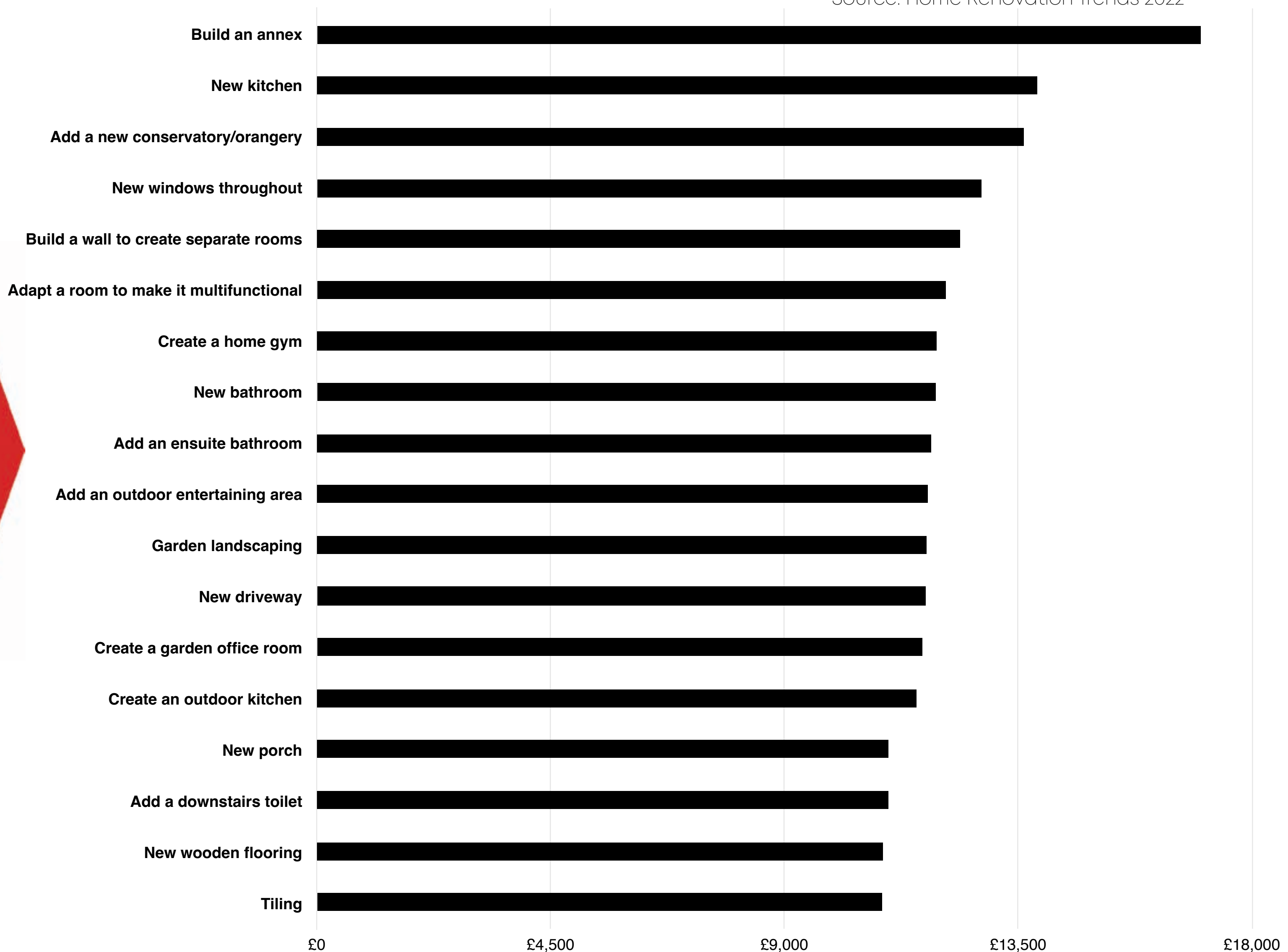
Source: Home Renovation Trends 2022

4 of the top 5 things homeowners want to spend money on in 2022 are all around space optimisation

