

DIY Lifestyles



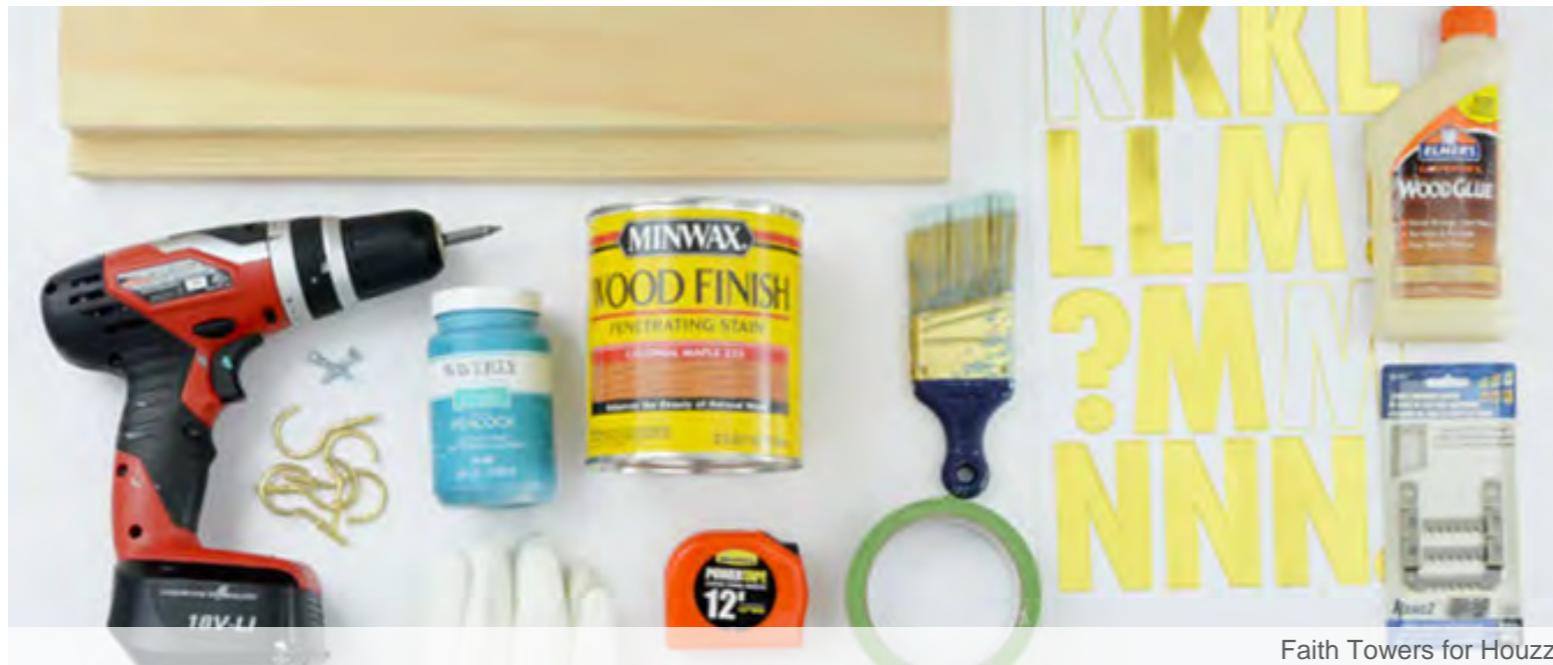
Emily Jeffords



From easy-build furniture to immersive upskilling, DIY has never been so accessible. This report looks at what's next in the space, for consumers, brands and designers.

