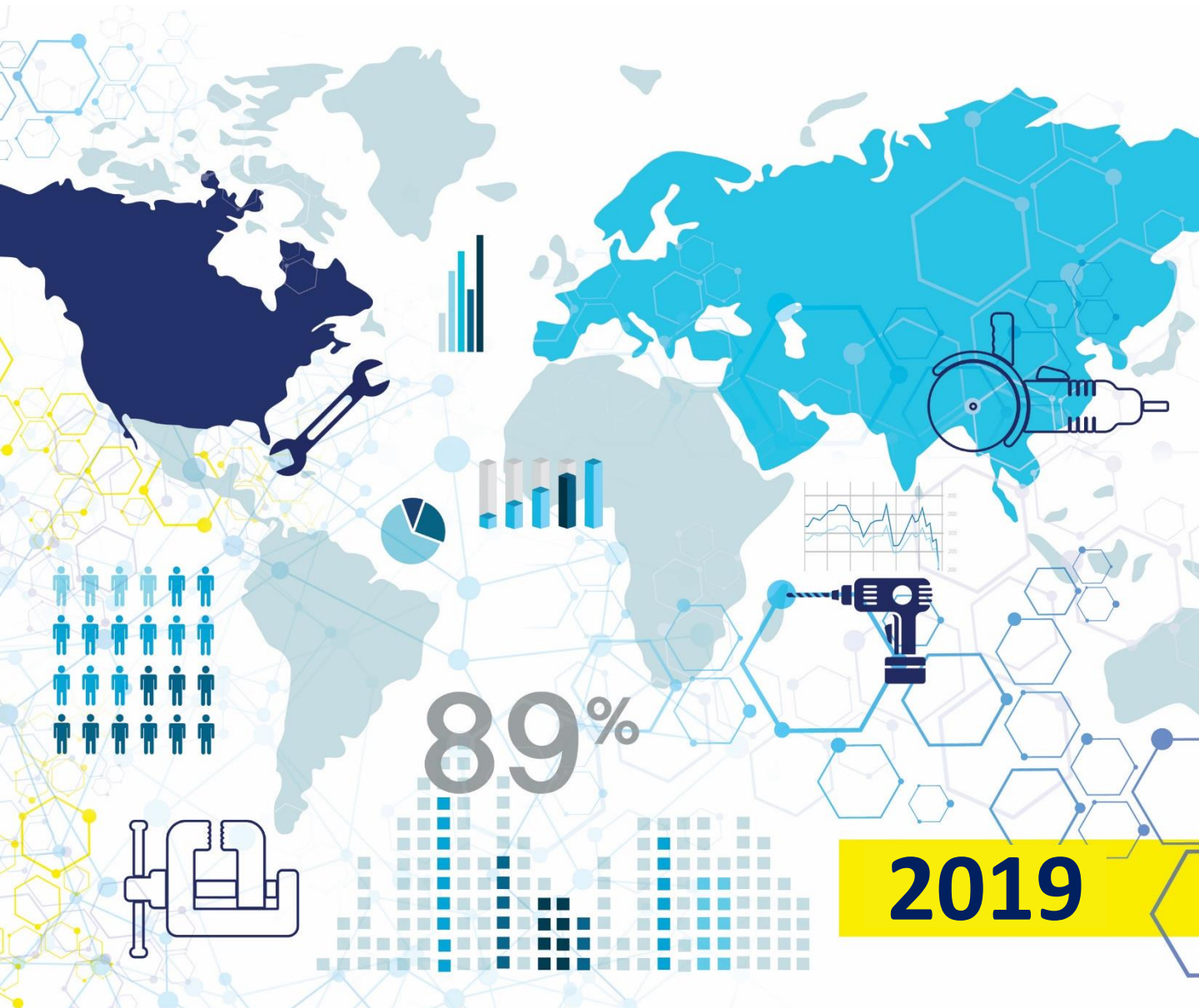


GLOBAL HOME IMPROVEMENT

Report



Foreword

We are pleased to be introduce the 2019 global report for DIY and Home Improvement.

In the previous year we worked on data quality improvements. As far as possible, the statistics of the 2019 report were confirmed by the international members of EDRA GHIN and put in parallel with those of consulting firms across the world.

This new edition has been produced with the same quality concerns in mind and with your collaboration. We warmly thank everyone who helped us and provided us with data to make this report a reference in the world of DIY.

We hope this new edition of the Global Home Improvement Report will help you in taking greater advantage of DIY market opportunities.

Ralf RAHMEDE, General Manager, FEDIYMA
John HERBERT, General Secretary, EDRA GHIN
Audrey VAN DEN BERG, Market Analyst, in charge of
the 2019 Home Improvement Global Report



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Section 1: Global Analysis

This section aims to provide an **overview of the global DIY market** :

- Global market size evolution
- Main regions: market sizes, evolution, average DIY expenditure per capita
- Main DIY national markets
- National average DIY expenditure per capita
- Focus on European DIY markets

Section 2: Countries

This section provides 2-pages synoptic information for the **major DIY markets**, in decreasing order of market size.

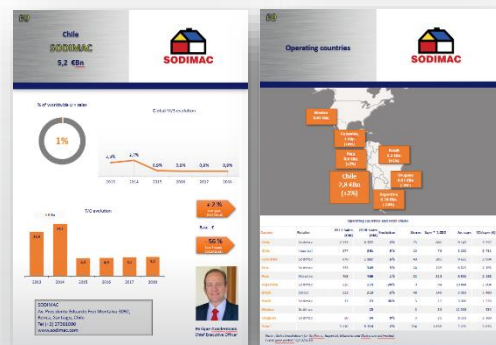
- On page 1 you will find the key indicators at a glance : population, GDP, DIY market, DIY average expenditure...
- On Page 2 you will find information on the Top 10 DIY retail chains in the country: 2017 and 2018 sales, number of stores, and total sales surface.
- For Countries with more than 10 DIY retail chains, a comprehensive table is included.
- We added 1 country in comparison to last year. This country is: Estonia.



Section 3: Major DIY Groups

This section presents the **major groups on the DIY market** at worldwide level. Details are given for the Top 10 groups through a double page overview: T/O evolution, global market share evolution, operating countries and retail chains.

At the end of the document, information is provided concerning the main DIY groups and money conversion.



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