

UK DIY & Gardening Retailers 2008

Description: Introduction

Verdict Research: UK DIY & Gardening Retailers 2008 analyses the DIY & gardening market as it enters an extremely challenging period - recession. With the market already in the mature stage, characterised by slow growth, this report examines the market dynamics, drivers of growth and key performance indicators. The performance of the leading market operators are assessed between 1998 and 2008 based on:

- Market size, sales and growth rates for the DIY & gardening markets overall and at category level.
- In depth analysis of key strategic issues facing DIY retailers.
- 10 year trading records with key operating statistics and market share analysis for the leading operators.
- Space allocation by product category across the leading operators.

Highlights

The DIY sector will bear the brunt of the recession, shrinking in size for the third time in four years in 2008. Verdict estimates the market will decline by 4.1% in 2008, taking almost £1.0bn out of the market. With DIY retailers already reeling from several years of weak demand and market conditions set to deteriorate further in the year ahead, a new focus on cost reduction has become imperative. Rightsizing, reducing occupancy and operating costs and the disposal of non-core businesses now lead strategic agendas.

With consumers less inclined to spend, the onus falls on DIY retailers to drive demand themselves. To achieve higher levels of spend; DIY retailers must enhance the quality of the shopping experience, ranging, price and customer service. However, this will be hard to achieve in an environment of cost reduction.

Reasons to Purchase

This report provides a comprehensive analysis of the changing dynamics of the UK DIY & gardening market. It gives unique market share information and key operating statistics of leading players for benchmarking across the sector. It provides comprehensive DIY & gardening market analysis, charting growth trends for the broader market and the key statistics for 2008.

Contents: TABLE OF CONTENTS

CHAPTER 1 EXECUTIVE SUMMARY 15

Key Findings 15

Main Conclusions 16

CHAPTER 2 MARKET ANALYSIS 21

Market Definition 21

Expenditure 23

Inflation 26

DIY Expenditure 28

Gardening Expenditure 32

DIY/Hardware Specialists 35

Channels of Distribution 37

CHAPTER 3 STRATEGIC ISSUES 39

DIY Market Reels as Key Economic Drivers Turn Negative 39

House Price Inflation 39
Housing Transactions 41
Real Disposable Income 42
Housing Equity Withdrawal 43
Strategic Responses by DIY Specialists 45
Expansion Plans Cut Back 45
Disposal of Non-core Assets 46
Rightsizing Becomes A Priority 47
Store Refurbishment Programmes At Risk 47
Value Promotion Becomes Essential 48
Capitalising on the Environmental Agenda 50
Range Development and Diversification 51
Multichannel Development 52

CHAPTER 4 COMPANY DATA ANALYSIS 54

Market Shares 54
Key Operating Statistics 56
Space Allocation 59
Advertising Media Expenditure 61

CHAPTER 5 B&Q 63

Company Overview 63
Strategic Priorities at Kingfisher 65
Market Share 66
Trading Record 67
Year to January 2008 69
Six months to August 2008 70
Store Portfolio 71
Outlook 78

CHAPTER 6 FOCUS 81

Company Overview 81
Market Shares 85
Trading Record 86
Year to October 2007 87
Year to October 2008 87
Store Portfolio 88
Retail Proposition 91
Outlook 95

CHAPTER 7 HOME RETAIL GROUP 98

Company Overview 98
Market Shares 100
Trading Records 102
Home Retail Group 102
Argos 105
Homebase 108
Store Portfolios 111
Retail Propositions 115
Outlooks 122
Argos 122
Homebase 125

CHAPTER 8 TOPPS TILES 128

Company Overview 128
Market Share 130
Trading Record 132
Store Portfolio 134

Retail Proposition 136
Outlook 138

CHAPTER 9 WICKES 141

Company Overview 141
Market Share 143
Trading Record 145
Year to December 2007 146
Six months to June 2008 146
Current Trading 147
Store Portfolio 148
Outlook 153

CHAPTER 10 WILKINSON 156

Company Overview 156
Market Share 158
Trading Record 159
Year to January 2008 160
Store Portfolio 160
Retail Proposition 162
Outlook 165

CHAPTER 11 WYEVALE GARDEN CENTRES 168

Company Overview 168
Market Shares 172
Trading Record 173
Year ending December 2007 174
Current Trading 175
Store Portfolio 176
Retail Proposition 179
Outlook 182

CHAPTER 12 BUILDERS MERCHANTS 184

Sector Overview 184
Jewson 186
Outlook 187
Travis Perkins 189
Outlook 192
Wolseley 193
Outlook 195

CHAPTER 13 SMALLER DIY RETAILERS 196

Overview 196
Robert Dyas 199
Outlook 201
Tile Giant 203
Outlook 205
Trago Mills 206
Outlook 208
Woolworths 209
Outlook 211