Lifestyle Futures

Overview

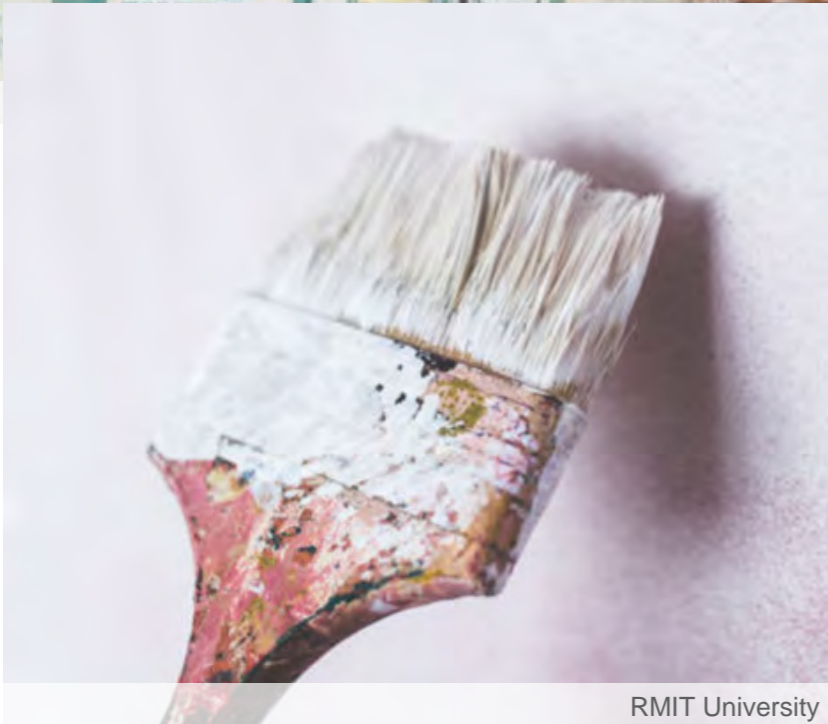


- The DIY market is thriving. Spurred on by the beautiful imagery so readily available on platforms such as Pinterest, Instagram and interiors blogs, our expectations for home styling are at a high. As a result, consumers are investing more time and money in this area of their lives
- Almost a quarter of UK homeowners are planning to spend more this year than last on home improvements, while 48% of Canadians plan to renovate this year (56% of these will use it as an alternative to moving house). In the US, DIY spending is up 60% year-on-year
- The appeal of DIY is boosted by rising consumer interest in mindful craft and personalisation, as well as the Housewarming trend and the rise of FOGO, which both put the home at the centre of lifestyles
- Digital chore-sourcing makes it easy for the DIY-averse to hire others to complete design renovations. Online and IRL tutorials are opening up DIY upskilling to people of all ages and, importantly, both genders
- The design industry is responding with easily 'hackable' furniture, and products that encourage repair rather than disposal

Changing Consumer Attitudes



The Goodlife Centre



RMIT University



Pinterest

As boomers retire and Millennials reach their peak earning years – and thus enter home ownership in bigger numbers – the DIY market is growing. Having seen a huge boost thanks to the global recession of 2007, DIY is today seen as a matter of pleasure and self-actualisation just as much as a way to save money.

Boomers are currently undertaking **more** home projects, and spending more money, than any other group of homeowners. Second up is Millennials, to whom DIY is often a matter of saving money: less than half report always hiring a professional for home renovation.

For both men and women, though, confidence in DIY is lacking. Mintel reports that 13% of women and 32% of men feel confident with basic home maintenance tasks such as painting or wiring a plug. To address this perceived gap in skills, 'adulting' courses and guides are on the rise: Pinterest's **Graduate's Guide to Adulting** is one example, helping postgrads make the jump from dorm life to grown-up living.

