

“building **excellence**
in materials supply”

Plumbing & Heating Merchant Index



January 2022

(Published 22 March 2022)

A Builders Merchant Building Index Publication

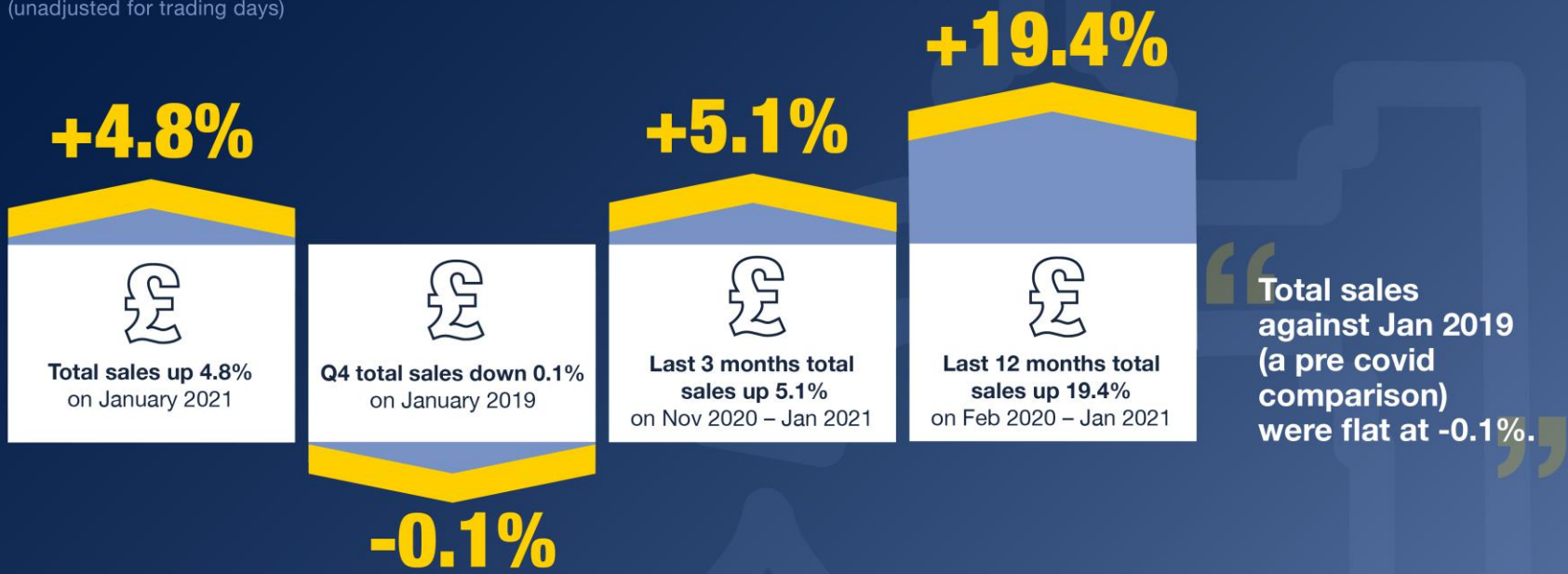
Highlights:

Plumbing & Heating Merchants sales in January 2022 were 4.8% higher than in January last year. However sales were flat (-0.1%) when compared with pre-Covid January 2019. Read the full Overview on page 5.

PHMI Report

January 2022 Highlights

(unadjusted for trading days)



Note: As one or two year comparisons are still likely to produce some unusual differences, we are comparing to figures from 2019, where possible, to give a pre-covid three-year comparison.

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Introduction:

Plumbing & Heating Merchant Index



This Plumbing & Heating Merchant Index (PHMI) report contains data from GfK's ground-breaking Plumbing & Heating Merchants Panel, which analyses data from over 80% of Plumbing & Heating merchants' sales throughout Great Britain, accounting for about £3bn. There is no overlap or double counting between PHMI and Builders Merchant Building Index (BMBI).

GfK's Plumbing & Heating Point of Sale Tracking Data is a gold standard in reliable market trends. Unlike data from sources based on relatively small samples or estimates, or sales from suppliers to the supply chain, this up-to-date data is based on actual sales from specialist plumbing & heating merchants. It is, in effect, the market.

Currently, data is available by total monthly value sales and the series tracks what is happening in the plumbing and heating market month by month. PHMI Index data is calculated against the base period January 2019 to December 2019. This trend series gives the industry access to far more accurate insights than has been available.

MRA Research produces the Plumbing & Heating Merchant Index, a brand of the BMF (Builders Merchants Federation), to provide reliable data, and a platform and voice for this important industry and for leading plumbing and heating brands to communicate to the wider market.

PHMI Experts

Plumbing & Heating brands who are interested in becoming PHMI Experts, speaking for their markets and building their brands, should contact Ralph Sutcliffe: ralph@mra-research.co.uk

More data available

This PHMI report provides valuable top-level indices but there's considerably more data available. GfK insights go much deeper and can quantify market values and drill down into contributing categories, tracing product group performance, to focus on aspects that are critical to you.

