



Intelligent pricing data

DIY industry

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Market value

The DIY and Hardware Store market in Italy is expected to reach a total revenue of USD 18,81 billion in 2025¹. This market is projected to grow at an annual rate of 1,40% from 2025 to 2029, amounting to around USD 321,41 per person. There is increasing interest in tools and materials supporting traditional craftsmanship in Italy, reflecting a continued demand for quality and authenticity in DIY projects.

Pricing data

This report examines the Italian DIY market more closely using data from three leading brands. Using insights from the PriceShape platform, we've analyzed how these brands appear on Amazon's bestseller list.² The data was collected based on the last three months' DIY hardware and material products.

The data reflects the current market landscape at the time of publication, and throughout the report, you'll find graphs and key figures that give a snapshot of the competitive situation.

The three biggest brands within hardware

Brand name	Gtin	Domain
Schneider Electric	9.740 	173
Bosch	9.252 	753
Siemens	8.957 	167

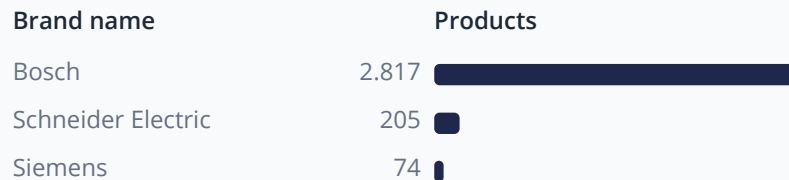
¹ <https://www.statista.com/outlook/cmo/diy-hardware-store/italy>
² This report was published on 23 May 2025 and includes data collected over the past three months.



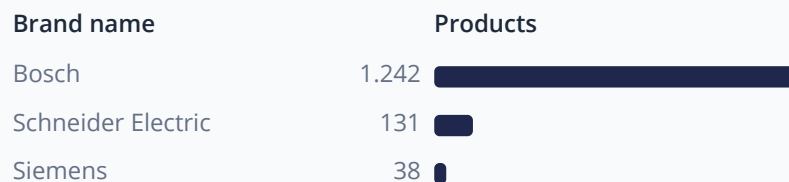
The three biggest brands in the market

We have examined the three most prominent brands in Italy's hardware industry: Schneider Electric, Bosch, and Siemens. The brands have been chosen based on the number of products in PriceShape. Bosch is the brand seen on most unique domain websites, whereas Schneider Electric is the brand with the most products (GTIN numbers).

Number of products on Amazon bestseller list



Number of products on Amazon bestseller list last week



What is the Amazon bestseller list?

The Amazon Bestseller list ranks the most purchased products within the hardware category. It reflects what customers buy and highlights the top-performing items within each product group. Products that reach this list often carry the recognizable orange "Best Seller" badge, which can influence visibility and trust with potential buyers.

The Bestseller list gives immediate insight into what is selling across different categories. It's a valuable tool for spotting emerging trends, understanding seasonal demand, and identifying shifts in consumer preferences. By observing which products appear on the list, you can assess how your offerings compare to others. It also allows you to monitor direct competitors and learn from products that are performing well.

In short, the Amazon Bestseller list is a live indicator of what's working in one of the most competitive e-commerce environments. Staying aware of it helps brands and retailers make informed decisions, improve positioning, and sell more effectively.

