

DIY RETAILING – GERMANY – 2023

Inspire Germans' 'improve not move' mentality with store-branded products, DIY communities, personalised project guidance and online performance upgrades.



Charlotte Sander,
Research Analyst



DIY Retailing - Germany - 2023

This report looks at the following areas:

- The performance of the DIY market, the effects of the recent pandemic and the rising cost of living
- Which DIY retailing products are being purchased and who is buying them
- Channels and retailers used to buy DIY products: split between specialists and non-specialists
- Understanding and establishing purchase drivers for DIY retailing
- Analysing attitudes and behaviours towards the purchase of DIY products
- Innovations in DIY retailing and products, including the use of new technology, sustainable products and how retailers can provide an omnichannel experience



Inspire Germans' 'improve not move' mentality with store-branded products, DIY communities, personalised project guidance and online performance upgrades.

Overview

In a challenging economy, the number of Germans who **prioritise spending on their homes over other areas** increased to **50%** in 2023, compared to **42%** in 2022. Germans have adopted an **'improve not move' mentality** by engaging in projects that help them save money on their homes in the long run.

Low prices are a crucial factor for DIY shoppers (**50%**), which can be difficult to align with their interest in product quality (**48%**). With the rising importance of own-label products, DIY retailers can **invest in their store-branded DIY product ranges** to cater to a wider range of

BUY THIS REPORT NOW


€2600.00 | £2195.00 | \$2995.00*

store.mintel.com

Americas: +1 (312) 932 0400
China: +86 (21) 6032 7300
Germany: +49 (0) 211 3399 7411
India: +91 22 4445 1045
Singapore: +65 6653 3600
Thailand: +66 2 821 5122
UK: +44 (0) 20 7606 4533

*These prices are correct at time of publication, but are subject to change due to currency fluctuations.

MINTEL



consumers, create positive brand associations and counter the threat of discounters' own-label DIY products.

The DIY market faces challenges from an increasingly fragmented market as non-specialists improve their range of products. For example, Lidl has been heavily promoting its **Parkside** range of tools which are now available at Kaufland as well as via [Otto.de](https://otto.de).

DIY retailers have an opportunity to create a sense of **community through joint activities**, workshops or events. Such initiatives bring consumers together, create personal relationships and **provide newbies with guidance to enter the DIY world**, as younger consumers in particular agree that retailers are overwhelming to shop at.

BUY THIS REPORT NOW

€2600.00 | £2195.00 | \$2995.00*

store.mintel.com

Americas: +1 (312) 932 0400
China: +86 (21) 6032 7300
Germany: +49 (0) 211 3399 7411
India: +91 22 4445 1045
Singapore: +65 6653 3600
Thailand: +66 2 821 5122
UK: +44 (0) 20 7606 4533

*These prices are correct at time of publication, but are subject to change due to currency fluctuations.

MINTEL

Report Content



EXECUTIVE SUMMARY

Key issues covered in this Report

- Overview
- The five year outlook for the DIY retail market

Market context

- Inflation is slowing but the cost of living remains high and will impact consumption in 2023
 - Graph 1: monthly harmonised consumer price index, by category, 2021-23
- Two thirds of Germans buy DIY products in-store
- Consumer spending continues to grow
 - Graph 2: consumer spending on DIY-related product categories, 2018-22
- Specialists' sales come under pressure from tighter budgets

Mintel predicts

- Offering a strong omnichannel experience will remain key
- Market size & forecast
- DIY retail sales to see slow but steady growth despite the higher cost of living
- An ageing population and high inflation will challenge retailers to engage with senior buyers

Opportunities

- Guide consumers in saving money and energy
 - Graph 3: behaviour towards saving money in DIY/home improvement projects, 2023
- Highlight the value and quality of store brands
- Create a sense of community – and friendship – through workshops
 - Graph 4: attitudes towards DIY/home improvement projects, 2023
- Supplement in-store benefits with the online channel
 - Graph 5: retailers used to buy DIY/home improvement products in the past 12 months, 2023
- DIY specialists to become more accessible for urban shoppers
- Engage women and senior shoppers to expand appeal
- Embrace young generations' environmental and online affinities
- Introduce women to DIY through small-scale projects

