


COVID-19's IMPACT

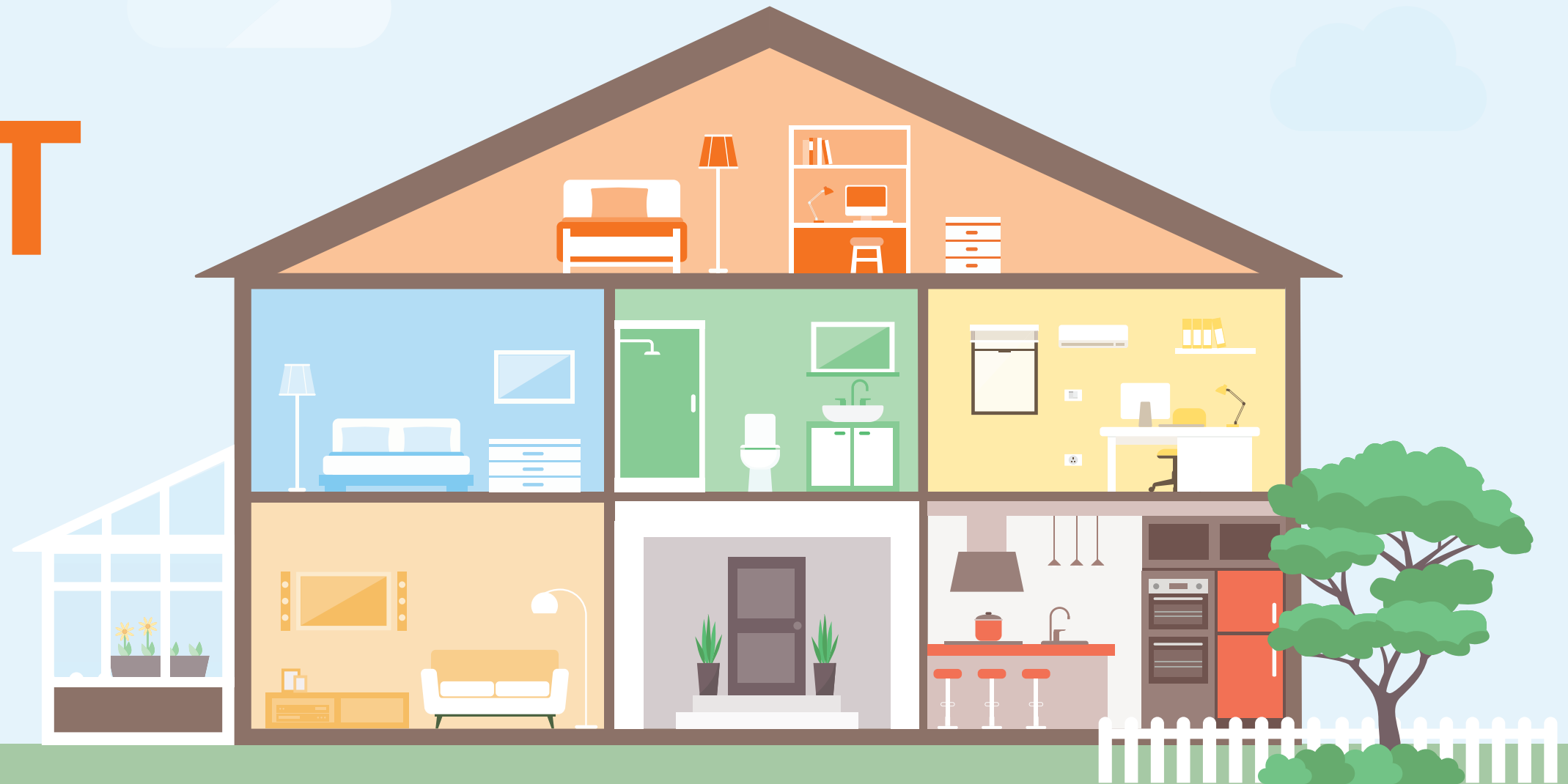
ON 2020 AND BEYOND

New consumer information from market research firm The NPD Group (NPD) shows the popularity of DIY home improvement projects is a trend that looks poised to continue.

NPD's Checkout service tracks consumer behavior across all retail channels, illuminating trends in shopping preferences, including online shopping by category and specific buyer demographics. The service tracks the same consumers over time, presenting a valuable resource to chart new trends.

Take a look at some of the latest findings from NPD's Checkout to explore how COVID-19 has changed business as usual for all retailers.

For more information on The NPD Group, visit the company online at npd.com. 



MAKING PLANS

NPD data shows more than **40 percent** of respondents have DIY home improvement plans for the future.



DO IT YOURSELF

1 in 10 customers has taken on projects they would normally have outsourced to pros during the pandemic.



INVEST IN IT

The average money spent on a DIY shopping trip grew by **10 percent** in 2020 over 2019.



BUYING ONLINE

E-commerce sales for lawn and garden, tools, paint and hardware saw purchases grow by **double digits**.



ON THE RISE

Home improvement was the **second-fastest** growing retail channel in the first seven months of 2020.



TOP OF MIND

Hardware stores are seeing roughly **10 percent** more sales in 2020 compared to 2019, NPD reports.