Data from the Amazon bestseller list

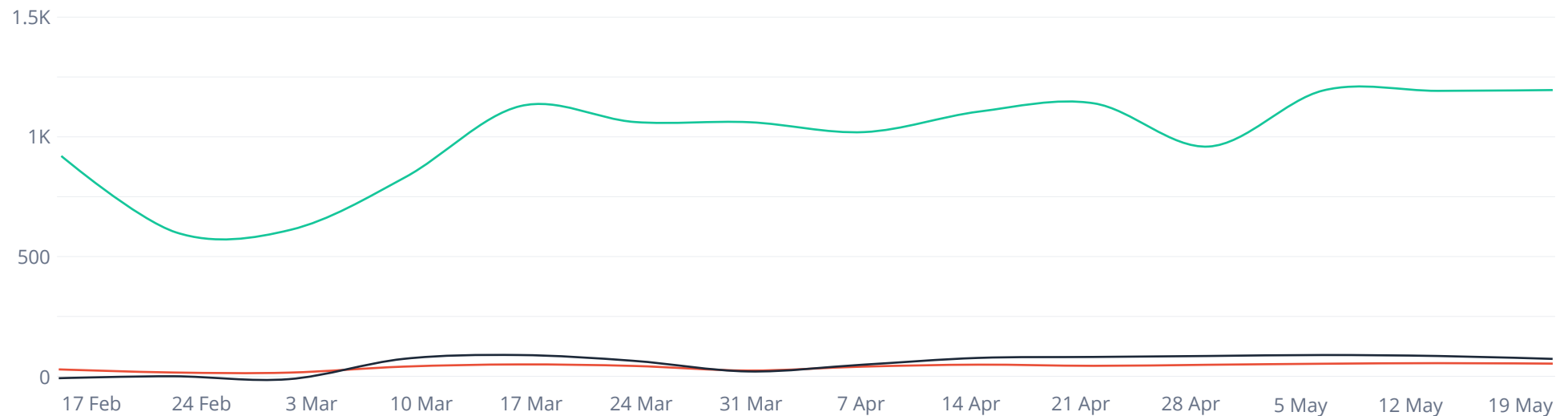
We have examined the three brands mentioned above regarding the Amazon bestseller list. When ranked by unique visitors per month, Amazon is the largest online retailer in Italy by unique monthly visitors, which makes it interesting to examine its bestseller list further.

Looking at them in the Amazon bestseller list here, it's easy to see that Bosch is the most popular brand within the hardware category in Italy. They hold 2.817³ products on the bestseller list, whereas Siemens only has 74. This indicates that Bosch has a better brand

value among Italian customers in general than Siemens and Schneider Electric.

Historical data can also support this. We looked at Amazon's bestseller list for the last three months and saw that Bosch had more products on the list than the two other brands. The number of Bosch products on the bestseller list dropped at the end of February and the end of April, but on average, the graph is quite steady.

Historical number of products on Amazon bestseller list



³ This number is the total unique products that was found on Amazon bestseller list within the last 3 months.

Top five Italian hardware retailers

We analyzed the five largest domains in the hardware industry⁴ to understand the Italian DIY market better. The data focused on the frequency of price changes, both weekly and daily, relative to the total number of products listed by each retailer.

Leroymerlin.it showed the highest level of weekly price activity, adjusting prices on the equivalent of 117% of its 17.319 products, indicating that some products are repriced more than once a week. In comparison, mano mano.it, which has a larger catalog of 25.405 products, changes prices on 66% of its products weekly. This represents a 51% lower rate of weekly price changes compared to Leroymerlin.it.

These figures suggest that the Italian DIY market is highly price-sensitive and primarily driven by online sales. Italy is currently the fastest-growing e-commerce market in Europe⁵, which makes competitive pricing a critical factor for success.

Comparing this to the German DIY market reveals notable differences. In Germany, Hornbach.de, the retailer with the highest frequency of weekly price changes, only adjusts 5% of its products. In contrast, the Italian retailer with the lowest pricing activity among the top five, it.rs-online.com, still reaches 8% weekly price changes.

This comparison highlights how advanced the Italian DIY hardware market is in terms of dynamic pricing and e-commerce maturity. While the German market is moving more cautiously, it presents a strong opportunity. Retailers who adopt smarter pricing strategies have the potential to gain significant market share.

Five biggest domain within hardware products in Italy

Domain	Weekly change	Daily change	Products
leroymerlin.it	117%	17%	17.319
manomano.it	66%	9%	25.405
conrad.it	31%	4%	10.765
eibabo.it	18%	3%	12.956
it.rs-online.com	9%	1%	20.076

Four biggest domain within DIY industry in Germany

Domain	Weekly change	Daily change	Products
obi.de	6%	0,86%	29.541
hornbach.de	2%	0,29%	20.183
toom.de	1%	0,14%	13.026
hagebau.de	0%	0%	18.408

⁴ The five biggest domain within hardware products in Italy, e-bay and Amazon have been excluded.