The competitive landscape

- OBI and Bauhaus lead the German DIY market
 - Graph 6: DIY specialists' share of total DIY retail sales, 2022
- More men shop at specialists for DIY products, while women favour furniture stores

- Graph 7: retailers used to shop for DIY products, by gender, 2023
- Leading DIY specialist retailers
- Overview of the leading specialists in Germany

MARKET DRIVERS

The German economy

- Stagnation follows a technical recession
 - Graph 8: key economic data, in real terms, 2019-24
- Continuously high inflation shapes consumers, brands and the economy...
- ...impacting financial wellbeing...
- ...confidence and consumer expenditure
- Under the pressure of high inflation, Germans bought less in 2022
 - Graph 9: retail sales (€bn incl VAT), 2016-23
- Men are slightly more confident than women in their financial situation
 - Graph 10: how consumers describe their current financial situation, by gender, 2023
- Bad spring weather throws a spanner into the works of DIY retailers
 - Graph 11: consumers' past and planned spending on the home, 2022 and 2023

Housing in Germany

- Rising tenancy means retailers must cater to both homeowners and tenants
 - Graph 12: tenure types, owners vs tenants, 2014-22
- Tenants offer opportunities but require different targeting
- 'Improve not move' mindset increases in 2023

Demographics

- The ageing population will challenge retailers to engage more with seniors
 - Graph 13: population forecast and age-group breakdown, 2021-40
- Mature shoppers are more likely to be homeowners

eCommerce

- Online remains pivotal despite drop in sales in 2022
 - Graph 14: frequency of online shopping, 2023
- Peer-to-peer marketplaces for lower-price bargains

MARKET ACTIVITY

Sector size and forecast

- Even with the rising cost of living, DIY sales rose 9% in 2022
 - Graph 15: DIY retail sales (excl VAT), 2013-23

DIY Retailing – Germany – 2023

- DIY retail is forecast to resume an upward trend from 2024
- A return to slow-but-steady growth

Consumer spending

- Consumer spending in the DIY sector
- Growth in spending on DIY-related categories
- Share of spending on DIY falls back to pre-pandemic levels
- Consumer spending on DIY categories expected to drop in 2023
 - Graph 16: breakdown of consumer spending on DIY categories (incl VAT), by category, 2018-22
- Pandemic-powered categories falter in 2022

DIY online sales

- Online sales slow, but remain above pre-pandemic levels
 - Graph 17: online retail sales of DIY products, 2014-22
- Share of DIY spending online falls in 2022

WHAT CONSUMERS WANT AND WHY

Retailers used for DIY retailing shopping

- OBI remains Germany's top DIY retailer
 - Graph 18: retailer where DIY/home improvement products were purchased in the past 12 months, 2023
- Whilst declining, OBI's popularity kept it in the top spot in 2023
 - Graph 19: top five retailers where DIY/home improvement products were purchased in the past 12 months, 2021-23
- Promote (online) DIY to younger generations
- Enhance female interest in DIY retailers...
 - Graph 20: retailers where DIY/home improvement products were purchased in the past 12 months , 2023
- ...by creating female-friendly DIY store experiences
- Reignite the fun of DIY for older generations
- Specialists are the go-to retailers for homeowners

DIY projects carried out

- Minor makeovers lead project engagement rate
 - Graph 21: home improvement projects carried out at home in the last 12 months, 2023
- Attract female consumers with minor interior alterations
- Promote garden work to cultivate wellbeing
- Provide expert guidance in challenging projects
- Inspire male project engagers to action

