

Market Size

Total Addressable Market (TAM):

Customers/Users: 62M - 122M

Revenue: €32.1B - €96.2B

Serviceable Addressable Market (SAM):

Customers/Users: 3.1M - 12.2M

Revenue: €1.6B - €9.6B

Executive Summary

The TAM (Total Addressable Market) for handyman services in Europe is estimated to be between €32.1 billion and €96.2 billion annually, based on approximately 297 million households and 23.2 million businesses across Europe. The SAM (Serviceable Addressable Market) for Handy, assuming a 5-10% market share capture, is estimated at €1.6 billion to €9.6 billion per year, equating to 3.1 to 12.2 million customers.

The European handyman services market is forecasted to hold a 24.4% share globally, with Germany accounting for 7.4% of the European market. Major players in the European market include Equans UK & Ireland, ACE Hardware, Moovick, Urban Company, Angi, HandyPro, Thumbtack, Plentific Ltd, and Handyman Matters. The market is experiencing significant growth driven by factors such as aging infrastructure, urbanization, sustainable living, energy efficiency, and technological advancements.

While the analysis provides a rough estimate based on limited data and multiple assumptions, it suggests a substantial market opportunity for handyman services in Europe. Key competitors, market trends, pricing, and challenges are also outlined to provide a holistic view of the competitive landscape.

Key Data Points

- Europe has approximately 743.5 million people in 2023 with a -0.09% population growth rate [38]
- There are approximately 23.2 million businesses in Europe in 2023 [37]
- The handyman services market in Europe is forecasted to hold a 24.40% market share [53]
- Germany has a 7.40% market share in the European handyman services industry [53]
- The Europe Inspection, Repair and Maintenance Market was valued at \$12.36 billion in 2023 and is expected to reach \$15.20 billion by 2030 [54]
- Hourly rates for handymen in Germany range from €30 to €40 per hour [58]
- In the Netherlands, general handymen charge €800 for two hours of work [60]
- In Ireland, general handyman services are priced around €160-€200 per day [61]

Market Size Calculations

To calculate the TAM (Total Addressable Market):

Number of households in Europe:

Europe population of 743.5 million [38] / average of 2.5 people per household = 297,400,000 households

Household TAM:

297,400,000 households * 20% using handyman services * €500 average annual spend = €29,740,000,000

297,400,000 households * 30% using handyman services * €1000 average annual spend = €89,220,000,000

Household TAM Range: €29,740,000,000 to €89,220,000,000

Business TAM:

23,200,000 businesses [37] * 10% using handyman services * €1000 average annual spend = €2,320,000,000

23,200,000 businesses [37] * 15% using handyman services * €2000 average annual spend = €6,960,000,000

Business TAM Range: €2,320,000,000 to €6,960,000,000

Total TAM Range: €32,060,000,000 to €96,180,000,000

To calculate the SAM (Serviceable Addressable Market):

Assuming Handy can capture 5-10% of the total addressable market:

5% * €32,060,000,000 TAM = €1,603,000,000

10% * €96,180,000,000 TAM = €9,618,000,000

SAM Range: €1,603,000,000 to €9,618,000,000

Assumptions

Key assumptions made in the TAM and SAM calculations:

Assumed an average of 2-3 people per household in Europe. This is a reasonable assumption based on typical household sizes in developed countries. A more precise number would improve accuracy but 2-3 provides a workable range.

Assumed 20-30% of households and 10-15% of businesses use handyman services annually. These percentages are assumptions as no hard data was available on handyman service usage rates. The percentages account for the fact that not every household and business will use these services every year. A range is provided to account for uncertainty.

Assumed an average annual spend of €500-1000 per household and €1000-2000 per business on handyman services. These ranges are estimates based on the limited pricing data available, such as hourly rates in Germany and daily rates in Ireland [58][61]. Actual average spends could vary significantly based on location and job complexity.

Assumed Handy can capture 5-10% of the addressable market share in Europe. This is speculative and would depend heavily on Handy's go-to-market strategy and ability to compete with existing players. 5-10% represents an initial target range.

For proxy data, the Europe Inspection, Repair and Maintenance Market size was used as a stand-in for the overall handyman market [54]. While not a perfect match, this market likely includes a significant portion of handyman services so can serve as a rough proxy in the absence of handyman-specific data. The number of businesses was also used as a proxy for commercial handyman service customers, in addition to consumer households [37].

Methodology

To calculate the Total Addressable Market (TAM) and Serviceable Addressable Market (SAM) for a handyman service in Europe, we followed a structured approach involving several steps:

First, we identified the key data points required, such as the total number of households in Europe, average spending on handyman services, market size and growth rate of the handyman services industry, market share across different European countries, pricing of handyman services, number of businesses, and population growth rate.

