

“building **excellence**
in materials supply”

Plumbing & Heating Merchant Index



July 2022

(Published 22 September 2022)

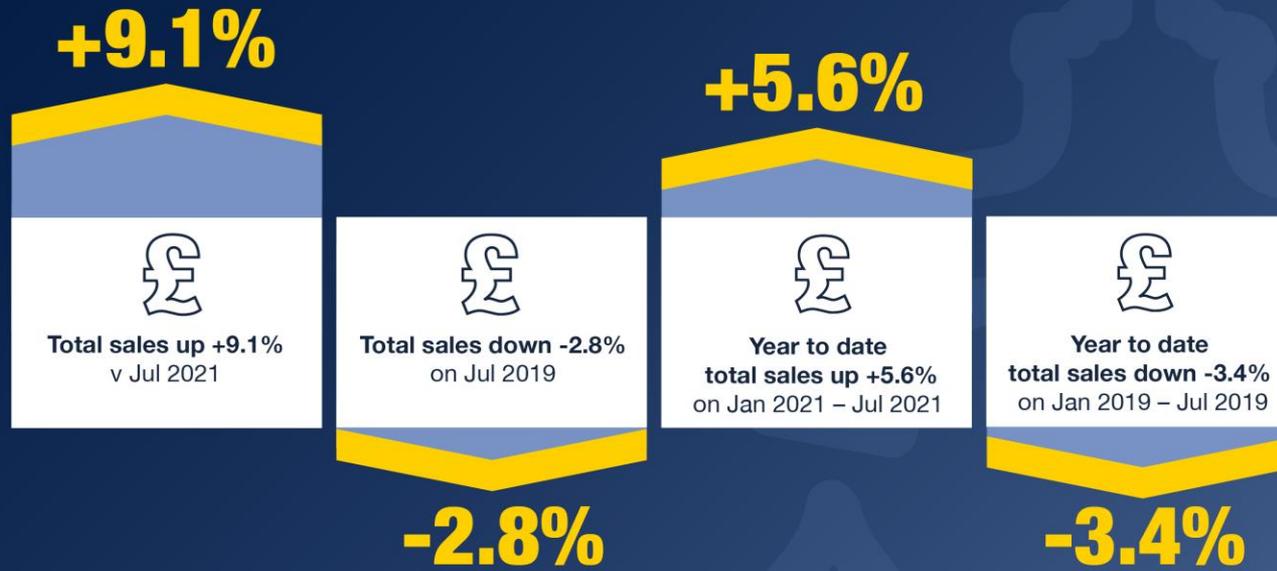
A Builders Merchant Building Index Publication

Highlights:

Plumbing & Heating Merchants value sales in July 2022 were +9.1% higher than in July last year. However, growth came from prices (+10.7%), with volume sales down -1.4%. Read the full Overview on page 5.

PHMI Report July 2022 Highlights

(unadjusted for trading days)



“ July 2022 value sales were +9.1% up year-on-year, driven by price inflation (+10.7%) rather than volume sales (-1.4%). ”

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

Contents:

Click links below to visit pages

Plumbing & Heating Merchant Index:	
Highlights	2
Contents	3
Introduction	4
Overview	5
Month and 3-month table, year-on-year	6
Month, year-on-year	7
Month on month	8
Month PHMI Index	9
Rolling 3 months, year-on-year	10
Rolling 3 months v previous 3 months	11
Last 12 months, year-to-date	12
Trading days	13
Plumbing & Heating channel definition and merchants	14
Brands behind PHMI	15
Contacting PHMI	16-17

The 'Contents' link below brings you back to this page.

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 70% 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

July value sales up +9.1%, driven by +10.7% price inflation. Volume is down -1.4%

July's total plumbing and heating value sales, from over 70% of specialist Plumbing & Heating Merchants throughout Great Britain, were +9.1% higher than in July last year. Volume sales were down by -1.4% with price inflation of +10.7%. With one less trading day this year like-for-like sales were +14.3% higher.

