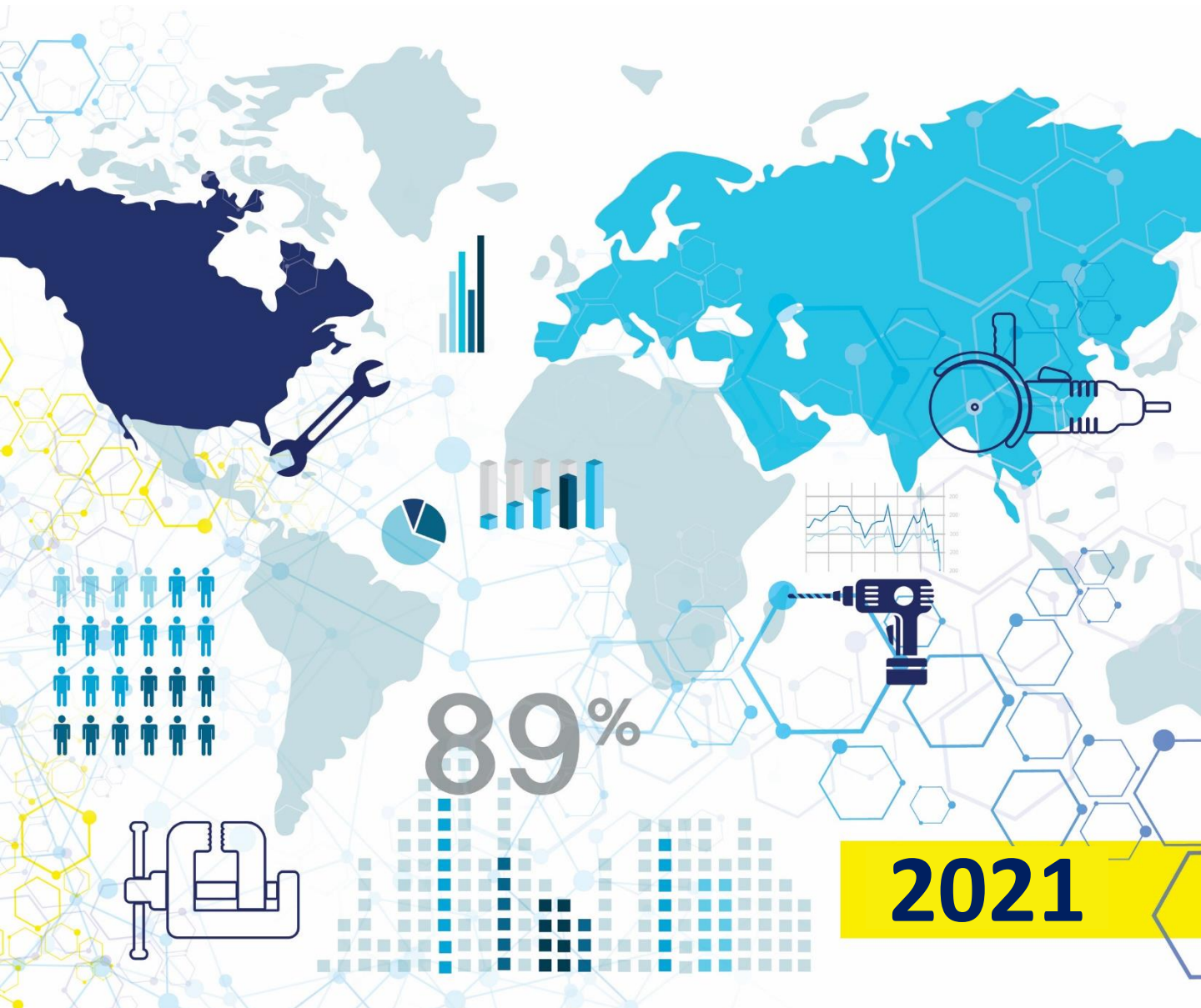


GLOBAL HOME IMPROVEMENT

Report



Foreword

We are pleased to introduce the 2021 Global Home Improvement Report.

As with every edition of the Global Home Improvement Report we endeavour to provide the most accurate and reliable data and statistics as possible. In this regard, the statistics of the previous reports have been confirmed by the international members of EDRA/GHIN.

As is widely known, much of the home improvement industry experienced a boom in 2020, and this is reflected in the following statistics.

As ever, we wholeheartedly thank everyone who helped us and provided us with data to make this report a reference for the world of DIY.

On a separate and more personal note, Ralf Rahmede retired in October 2021. The Global Home Improvement Report, providing detailed market data for the entire industry, was a project initiated by Ralf. Reflecting on this, we wish to express our gratitude and thanks at this time.

We hope that this new edition of the Global Home Improvement Report will help you to take even better advantage of the opportunities offered by the DIY market.



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

Audrey VAN DEN BERG, Market Analyst, in charge of
the 2021 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: 2019 and 2020 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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