

Wickes Fact Sheet

Wickes is a digitally led, service-enabled home improvement retailer, delivering choice, convenience, value and best-in-class service to customers across the United Kingdom. All of this is fulfilled by a low cost, efficient and integrated operating model.

Wickes in numbers

£1.6bn

2023 REVENUE

881k

TRADEPRO MEMBERS,
SALES UP 11%

£52.0m

2023 ADJUSTED PROFIT
BEFORE TAX

7,900+

COLLEAGUES

MORE THAN
3,000

INSTALLER TEAMS

1,500

COMMUNITY PROJECTS
SUPPORTED

MORE THAN
1/4

WICKES
CUSTOMERS ARE
WOMEN

99.8%

OF ALL TIMBER FSC
OR PEFC CERTIFIED

THREE NEW
STORES
OPENED:

CHELMSFORD
WIDNES
TORQUAY

WINNER

OF RAINBOW
HONOURS "LARGE
ORGANISATION
OF THE YEAR
2023"

£728k

RAISED FOR THE
BRAIN TUMOUR
CHARITY

66

Our unrivalled focus on providing great value and service has underpinned our performance. With this, I would like to thank each of my colleagues for their continued dedication and support, enabling us to achieve record customer satisfaction.

99

DAVID WOOD CEO

229

STORES

11

REFITS IN THE
LAST YEAR
ALONE



Our winning behaviours

Our business is powered by highly engaged teams, who operate around a simple, yet deeply held set of beliefs we call our winning behaviours.



WINNING



CAN DO SPIRIT



BEING AT YOUR BEST



HUMILITY



AUTHENTIC



A clear framework to win

OUR VISION

A Wickes project in every home

OUR MISSION

To be the partner of choice for home improvers and local trade

OUR PURPOSE

To help the nation feel house proud

Uniquely balanced business supporting three customer propositions

LOCAL TRADE

From trade-trusted brands to always being 10% cheaper, we can save you time and money when you shop with TradePro.

- ✓ EXTENSION
- ✓ LOFT CONVERSION
- ✓ DRIVEWAY

1

DESIGN & INSTALLATION

From concept to completion, plus all the finishing touches, we can help you with your project every step of the way.

- ✓ BATHROOM
- ✓ KITCHEN
- ✓ TILING

2

DIY

From our curated range to bringing you the right quality products at the right prices, we can help you to tackle your project providing advice, guidance and knowledge.

- ✓ PAINTING
- ✓ HANG A SHELF
- ✓ GARDENING

3

Supported by an efficient and integrated model

CURATED
PRODUCT
RANGES

DIGITALLY
-LED

DISTINCTIVE
SERVICE
MODEL

LOW COST,
PHYSICAL
ESTATE

SIMPLE,
CLEAR
PRICING

Underpinned by delivering brilliant customer experience through engaged colleagues, a winning culture and growing responsibly.