Compared with 3 years ago, total sales in July 2022 were -2.8% lower. With two less trading days this year like-for-like sales a day were +6.4% higher.

Value sales in July were +15.9% higher than June. Volume sales were +12.9% higher with price up +2.7%. With one more trading day this month like-for-like sales were +10.4% higher.

July's PHMI index was 97.2, with no difference in trading days.

Sales in the three months May to July 2022 were +5.8% higher compared to the three months May to July 2021. Volume sales were -2.9% lower with price up +9.0%. With one less trading day in the most recent period like-for-like sales were +7.5% higher.

Compared with the same months three years ago in pre-pandemic 2019, sales in May to July 2022 were -3.9% down. With two less trading days this year like-for-like sales were -0.8% lower.

Sales in the three months May to July 2022 were -6.8% lower than in the preceding three months, February to April 2022. Volume sales were -4.8% lower and price was also down -2.1%. There was no difference in trading days.

Year-to-date sales, January 2022 to July 2022 were +5.6% higher than January 2021 to July 2021. Price inflation was +9.1%, and volume sales were down -4.1%. With two less trading days this year like-for-like sales were +7.1% higher.

Value sales in the last 12 months were virtually flat at +0.1% compared to the previous twelve months, August 2020 to July 2021. Volume was -7.0% down but price was up +7.6%. With one less trading day in the most recent period like-for-like sales were +0.5% higher.

In the year to date, January 2022 to July 2022, value sales were down -3.4% compared to three years ago - January 2019 to July 2019. With three less trading days in the most recent period like-for-like sales were -1.4% lower.

Charts on pages 7, 10 & 12, and the table on page 13 have been recalculated based on 22 trading days in July 2021 (not 21, which was incorrect in the original report). No other charts or tables are affected.

Total plumbing and heating sales, from over 70% of specialist Plumbing & Heating Merchants throughout Great Britain, were +9.1% higher than in July last year, with volume down -1.4% and price up +10.7%. With one less trading day this year like-for-like sales were +14.3% higher.

Monthly and 3-monthly

Year-on-year: August 2021 to July 2022

Aug 21	Sep 21	Oct 21	Three months
-3.3%	-8.4%	-12.9%	-8.6%
Nov 21	Dec 21	Jan 22	Three months
-1.2%	-8.7%	8.7%	-0.4%
Feb 22	Mar 22	Apr 22	Three months
7.7%	5.7%	0.0%	4.5%
May 22	Jun 22	Jul 22	Three months
12.2%	-4.0%	9.1%	5.8%

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

Plumbing & Heating Merchants value sales in July 2022 were +9.1% higher than in July 2021.

The three months May to July 2022 were +5.8% higher than the same three months a year earlier.