GfK can produce like-for-like market comparability tailored to the requirements of an individual business. Merchants or suppliers who are interested in acquiring data or getting involved should contact Emile van der Ryst at emile.van-der-ryst@gfk.com.

Overview and Insights

Plumbing & Heating Merchants January 2022 sales up 4.8% on January 2021

Total plumbing and heating value sales, from over 80% of specialist Plumbing & Heating Merchants throughout Great Britain, were 4.8% higher in January 2022 compared with January 2021 (see [page 7](#)), with no difference in trading days this year.

Compared with the same month three years ago (January 2019), a more normal pre-Covid year, total value sales in January 2022 were flat (-0.1%), not helped by two less trading days this year. Like-for-like sales, which take trading day differences into account, were 9.9% higher.

Total value sales in January 2022 were 23.9% higher than in December 2021, with three more trading days this month ([page 8](#)). Like-for-like sales were 5.3% higher.

January's PHMI Index was 104.2, with no difference in trading days ([page 9](#)).

Sales in the latest 3 month period November 2021 to January 2022 were up 5.1% compared with the same three months last year, with one more trading day in the most recent period ([page 10](#)). Like-for-like sales were 3.3% higher.

Sales in November 2021 to January 2022 were 0.2% higher than in the preceding three months, August-October 2021, with five less trading days in the most recent period ([page 11](#)). Like-for-like sales were up 8.7%.

Sales in the last 12 months were 19.4% ahead of February 2020 to January 2021, with no difference in trading days ([page 12](#)).

Sales in January
were 4.8% higher
than in January last
year.

Looking back 3
years, sales were flat
(-0.1%) compared
with January 2019.

Monthly and 3-monthly

Year-on-year: February 2021 to January 2022

Plumbing & Heating Merchant Index



| Feb 21 | Mar 21 | Apr 21 | Three months |
|--------|--------|--------|--------------|
| 1.2% | 26.0% | 192.4% | 40.3% |
| | | | |
| May 21 | Jun 21 | Jul 21 | Three months |
| 111.6% | 35.2% | 12.8% | 42.6% |
| | | | |
| Aug 21 | Sep 21 | Oct 21 | Three months |
| 8.3% | 1.7% | -3.5% | 1.6% |
| | | | |
| Nov 21 | Dec 21 | Jan 22 | Three months |
| 9.0% | 0.3% | 4.8% | 5.1% |

 Source: GfK's
Builders Merchants
Total Category Report
January 2019 to January 2022

Plumbing & Heating Merchants sales in January 2022 were 4.8% higher than in January 2021.

The three months November 2021 to January 2022 were 5.1% higher than the same three months a year earlier.

