

## Market review

# Significant opportunity for long term growth

Spending on DIY in the UK is driven by the high average age of the UK's housing stock, the rising number of UK households and increasing home ownership<sup>1</sup>. The market for home improvement, kitchens, bathrooms and home energy solutions is worth c. £35bn per annum in the UK<sup>2</sup> and within this market we have a significant opportunity for long term growth, given our relatively small market share of c. 5%.

### Market snapshot:

**In 2025 we have once again outperformed the market and grown our market share**

### Retail market share (indexed, 2019 = 100)<sup>3</sup>

2025	120.4
2024	113.3
2023	110.4
2022	110.1
2021	106.8
2020	104.8

c. 5%

Wickes share of the £35bn market for UK home improvement, kitchens, bathrooms and home energy solutions<sup>2</sup>

Our three customer propositions, across Local Trade, Design & Installation and DIY, allow us to access much of the market and our balanced business model enables us to support customers however they decide to improve their homes.

In recent years, the home improvement market has been impacted by major global events, most notably the pandemic and the cost of living crisis. Specialist DIY sales are forecast to continue growing, according to Mintel<sup>1</sup>, driven by improving consumer confidence and ongoing volumes of housing market transactions. We keep a close eye on trends through our monthly Mood of the Nation survey of over 1,000 UK households and tradespeople, along with more qualitative customer research. This gives us invaluable insights into consumer sentiment and we use this insight to evolve and enhance our products and services to meet our customers' needs and win in this market.

- 1 Mintel UK DIY Retailing report, June 2025.
- 2 GfK, Mintel, KBB, Gower and Wickes internal forecasts.
- 3 GfK GB point of sale data, GfK DIY Category Reporting Dec-2025.

## Helping the nation improve their homes



**The majority of Britain's 29 million homes<sup>4</sup> are over 60 years old, with one in five over 100 years old<sup>5</sup>, and this ageing housing stock drives an ongoing need for repair and maintenance.**

Following the pandemic, people have a new appreciation for their homes and gardens and want them to reflect the way they live and work today, fuelling further desire from homeowners and rental tenants to invest in their properties.

More women and younger people are taking on home improvement projects and female shoppers now represent one in three of our customer base, up from one in six in 2019<sup>6</sup>.

Consumer confidence in the UK has remained subdued<sup>7</sup> with consumers cautious of undertaking major home improvement projects. Planned spend on a new kitchen or bathroom has been stable over recent months, whilst remaining below historical norms<sup>8</sup>. However, home improvement remains a priority, even as people are spending less by undertaking smaller projects, with one in two consumers planning to decorate a room this year<sup>8</sup>.

>60

age in years, of majority of Britain's homes<sup>5</sup>

### How we are responding

- As customers focus on smaller DIY projects, we have enhanced and extended our product ranges in categories such as painting and decorating and garden maintenance.
- We proactively market to female and younger DIYers, working with female influencers and content creators to inspire followers with their DIY successes, and we create 'how to' videos aimed at less experienced DIYers.
- Tradespeople continue to be busy – over 30% of them tell us that they have a pipeline of work lined up for over 12 months<sup>8</sup>. To help save them time and money we continue to invest in technology to improve their customer experience.
- We have broadened our kitchen and bathroom ranges to appeal to those customers seeking a more value-led offer, with our Wickes Lifestyle range (from under £3,000) right through to the premium end of the market, with our Bespoke range and recently launched Paint to Order kitchens service.

4 ONS Families and Households in the UK.

5 BRE Trust.

6 Proportion of Wickes DIY customers identified as female.

7 GfK Consumer Confidence Index, February 2026.

8 Wickes Mood of the Nation survey February 2026.

## Market review continued

### Helping the nation save energy



**Heating and lighting our homes remains a significant burden on people's finances and the continued high cost of energy has motivated consumers to seek out ways to improve the energy efficiency of their homes and save money.**

Britain's 29 million homes are among the least energy efficient in Europe, losing heat up to three times faster than in Continental Europe<sup>1</sup>. The UK Government estimates that 33% of homes with a loft do not have loft insulation<sup>2</sup>.

# 3x

rate of heat loss from homes in Great Britain, vs Continental Europe<sup>1</sup>

# £1.5bn

estimated market for UK domestic solar installations by 2028 (per annum)<sup>3</sup>

#### How we are responding

We are committed to helping our customers improve the energy efficiency of their homes and save money on their energy bills.

- In 2024 we entered the UK domestic solar installation market, which is a highly fragmented market with no clear brand leader. As a trusted national brand with significant experience in design and installation services at scale, we are well placed to become a market leader in solar installations and home energy solutions more broadly.
- Wickes Solar is now available in all stores and online, and a number of our Design Consultants have been trained to offer Wickes Solar in store and in the home, which is unique in a market where customers particularly value face-to-face advice.
- Our interactive 'Energy Efficient Home' is available for customers to find information and 'how to' videos to make their homes more energy efficient, with direct links to purchase the products.
- We continue to expand our range of energy saving products.

<sup>1</sup> Decarbonising Buildings: Grantham Institute / Imperial College London, December 2022

<sup>2</sup> DESNZ, March 2024

<sup>3</sup> Wood MacKenzie UK PV Capacity Forecast

### Helping the nation shop with ease



**Convenience and speed are becoming increasingly important in the home improvement market. Customers have come to expect a streamlined, personalised shopping experience underpinned by innovative digital technologies.**

They may choose to shop in store or conduct their entire shopping mission online, from searching social media for inspiration and information, to buying online and getting their product through Home Delivery or Click & Collect services.

# 60%

expect faster deliveries and are prepared to pay more for same-day service<sup>4</sup>

# 2/3rds

of sales are digitally enabled, 96% of sales fulfilled by our stores

#### How we are responding

Our stores are designed and managed to meet all the shopping needs of our customers and maximise operating efficiencies. We do this through our unique '4C' service model (see pages 6-7), which incorporates four customer shopping routes and seamlessly integrates both a digital and physical shopping experience. We continue to invest in our digital capabilities to deliver an enhanced customer experience.

- In 2025, we introduced direct-to-diary bookings so our Design & Installation customers can book their appointment with a Design Consultant online at a time and place that suits them.
- We have halved our Click & Collect service times to just 15 minutes.
- We also launched Wickes Rapid, a highly differentiated service, with a specialist partner, which is available seven days a week on over 10,000 SKUs.
- Our proprietary and market-leading machine learning model, the Missions Motivation Engine (MME), delivers tailored communications to customers to help them complete their home improvement missions.

<sup>4</sup> Metapack Ecommerce Delivery Benchmark Report, Retail Economics / Auctane, February 2025