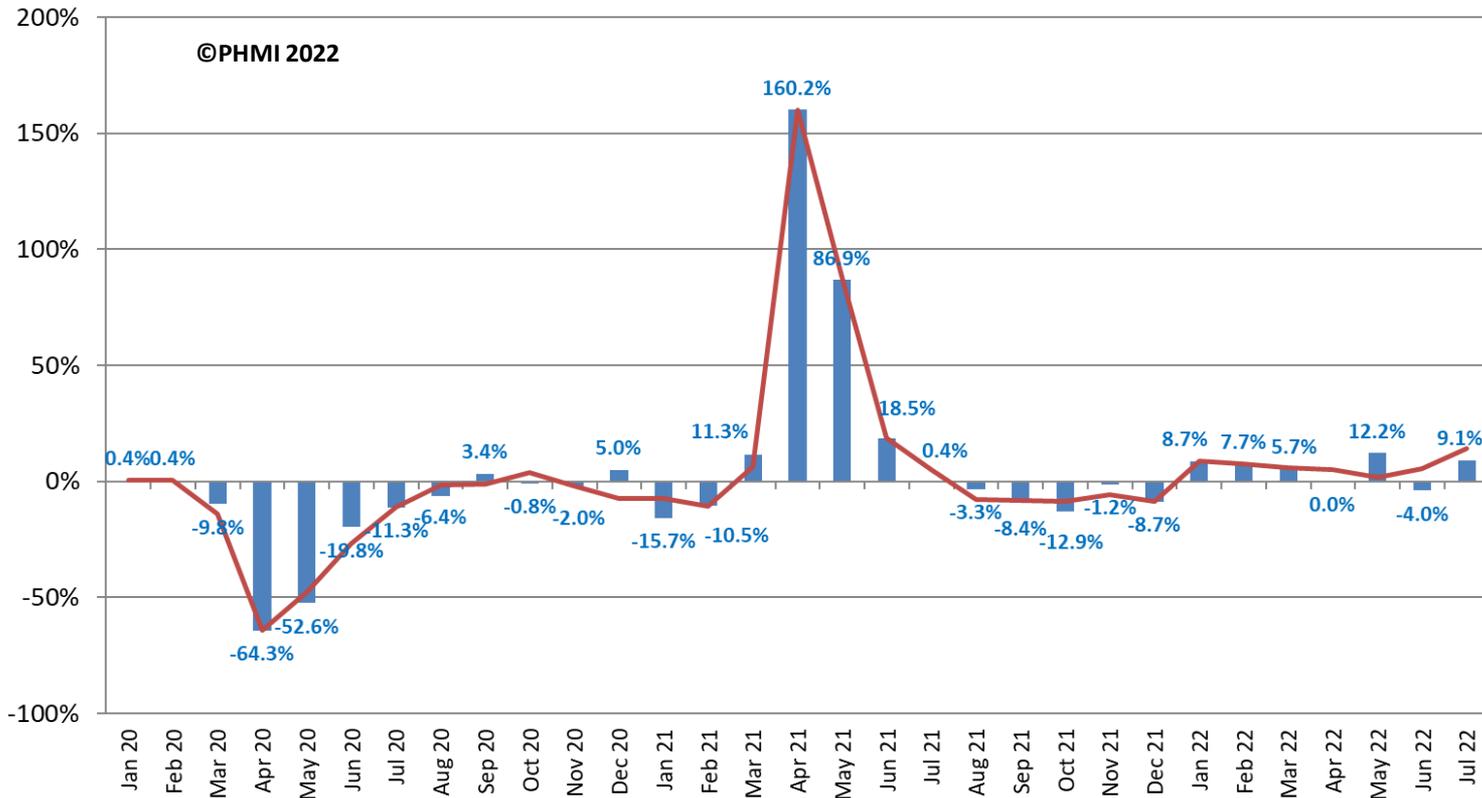
Monthly: This Year v Last Year

Absolute and like-for-like sales*

One less trading day in July 2022 compared with July 2021.
Like-for-like sales take trading day differences into account.

Month: year on year

Absolute sales Like-for-like sales



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

Values shown for
absolute sales

Total revenue in July 2022 were +9.1% higher than in July 2021. With one less trading day this year like-for-like sales were +14.3% higher.