Monthly: This Year v Last Year

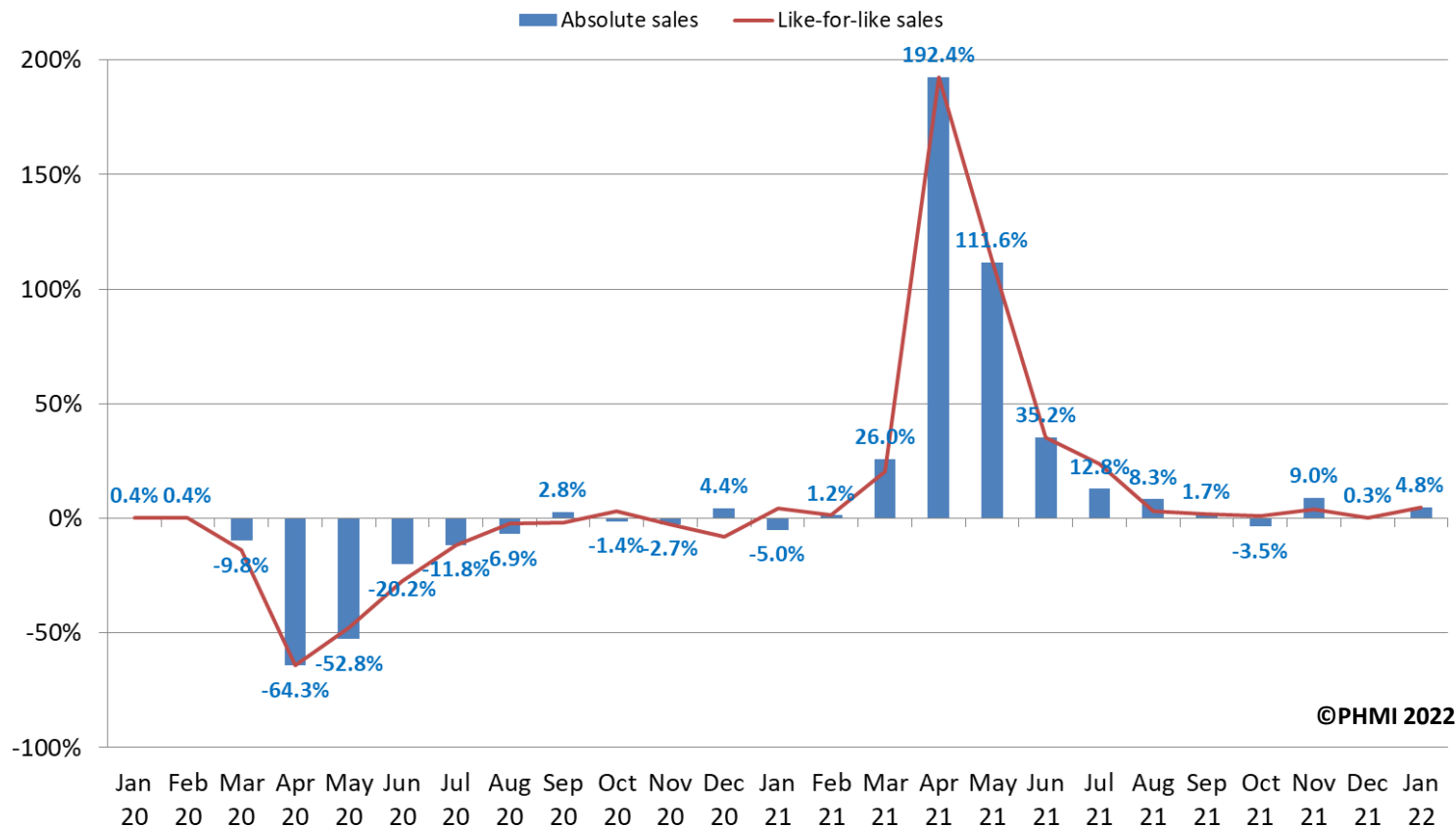
Absolute and like-for-like sales*



Plumbing & Heating
Merchant Index

No difference in trading days in January 2022 compared with January 2021. Like-for-like sales take trading day differences into account.

Month: year on year



Source: GfK's
Builders Merchants
Total Category Report
January 2019 to January 2022

Values shown for
absolute sales

Growth in January
2022 (+4.8%) was
higher than in
December 2021
(+0.3%).

*Some merchants temporarily closed branches between March and May 2020 and this will have affected trading day comparisons.

