5 shifts the DIY (Do-It-Yourself) space has experienced in recent years

Report by The Garage Group

The DIY space has seen steady growth over the years despite people feeling more time starved. As technology plays a bigger role in our lives and we are more "connected" than ever before, we see people longing for and seeking a different type of connection to others, places, and things that is grounding and helps feed a sense of accomplishment. DIYing creates an alternative path to achieving functional benefits, that are more gratifying and life giving. The collective benefits they are experiencing has the opportunity to reshape their long-term views of value and what they will invest in.

Like other market segments, the DIY segment has experienced shifts with extreme spikes, prompted by the pandemic and other influential market dynamics and lows prompted by lagging supply chain issues, geo-political tensions, and inflationary pressures which impact consumer priorities and spending behaviors. Here are 5 trends we are tracking:

1 INCREASED DIGITALIZATION AND ONLINE RESOURCES

The DIY space has seen a significant shift towards digital platforms and online resources. DYIers now have access to a wealth of information and resources through social media, blogs, websites and video-sharing platforms for all their needs, whether it's a tutorial, project ideas or e-commerce platforms.

2 FOCUS ON SUSTAINABILITY AND UPCYCLING

Recently, the DIY community has been putting an emphasis on sustainability and upcycling. DIY enthusiasts are making efforts to promote a more eco-friendly approach to crafting and home improvement, to conserve resources and to reduce waste by repurposing and upcycling.

3 INTEGRATION OF TECHNOLOGY

Technology has become increasingly intertwined with DIY projects. Consumers are finding ways to work smarter, not harder by harnessing technology to partially automate or to outsource more tedious tasks. New possibilities for customization are opened up thanks to the use of tools like laser cutters, 3D printers and CNC machines. Moreover, smart home technologies and home automation have resulted in DIY projects in service of creating connected and automated systems.

4 COMMUNITY AND COLLABORATION

DIY communities and collaborative spaces have gained popularity. DIYers can find their tribe through workshops, makerspaces and online forms and engage in skill-sharing activities, collaborate on projects and share knowledge. The sense of community has nurtured learning, creativity and networking within the space.

5 BLURRING OF TRADITIONAL BOUNDARIES

Traditional boundaries between different DIY disciplines have blurred, leading to interdisciplinary projects and exploration. DIYers are increasingly combining various skills and techniques, such as woodworking, electronics, sewing, and painting, to create unique and hybrid projects that defy conventional categorization.

These shifts highlight the evolving nature of the DIY space, driven by digital advancements, sustainability concerns, technological integration, collaborative communities, and a willingness to experiment across different disciplines. While each individual trend can serve as the source for consumer-led strategy and innovation opportunities, we also believe that there is equal opportunity to use these trends to inform business priorities that will set a company up for near and long-term growth.

ABOUT THE GARAGE GROUP

The Garage Group's Mission is to enable BigCos to get back to their entrepreneurial roots and apply startup inspired mindsets, behaviors, and techniques to navigate uncertainty and build consumer-inspired innovation and business strategies.

Whether you need help through the entire workstream or help with strategic elements to reduce risk, our team of entrepreneurial leaders is ready to partner with you.

We bring the custom solutions to lead you through solving any Lean Innovation or growth challenge, integrating tried & true methodologies like **Design Thinking & Jobs To Be Done** with emerging startup methodologies like **Lean Startup & Sprint**.

Maybe you're experiencing some of the shifts we've highlighted or others. We'd love the opportunity to work with you to develop solutions that are good for everyone in your value chain!

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