Next, we extracted relevant data from various sources, including the total population in Europe, the number of businesses, market share of handyman services in Europe and specific countries like Germany, the size of the Inspection, Repair and Maintenance Market (used as a proxy for the handyman services market), and pricing examples from different countries.

Since we did not have direct data on the handyman services market, we identified proxy data that could serve as a reasonable approximation. Specifically, we used the Europe Inspection, Repair and Maintenance Market size as a proxy for the overall handyman services market, and the number of businesses as a proxy for potential commercial customers, in addition to households.

To account for uncertainties and lack of precise data, we made several assumptions:

- Assumed an average of 2-3 people per household in Europe.

- Assumed 20-30% of households and 10-15% of businesses use handyman services annually.
- Assumed an average annual spend of €500-1000 per household and €1000-2000 per business on handyman services.
- Assumed Handy can capture 5-10% of the addressable market share in Europe.

With these assumptions and data points, we calculated the TAM by:

1. Estimating the number of households in Europe based on the population and assumed household size.
2. Multiplying the number of households by the assumed percentage using handyman services and the assumed average annual spend to obtain the household TAM range.
3. Multiplying the number of businesses by the assumed percentage using handyman services and the assumed average annual spend to obtain the business TAM range.
4. Summing the household and business TAM ranges to arrive at the overall TAM range of €32.02 billion to €96.06 billion.

To calculate the SAM, we assumed that Handy could capture 5-10% of the TAM, resulting in a SAM range of €1.60 billion to €9.61 billion.

It's important to note that these calculations relied on several assumptions due to the lack of precise data on the handyman services market. The accuracy of the TAM and SAM estimates could be improved by obtaining more specific data on handyman service usage rates, average spends, and market sizes across different European countries.

Competitor Research Summary

1. Market Share and Size:

- Europe holds over 28% of the global home services market share [45].
- The European handyman services market is forecasted to hold a market share of 24.40% during the forecast period [53].
- Germany specifically holds a market share of 7.40% in the handyman services industry [53].
- The Europe Inspection, Repair and Maintenance Market size was valued at USD 12.36 billion in 2023 and is expected to reach USD 15.20 billion by 2030 [54].
- The automotive repair and maintenance services market in Europe was worth €230.0 billion in 2024 and is projected to grow over the next five years [55].

2. Leading Companies:

Equans UK & Ireland:

- Provides responsive repairs, call centre provision, facilities management, planned/cyclical maintenance, gas servicing, and void property solutions.
- Delivers over 255,000 responsive repairs annually [47].

ACE Hardware:

- Entered the at-home services market through acquisitions of Handyman Matters and Legacy Plumbing [46].

Moovick:

- Offers a platform for finding local English-speaking handymen in Germany and other European countries.
- Provides services such as furniture assembly and home improvements [48].
- Hourly rates typically range from €30 to €40 per hour [58].

Urban Company (UrbanClap):

- Connects users with skilled professionals, offering transparent pricing and a range of services [49].

Angi:

- A handyman app with approximately 7 million monthly users.

- Offers services in over 700 categories and provides a price guide tool for service providers [49].

HandyPro:

- Provides various handyman services, including carpentry, painting, and furniture assembly.
- Focuses on serving the aging population and disabled people [49].

Thumbtack:

- California-based on-demand handyman service that operates in 50 states in the USA but can be cloned for European markets.
- Offers services including home decor, household repair, and event organization [49].

Plentific Ltd:

- A transactional home services marketplace with over 80,000 professionals.
- Offers unique services to homeowners, landlords, and property managers [50][51].

Home Made:

- A trusted rental ecosystem that aims to make renting and letting homes easy, fair, and cost-effective.
- Focuses on technology and has a talented team [51].

Rental Valley:

- A property management company offering services to homeowners, property managers, brokers, and local agents along the European coastlines.
- Provides professional photography, guest management, and maintenance support [52].

Bidrento:

- An all-in-one rental property management software that automates and innovates the rental process [50].

Fiksuvuokra:

- A platform that matches tenants and landlords efficiently.
- Employs licensed realtors and software developers to provide customer support and streamline the renting process [50].

DrTenant Ltd:

- A startup that uses psychometric testing to predict tenants' unwanted behavior.
- Provides a SaaS platform for landlords and property managers [50].

@Assist:

- A people-first smart city management solution that helps city departments manage various services, including traffic congestion, smart grids, and emergency services [50].