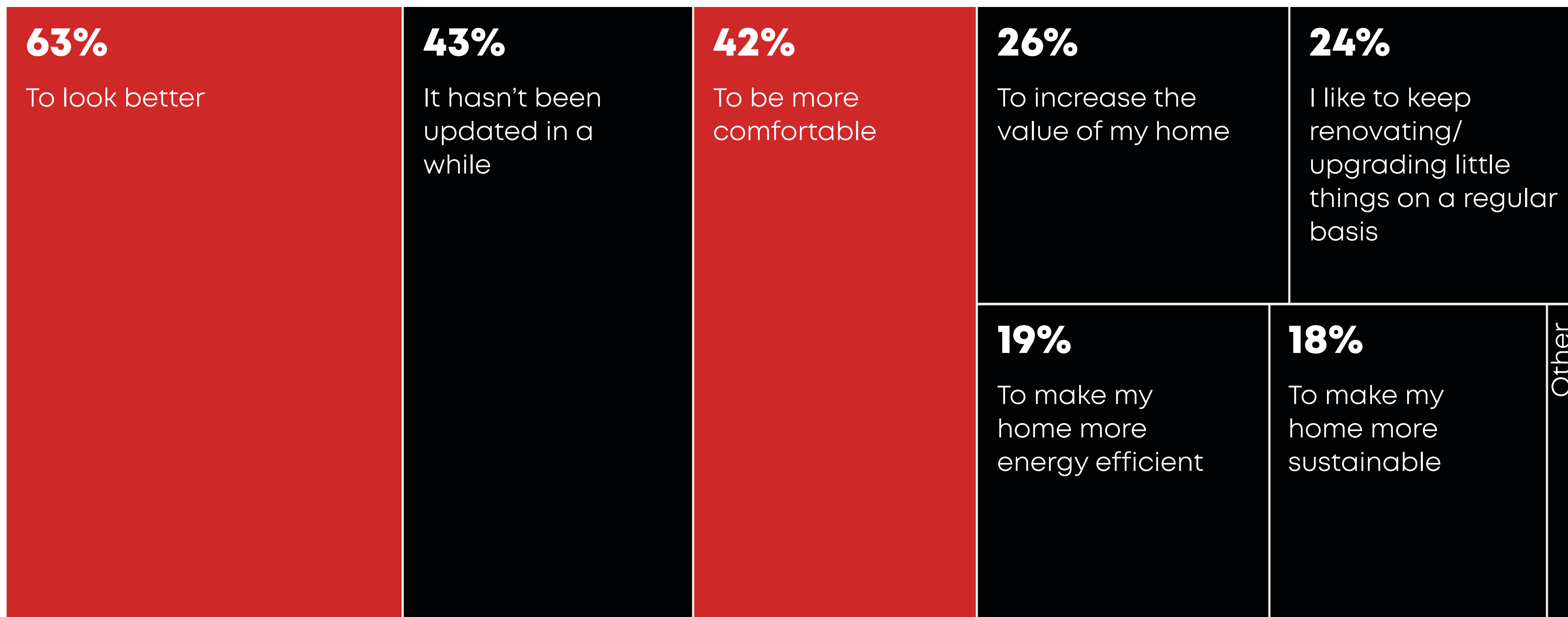


Source: Home Renovation Trends 2022

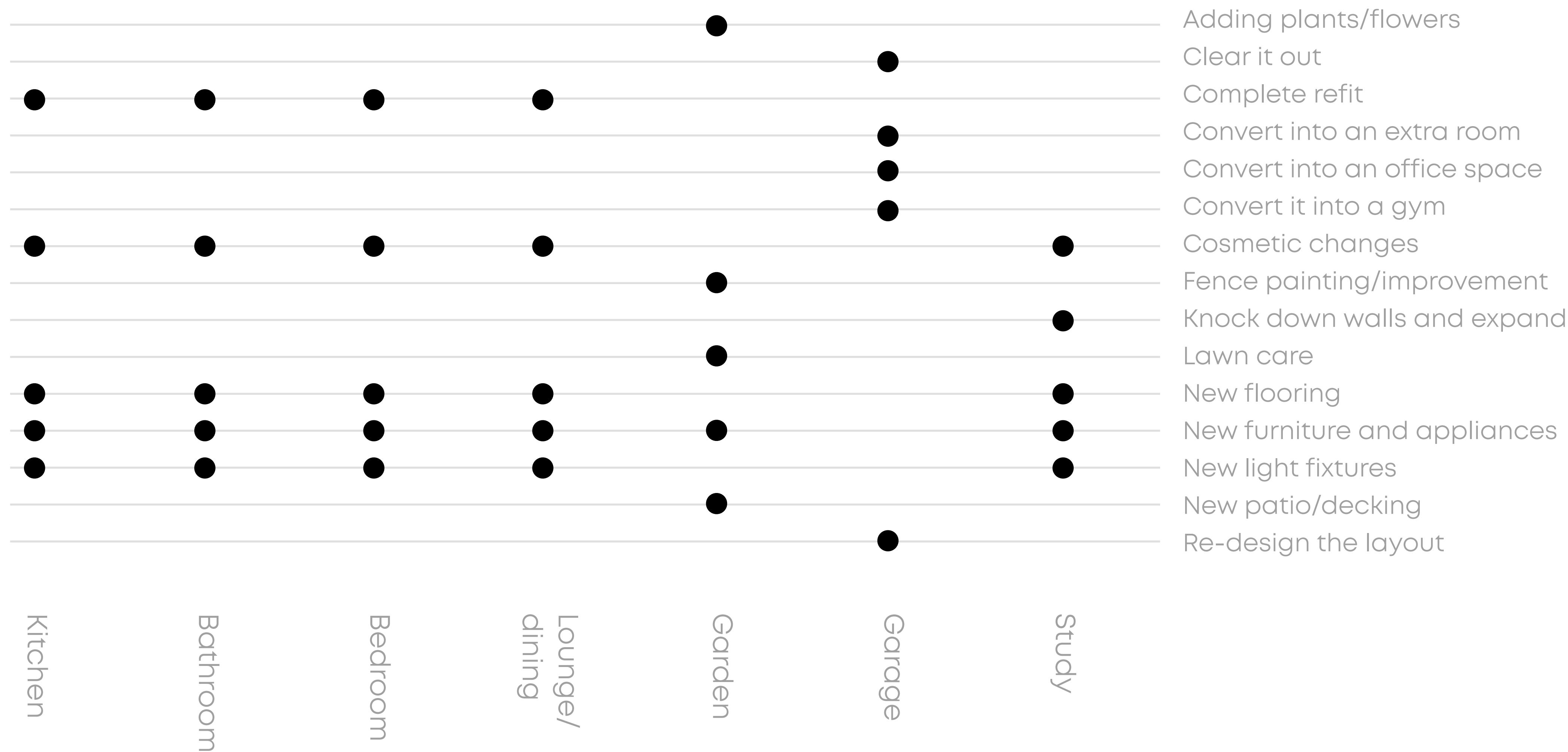
The potential value certain home improvements could add when implemented