New Ways to Learn

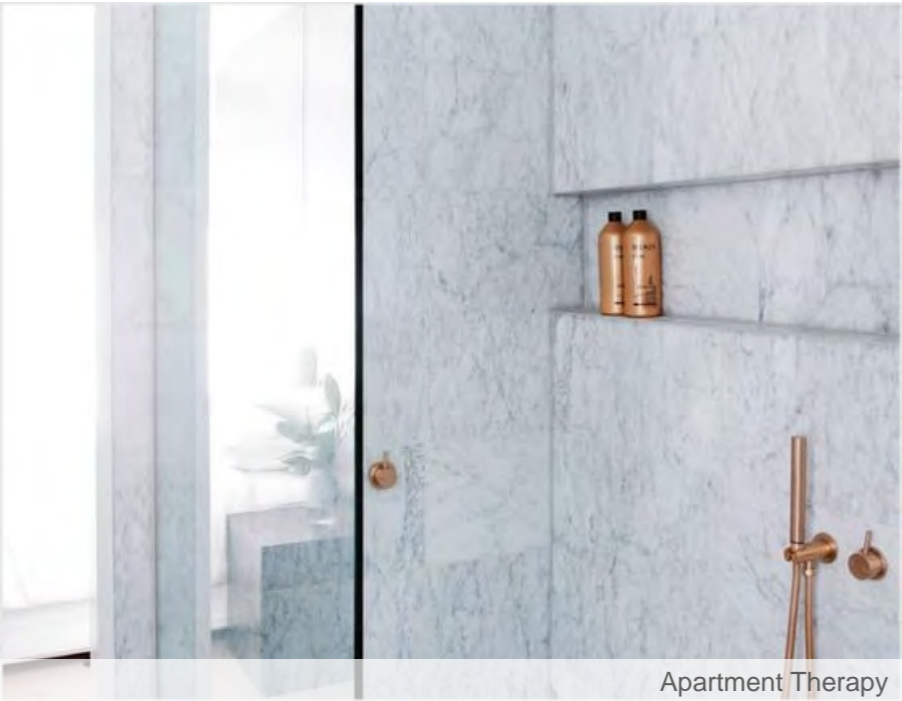


Online videos, tutorials and classes have transformed how we learn to DIY, starting with the basics. 65% of Millennials agree that they can find anything they want to learn via YouTube, and the top three "How To" home searches on Google in 2015 were "how to unclog a toilet", "how to remove wallpaper" and "how to decorate your bedroom". The most viewed videos on US retailer Home Depot's YouTube channel include "How to use a power drill" (950,596 views) and "How to paint vertical stripes" (891,296). Facebook-based channel Nailed It (with 1.7 million followers) posts short, hugely shareable videos of DIY projects such as secret bookcases (278,000 views).



IRL courses and skill swaps are gaining ground as consumers look to get hands-on experiences from experts. The Royal Voluntary Service's Grandfest connects young DIYers with older people who want to pass on their "heritage" skills, while institutes such as The Goodlife Centre and The DIY School provide crash-courses for novices and pros.

