

Tools Build Up Strong Home Improvement Sales

From sanding a wooden dresser to hanging a picture frame, U.S. consumers love do-it-yourself projects. The pandemic lifestyle allowed them to prioritize and prepare the right tools for each job. But as they return to spending on experiences, how can you keep the tools category growing? **Here's a closer look at last year's sales:**

Consumers spent \$20B on tools in 2021, increasing 16% versus 2020.

Power tools and accessories inched ahead as the largest tools category.

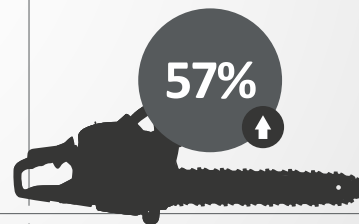
Tool rentals, one of the smaller categories, massively increased sales year over year.



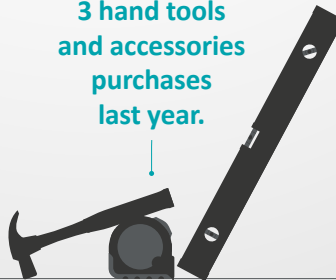
Average spend per buyer was **\$121** on power tools and accessories.



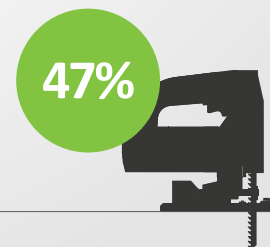
Tool rentals increased **57%** in dollar volume.



Consumers averaged **3** hand tools and accessories purchases last year.



47% of all tool sales came from power tools and accessories.



The **State of the Consumer** report series helps you make the most informed decisions in the home improvement industry. It's how you identify growth opportunities across all channels and gain access to in-depth buyer analytics to keep current customers and win new ones. Reports are available for lawn & garden, tools, hardware, paint, kitchen & bath, lumber & building, and storage.

Source: The NPD Group/Checkout Omnichannel Tracking, YE December 2021 vs. 2020

Want more insights like this? Contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.