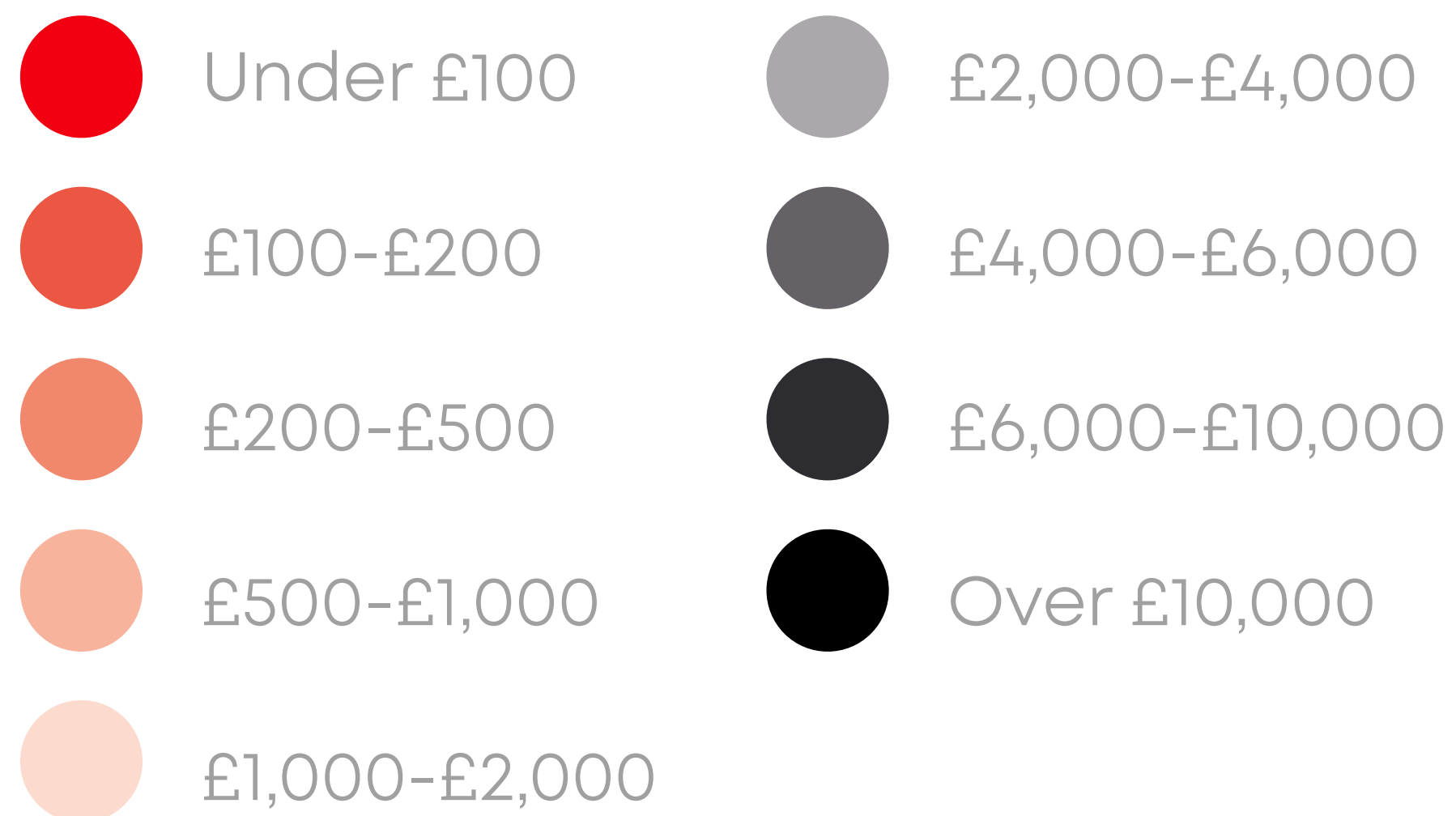
What are your motivations to improve your home?



What are you planning to achieve?



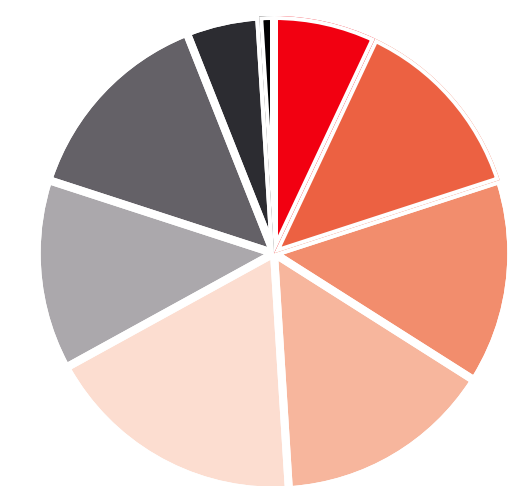
For each of your planned projects, how much do you intend to spend in each room?



