

The consumer DIY trends shaping retail opportunities



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Introduction

Experts predict the DIY market is set to experience an annual growth rate of almost 2% each year between now and 2029. This is welcome news for retailers of DIY products, who experienced a spike in revenues during the COVID-19 lockdowns when many homeowners had more disposable income and dedicated it to their properties, but who may have struggled to achieve the same level of sales since, due to the cost-of-living crisis.

To gain a clear picture of the opportunities this predicted growth presents to those who sell DIY products, 3M – a global leader in home DIY solutions – has questioned homeowners and renters across the UK about their planned home improvement projects. We've explored the challenges consumers face when it comes to home improvements, their attitudes towards DIY, which household tasks they're most likely to ask a professional to undertake, and what they need from you as a retailer to feel reassured about embarking on DIY projects.

In this report, we explore and analyse the findings and provide advice on how you can use the insights to tailor your in-store and online marketing to tap into the DIY market opportunities.

We'll also share information on the products in our range which make it easy for homeowners to get hands-on with DIY projects, so you can ensure you're stocking the right options to help them complete the jobs successfully.

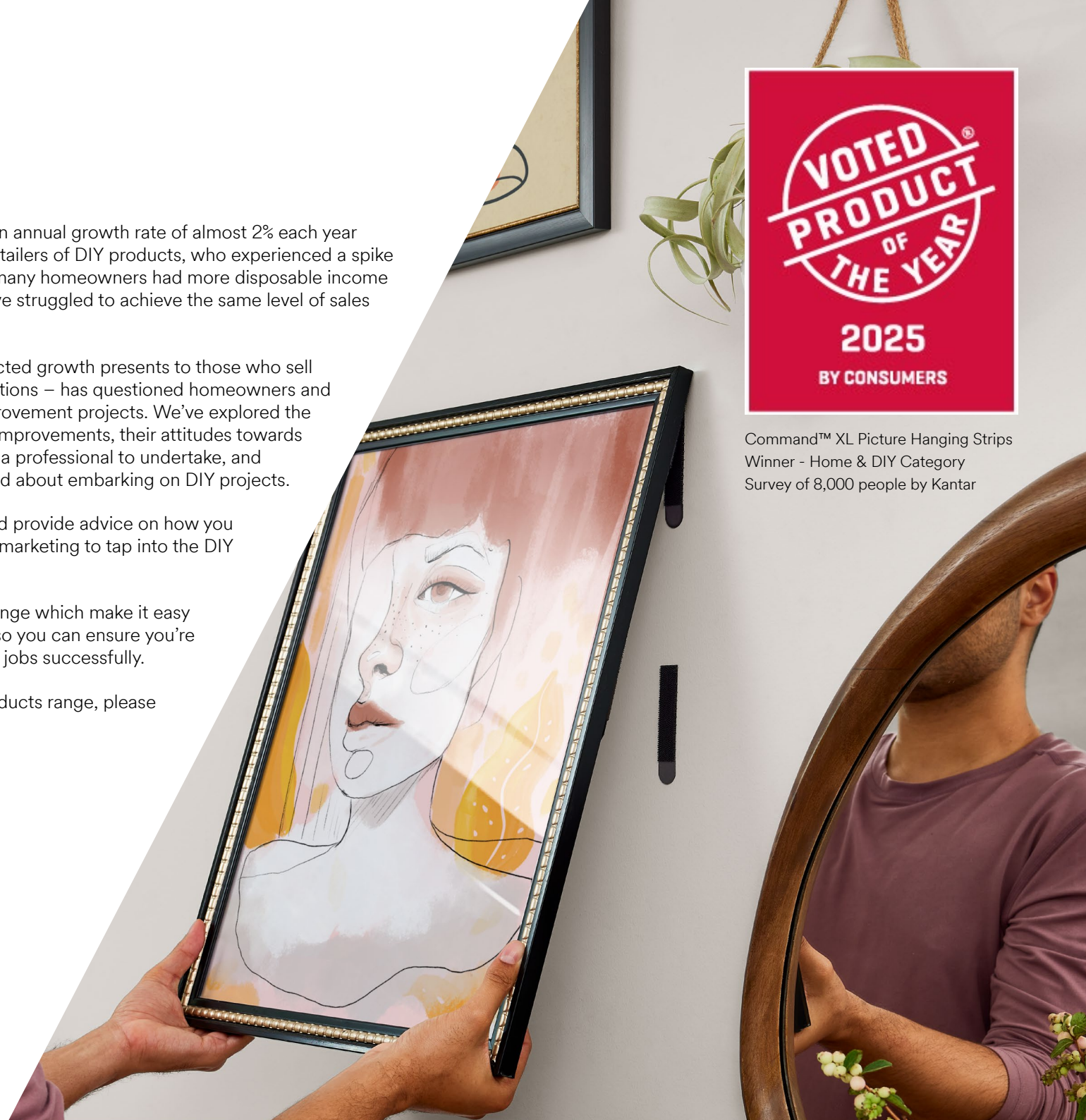
For more information on our home improvement products range, please [visit our website](#).