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

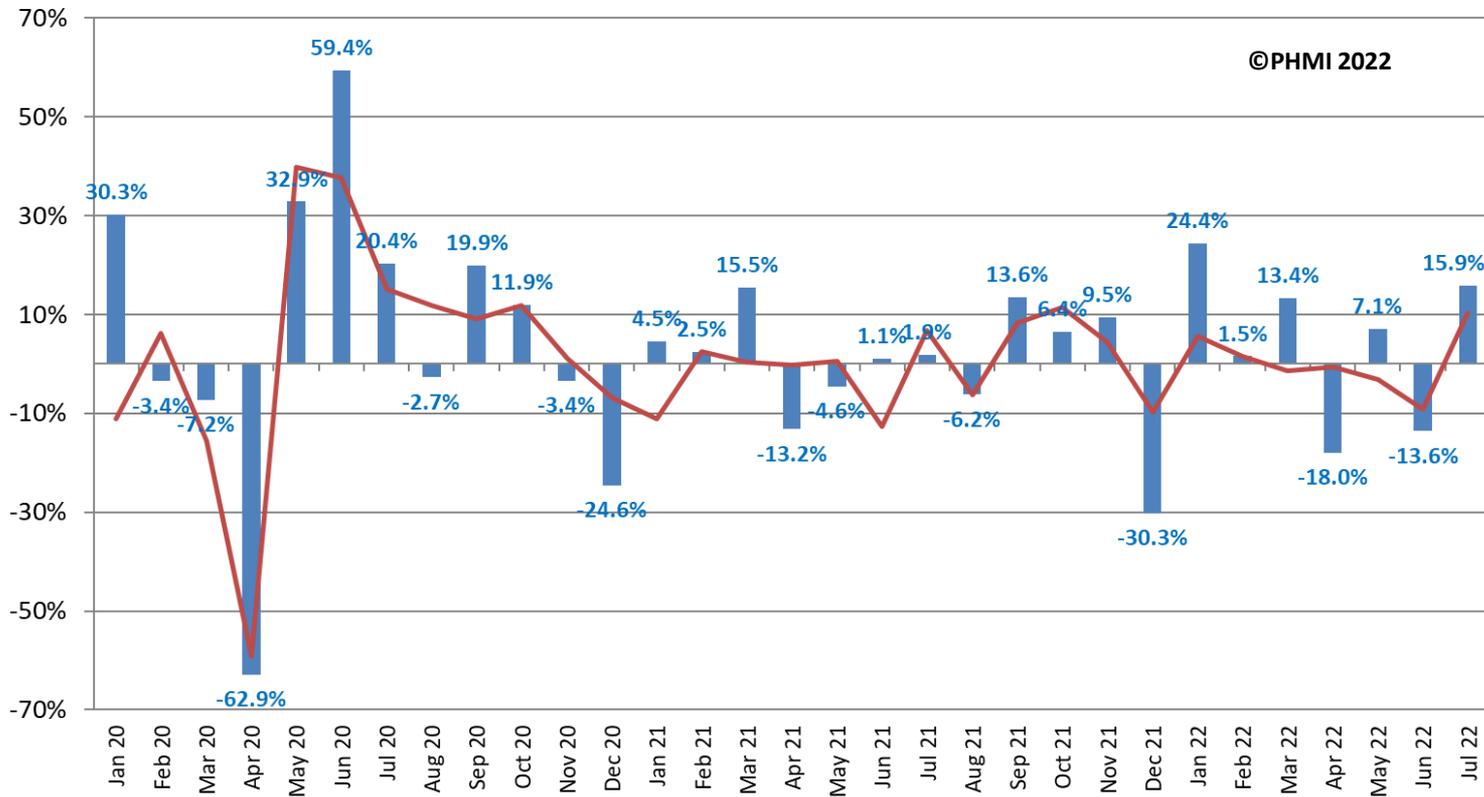
Monthly: Month v previous month

Absolute and like-for-like sales*

One more trading day in July compared with June.
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 July 2022

Values shown for
absolute sales

Value sales in July were +15.9% higher than in June, helped by one more trading day this month. Volume sales were +12.9% higher and price +2.7% up. Like-for-like sales were up +10.4%.