Monthly: Month v previous month

Absolute and like-for-like sales*

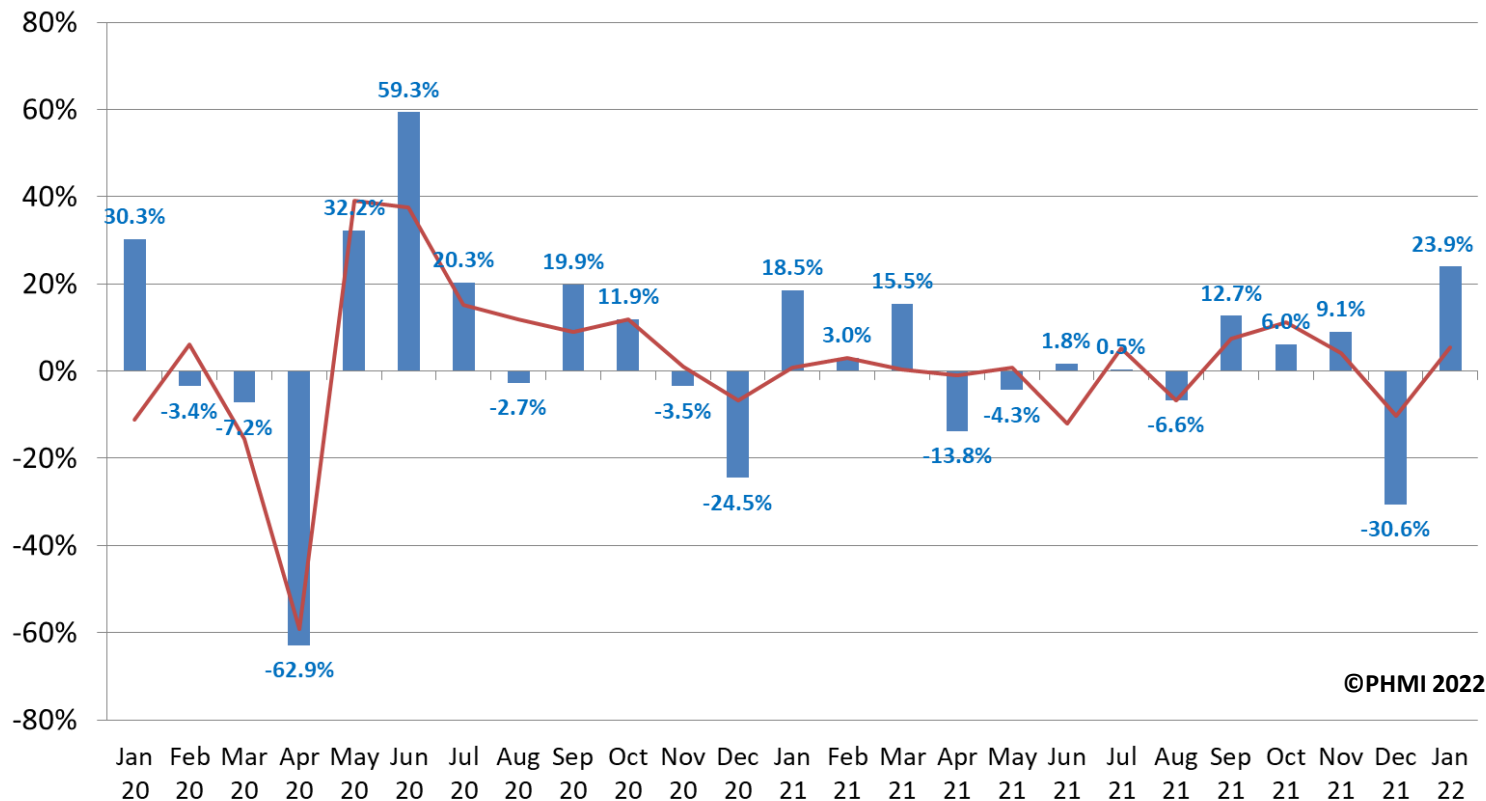
Plumbing & Heating Merchant Index



Three more trading days in January 2022 compared with December 2021. Like-for-like sales take trading day differences into account.

Month v previous month

■ Absolute sales — Like-for-like sales



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Source: GfK's
Builders Merchants
Total Category Report
January 2019 to January 2022

Values shown for
absolute sales

Three more trading days in January 2022 helped sales increase by 23.9% compared with December 2021. Like-for-like sales grew by 5.3%.

*Some merchants temporarily closed branches between March and May 2020 and this will have affected trading day comparisons.

