

How Britain Shops 2009 - DIY

Despite Wilkinson's visitor share increasing by 0.8 percentage points to 12.2%, the retailer continues to rank fifth – or last among the DIY Top Five. With demand for DIY severely impacted by a depressed housing market and a more general deterioration in economic conditions, shoppers are buying less but are prepared to make the extra effort to visit an out-of-town specialist. While the retailer's value-led proposition has become increasingly attractive to more affluent socio-economic groups, the composition of its visitor share remains skewed towards the DE group.

Some key questions answered by this report:

- What impact has Focus' store rationalisation programme had on main user share?
- Why has Wickes experienced a decline in loyalty rating?
- Which DIY retailer's customer base shops around most?

Companies profiled in this report:

- B&Q
- Focus
- Homebase
- Wickes
- Wilkinson

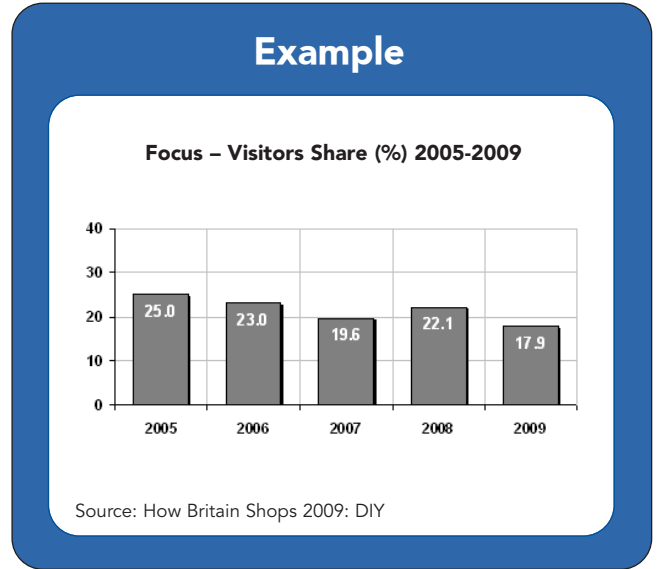


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