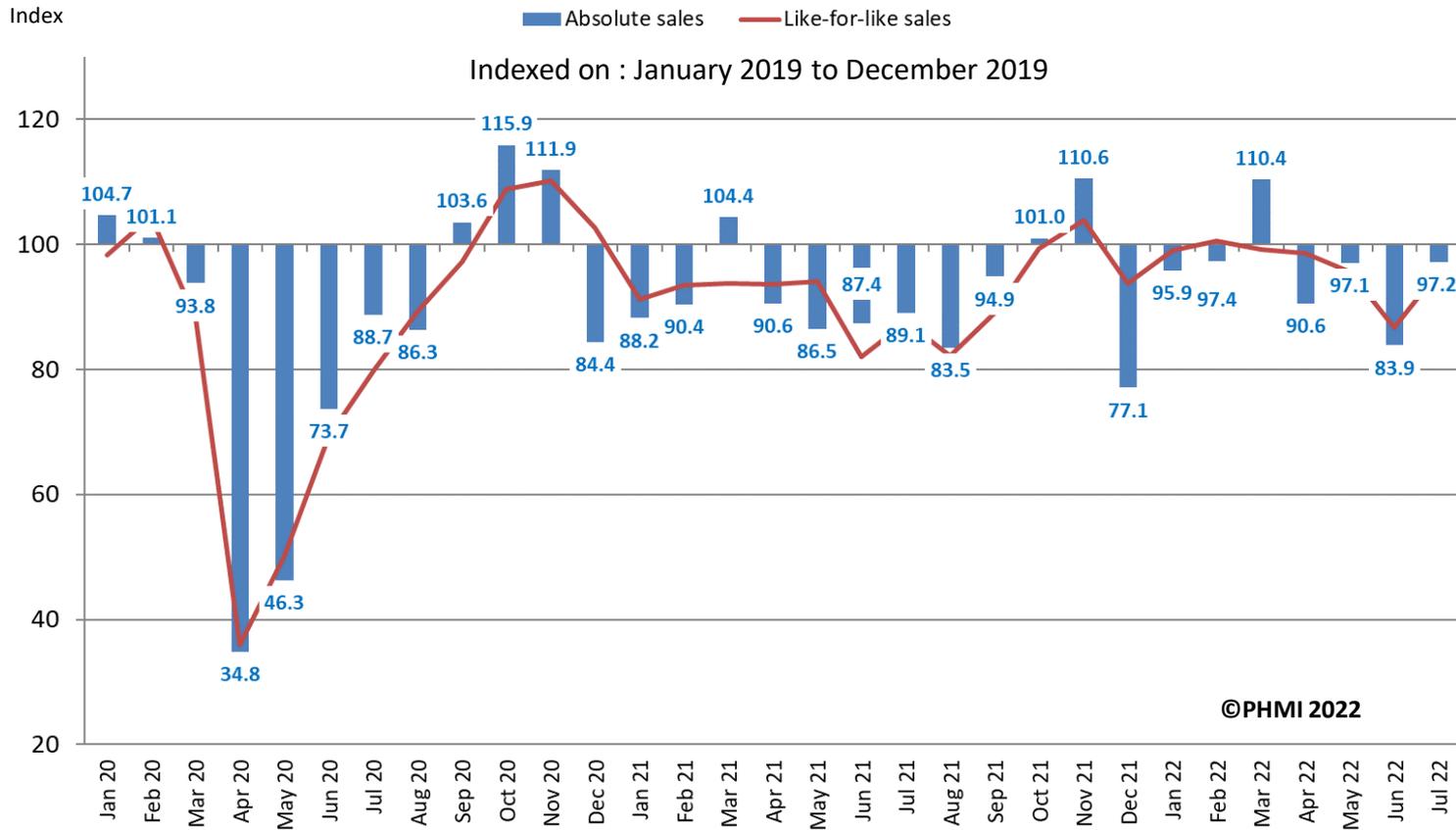
*Some merchants temporarily closed branches between March and May 2020 and this will have affected trading day comparisons.

Monthly: Index

Absolute and like-for-like sales index*

No difference in trading days in July 2022. Like-for-like sales take trading day differences into account.

Indices: January 2020 to Jul 2022



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

Values shown for absolute sales

July's PHMI index was 97.2, with no difference in trading days.

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*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

