

MEDIA RELEASE

18 March 2025

Bunnings launches expanded Assisted Living range

Bunnings has launched its expanded Assisted Living range, offering more than 2,500 products across 16 categories to support customers in creating safe, stylish and adaptable spaces in their homes at the lowest prices.

According to the latest ABS data, 5.5 million Australians are living with a disability, and more than one in six Australians are aged 65 and over. The new expanded range seeks to address the growing demand for assisted living products around the home in an affordable and easier to source way.

Bunnings Chief Operating Officer, Ryan Baker, said the move shows how businesses can adapt to meet community needs while addressing gaps in the market.

"We understand that living with a disability or as an older Australian can present unique challenges. The Assisted Living range seeks to offer solutions to our customers who are looking to make their homes a space that's tailored to them," Mr Baker said.

"In a market that's often fragmented, the category will provide a one-stop shopping experience for customers looking to upgrade their homes at an affordable price. The range is focused on safety, style and current trends as well as functionality because we know our customers want choice when it comes to their homes.

"Considering the market size, we see huge potential in applying our proven strategy of combining lowest prices, wide range, and best customer experience to a growing category."

Bunnings is providing proforma invoicing to assist customers in accessing government supports.

The offer features bathroom safety, ramps, bedroom safety and daily living aids, plus an exclusive range with Caroma Homecare, building on the success of a smaller range of assisted living products already in store.

"We've applied our front gate to back fence approach across the Assisted Living range so customers can expect to see a wide range of products from smart home items to automated watering systems," Mr Baker said.

"Customers shopping with us can find items in the relevant category aisles such as bathroom, hardware, cleaning or the smart hub, or find one of our helpful team members for assistance on the products they're after. Online we have a dedicated assisted living category page for customers to shop the entire range."

The range builds on other steps Bunnings has taken to make its stores more accessible including introducing store maps designed for customers with sensory restrictions, availability of wheelchairs and trolleys in stores and team members trained in Auslan and NZSL to assist customers who use sign language.

The expanded range is available at Bunnings stores, on the Bunnings website and on Bunnings Marketplace.

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