WHOSEYOURLANDLORD:

- A trusted rental community that emphasizes transparency and access to facilitate better relationships between landlords and tenants [50].

Handyman Matters:

- Known for comprehensive home repair and maintenance services.
- Expanded reach through strategic acquisitions, such as Ace Hardware's acquisition of the Handyman Matters franchise [59].

Mr. Handyman:

- Offers a wide range of services including assembly, repair, carpentry, installation, tile work, exterior maintenance, painting, and drywall services [59].

Handyman Connection:

- Expanding its footprint in Europe, providing reliable and competent handyman services [59].

HandyExperts:

- Offers hassle-free handyman services with clear communication.
- Pricing and availability are provided after submitting a request with job details [57].

3. Market Trends and Growth:

- The handyman services market in Europe is experiencing significant growth driven by aging infrastructure, urbanization, sustainable living, energy efficiency, and technological advancements [62].
- The adoption of digital platforms and mobile apps has made it easier for consumers to find and book handyman services [62][63].
- Specialized niche services such as smart home installations, aging-in-place adaptations, and eco-friendly renovations are contributing to market growth [62][64].
- The increasing adoption of electric vehicles presents opportunities for garages to capitalize on the rising demand for specialized EV servicing [55].
- Data-driven diagnostics and predictive maintenance are optimizing repair processes, while telematics and remote monitoring enable proactive servicing [56].

4. Challenges:

- The industry faces challenges in recruiting and retaining skilled professionals capable of handling the complexities of modern vehicles, especially with the surge in EVs and advanced automotive technologies [56].

5. Pricing:

- In the Netherlands, electricians charge €150-€300 for half an hour of work, plumbers charge €350 for 40 minutes of work, and general handymen charge €800 for two hours of work [60].
- In Ireland, general handyman services are priced around €160-€200 per day [61].

Customer Satisfaction:

We could not find any meaningful data while searching on the internet regarding customer satisfaction ratings for handyman services in Europe.

Revenue of Leading Companies:

We could not find any meaningful data while searching on the internet regarding the specific revenue figures of leading handyman service companies in Europe.

Summary of Collected Data

Financial Data

Total number of households in the United States in 2023: Approximately 127 million [1].

Average annual spending on handyman services by households in the United States in 2023: \$3,600 per year [2].

The handyman service market in the US is projected to grow at a CAGR of 16.5% from 2023 to 2033, reaching US\$ 1.8 billion by 2033 [3].

The U.S. handyman service industry is worth \$256 billion in 2023 and is expected to grow to \$314.7 billion by 2028 [6].

The average turnover for a handyman business is around \$498,000. For franchised handyman businesses, the average gross revenue per year is \$540,000 [6].

There are approximately 1.4 million handyman service businesses across the United States [6].

The average handyman business earns around \$540,000 in gross revenue per year, with an average cost per service of \$375. This translates to about 1,440 jobs per year, or 5-6 jobs per day [6].

Real median household income in the United States: \$74,580 in 2022 [10].

Income distribution by percentile in the United States:

- Under \$15,000: 14.3%
- \$15,000 to \$24,999: 16.8%
- \$25,000 to \$34,999: 13.2%
- \$35,000 to \$49,999: 17.6%
- \$50,000 to \$74,999: 16.5%
- \$75,000 to \$99,999: 13.5%
- \$100,000 to \$149,999: 8.9%
- \$150,000 or more: 8.3% [9]

The total U.S. home improvement expenditure amounted to \$566 billion in 2022 and is projected to reach \$569 billion in 2025 [23].

Home improvement sales in the U.S. are expected to continue growing, with projected sales of \$338 billion for home centers and \$68.6 billion for hardware stores in 2027 [23].

The total number of homeowners in the United States as of 2023 is approximately 83.4 million, which is 65.6% of the total housing units [27].

The global outsourcing market is expected to reach a value of USD 971.2 billion in 2023, with a compound annual growth rate (CAGR) of 6.5% between 2023 and 2027 [28].

The global BPO market is projected to grow at a CAGR of 4.67% from 2024 to 2029, reaching a market volume of USD 0.49 trillion in 2029 [29].

The global IT outsourcing market is expected to surpass USD 500 billion in revenues by 2025, with the United States projected to generate the most revenue, reaching USD 156.20 billion by 2023 [30].

The total number of businesses in Europe in 2023 is approximately 23.2 million [37].

The total population of Europe in 2023 is approximately 743.5 million people, with a population growth rate of -0.09% [38].

The repair and installation services market in Europe is projected to grow by 0.83% from 2024 to 2029, resulting in a market volume of US\$103.0 billion in 2029 [39].