Thank you,

The Home Improvement team, 3M.



Command™ XL Picture Hanging Strips
Winner - Home & DIY Category
Survey of 8,000 people by Kantar



Section 1

Consumer confidence in DIY

A picture of the nation



Our research shows that consumer confidence in DIY tasks varies widely, depending on the project in question.

While many say they're confident with unblocking sinks (69%), building flat pack furniture (65%), painting furniture (62%) and bleeding radiators (60%), there are some jobs which leave millions in limbo.

A quarter say they aren't confident in hanging mirrors and picture frames (24%) or painting a room (25%); two fifths struggle to fix a crack in a wall (40%), and almost half aren't able to hang entertainment devices such as TVs and speakers (46%). These figures increase when you explore more complex DIY tasks such as laying laminate or vinyl flooring (59%) and putting up a stud wall (62%).



How confident, if at all, would you say you are at the following DIY tasks?

**Answers show the net average response of 'confident' and 'not confident', based on a sliding scale answer which included 'very confident', 'quite confident', 'not confident', 'not confident at all'.*

Item	Confident (net)	Not confident (net)
Hanging a mirror / picture frame	72%	24%
Painting a room	71%	25%
Hanging entertainment devices	48%	46%
Clearing gutters	46%	47%
Hanging a shelf	54%	41%
Bleeding radiators	60%	34%
Building flat pack furniture	65%	29%
Fixing a crack in the wall	54%	40%
Replacing grout	48%	44%
Unblocking a sink	69%	26%
Painting furniture	62%	32%
Hanging a blind	51%	44%
Putting up a curtain pole	60%	35%
Laying laminate/vinyl flooring	34%	59%
Putting up a stud wall	30%	62%

Findings by gender

We explored the findings based on gender and found that across all the tasks mentioned, men have a higher level of confidence (65%) than women (45%).

Men are most confident about putting up mirrors and picture frames (78%) followed by unblocking a sink (77%), and least confident about putting up a stud wall (40%), followed by laying laminate or vinyl flooring (44%). Women are most confident about painting a room (70%) followed by hanging a mirror or picture frames (65%), and least confident about putting up a stud wall (20%), followed by laying laminate or vinyl flooring (25%).

Findings by age

We also analysed the data based on age and found significant differences in the abilities and attitudes of different generations when it comes to certain tasks.

For example, while 74% of people aged 55 or older are confident in painting a room, almost a third (32%) of those aged 16-24 said they lack confidence. On the other hand, while painting furniture is the DIY task those aged 16-24 feel most confident in doing (66%), it's the project the over 55s are most likely to avoid (33%).

Overall, the age group most confident in the breadth of tasks we presented to them are those aged 25-34, while the age group least confident are those aged over 55, followed by 16-24-year-olds.