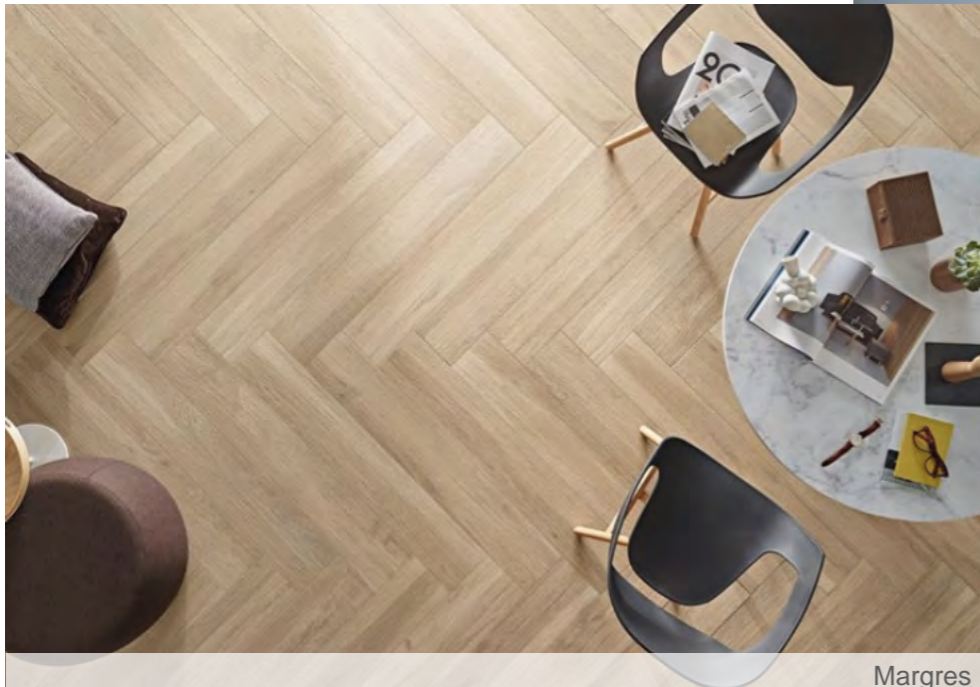
Focus Areas



Apartment Therapy



Terramai



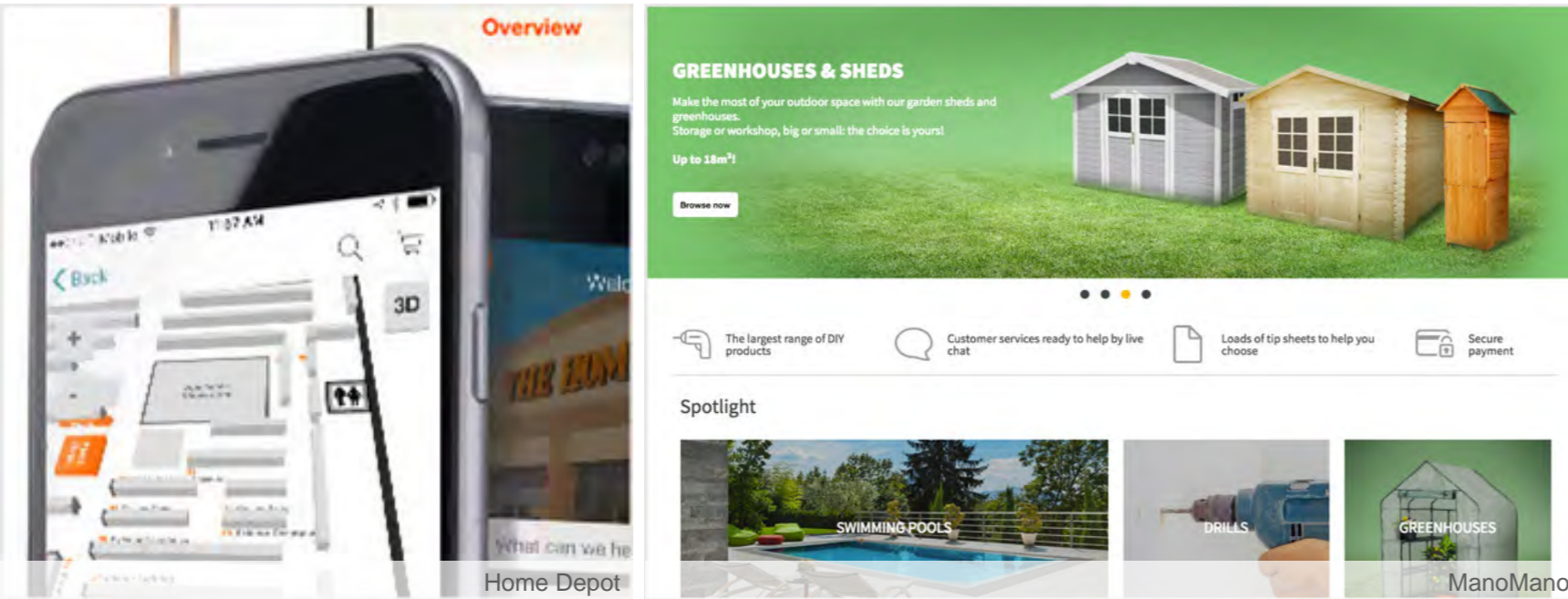
Margres

While it's taking consumers longer to save up for a home than in previous generations, we're investing heavily and continually in our homes when we get the keys. According to the [2017 Houzz & Home Report](#), 52% of US homeowners plan to begin or continue renovations this year, and will spend on average \$27,300.

Recent home buyers plan to renovate multiple rooms at once, taking on 3.5 rooms on average. Investment in living spaces – living rooms and dining rooms – rose 11% between 2015-16, while spend on [laundry rooms](#) and master bedroom spaces rose 24% and 23% respectively.

A recent survey by [Plentific](#) found that flooring will receive most attention from UK home renovators this year, with 29% of respondents looking to spend more on this area in 2017. 27% reported that kitchen, bathroom and interior decor projects will be a focus for them, while 25% plan to invest in their living room and bedroom, and 20% plan to spend more on their garden compared to 2016.

