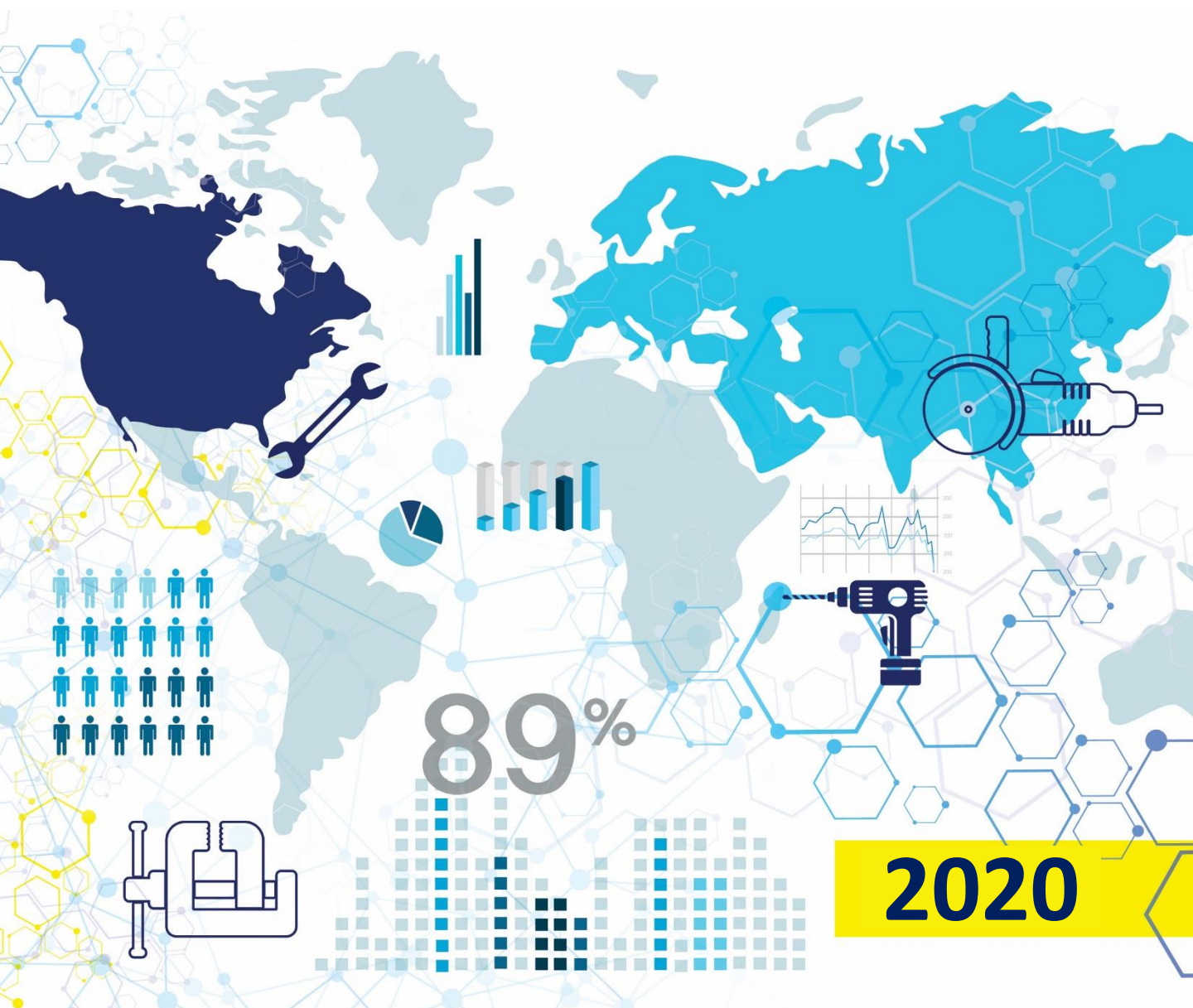


GLOBAL HOME IMPROVEMENT

Report



Foreword

We are pleased to introduce the 2020 Global Home Improvement Report.

As much as possible, and as every year, the statistics of the previous reports have been confirmed by the international members of EDRA/GHIN. Despite the disruption caused by the Covid-19 pandemic we have continued collecting data and ensuring its reliability. We wholeheartedly thank everyone who helped us and provided us with data to make this report a reference for the world of DIY.

To mark its 20th anniversary, the Federation of European DIY Manufacturers (fediyma) has relaunched as HIMA, the Home Improvement Manufacturers Association. This relaunch comes with a new industry mission, “We enable our members to face the future”, which will be achieved through the three pillars of : Networking, Knowledge and Lobbying. The association will expand globally, welcoming new members from outside the European Union, sharing best practices and fostering networking amongst its worldwide members.

The Covid-19 pandemic has shaken our beliefs and our organizations. Now more than ever, the role that our members' businesses play in their customers lives has been highlighted. We have seen the incredible adaptability of our members' companies and are confident that the challenges faced since the outbreak of Covid-19 will lead to new and innovative solutions.



Ralf RAHMEDE, General Manager, HIMA
John HERBERT, General Secretary, EDRA GHIN

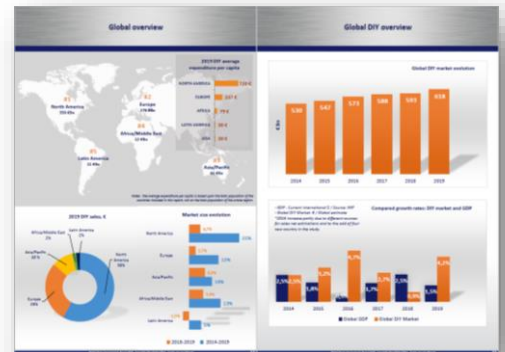
Audrey VAN DEN BERG, Market Analyst, in charge of
the 2020 Home Improvement Global Report

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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 of **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: 2018 and 2019 sales, number of stores, and total sales surface.
- For Countries with more than 10 DIY retail chains, a comprehensive table is included.



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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