

# DIY & Hardware Retailers Database - UK 2011

MTW Research have published a brand new mailing, telemarketing & email list representing more than 80% of the UK DIY & Hardware Retailers market in 2011. This brand new list offers fresh, relevant sales leads of key companies actively involved in the distribution and retail of DIY and building products.

With full data compliance & no limitations on usage, this high quality database offers excellent value for money for all DIY and home improvement product suppliers who are seeking to increase sales through this channel as well as suppliers of decorating, flooring, garden products, tools, furniture and other products offered by DIY retailers and hardware stores.

## **The 2011 DIY Stores & Hardware Retailers Database Includes:-**

- **3,300+ DIY & Hardware Retailers** – More than 3,000 Separate Companies
- **3,300+ Full Address & Postcodes** –Preference Service Screened, Autonomous Purchasing Sites Only
- **3,000 Contact Names** - Senior Decision Maker / Head of Purchasing
- **3,000+ Telephone Numbers** – Corporate Telephone Preference Service Screened
- **280+ Email Addresses**
- **3,300+ Records with Employee Band** (5-9, 10-19, 20-49, 50-99, 100+)

## **Database Profile by Employee Band:-**

Employee Band Estimate	1- 4 Emps	5 – 9 Emps	10 – 19 Emps	20 – 49 Emps	50 – 99 Emps	100+ Emps
Number of Records	2,300+	600+	200+	90+	20+	10+

The UK DIY & Hardware Market is set to exhibit growth in 2011, with market forecasts suggesting above inflation growth should feed through to the market later in the year, despite a lack of growth in UK house prices, high unemployment and the ongoing legacy of the recession dampening consumer confidence in general. This mailing, telemarketing & email list enables UK manufacturers and distributors to specifically target DIY and hardware retailers currently active in the UK market and grow sales quickly and cost effectively.



## ***The UK DIY Market in 2011 and beyond...***

Following a slight decline in the UK DIY market in 2010, sales of home improvement products through DIY and hardware retailers are expected to experience more positive performance in 2011, as the UK continues to recover from the recession of 2009.

Led by a return to modest growth in house moving, stimulated by the rising availability of mortgages, the UK home improvement market is set to outperform overall UK economic forecasts in 2011, despite high inflation and continued pressure from lower cost imports and an ongoing demand for value for money from consumers. Key growth sectors which are anticipated to lead growth include the paint and woodcare market, showers, floorcoverings, lighting and garden products market, with above inflation growth likely to become more evident in these sectors in the second half of the year. Sources indicate that larger scale home improvement projects are also increasingly likely in H2, 2011 as consumer confidence slowly returns.

This 2011 database enables DIY and associated building products manufacturers & distributors to actively target this important channel at what is now a key growth stage. All indications are that the DIY market has 'bottomed out', with those suppliers focusing their marketing activity on the mid-higher value sector likely to benefit from the return to growth in the economy and consumer confidence during 2011.

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<b>DIY &amp; Hardware Retailers Database – UK 2011</b> Specifically Designed for DIY & Building Product Manufacturers and Distributors to Quickly Increase Sales to the UK Hardware Stores & DIY Retailers.		

## ***About MTW Research...***

MTW Research are an independent publisher of high quality market research reports & databases in the Building Products, Construction & Home Improvement Markets.

Our reports and databases are researched, written and compiled by qualified marketing professionals, who have experience of undertaking detailed multi-client and bespoke market research across a broad range of sectors in the UK DIY, Construction & Home Improvement industry for more than a decade. MTW Research are a wholly independent publisher of quality market research reports and databases and are therefore able to offer original, objective, relevant and quality market and competitor research which offers a fresh perspective on your market.

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MTW provide this list to clients with no limitations on type or frequency of usage of the list. This database has been screened against the TPS / MPS preference service at time of publication in February 2011. Whilst MTW endeavour to attain high levels of accuracy, the information supplied is based on primary telephone research, Companies House & Directory Enquiries and may be prone to errors or omissions, whilst MTW accept no liability for such omissions or errors we offer a buyback guarantee on incorrect addresses above 20% error rate. Please note this guarantee applies only to address records, and not to any other records such as employee band, e-mails etc.

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