The Smart Home market in Europe is projected to grow by 10.03% from 2024 to 2028, resulting in a market volume of US\$58.8 billion in 2028 [40].

The Household Appliances market in Europe is projected to grow by 4.18% from 2024 to 2029, resulting in a market volume of US\$124.70 billion in 2029 [41].

Behavioral Data

1. Household Composition and Size:

- The average household size in the United States is 2.63 people per household [24].
- Family households still constitute the majority in the U.S. [1].
- There's an increase in grandparents living with grandchildren [25].

2. Home Improvement and Maintenance Trends:

- The total U.S. home improvement expenditure amounted to \$566 billion in 2022 and is projected to reach \$569 billion in 2025 [23].

- Home improvement sales in the U.S. are expected to continue growing, with projected sales of \$338 billion for home centers and \$68.6 billion for hardware stores in 2027 [23].
 - DIY projects are a significant part of the home improvement market, with interior room remodels being the most frequent DIY project for the ninth year in a row [22].
 - The introduction of smart home technology has been gaining traction [22].
3. Handyman Services Market:
- The handyman service market in the US is projected to grow at a CAGR of 16.5% from 2023 to 2033, reaching US\$ 1.8 billion by 2033 [3].
 - The market size of the Handyman Services industry in the US is expected to grow over the next five years [4].
 - The U.S. handyman service industry is worth \$256 billion in 2023 and is expected to grow to \$314.7 billion by 2028 [6].
4. Types of Handyman Services in Demand:
- Drywall repair and maintenance [18][19][20].
 - Interior and exterior painting [18][19][20].
 - Minor plumbing and electrical work [19][20].
 - Babyproofing [19].
 - Light fixture installation [19].
 - Tiling [19].
 - Pressure washing [19].
 - Smart home upgrades [19][20].
 - Fence and gate repair [19].
 - Carpentry [19].
 - Window coverings installation [19].
 - Door hardware installation [19].
 - Senior home upgrades [19].
 - Gutter cleaning [19].
5. Outsourcing Trends:
- Almost 40% of facility managers surveyed in the United States stated that they outsourced their laundry operations in 2023 [21].
 - The global outsourcing market is expected to reach a value of USD 971.2 billion in 2023, with a compound annual growth rate (CAGR) of 6.5% between 2023 and 2027 [28].
6. Demographic Trends:
- The homeownership rate in the U.S. as of Q1 2024 is 65.6%, translating to around 83.4 million homeowners [27].
 - In 2020, 46 million people resided in nonmetro counties, making up 13.8% of the U.S. population, while 66.3 million residents lived in rural areas, accounting for 20% of the population [26].
7. Business Trends:
- There are approximately 33.2 million small businesses in the United States [7][8].
 - Small businesses in the United States employ a total of 61.6 million people, which is 45.9% of the entire U.S. workforce [5].
8. Rental Market Trends:
- As of 2022, there were 44.3 million renter households in the U.S., which is 34.1 percent of U.S. households [35].
 - The national rental vacancy rate was estimated at 5.4 percent in 2022, down from 9.2 percent in 2010 [36].

These behavioral data points provide insights into the current trends in household composition, home improvement, handyman services, outsourcing, demographics, business, and rental markets in the United States.

Competitor Data

Market Size and Growth:

- The global handyman service market is estimated to be USD 390.9 million in 2023 and is projected to grow to USD 1.8 billion by 2033 at a CAGR of 16.5% [13].

- The handyman service market in the US is projected to grow at a CAGR of 16.5% from 2023 to 2033, reaching US\$ 1.8 billion by 2033 [3].
- The market size of the Handyman Services industry in the US is expected to grow over the next five years [4].

Key Players:

- Notable companies in the handyman service market include American Handyman Services LLC, Ace Handyman Services, HomeAdvisor, Hambleton Handyman, and Handyman Matters [15].
- Mr. Handyman, Ace Handyman Services, HomeAdvisor, and Thumbtack are major players in the US handyman services market [16][17].

Service Offerings:

- Handyman services typically include minor repairs and installations, remodeling projects, electrical work, plumbing, carpentry, painting, and general maintenance [14][15].
- Many handyman service providers are diversifying their services to include home remodeling, landscaping, and smart home installations [15].

Market Trends:

- On-demand platforms are providing features like real-time scheduling, transparent pricing, and user reviews [15].
- Smart home technology integration is becoming a significant part of handyman services [15].
- The Asia Pacific region is experiencing significant growth due to urbanization, rising disposable incomes, and a growing middle-class population [15].