How confident, if at all, would you say you are at the following DIY tasks?**

***Answers show the net average response of 'confident' and 'not confident', based on a sliding scale answer which included 'very confident', 'quite confident', 'not confident', 'not confident at all', with the data split by the following age ranges: 16-24, 25-34, 35-44, 45-54, 55+.*

Home improvement activity	Age group most confident doing it themselves	Age group least confident doing it themselves
Hanging a mirror / picture frame	25-34 – 75%	35-44 – 28%
Painting a room	55+ - 74%	16-24 – 32%
Hanging entertainment devices	25-34 – 61%	55+ - 52%
Clearing gutters	25-34 – 52%	55+ - 50%
Hanging a shelf	25-34 – 64%	55+ - 47%
Bleeding radiators	55+ - 70%	16-24 – 48%
Building flat pack furniture	45-54 – 69%	16-24 – 35%
Fixing a crack in the wall	55+ - 57%	45-54 – 44%
Replacing grout	55+ - 53%	45-54 – 48%
Unblocking a sink	45-54 – 73%	16-24 – 36%
Painting furniture	16-24 – 66%	55+ - 33%
Hanging a blind	25-34 – 60%	55+ - 48%
Putting up a curtain pole	25-34 – 65%	45-54 – 38%
Laying laminate/vinyl flooring	25-34 – 45%	55+ - 68%
Putting up a stud wall	25-34 – 44%	55+ - 72%

Our response

“This data acts as a litmus test for how the public feels towards the DIY projects that keep our homes looking beautiful and functioning well,” said Richard Davies, Home Improvement Shopper Marketing Lead for 3M. “The fact that so many are hesitant about tasks that can be completed quickly and easily with the right products shows that, as an industry, we can work together to reconnect with consumers and educate them about DIY in a way that instils confidence and a willingness to tackle projects head on.

“As retailers and resellers, you can play a role in this journey by sharing best practice, advice and top tips using in store signage and point of sale materials, as well as via digital channels including social media and newsletters. Placing innovative products that make it easier to do simple DIY jobs – such as 3M CLAW by picture frames and 3M Command Strips XL by heavier items like mirrors – will not only help to inform and inspire consumers, but provide upsell opportunities too.”



Section 2

Attitudes to DIY

Opportunities for you to capitalise



More than a quarter (26%) admit to having damaged their walls and surfaces from using the wrong tools and equipment to put up home décor, so it's perhaps unsurprising to find that almost half (48%) of people say they proactively look for products that make decorating easy and protect their walls.

Alongside this shared feeling of precaution, UK consumers have varying attitudes and experiences when it comes to being taught about DIY, how to approach new DIY tasks, and how regularly they feel able to update décor.

An education in DIY

More than a third of the people we spoke to (36%) said no-one has ever shown them how to do basic DIY jobs, with women (39%) more likely to agree with this than men (34%). While only a fifth (20%) say they're embarrassed to ask for help when it comes to DIY, men are more conscious of this (23%) than women (17%). Generally, those aged over 55 are least embarrassed about asking for help (55%), while those who'd be most likely to avoid asking for help are those aged 25-34 (56%).

However, there is help for this age group in the form of online content. When asked if they learn DIY techniques from social media, 25-34s agreed the most (56%). More than two fifths of people (41%) have turned to platforms like YouTube, Instagram and Facebook for DIY advice, with men and women equally likely to do so. That said, a fifth (19%) of consumers still don't know where to go to find the right products or materials for DIY jobs.

Paula Bullock, eCommerce and Digital Marketing Lead at 3M said:

"There's millions of people who don't feel confident when it comes to DIY, meaning they end up not carrying out home improvements that would make them feel happier. Instead, they worry about damaging their homes, or end up spending time and money hiring tradespeople. However, it's positive to see so many seeking out guidance and advice off their own back via social media. According to experts, consumers are 131% more likely to buy from brands that share educational content, so retailers and resellers should either share their own content or partner with manufacturers and suppliers to produce and share advice that makes learning simple DIY skills easy and enjoyable."