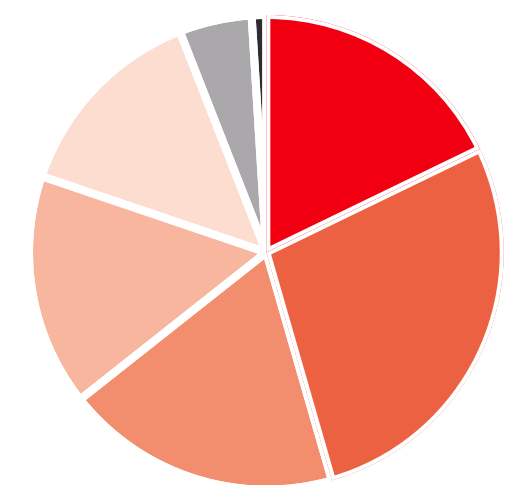
Kitchen



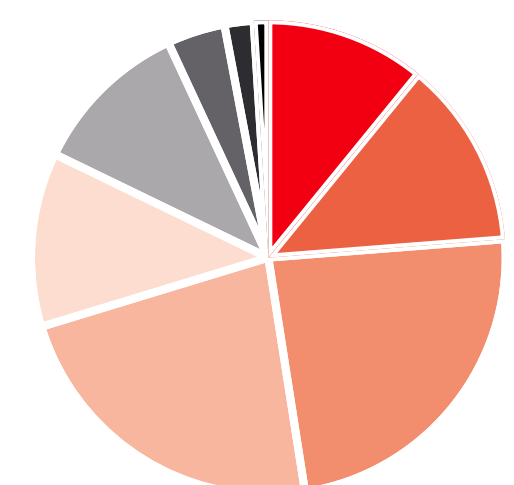
Bathroom



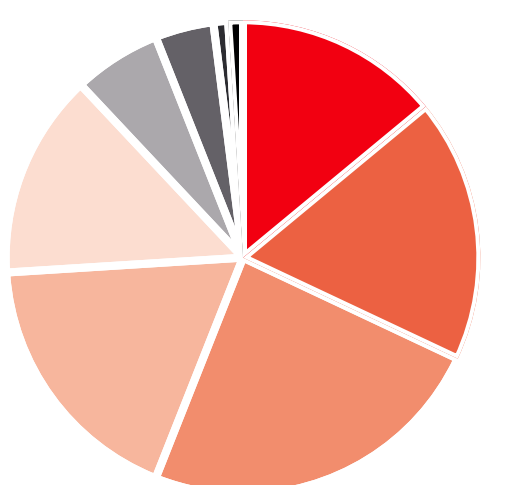
Bedroom



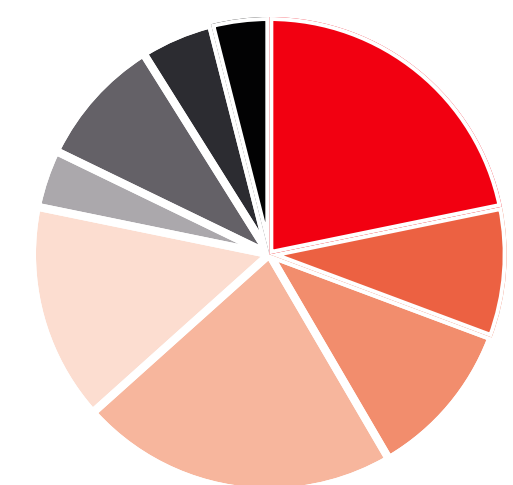
Lounge/dining



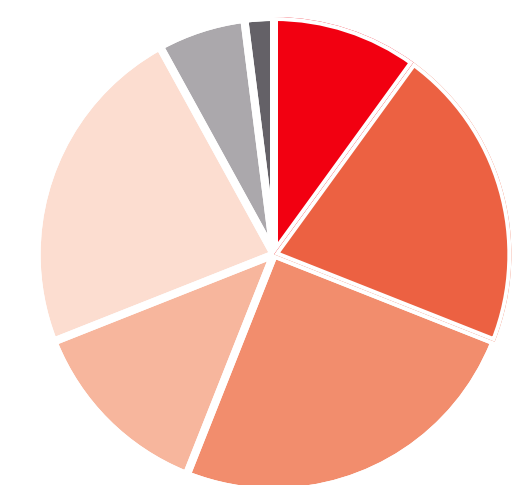
Garden



Garage



Study



Most people would spend...

£100-£200 on improving their **bedroom**

£200-£500 on improving their **lounge/dining room, garden** or **study**

£500-£1,000 on improving their **kitchen**

£1,000-£2,000 on improving their **bathroom**

But when it comes to the garage...

22% would spend **under £100** on it and
another 22% would spend **£500-£1,000** on it