Pricing:

- The average cost per service for handyman businesses is around \$375 [6].
- The average turnover for a handyman business is around \$498,000. For franchised handyman businesses, the average gross revenue per year is \$540,000 [6].

Customer Base:

- There are approximately 127 million households in the United States in 2023 [1].
- The percentage of households hiring handyman services is not explicitly provided, but the market size and growth rates suggest a significant customer base.

Regional Insights:

- In Europe, Germany has a market share of 7.40% in the handyman services industry in 2023 [34].
- The handyman services market in the United Kingdom is expected to grow at a CAGR of 17.10% from 2023 to 2033 [34].

Challenges:

- Lack of standardization in qualifications and certifications can create challenges for customers in selecting reliable service providers [31].
- Pricing and affordability concerns may deter some customers, especially in regions with high costs of living [31].
- Competition from DIY solutions and existing market players can make it harder for new entrants to establish themselves [31].

Opportunities:

- The introduction of smart home technology has been gaining traction, presenting new opportunities for handyman services [22].
- The rise of on-demand handyman apps and digital platforms has made it easier for customers to find and hire both independent handymen and companies [11][12].

Demographic Data

Total Population:

- Europe: Approximately 743.5 million people in 2023, with a population growth rate of -0.09% [38]
- Individual European countries (2023):
 - Russia: 144,444,359 [43]
 - Turkey: 85,816,199 [43]
 - Germany: 83,294,633 [43]
 - United Kingdom: 67,736,802 [43]
 - France: 64,756,584 [43]
 - Italy: 58,870,763 [43]
 - Spain: 47,519,628 [43]
 - Poland: 41,026,068 [43]
 - Ukraine: 36,744,634 [43]
 - Romania: 19,892,812 [43]

Households:

- Germany: Approximately 41 million households [42]
- France: Approximately 31 million households [42]
- Italy: Approximately 25.8 million households [42]

Businesses:

- Total number of businesses in Europe in 2023: Approximately 23.2 million [37]

Home Improvement and Maintenance:

- The total U.S. home improvement expenditure amounted to \$566 billion in 2022 and is projected to reach \$569 billion in 2025 [23]
- Home improvement sales in the U.S. are expected to continue growing, with projected sales of \$338 billion for home centers and \$68.6 billion for hardware stores in 2027 [23]
- The market size for general home maintenance tasks in the United States in 2023 is forecast to exceed \$600 billion [32]
- The global market size for repair and installation services is projected to reach \$122.0 billion by 2029, growing at a compound annual growth rate (CAGR) of 1.01% from 2024 to 2029 [33]

Smart Home and Household Appliances:

- The Smart Home market in Europe is projected to grow by 10.03% from 2024 to 2028, resulting in a market volume of US\$58.8 billion in 2028 [40]
- The Household Appliances market in Europe is projected to grow by 4.18% from 2024 to 2029, resulting in a market volume of US\$124.70 billion in 2029 [41]

Handyman Services:

- The handyman service market in the US is projected to grow at a CAGR of 16.5% from 2023 to 2033, reaching US\$ 1.8 billion by 2033 [3]
- The handyman service market in Europe is forecasted to hold a market share of 24.40% during the forecast period [34]
- Germany has a market share of 7.40% in the handyman services industry in 2023 [34]
- The handyman services market in the United Kingdom is expected to grow at a CAGR of 17.10% from 2023 to 2033 [34]

Outsourcing Trends:

- The global outsourcing market is expected to reach a value of USD 971.2 billion in 2023, with a compound annual growth rate (CAGR) of 6.5% between 2023 and 2027 [28]

- The global Business Process Outsourcing (BPO) market is projected to grow at a CAGR of 4.67% from 2024 to 2029, reaching a market volume of USD 0.49 trillion in 2029 [29]
- The global IT outsourcing market is expected to surpass USD 500 billion in revenues by 2025 [30]

Rental Market:

- As of 2022, there were 44.3 million renter households in the United States, which is 34.1 percent of U.S. households [35]
- Single-family homes represented nearly a third of the total rental stock in 2022 [35]
- Larger multifamily buildings (20 or more units) accounted for 25 percent of the rental stock, while midsize buildings (5–19 units) and smaller buildings (2–4 units) accounted for 22 percent and 17 percent, respectively [35]

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User Inputs

Please enter the name of your business, product, or service

Handy

Please describe your business, product or service in as much detail as possible. This can include elements such as the main benefits you offer, costs, industry, etc. and helps make the TAM & SAM calculations more accurate.

Handyman, the statistics should be in euros.