Monthly: Index

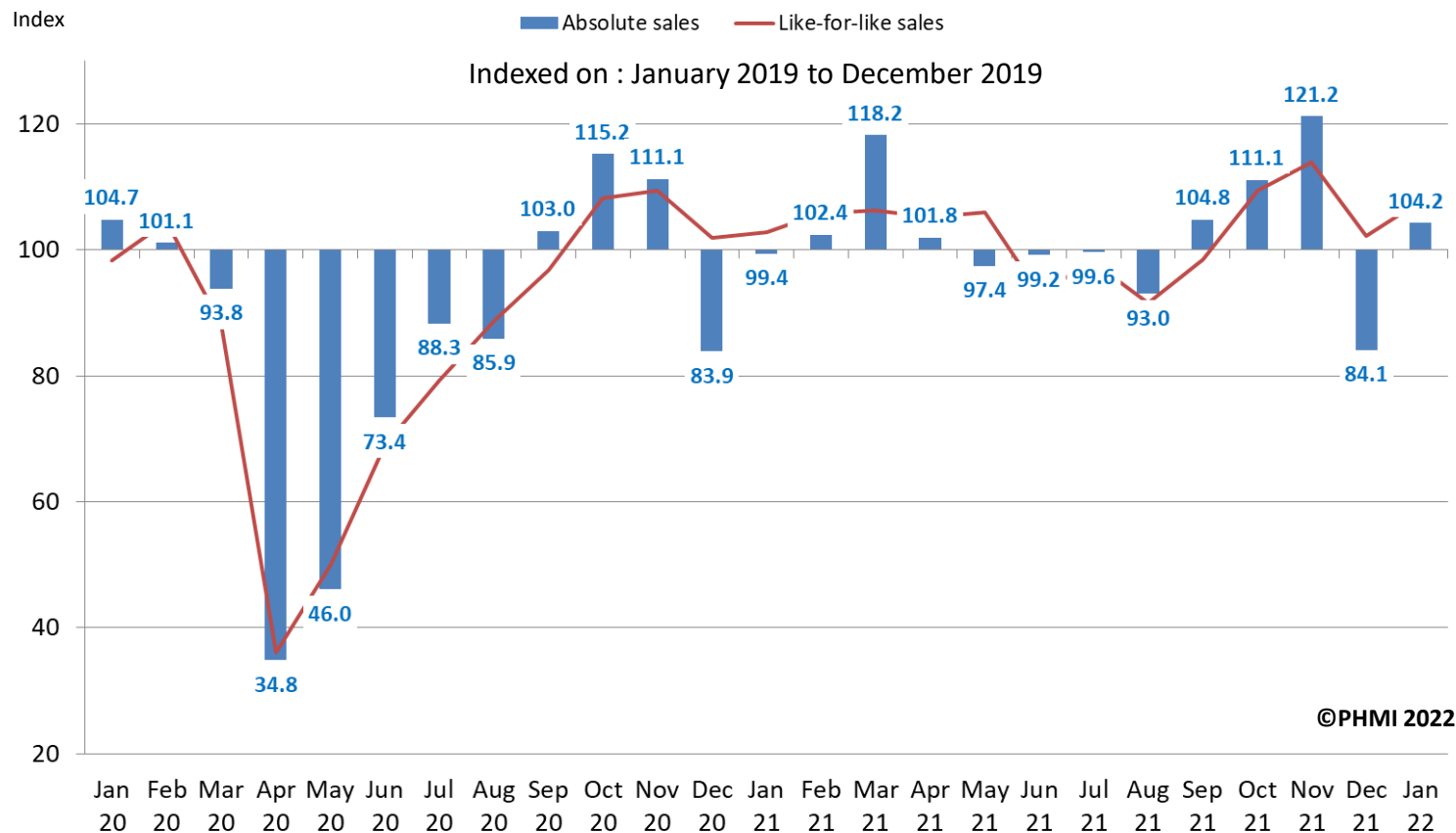
Absolute and like-for-like sales index*

No difference in trading days in January 2022 than the Index base period. Like-for-like sales take trading day differences into account.

Plumbing & Heating Merchant Index



Indices: January 2020 to January 2022



Source: GfK's
Builders Merchants
Total Category Report
January 2019 to January 2022

Values shown for
absolute sales

January's PHMI
Index (104.2)
showed small growth
compared with the
base period but was
higher than in
December 2021.

*Some merchants temporarily closed branches between March and May 2020 and this will have affected trading day comparisons.