Kitchen and garage
most likely to have
minimal changes for
under £100



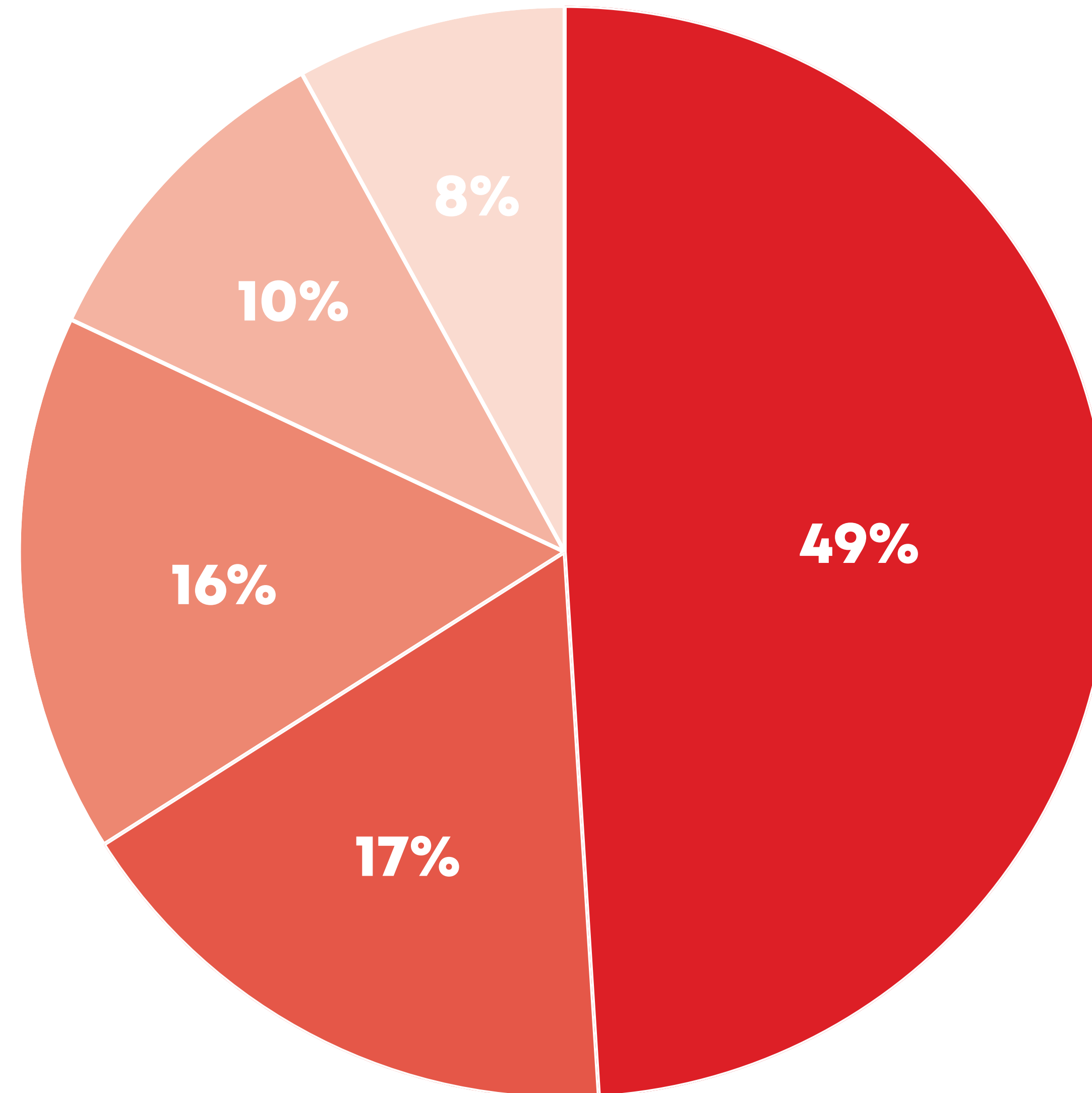
Yet the kitchen, garage and bathroom are
most likely to have over £6,000 spent

Kitchens and bathrooms
more likely to have a
complete re-fit than
other rooms

The majority of garden
overhauls have a budget
of between
£200 and £500


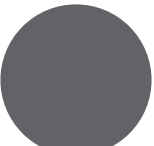
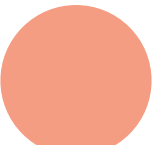
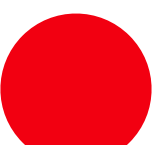
When it comes to DIY, which best describes you?

- Do bits and bobs around the house
- Get help from friends and family
- Fix and build everything in the house
- Always hire a professional
- Avoid doing home projects unless essential

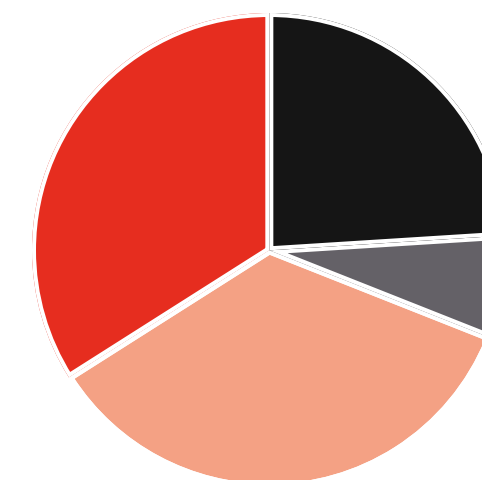


Source: Which?, talkingretail.com, 6/4/21

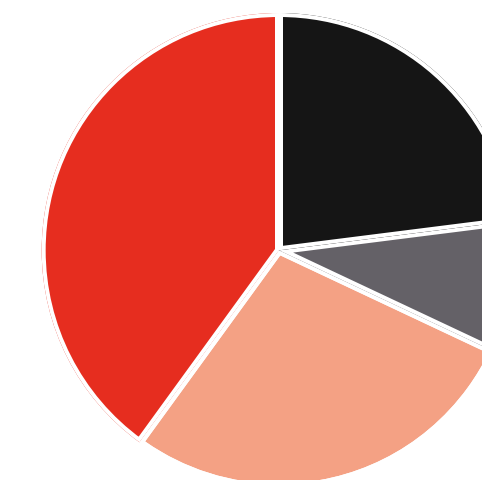
For each room in the house you're planning to improve, how do you intend to complete it?