Toolboxes for today's generation

Did you know that a fifth of UK homeowners don't have a toolbox?

Our research found that the group most likely to own a toolbox are those aged 35-44 *83%) while those least likely are aged 16-24 (70%).



39% of women have never been shown how to do basic DIY tasks



A fifth of people say they're embarrassed to ask for help with DIY projects



56% of 25-34-year-olds learn DIY techniques on social media

Fear of getting started

More than two fifths (43%) of respondents said they'd do more home improvements and DIY tasks if they knew they'd get it right first time, with a third (31%) saying they like to change their internal decorations such as picture frames, artwork and mirrors regularly to give a quick update to their home.

However, while the inclination is there to make their home more presentable, many feel worried about getting started with the tasks at hand. A quarter (25%) say they don't have the right tools to approach DIY tasks in the first place, while more than two fifths (44%) say they don't like drilling or making holes in the wall – with women more likely to agree (49%) than men (39%). More than a third (37%) say they're not confident in measuring out where items should be hung on walls, while a similar percentage (34%) say they're worried the products they use to hang items won't be strong enough.

Of those who rent, almost a third (31%) said they'd like to do more home improvements and DIY but they're worried they wouldn't get their deposit back from their landlord, while 35% of homeowners say they'd like to do more home improvements but they're worried about ruining their property if they get it wrong.



26% of people
don't have the tools to do
basic DIY tasks



More than two fifths
of people are scared of drilling
holes into walls



42% would do more DIY
home improvements if they knew they'd
get it right first time

Richard Davies, Home Improvement Shopper Marketing Lead for 3M said:

"While it's encouraging to know so many more people would like to get involved with DIY to spruce up their homes, what seems to be preventing them is the fear of getting it wrong, and if this happens, the longer-term damage they could inflict on their properties or other repercussions, like lost deposits. To help overcome this, retailers and resellers should promote and stock tool-free products which make changing home décor easy – such as 3M's CLAW™ Heavyweight Hanging Solution and Command™ Strips."

Plasterboard walls can be notoriously difficult to drill, especially in new build houses where walls can be thin. And with such a wide range of screws, tacks and rawlplugs on the market, selecting the right hook or hanging system can be tricky, and then you need the right tools to install them.

With the 3M CLAW™, you don't need tools – just the power of your thumbs. Designed to push straight into the plasterboard or drywall, with no drills or screwdrivers required, the specially engineered hardened steel CLAW locks securely into drywall, with the range of hangers proven to hold up to 7KG, 11KG, 20KG and 30KG. Find out more about the 3M CLAW™ [here](#).



Section 3

Home improvement plans

A chance to change perceptions



Millions of UK people are planning home improvement projects over the next year, but according to the data, many are likely to hire professional tradespeople to carry out the work, rather than attempt to do it themselves.

As part of our research, we found that a third of homeowners (33%) want to decorate at least one room in the house, a fifth (21%) would like to hang new photos, curtains and blinds, and 19% wish to add to their storage solutions. More home improvement activity is in the pipeline for lots of homeowners, but across all age groups, decorating is the most planned, other than for 24–34-year-olds who are more likely to hang photos. Almost a third of men (31%) aren't planning any home improvements at all in 2025, and neither are two fifths (39%) of those aged 55 and over.

However, of those who are planning home improvements, a significant number wouldn't tackle basic DIY jobs themselves and would instead hire a tradesperson.

What, if anything, are you planning on doing in your home?