Rolling 3-months: This year v last year

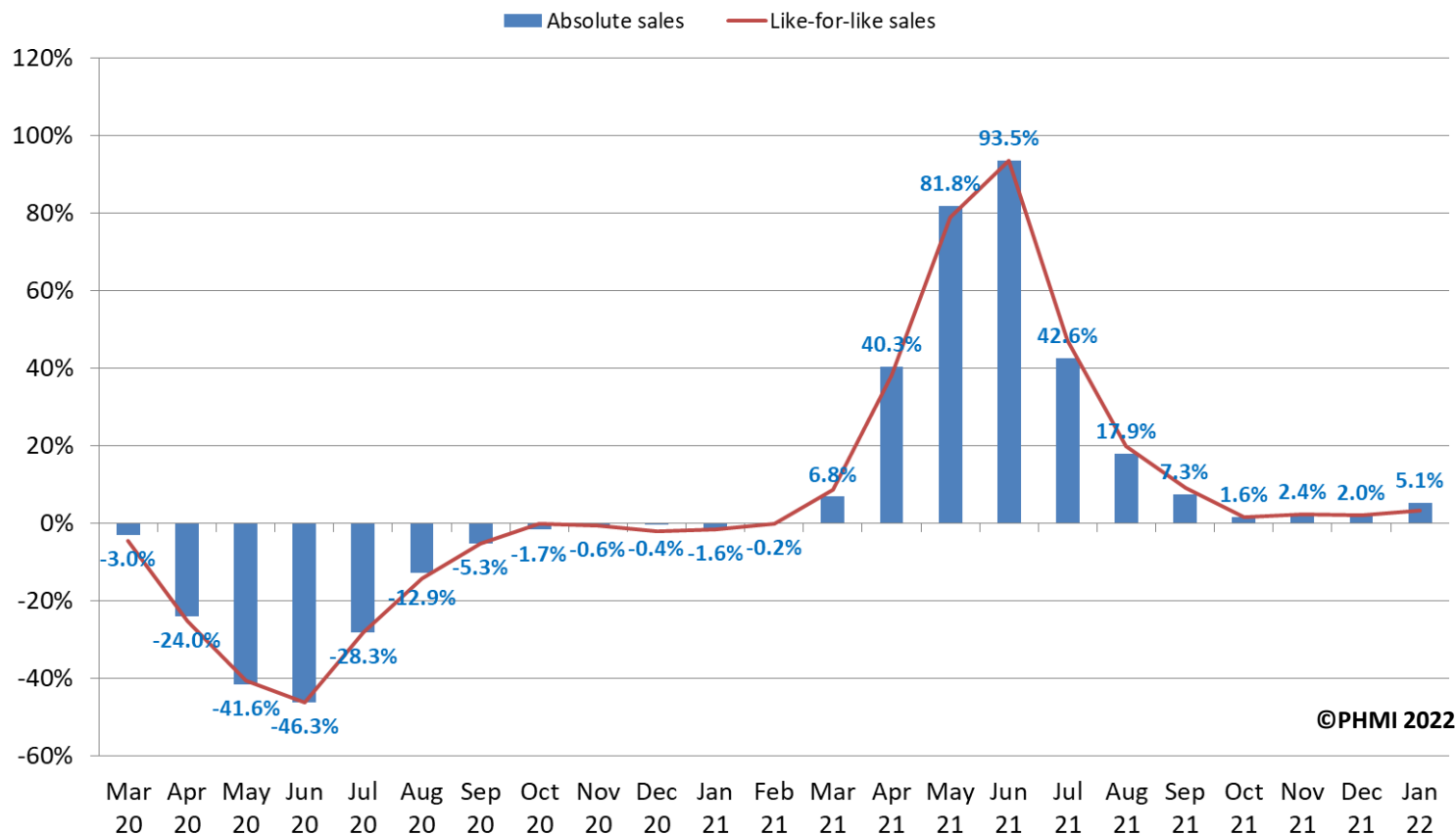
Absolute and like-for-like sales*

Plumbing & Heating
Merchant Index



One more trading day in November 2021 to January 2022 compared with November 2020 to January 2021. Like-for-like sales take trading day differences into account.

Rolling 3 months: year on year



Source: GfK's
Builders Merchants
Total Category Report
January 2019 to January 2022

Values shown for
absolute sales

Three-monthly growth stabilised after peaking on the first anniversary of the Covid-19 lockdown. Sales in the three months to January 2022 were 5.1% higher than a year earlier.

*Some merchants temporarily closed branches between March and May 2020 and this will have affected trading day comparisons.

Rolling 3-months: v previous 3 months

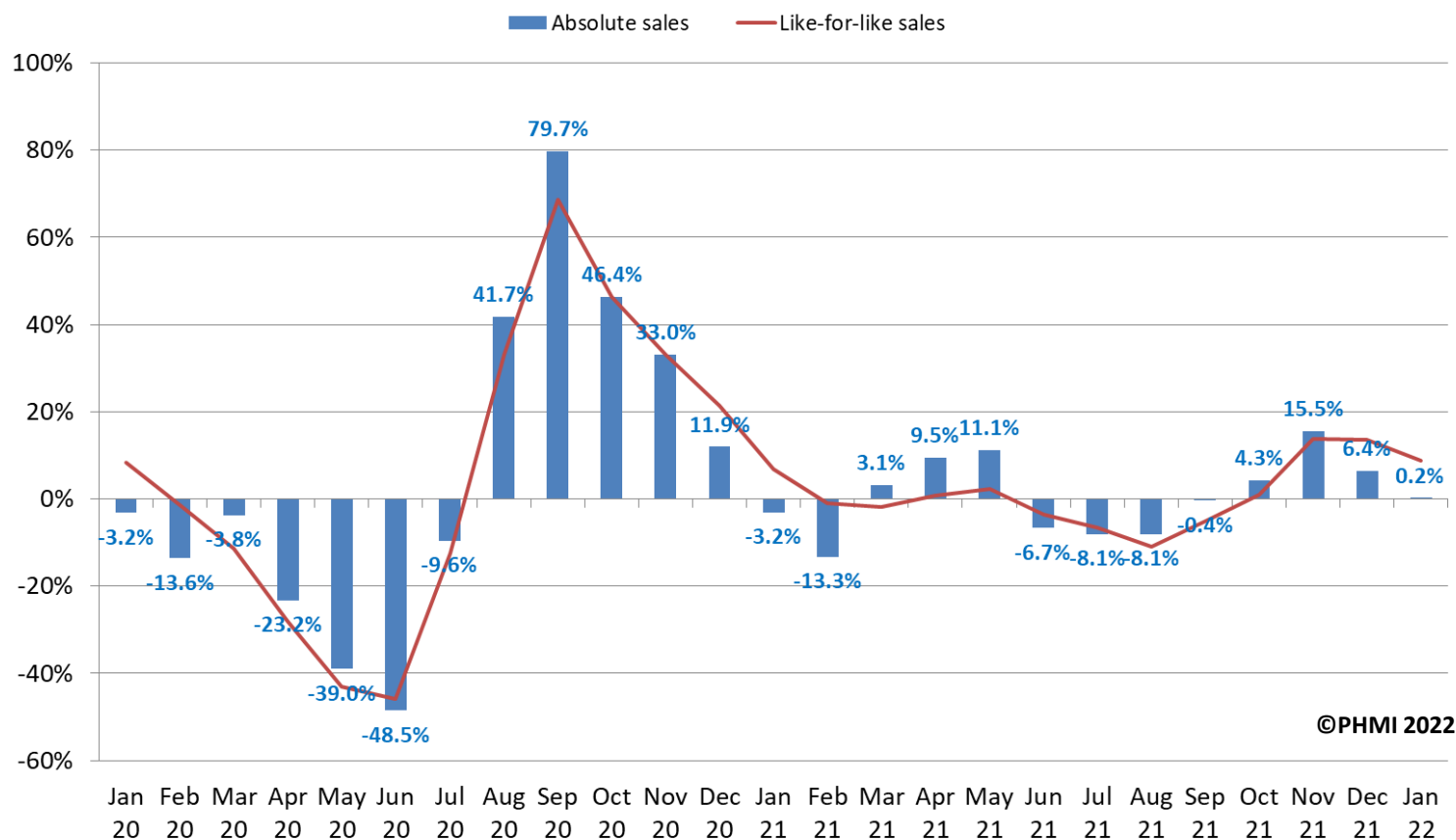
Absolute and like-for-like sales*

Plumbing & Heating
Merchant Index



Five less trading days in November 2021 to January 2022 compared with August to October 2021. Like-for-like sales take trading day differences into account.