-  Do it all myself
-  Get help from friends and family
-  Do a bit myself and hire a professional where I can't
-  Hire a professional to do it all

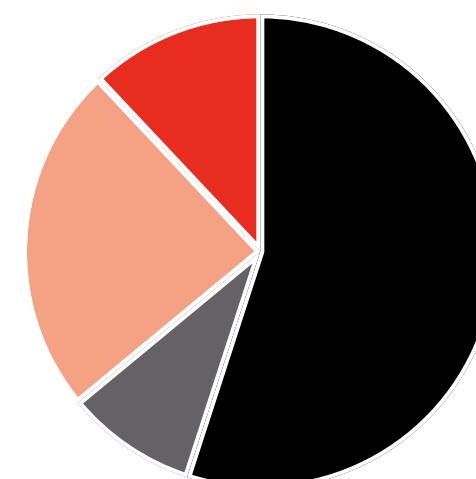
Kitchen



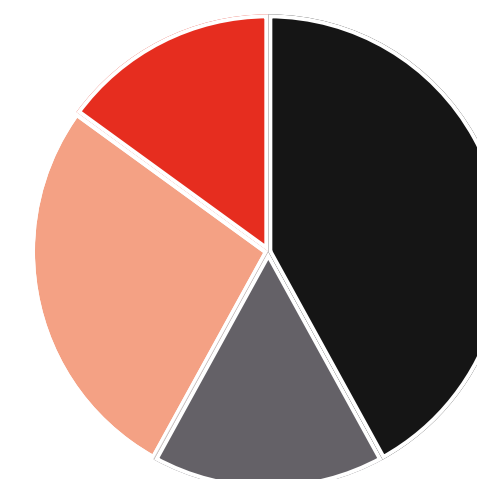
Bathroom



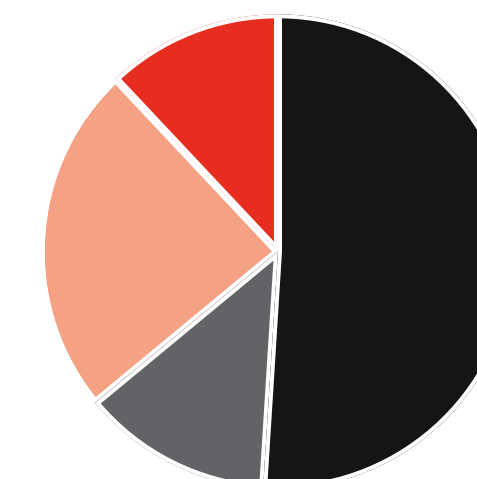
Bedroom



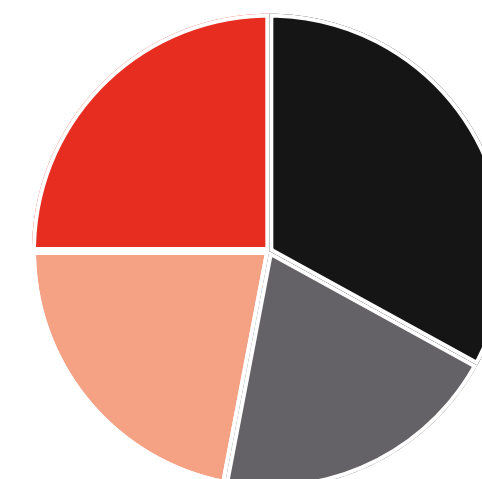
Lounge/dining



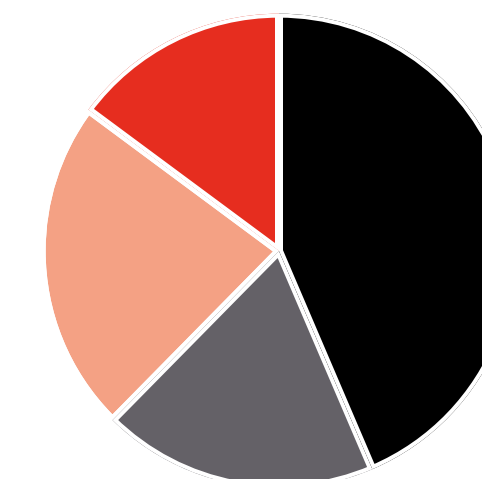
Garden



Garage



Study



The top 5 jobs homeowners are most likely to tackle themselves

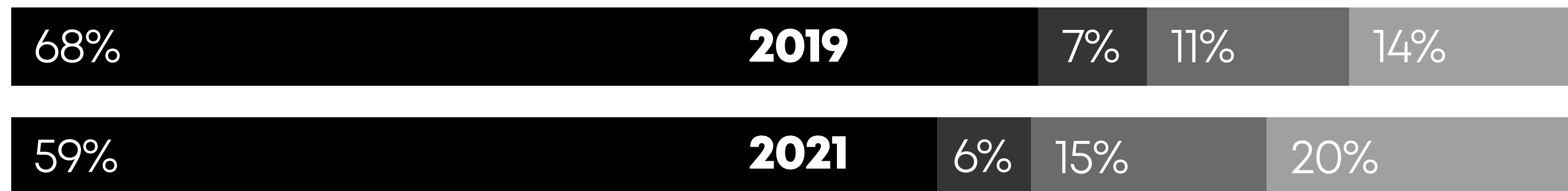
- Painting 1
- Wallpapering 2
- Landscaping 3
- Sanding floorboards 4
- Tiling 5