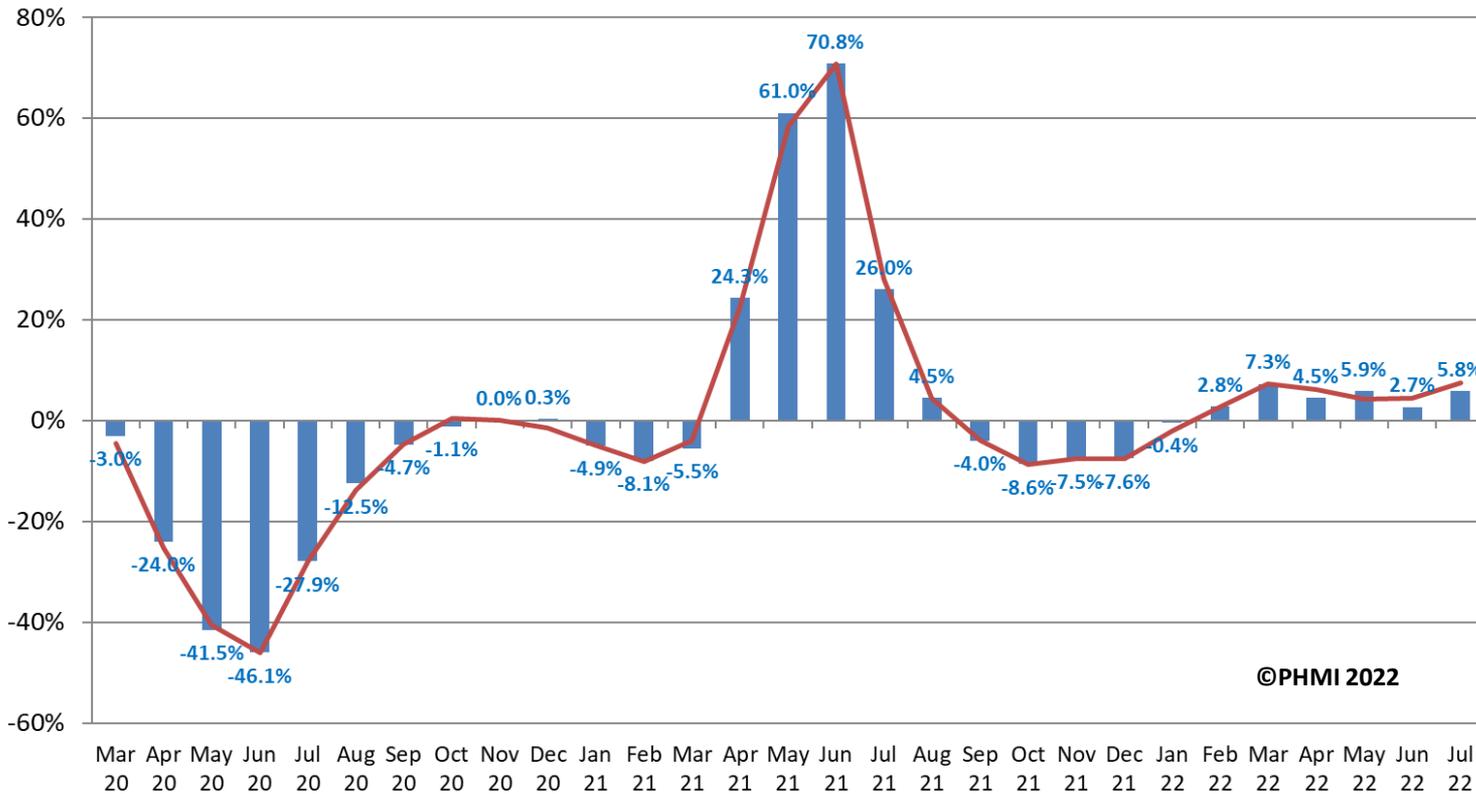
Absolute and like-for-like sales*



One less trading day in May to July 2022 compared with May to July 2021. Like-for-like sales take trading day differences into account.

Rolling 3 months: year on year

Absolute sales Like-for-like sales



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

Values shown for absolute sales

Value sales in the three months May to July 2022 were +5.8% higher compared to May to July 2021 with one less trading day. Like-for-like sales were +7.5% higher. Volume sales were -2.9% lower and price +9.0% up.