⁵ <https://ecommercenews.eu/ecommerce-in-europe/ecommerce-italy/>



The right pricing strategy across marketplaces

Selling the same product on Amazon, Bol, and Google is rarely simple. Each platform has different competitors, price levels, and customer habits, so one pricing strategy across all platforms often won't be effective. With PriceShape, you get the insights needed to adjust your pricing on each channel.

PriceShape shows you how your products are priced across platforms so you can spot gaps and make changes. If one channel is priced 10% higher than another, you can adjust quickly to stay competitive and protect your profit margin.

Stop competing against yourself

Many retailers and brands find that marketplace listings compete directly with their ads on Google Shopping. Without tracking, this can hurt both visibility and sales. Using the exact pricing across every channel might seem more manageable, but it can lead to lost revenue.

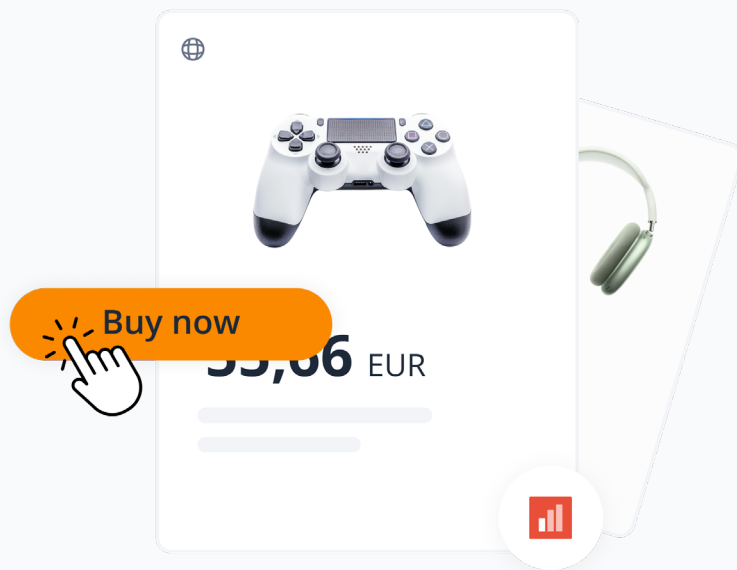
A multi-channel pricing strategy lets you tailor prices to each platform's dynamics and competition. It helps avoid cannibalising your sales and gives each channel a better chance to perform.



Win the buy button on Amazon

Winning the Amazon buy button is essential. Studies show that 82% of shoppers buy from the seller who has it. While delivery, reviews, and stock play a role, price is often the most critical factor.

With PriceShape, you can track your performance and focus on the products where you already have a competitive edge. This gives you a better chance of winning the buy button and growing your sales on Amazon.



Understanding the industry

While online shopping is growing in the DIY market, many consumers still value the experience of shopping in physical stores. Click-and-collect, a method where people buy online and collect their orders in-store, is becoming more common. Others start their search online but prefer to complete the purchase in-store. This shows why an omnichannel approach is so important in the DIY industry.

Online communities also play a growing role. Inspiration pages, how-to videos, and forums can add value by encouraging people to take on DIY projects. This sense of community can influence purchasing decisions, making it a strategic focus for retailers. In short, combining online and offline experiences is key to staying competitive in the DIY market.⁶

⁶ <https://www.statista.com/markets/423/topic/529/diy-retail/#statistic3>



Why online stores matter

More consumers than ever are using the internet to shop, compare prices, and research products. In 2024, 91% of Europeans used the internet, and 75% bought goods online⁷. Even though there is talk of declining sales, consumers are still active.

They just expect more, especially when it comes to pricing. A Google survey showed that 56% of in-store buyers check prices and product details online before purchasing. This makes online research and price checking behavior a key part of buying decisions.

56%

All in-store buyers check prices and product details online before purchasing.

⁷ <https://www.thinkwithgoogle.com/consumer-insights/consumer-trends/in-store-smartphone-research-statistics/>



PriceShape ApS
priceshape.com
info@priceshape.com