Home improvement activity	% planning it in their home	% who would hire a tradesperson for the task
Decorate at least one room	33%	19%
Hang up new photos	21%	7%
Hang new curtains or blinds	21%	15%
Add more storage solutions	19%	11%
Hang up new artwork	17%	7%
Hang up a shelf	14%	14%
Add new mirrors	13%	7%
Install new entertainment features (e.g. smart home speaker)	9%	19%



Men are most likely to hire a tradesperson to put up a stud wall (42%) while women are most likely to hire a tradesperson to lay flooring (48%)



Richard Davies, Home Improvement Shopper Marketing Lead for 3M said:

“That so many people are inclined to hire and pay a tradesperson to do basic DIY jobs rather than try and tackle the work themselves reiterates that lack of confidence we now know consumers have in their DIY abilities. You can help change this by selling and promoting tool-free solutions which make DIY tasks easy, placing them next to popular home décor items with POS, marketing materials or even advice from your in-house team showing them how to use the products. This will encourage them to try the project themselves, and creates an upsell opportunity for you, too.”

The other tasks consumers would hire a tradesperson to do for them

Putting up a stud wall	44%
Laying vinyl and/or laminate floor	43%
Clearing gutters	38%
Fixing a crack in the wall	27%
Replacing grout	22%
Bleeding the radiators	15%
Unblocking a sink	14%
Painting furniture	11%



A man with a beard, wearing a yellow long-sleeved sweater and dark trousers, is pushing a shopping cart in a large warehouse. He is looking upwards towards high orange metal shelving units. The shelves are stocked with various items, including boxes and bags. The background shows more of the warehouse structure with bright lighting.

Section 4

Supporting your customer as they shop

How to entice more sales

As the findings of our research prove, there is huge potential for consumers to increase how much DIY they do at home – and as such, huge potential for you to increase sales of key DIY products.

To help you understand the opportunity on offer to you as we collectively try to encourage more people to improve their DIY skills, we explored consumers' attitudes towards buying not only DIY products and equipment, but also the items we've identified as most likely to be on shopping lists for home improvement plans in 2025. That way, you can use in-store and online messaging to ensure the items are purchased as a complete package, rather than losing a customer to a competitor for part of their DIY and home improvement shopping haul.



We asked people where they were most likely to shop for both tools and innovative hanging products.

Where are you most likely to shop for...	Tools	Innovative hanging products
Home improvement / DIY retailer (e.g. B&Q, Homebase, Screwfix)	38%	22%
Online (e.g. Amazon)	16%	20%
A builders' merchant or specialist retailer for tradespeople (e.g. Jewson, Dulux Decorator Centre)	9%	5%
An independent or local hardware shop	8%	7%
Value retailers (e.g. B&M)	7%	9%
Homeware retailer (The Range, Dunelm)	6%	10%
Supermarket (e.g. Tesco, Asda)	5%	7%

Consumers and shopping for DIY

Almost a fifth of shoppers (19%) say they don't know where to buy the right products and materials for DIY jobs. Men and women are equally likely to agree (19%), with those aged 16-24 the age group in most agreement (29%).

Of those who do know where to go for DIY products and materials, there are different drivers for doing so. The majority are motivated by cost of the products (56%), followed by convenience (48%). Almost a quarter (23%) say they purchase from where the staff have the best knowledge, while 22% would pick up DIY equipment if they were already in a shop looking for other items.

Richard Davies, Home Improvement Shopper Marketing Lead for 3M said:

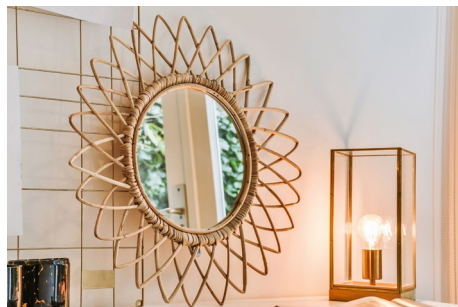
“The most important insight we can take from this data is that retailers and resellers can do more to educate those who don’t know where to start when it comes to shopping for DIY products. Encouraging the fifth of consumers who need this information to shop with you over a competitor will unlock a lot of potential revenue. You can use marketing materials to promote discounts on certain items to tap into those driven by cost, and promote the expertise of your in-house team to entice those who’re drawn in by staff knowledge.