CHAPTER 14 SMALLER GARDEN CENTRES 212

Overview 212
Dobbies 214
Outlook 217
Notcutts 219

Outlook 221

CHAPTER 15 GLOSSARY 223

Financial Statistics – VAT 223

Trading Record 223

Physical Development 223

Computer Rounding 223

Abbreviations 224

LIST OF TABLES

Table 1: DIY & gardening market definition 2008 22

Table 2: Consumer expenditure on DIY & gardening 1998-2008e 23

Table 3: Consumer expenditure on DIY 1998-2008e 28

Table 4: DIY expenditure £m – principal components 2006, 2007 & 2008e 29

Table 5: Consumer expenditure on gardening 1998-2008e 32

Table 6: Garden spend £m – principal components 2006, 2007 & 2008e 34

Table 7: DIY/hardware specialists performance 1998-2008e 35

Table 8: DIY & gardening channels of distribution 2003 & 2008e 37

Table 9: Leading retailers DIY & gardening market shares 2002-2008e 54

Table 10: Key operating statistics 2007/08 56

Table 11: Store portfolios of leading retailers 2007/08 57

Table 12: Summary of space allocation for leading retailers 2008 59

Table 13: Advertising expenditure 2002-2007 61

Table 14: Breakdown of advertising expenditure 2007 61

Table 15: B&Q company overview 2009 63

Table 16: B&Q key operating statistics 2003-2009e 64

Table 17: B&Q trading record 1998-2009e 68

Table 18: B&Q store portfolio 1998-2009e 71

Table 19: B&Q and Kingfisher store estate by format July 2006-2008 71

Table 20: B&Q retail proposition 2009 74

Table 21: B&Q space allocation 2008 77

Table 22: Focus company overview 2009 81

Table 23: Focus key operating statistics 2003-2008e 82

Table 24: Focus trading record 1998-2008e 86

Table 25: Focus store profile 1998-2008 89

Table 26: Focus retail proposition 2009 91

Table 27: Focus space allocation 2008 94

Table 28: Home Retail Group overview 2009 98

Table 29: Argos key operating statistics 2003-2008 99

Table 30: Homebase key operating statistics 2003-2008 99

Table 31: Home Retail Group trading record 2001-2008 102

Table 32: Argos trading record 1998-2009e 105

Table 33: Homebase trading record 1998-2008 108

Table 34: Argos store portfolio 1998-2008 111

Table 35: Homebase store portfolio 1998-2008 113

Table 36: Homebase sales area breakdown 2003-2008 114

Table 37: Argos retail proposition 2009 115

Table 38: Homebase retail proposition 2009 117

Table 39: Argos catalogue space allocation Spring/Summer 2008 and Autumn/Winter 2008 120

Table 40: Homebase space allocation 2008 121

Table 41: Topps Tiles company overview 2009 128

Table 42: Topps Tiles UK key operating statistics 2003-2008 129

Table 43: Topps Tiles UK trading record 1998-2008e 132

Table 44: Topps Tiles UK store portfolio 2003-2008e 134

Table 45: Topps Tiles retail proposition 2009 136

Table 46: Wickes company overview 2009 141

Table 47: Wickes key operating statistics 2002-2008e 142

Table 48: Wickes trading record 1997-2008e 145

Table 49: Wickes store portfolio 1997-2008e 148

Table 50: Wickes retail proposition 2009 150

Table 51: Wickes space allocation 2008 152

Table 52: Wilkinson company overview 2009	156
Table 53: Wilkinson key operating statistics 2003-2008	157
Table 54: Wilkinson trading record 1998-2009e	159
Table 55: Wilkinson store profile 1998-2009e	160
Table 56: Wilkinson retail proposition 2009	162
Table 57: Wilkinson space allocation 2008	165
Table 58: Wyevale Garden Centres company overview 2009	168
Table 59: Wyevale key operating statistics 2002-2008e	169
Table 60: Blooms of Bressingham key operating statistics 2002-2008e	170
Table 61: Wyevale trading record 1998-2008e	173
Table 62: Wyevale store profile 1998-2008e	177
Table 63: Wyevale retail proposition 2009	179
Table 64: Wyevale space allocation Summer 2008	181
Table 65: Builders merchants – key operating statistics 2007/08	184
Table 66: Jewson company overview 2009	186
Table 67: Travis Perkins company overview 2009	189
Table 68: Travis Perkins store portfolio 2006-2007	190
Table 69: Wolseley company overview 2009	193
Table 70: Smaller DIY retailers – key operating statistics 2007/2008	196
Table 71: Robert Dyas company overview 2009	199
Table 72: Tile Giant company overview 2009	203
Table 73: Trago Mills company overview 2009	206
Table 74: Woolworths company overview 2009	209
Table 75: Dobbies & Notcutts company overviews 2009	212
Table 76: Smaller garden centre operators – key operating statistics 2007	213
Table 77: Dobbies trading record 2002-2008e	214
Table 78: Notcutts trading record 2002-2008e	219

LIST OF FIGURES

Figure 1: DIY & gardening vs. total retail growth 1998-2008e	25
Figure 2: DIY vs. gardening growth 1998-2008e	26
Figure 3: DIY & gardening vs. total retail inflation/deflation 1998-2008e	27
Figure 4: DIY expenditure – principal components % 2008e	30
Figure 5: Gardening expenditure – principal components % 2008e	34
Figure 6: Key drivers of DIY spending 2009	39
Figure 7: UK annual house price inflation 1998-2009e	40
Figure 8: Housing transactions (England & Wales) 1998-2009e	42
Figure 9: DIY market growth & real disposable income 1998-2009e	43
Figure 10: Housing equity withdrawal 1998-2009e	44
Figure 11: Key strategy responses by DIY specialists 2009	45
Figure 12: Store opening activity by major retailers 2003-2009e	46
Figure 13: Tactics in communicating value credentials 2008	49
Figure 14: Environmental initiatives in DIY & Gardening Retailing 2009	50
Figure 15: Multi-channel developments 2009	52
Figure 16: B&Q DIY & gardening market share 1998-2008e	67
Figure 17: Focus DIY & gardening market shares 1998-2008e	85
Figure 18: Argos & Homebase DIY & gardening market shares 1998-2008e	100
Figure 19: Home Retail Group sales breakdown 2007/08	103
Figure 20: Home Retail Group profit breakdown 2007/08	104
Figure 21: Homebase sales mix 2007/08	109
Figure 22: Topps Tiles DIY & gardening market share 1998-2008e	131
Figure 23: Wickes DIY & gardening market share 1998-2008e	143
Figure 24: Wilkinson DIY & gardening market shares 1998-2008e	158
Figure 25: Wyevale market shares 1998-2008e	172

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