

# Unlocking the Hidden Boom:

## How the Home Improvement sector can access untapped demand

As rising costs and shrinking disposable income stall professional home renovations, we explore how digital content, smart product design and seamless omni-channel experiences are making DIY more accessible than ever.



**September 2025**



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## Foreword



After a challenging period the UK DIY market is **tipped to experience a surge in popularity**, driven by increased spending from high-income earners and younger consumers<sup>1</sup>.

Our latest research into the attitudes and behaviours of UK homeowners uncovers a wave of ambition, with **1 in 2 having either started or seriously considered a home improvement project in the past year**<sup>2</sup>.

But enthusiasm alone isn't enough. **One in three of these projects has been shelved or delayed**, with **soaring labour costs** (64%) and **escalating material prices** (63%) cited as the main culprits. Despite these setbacks, today's home improvers remain savvy. A striking 88% prioritise value for money over simply going cheap, demanding durability, quality finishes, and brands that deliver on their promises.

This presents a clear opportunity: **retailers must go beyond budget options and offer compelling value propositions** that resonate with discerning consumers. At the same time, there's untapped potential in **empowering home-owners to take charge**, by equipping them with the skills, tools, and products designed to help them overcome cost barriers and bring their visions to life.

<sup>1</sup> Mintel research. 2025. [UK DIY Retailing Market Report 2025 | Mintel](https://www.mintel.com/uk-diy-retailing-market-report-2025)

<sup>2</sup> Relish research. July 2025. 49%. Base: All homeowners n=1,401

## DIY Made Do-able: How digital content and smart design are re-shaping Home Improvement



**TikTok, Instagram, and YouTube** have become the new DIY toolkits, where **70% of consumers now turn for inspiration**, guidance and confidence<sup>3</sup>. Influencers are breaking down barriers, turning complex tasks into **achievable wins** through bite size tutorials and real-life transformations, whilst content increasingly linked directly to purchase options is creating **new paths to purchase**. All the while blurring the lines between entertainment, education and shopping and **making DIY feel more accessible and achievable than ever**.

Within this new landscape, omni-channel is no longer optional, its expected. **Successful brands are those that integrate both digital and physical channels** seamlessly. Together, they create a holistic ecosystem that empowers DIYers at every stage.

Meanwhile, **product innovation is lowering the skill barrier**. Flat-pack kitchens, modular systems, and tool-free assembly kits are simplifying traditionally daunting tasks, empowering even novice DIYers to achieve professional-looking results and making DIY both achievable and satisfying. Even first-timers can now achieve professional-grade results, without calling in the pros.

But **with empowerment comes responsibility**. As installation shifts from experts to everyday users, brands face new risks, with increased chance of user error, compromised durability, and performance issues. Thus alongside product innovation, brands must also invest in clear, engaging installation guides, online tutorials, and support systems that **help bridge the knowledge gap for first-time installers**. When DIYers feel supported, they're more likely to take on ambitious projects and become repeat customers.

### CASE STUDY: Palio Express by Karndean

Paleo Express is Karndean's answer to the DIY boom – a standalone easy-fit LVT range specifically designed for DIY-friendly self-installation. By stepping beyond its premium, installer focused core retail brand and into national DIY chains like B&Q, Palio by Karndean was able to diversify into a more affordable and accessible segment.



<sup>3</sup> "Changing Rooms, Changing Minds" Boutique & Relish Research 2024. Information sources used when choosing a home improvement product. Base: All home improvers n=600 <https://weareboutique.co.uk/home-reports/>



## Empowering a future generation: Helping Gen Z finish what they start



It's no surprise that IKEA ranks high among brands Gen Z feel emotionally connected to.<sup>4</sup> It's not just about affordable furniture, it's about identity, creativity, and the idea that **comfort meets culture**. IKEA empowers young consumers to take action and shape their spaces with confidence.

Indeed, Gen Z is stepping into the DIY space with bold ideas and a strong sense of style. **49% of Gen Z report having a clear vision** for their home's aesthetic, inspired by the endless stream of online content<sup>5</sup>. Yet, **many struggle with low confidence and limited time**, leading to a trail of unfinished projects.

For this generation more than ever, **simplicity and support are key**. By lowering the barriers to entry, brands that offer straightforward, intuitive budget-friendly solutions, and **help build DIY confidence**, won't just win their attention, they'll earn their loyalty too.

<sup>4</sup> Brand Reaction Index UK 2025. Red C Research. <https://redcresearch.com/wp-content/uploads/2025/07/Brand-Reaction-Index-UK-2025-1.pdf>

<sup>5</sup> Boutique & Relish Research Nationally Representative Omnibus research 2024. Information sources used when choosing a home improvement product. Base: All aged 18-24 n=102 <https://weareboutique.co.uk/home-reports/>

## From Customer to Collaborator: The DIYer's redefining Home Improvement

Fuelled by increased knowledge and confidence, a new breed of DIYer is emerging: the so called '**prosumer**' – **confident, capable and committed**. A hybrid between amateur and professional, these individuals are knowledgeable, tech-savvy, highly engaged, and willing to invest in top-tier tools and materials. According to Numerator, **prosumers spend 141% more** than typical DIYers and are tackling complex tasks, from plumbing to electrics, with impressive skill<sup>6</sup>.



For brands, prosumers represent a high-value segment that demands and rewards excellence - top-tier products and expert-level support. What's more, they also represent a platform for partnership and influence, often sharing their ideas, knowledge and experiences online, building communities around their passion. This presents a powerful opportunity: by engaging with prosumers as partners not just purchases, brands can tap into this network of influence and advocacy.

## Concluding Thoughts: Building Confidence, Unlocking Growth

The **future of DIY home improvement is bright**, with today's consumers more inspired, informed and ambitious than ever. Brands and retailers have a **powerful opportunity to fuel this momentum by lowering barriers**, simplifying complexity and supporting DIY-ers at every step.

Whether through innovative and intuitive product design, comprehensive guidance or seamless omni-channel experiences, the goal is clear: **empower people to turn ideas into action**.

In a market challenged by rising costs, those brands who **deliver quality and accessibility, all whilst educating and supporting home improvers** on their journey, will not only meet the needs of today's DIYer, they'll unlock tomorrow's potential, **turning passive consumers into active improvers** and growing market share in the process.

**Get in touch** to chat more about our experience in the Home Improvement sector:

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<sup>6</sup> Numerator research, March 2022. <https://www.numerator.com/resources/report/understanding-pro-v-diy-home-improvement-shoppers>