Retail Innovation



Known for their large warehouse spaces and vast inventory, DIY retailers are innovating to make their stores more helpful, experiential and easy to navigate. In the UK and US, B&Q, **Lowe's** and **Home Depot** are all introducing smart store guides that use **AR** or geolocation mapping to guide customers to the item they're looking for, down to its specific aisle and bin. The aim is to solve the DIY customer's frequent pain point: finding staff to help locate an item.

Lowe's continues its innovative use of **mixed reality** with **Holoroom How To**. The new in-store virtual reality experience guides customers through DIY tutorials, with haptic tech that mimics the feeling of tasks such as using a drill. Learning in VR boosts recall by 36% compared to watching a video tutorial, according to the brand.

French online retailer **Mano Mano** intends to disrupt the €40bn UK DIY retail market. Recently launched in the UK, and backed by €13m funding, the online marketplace connects sellers to customers, offering 80,000 products for home and garden.



DIY Homes & Hangouts



Pad Tiny Houses



Kodasema



Space 10



Supported by brilliant solutions from Canopy & Stars

As consumers show increased interest in getting **hands-on with home building**, new prefab structures, open-source plans and DIY hospitality concepts are emerging.

New **prefab** houses are catering to the growing numbers of people who yearn to go off-grid. Startups such as **Backcountry Hut Company** and **Kodasema** offer simple prefab structures that can be dropped in the wilderness – or slotted into urban landscapes – and put together by small groups of people. **Pad Tiny Houses** similarly provides construction plans and workshops to teach people to build their own homes.

Ikea's innovation lab Space 10 has developed **The Growroom**, an open-source urban farming structure that hopes to help people to become more self-sustaining.

Glamping company Canopy & Stars has partnered with B&Q on a treehouse inside a crane, called **Crane 29**. Inside the carbon-neutral hideaway, salvaged wood furniture, lush ferns and hammocks make for a **modern boho** vibe that celebrates DIY life.

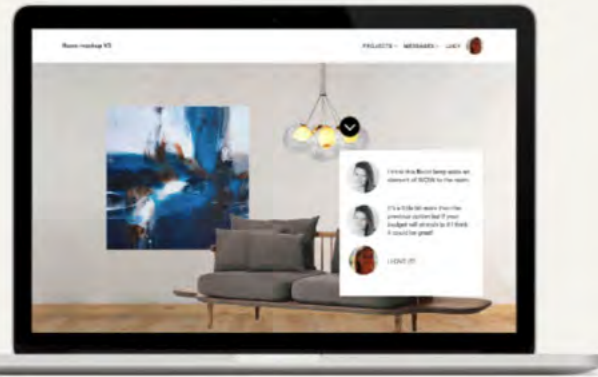
Decorators On Demand

For consumers who lack the time or will to develop their own DIY design skills, online platforms are making it simple and affordable to hire and work with interior designers on a space.

Straightforward pricing and instant customer service is helping online interior design platforms to target a wider demographic. **Homewings'** interior design service is priced at a flat-fee per room, **Laurel & Wolf's** service starts at \$59, and **Havenly's** website offers a chat app so that questions and concerns can be addressed instantly.

Interactive, magazine-inspired formats are helping to bring these services to life. **Decology's** process begins with a style quiz to establish the customer's taste, while **Go Pillar** has a contest format: once a project is uploaded, 50,000 designers can respond to and compete for it.

Moodboards play an important part in enticing consumers visually: platforms often show plans in formats that are similar to magazine or blog layouts.



Homewings



Havenly

THE NEW WAY TO REDESIGN YOUR SPACE ONLINE

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Browse Contests

laurel & wolf

1. 14" Body Pillow + Nevelize Chevron Cover	11. Wood Drawer
2. Teppan Collective Art	12. Storage Containers (Closet + Bookcase)
3. Duvet Cover + New Framed	13. Upholstered Bed Frame
4. Glass Table Lamp	14. Upholstered Storage Bench
5. Candle Decor	15. Curtain + Curtain Rod
6. Large Wall Mirror (Hanging)	16. Knitted Throw Blanket
7. Side Table	17. Throw Pillows
8. Bookcase	18. Bedding (Sheet Set + Pillow Cases + Duvet)
9. Table Lamp	19. Chest Storage Drawers
10. Glass Vase	

tanya 's master bedroom : a contemporary eclectic retreat

Laurel & Wolf

Fresh Flatpack



Marcus Voraa



Unai Rollan



UX4

As we live more nomadic lifestyles – whether working from home or moving house more often – furniture is becoming increasingly adaptable. DIY elements such as extendable tabletops, home assembly and modular kits will increasingly enable users to adjust homewares on demand.