“However, global intelligence agency Mintel warns that 20% of shoppers find home improvement retailers overwhelming, and as such, you should consider how to cultivate an inviting environment for buyers. Get this right, and you could gain a new customer for life.”

“Every month, over half a million people search online for ‘mirror’s, while 161,000 look for ‘picture frames’ and ‘wall art’. Additionally, 25,000 searches are dedicated to ‘plasterboard fixings’. These numbers highlight a growing demand for reliable and easy-to-use hanging solutions. Command™ Picture Hanging Strips and 3M CLAW™ Plasterboard Hooks are designed to meet this demand, offering you a hassle-free way to transform your living space.”

Paula Bullock,
eCommerce & Digital Marketing Lead

We asked the top three places where people are most likely to buy the following items for their home.



Mirrors

Homeware retailer	(26%)
Online	(17%)
Value retailer	(13%)



Picture frames

Homeware retailer	(22%)
Online	(19%)
Value retailer	(16%)



Artwork

Online	(20%)
Homeware retailer	(18%)
Independent or local shop	(9%)



Shelves

Home improvement retailer	(29%)
Online	(15%)
Homeware retailer	(14%)



Storage units

Homeware retailer	(20%)
Online	(19%)
Home improvement retailer	(18%)



Other decorative wall items

Homeware retailer	(23%)
Online	(21%)
Value retailers	(12%)

Richard Davies, Home Improvement Shopper Marketing Lead for 3M said:

“Consumers have different perceptions about the various types of shops available, as well as their own preferences for where they want to buy home décor items to improve their properties. As such, these insights are particularly useful for retailers and resellers who – despite selling them – might not be particularly well known for certain product ranges but want to increase market share. They can analyse how the more popular choices amongst consumers market these products, and come up with innovative messaging to promote that they, too, have a great selection of products on offer – perhaps with different features, benefits and price points than the shopper might typically be used to.”

Decorating for events

Millions of people decorate their homes in line with seasonal and calendar events. We asked consumers which yearly occasions - other than Christmas! - they're most likely to decorate their homes. You can use these insights to know when to run promotions on home décor and the DIY products they need to bring their creative vision together!



Halloween

20%



Birthdays

14%



New Year

12%



Easter

12%



Valentine's Day

7%



Winter

(general)

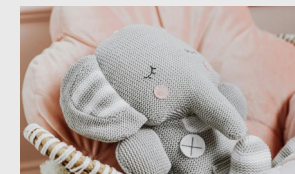
7%



Anniversaries

(e.g. wedding)

5%



New baby

5%

On average, people spend
4.7 days a year
decluttering their homes.

25% of people
like to declutter in January



Decluttering and DIY

Our research found that a quarter of people (25%) like to declutter their homes in January and as part of the process, many will add new decorations – including mirrors and picture frames – to their walls to inject new life into their space. This presents an opportunity to promote DIY products that make hanging mirrors and pictures quick and easy. Add to this that on average people spend 4.7 days decluttering each year, and your products could be the secret weapon they need to make the whole process more efficient.

Conclusion

Although some of the data in this report might make retailers and resellers concerned about the appetite for purchasing DIY products, the insights should instead be seen as a positive. The findings show that with more knowledge, support and guidance on how to carry out DIY tasks quickly, easily and proficiently, more people would be willing to take part – and they're looking to you, as high street or independent brands, to help build their confidence both in terms of carrying out the tasks and picking the right products to do so.

At 3M, we work closely with retailers and resellers to arm them with the supporting in-store and digital materials required to promote our products. Together, we can create a shift in attitudes to DIY, providing the UK public with everything they need to transform their homes on their own terms, with equipment that encourages them to improve their properties again and again.

To find out more, visit [3M](#).

3M Home Improvement

3M CLAW™

3M Command™