The top 5 jobs homeowners are most likely to hire tradespeople for

- Bathroom fitting
- Plumbing
- Laying carpet
- Plastering
- Kitchen fitting

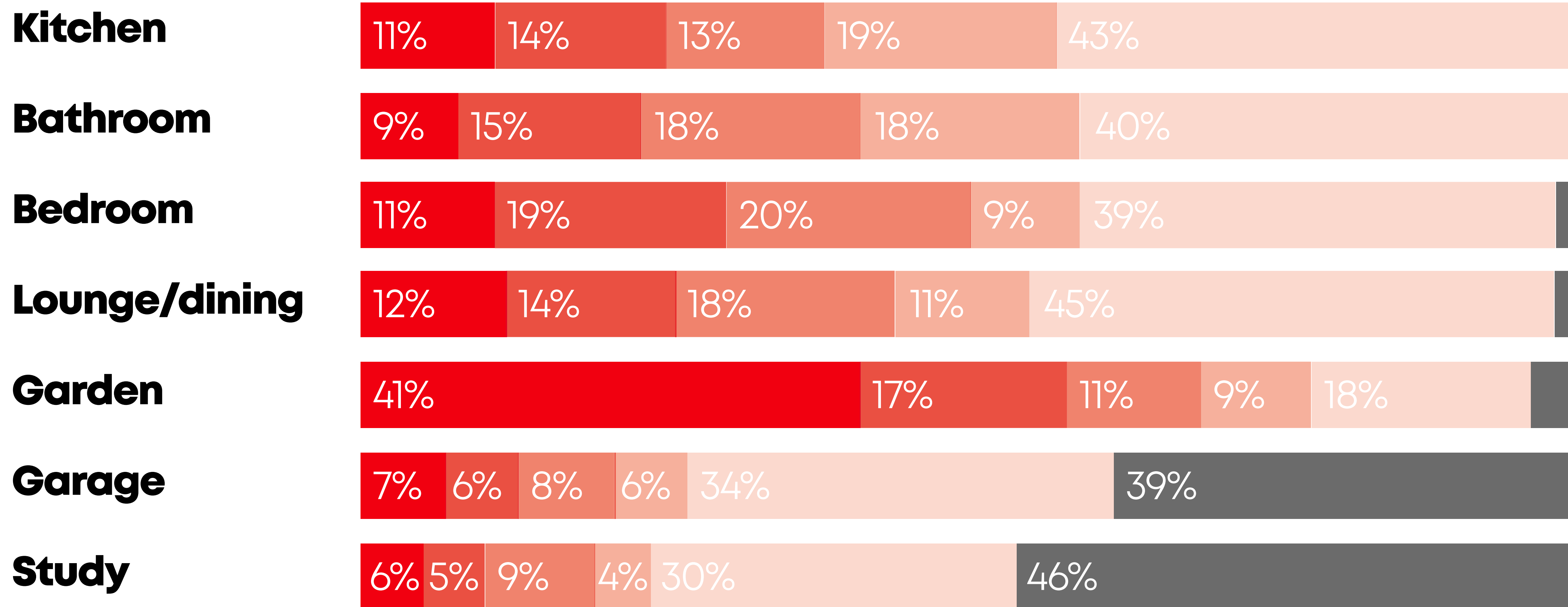
How this has changed in the last two years

● DIY ● DIY & hired professional ● Buy-it-yourself & hired professional ● Contracted all work



Over the next **3** **6** **12** and **18** months, which areas of the home are you looking to improve?