Factors influencing choice of DIY store

- Germans place importance on product quality

DIY Retailing – Germany – 2023

- Graph 22: reasons for choosing a retailer to buy DIY/home improvement products from, 2023
- Offer variety to combine affordability and quality
- Create fast delivery options for online DIY shoppers
- Re-invent store-branded DIY products
- Gen Z values ethical and low-priced products

DIY retailing behaviour in the cost of living crisis

- Concerns over price rises lead to long-term investment interest
 - Graph 23: behaviour towards DIY/home improvement projects, 2023
- Tap into a desire for self-reliance
- Entice shoppers to buy now with special offers and inspiration
- Guiding newly moved Germans in their first steps
- Germans invest in their homes now to save money later

Attitudes towards DIY retailing

- Attitudes towards DIY projects
 - Graph 24: attitudes towards DIY/home improvement projects, 2023
- Support procrastinators in starting DIY projects
- Bridging online presence with in-store benefits
- Make DIY even more fun by creating communities
- Concerns over the environment make Germans want to save resources

RETAILER ACTIVITY

Leading retailers

- The leading DIY specialists increased sales in 2022
- Leading DIY retailers, by sales

Market share

- The specialist DIY retail market is dominated by a handful of larger players
 - Graph 25: leading specialists' share of total DIY retail sales, 2022
- DIY players are all making moves to expand
- Bauhaus catches up with market leader OBI
- toom Baumarkt and Hellweg cooperate for joint venture plans
- Hornbach becomes more energy efficient...
- ...and also Globus Baumarkt succeeds in energy optimisation

Retail innovation

- Bauhaus opens DIY convenience stores
- Hornbach simplifies its shopping experience with drive-through collection halls

- Lidl pushes its Parkside own-label brand
- OBI rents out solar panels
- Specialists display green authenticity
- OBI follows competitors with van rental service

Advertising and marketing activity

- OBI combines online inspiration with in-store displays...
- ...and supports consumers in saving energy
- toom Baumarkt shows how important the first step can be...
- ...while Hornbach shows the power of nature
- OBI launches teasers for celebrity-infused show 'Wunsch Projekt'...
- ...while also making use of YouTube Shorts for project guidance

APPENDIX

Appendix – products covered, abbreviations and consumer research methodology and language usage

- Products covered in this Report
- Abbreviations
- Consumer research methodology
- A note on language

Appendix – market size and forecast

- Forecast methodology
- Market size – value
- Market forecast and prediction intervals – value
- Mintel's consumer spending market size

About Mintel Reports: Germany

Access our reports now and get the most accurate, credible and powerful data, insights and analysis. Mintel Reports Germany gives you everything you need to know about what German consumers want and why.

In each report, we're analysing the market, new product innovations and the competitive landscape, as well as consumer behaviours across Germany. Our local analysts, supported by our team of global experts then translate it into what it means for you.

What makes us unique?

- ✔ A 360-degree view of German markets
- ✔ Experienced analysts based in Germany
- ✔ Expert-led support from global category experts

How Mintel Reports Germany will help your business grow:

01

Identify future opportunities by understanding what German consumers want and why

02

Make better decisions faster by keeping informed on what's happening across your market

03

See the trends and innovations impacting Germany both on a local and global level

BUY THIS REPORT NOW

€2600.00 | £2195.00 | \$2995.00*

store.mintel.com

Americas: +1 (312) 932 0400
China: +86 (21) 6032 7300
Germany: +49 (0) 211 3399 7411
India: +91 22 4445 1045
Singapore: +65 6653 3600
Thailand: +66 2 821 5122
UK: +44 (0) 20 7606 4533

*These prices are correct at time of publication, but are subject to change due to currency fluctuations.

MINTEL

Disclaimer

This is marketing intelligence published by Mintel. The consumer research exclusively commissioned by Mintel was conducted by a German licensed market survey agent ([See Research Methodology for more information](#)).

Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at <http://www.mintel.com/terms>

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

Published by Mintel Group Ltd

www.mintel.com

Help desk

UK	+44 (0)20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
Germany	+49 211 2409023
India	+91 22 4090 7217
Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850