Taking DIY furniture one step further, Marcus Voraa has designed a rolltop table that can be expanded by turning a handle. The simple, hand-cranked steel mechanism has a lo-tech charm, making a feature out of a functionality that most extending dining tables keep hidden.

A Kickstarter project that recently began shipping its product, the UX4 kit includes brackets that can be attached to readily available 2x4 lumber to make furniture including desks, tables and sideboards. Spanish designer Unai Rollan created the Hamaika chair, which is made up of 11 equal-size pieces, to teach kids how to DIY their own furniture. The process takes 30 minutes, and is intended to equip children with a DIY mentality early on.

Design For Repair



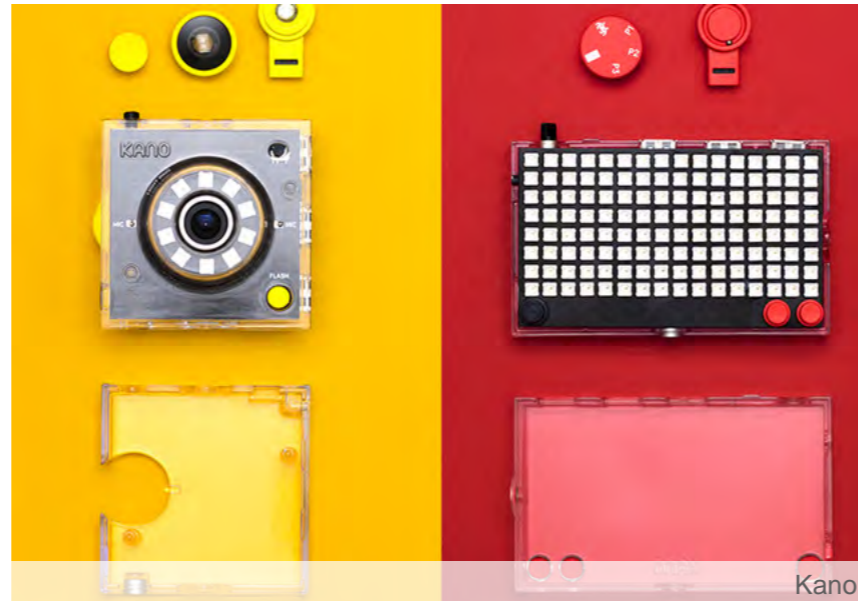
Mona Sharma



Kasey Hou



Sigrid Husson



Kano

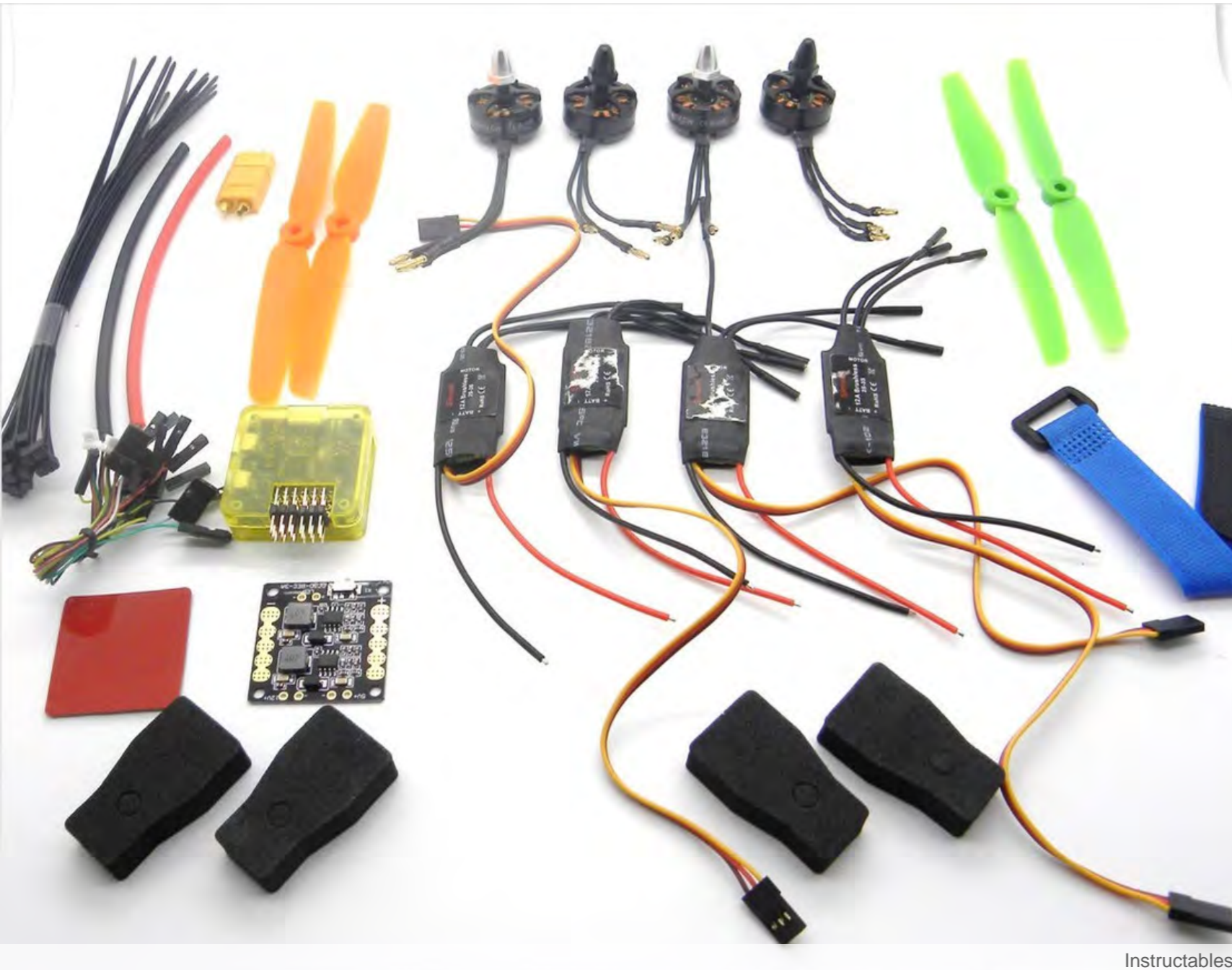
As appliances and tech devices become more boxed-off and harder for the layperson to understand – let alone repair – a backlash is emerging. Consumers are starting to demand products that can be taken apart, rebuilt and repaired, either by local tradespeople or by themselves.

Products that are built to be repairable, and where possible **cradle-to-cradle**, will be a growing focus for the design industry as consumers and brands start to **think more sustainably**. IDEO's **Circular Design Guide**, published earlier this year, provides a toolkit for methodologies and prototyping.

Graduate designers are embracing this mindset. This year's batch of graduate design shows included a build-your-own washing machine by **Sigrid Husson**, a flatpack, repairable toaster by **Kasey Hou**, and a repairable printer by **Mona Sharma**.

In consumer tech, brands are also encouraging consumers to get hands-on from the start: Google has released a **DIY AI kit** and Kano's new **Pixel kit** teaches kids how to **code** using light art.

Action Points



Instructables

- Hands-on projects, classes and courses feed into the growing **Live & Learn** mindset. Consumers are looking to invest their time and money in upskilling as a form of personal empowerment and self-care
- DIY retailers need to think about making the store experience welcoming and appealing to people of all ages, genders and backgrounds, incorporating new technology where appropriate but not overlooking the importance of great service and knowledgeable staff
- As consumers become more interested in increasing their DIY abilities, products and services will respond to this mindset with adjustable, hackable and upgradeable features
- Repairable designs will be increasingly important as consumers start to demand longer product life-cycles from their purchases, in line with the **Live With Less** movement

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