

Strategy in action continued

DIY category wins

Increasing market share in key categories



We continue to strive for the best possible range, price and availability for our customers. We sell a highly curated range of 9,000-10,000 stock keeping units (SKUs) in our stores, and a total of c.30,000 products online and we are constantly reviewing the range to ensure that each product category is meeting expectations.

Whilst market demand for large projects, such as tiling and flooring, has been more subdued, we have successfully gained market share in these categories, as well as increasing sales in the categories for smaller projects, such as paint and garden maintenance.

To ensure we are meeting the demands of today's consumers, we always strive to adapt and innovate our product offering and carry out a regular drum beat of range reviews in the year. In 2024, we conducted 19 range reviews with a strategic emphasis on introducing new and innovative products in our core categories as well as consolidating our existing SKUs. We have introduced new products, such as acoustic wall panelling, which is proving very popular with customers.



At Wickes we pride ourselves on always having the best availability and best price on the lines that matter most to our customers.

Mark Cooke, Chief Commercial Officer

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Range reviews

In recent years we have been actively seeking to broaden our customer base, especially to encourage more women to try their hand at DIY. We partner with female influencers to reach this audience and through our partnership with celebrity Kimberley Walsh, we have worked with her to create her own paint colours. This year's colour, Subtle Sage was our best-selling own brand paint colour.

As part of our Built to Last Strategy, our Homes pillar seeks to help customers find ways to reduce their energy consumption. In the year, we augmented our range of home energy saving products, introducing such products as ThermoSkirt skirting panels, expanding our range of air source heat pumps and we made changes to our labelling and promotional materials to give guidance to customers on the environmental benefits of certain products. (For more information on our Homes pillar see pages 46-47).



The new acoustic wall panels are a hit with customers