

INTRODUCTION

The maturity of the Canadian DIY manufacturing industry and the potential to market DIY products in one of the largest consumer markets in the world led the Departments of External Affairs (DEA) and Regional Industrial Expansion (DRIE) to begin recruitment in May 1985 for the first DIY mission to Japan. The results of this mission, combined with the findings of a special Canada-Japan DIY Products Committee aimed at assisting Canadian manufacturers in understanding and penetrating the Japanese market would lead one year later to the second DIY mission to Japan.

This joint industry/government report spans two Canadian DIY missions to Japan, the activities associated with the joint Canada-Japan industry/government DIY committee, the Hinode Corporation's February 1987 mission to Canada and the last formal meeting of the MITI STEP Canadian DIY Products Committee in Tokyo. Beginning with the recruitment for the first mission, the report concludes with the last MITI STEP Canadian DIY Products Committee meeting on 26 March 1987.

Canada's DIY Industry in Brief

Canada has a well established and developed Do-It-Yourself industry, which underwent a major expansion in the late 1960s. In Canada DIY relates primarily to activities in and around the home that are designed to improve the home's function, efficiency, and/or appearance.

Home renovation expenditures in Canada reached approximately \$11.4 billion in 1985, and were expected to exceed those of new home construction. About 75 percent of all homeowners in Canada carry out maintenance, repair, or replacement work each year, at an average cost of just under \$700. Some 50 percent make additions, alterations, or improvements at an average cost of \$200. Over 40 percent of all homeowner renovations are DIY. Most of these DIY projects are indoor, not outdoor. Exterior DIY projects tend to be in lawn and garden care, with some eavestroughing work.

The importance of the DIY market to Canadian manufacturers is reflected by the following statistics: 50 percent of kitchen cabinet production was used in renovation (\$145 million) and 50 percent of wood mouldings and 43 percent of windows were used in home renovation (\$240 million).