Rolling 3 months v previous 3 months



Source: GfK's
Builders Merchants
Total Category Report
January 2019 to January 2022

Values shown for
absolute sales

Five less trading days
in the most recent
three months
suppressed absolute
sales growth but like-
for-like sales
increased by 8.7%.

*Some merchants temporarily closed branches between March and May 2020 and this will have affected trading day comparisons.

Last 12 months: Year on year

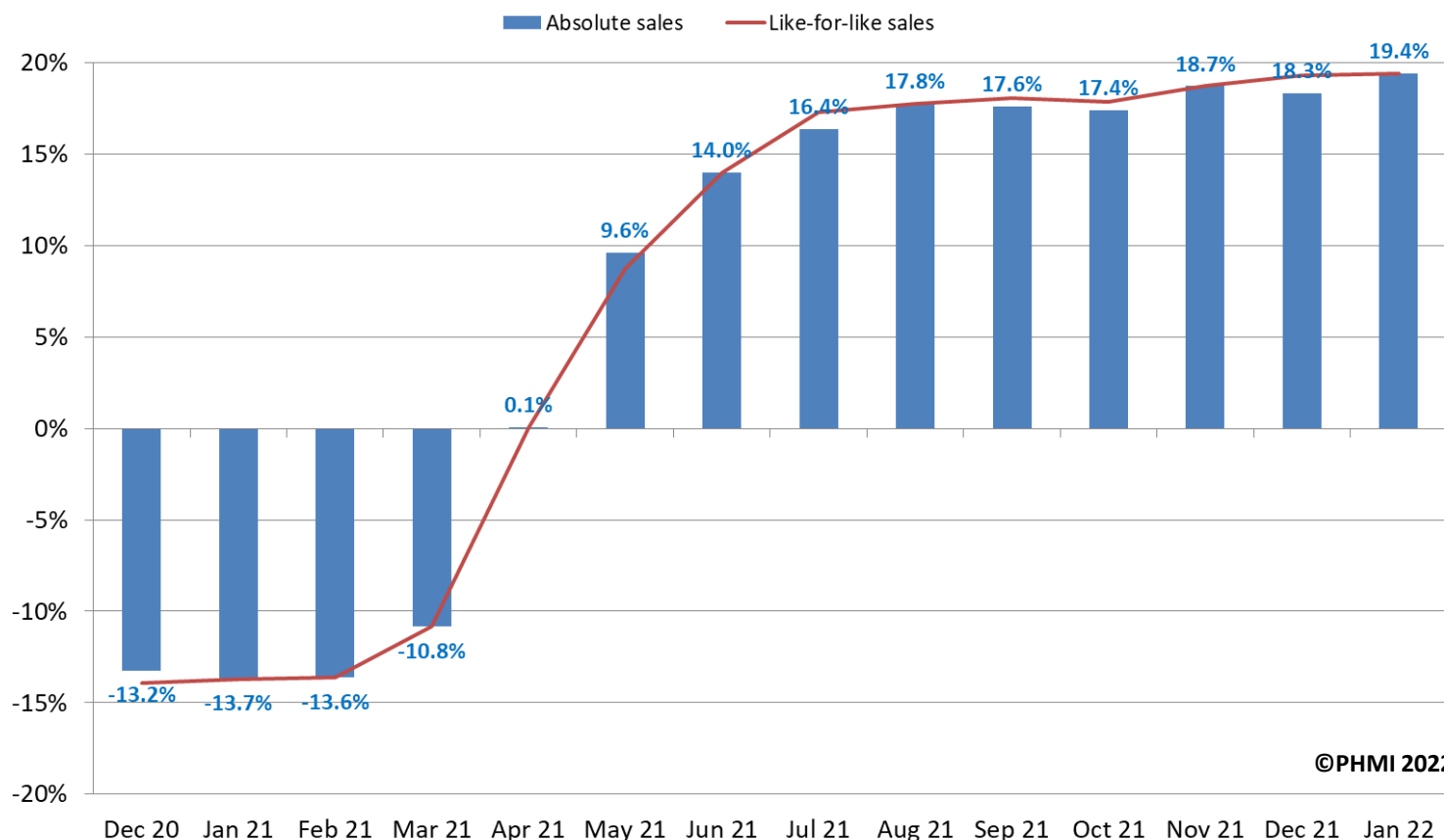
Absolute sales index and like-for-like sales index*

Plumbing & Heating Merchant Index



No difference in trading days in February 2021 to January 2022 compared with February 2020 to January 2021. Like-for-like sales take trading day differences into account.