Not planning on it
 I don't have that room in my home



Gen X are most likely to get stuck into home improvement projects in 2022

Retail Touchpoints, 2022

43%

More likely than the average consumer to buy home improvement products online

65%

More likely to pick up their order in-store

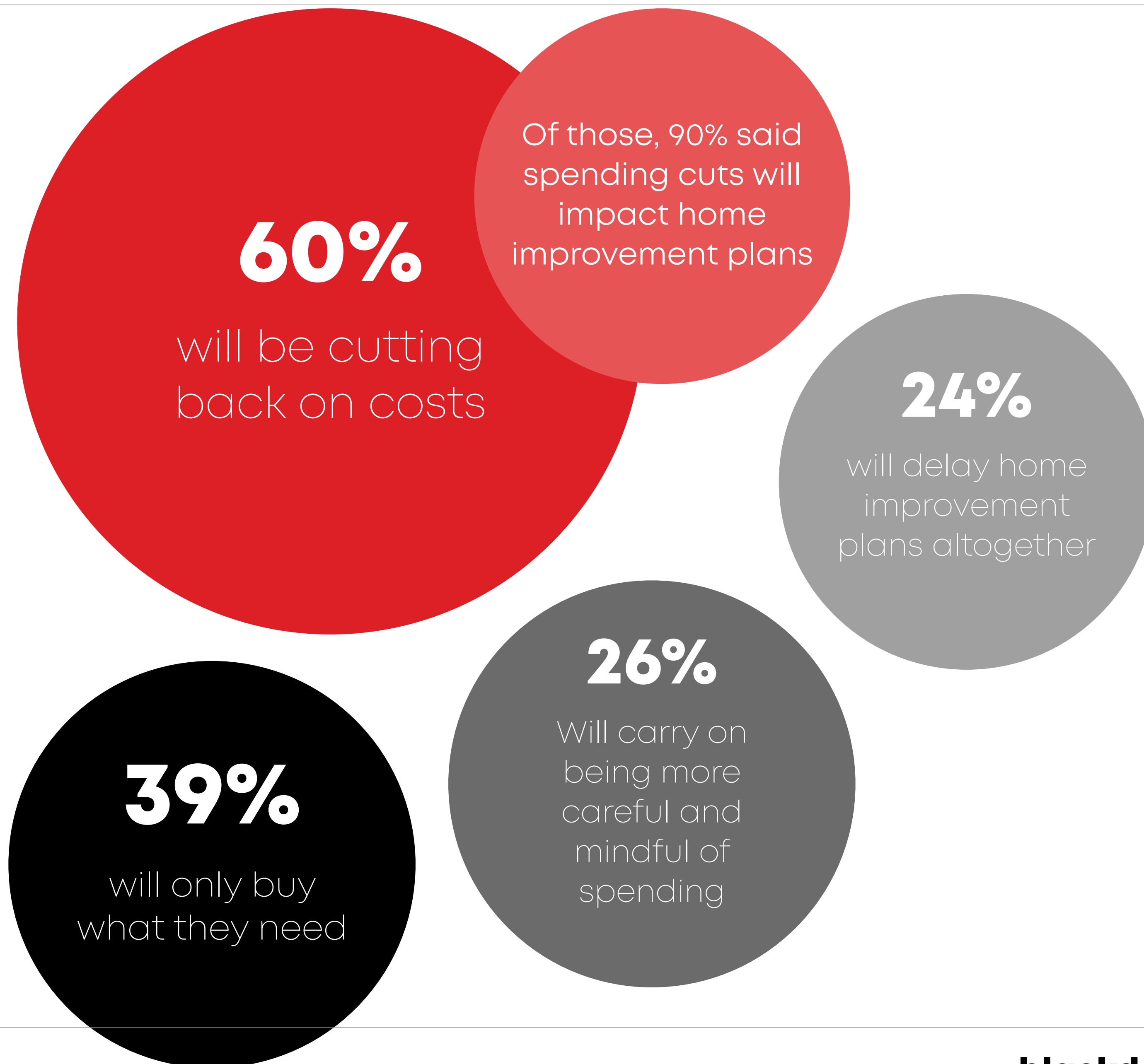
283%

More likely to say a home improvement purchase is in the near future

134%

More likely to anticipate a garden or outdoor purchase in near future

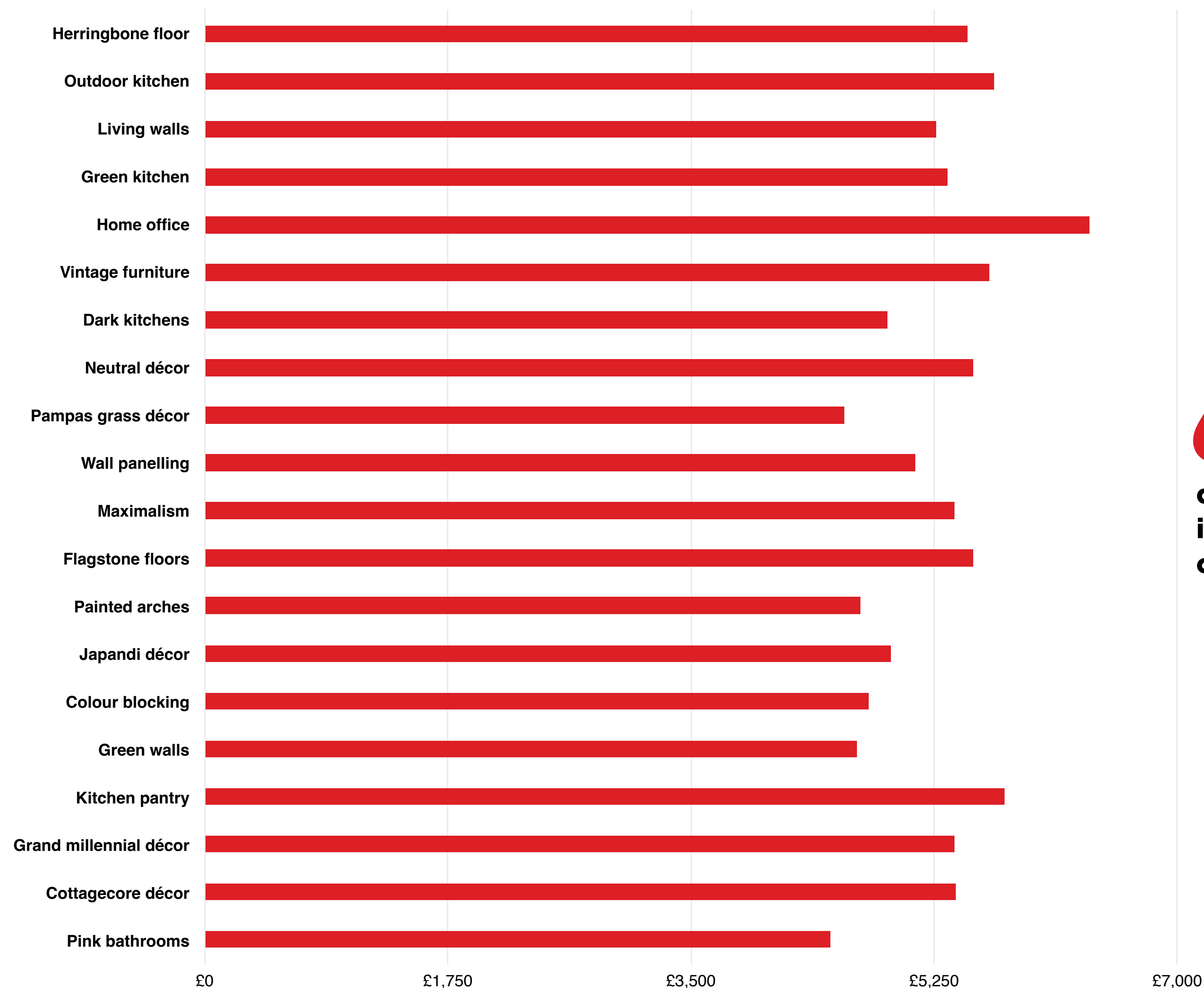
How will your spending habits change over the next six months as the cost of living increases?



Source: Rated People Home Improvement Trends 2022

The top 20 most popular home improvement and décor trends from TikTok & Instagram

Plus the potential value implementing them could add to the home



6 in 10
are planning to
implement at least one
of these trends in 2022

We hope our Home Improvement survey has given you plenty of food for thought.

If you would like to find out more about the tailored tools we can offer to help you grow your business please contact

josh.hatton@blackdog.london

or call

01920 459 530

to arrange a face-to-face meeting.

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