

**May 2013****DIY Retailing - France**

DIY specialists are big players in the core DIY markets, but other important players are the builders' merchants and, to a lesser extent, department stores and the major food retailers. Home shopping is also important in France and online is growing.

DIY Retailing - Italy

Young people setting up home are crucial to the DIY sector in Italy. To cater to this group DIY retailers should offer them more, such as: help finding what they need, more design ideas and more new products.

DIY Retailing - Europe

Given that the online channel takes a tiny share of sales in many of the major European markets, the figures for those who say they prefer to visit a store before buying are relatively low. The popularity of browsing for ideas and advice together with interest in checking stock or ...

DIY Retailing - Germany

Households faced with the addition of new subsidies on their energy bills provide a market for DIY retailers to tap. Energy-saving products and services, such as home insulation, smart meters and energy-saving advice, can be bundled and marketed by DIY retailers.

DIY Retailing - Spain

There is a real opportunity for DIY retailers to develop new services that will satisfy customer needs and aspirations in terms of home style. In-store technology could play an important part in this type of investment.