Rolling 12 months v previous 12 months



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Source: GfK's
Builders Merchants
Total Category Report
January 2019 to January 2022

Values shown for
absolute sales

As a whole, 2021 ended 18.3% ahead of Covid-19 affected 2020. Growth continued strongly in the 12 months to January 2022, up 19.4% on a year earlier.

*Some merchants temporarily closed branches between March and May 2020 and this will have affected trading day comparisons.

PHMI Trading Days



Source: GfK's
Builders Merchants
Total Category Report
January 2019 to January 2022

Monthly

Index: 20.7

| 2020 | | | | | | | | | | | |
|-----------|-----------|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Jan 22 | Feb 20 | Mar* 22 | Apr* 20 | May* 19 | Jun 22 | Jul 23 | Aug 20 | Sep 22 | Oct 22 | Nov 21 | Dec 17 |
| 2021 | | | | | | | | | | | |
| Jan 20 | Feb 20 | Mar 23 | Apr 20 | May 19 | Jun 22 | Jul 21 | Aug 21 | Sep 22 | Oct 21 | Nov 22 | Dec 17 |
| 2022 | | | | | | | | | | | |
| Jan 20 | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |

Quarterly

Index: 62

| 2020 | | | |
|----------|----------|----------|----------|
| Q1 64 | Q2 61 | Q3 65 | Q4 60 |
| 2021 | | | |
| Q1 63 | Q2 61 | Q3 64 | Q4 60 |
| 2022 | | | |
| Q1 | Q2 | Q3 | Q4 |

Half Year

| 2020 | |
|-----------|-----------|
| H1 125 | H2 125 |
| 2021 | |
| H1 124 | H2 124 |
| 2022 | |
| H1 | H2 |

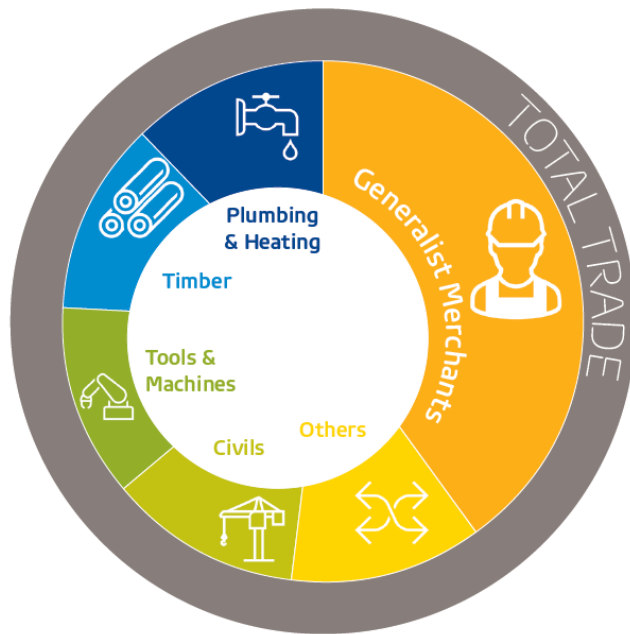
Full Year

| 2020 |
|------|
| 250 |
| 2021 |
| 248 |
| 2022 |
| |

*Due to the Covid-19 pandemic, some merchants temporarily closed branches in the period March to May 2020, hence their trading days may have differed from the standard numbers shown above.

Plumbing & Heating channel definition and merchants

Plumbing & Heating Merchant Index



Plumbing Specialists

Plumbing & Hardware Specialists are small outlets handling nails, hardware products, pipes, ironware, paint, faucets, sanitary products, bathroom accessories, ceramic tiles and heating equipment such as boilers, radiators & heating controls.

Their main turnover is generated with product groups such as installation, paint & plumbing/hardware product groups (e.g. nails, saws, scissors, keys).

Plumbing Merchants

Large outlets handling nails, hardware products, pipes, ironware, paint, faucets, sanitary products, bathroom accessories & kitchen, bathroom furniture, bath tubs and heating equipment such as boilers, radiators & heating controls. Compared with Plumbing Specialists they are bigger & generate a higher turnover.

Their main turnover is generated with bath/kitchen faucets, sanitary & complementary products, bathroom accessories, tiles and bath tubs and bathroom furniture.

Turnover is generated with professional end users (B2B) as well as private end users (B2C).

Merchant partners include:



Plumbing Trade Supplies



Building the Industry & Building Brands from Knowledge

Plumbing & Heating
Merchant Index



Contacting PHMI

PHMI Experts

Plumbing & Heating brands who are interested in becoming PHMI Experts and speaking for their markets and building their brands should contact Ralph Sutcliffe:



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More data available

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