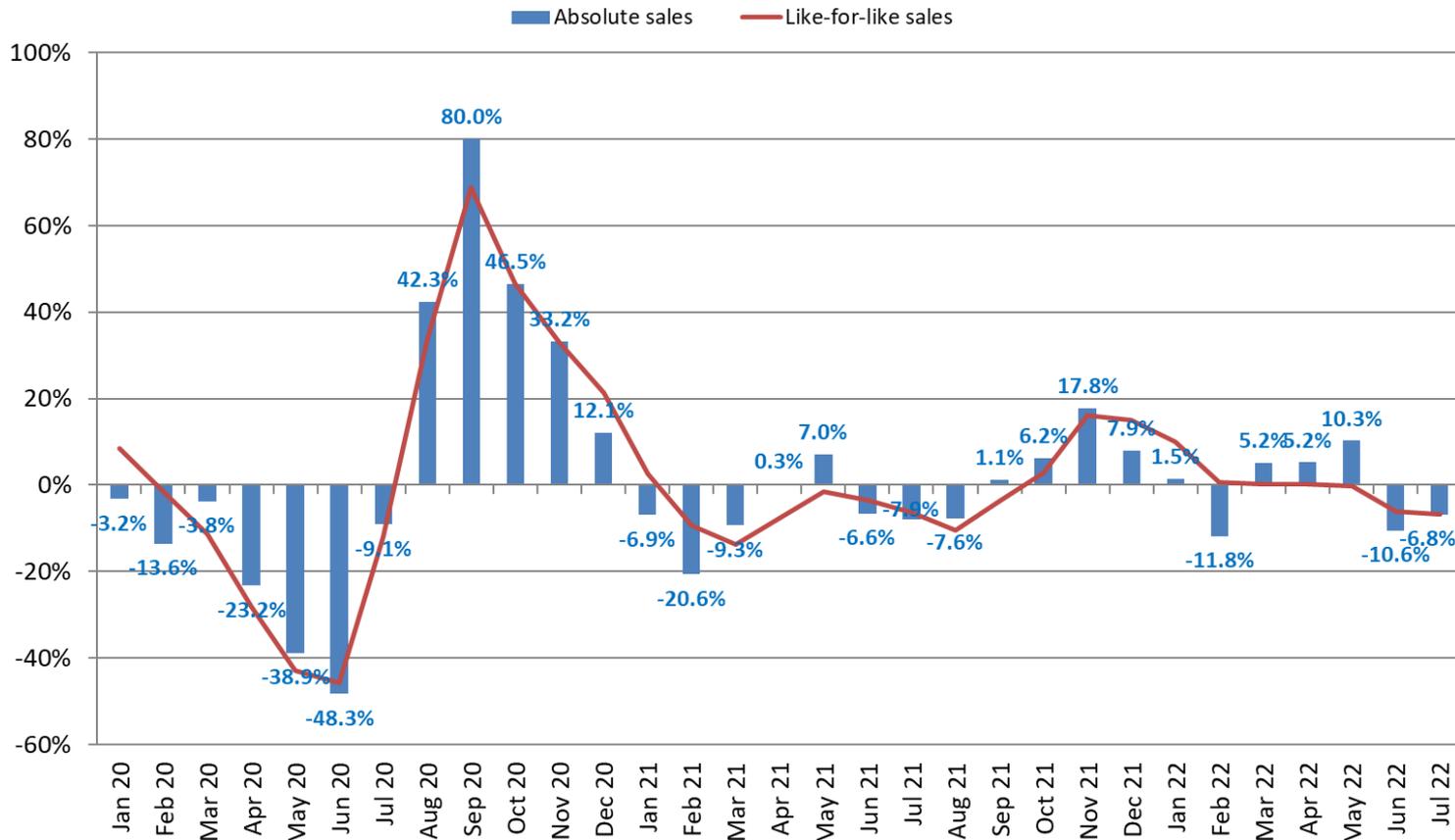
*Some merchants temporarily closed branches between March and May 2020 and this will have affected trading day comparisons.

Rolling 3-months: v previous 3 months

Absolute and like-for-like sales*

No difference in trading days in May to July 2022 compared with February to April 2022.
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 July 2022

Values shown for
absolute sales

Value sales in May to July 2022 were -6.8% lower than February to April 2022 with no difference in trading days. Volume sales were -4.8% lower and price down -2.1%.

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

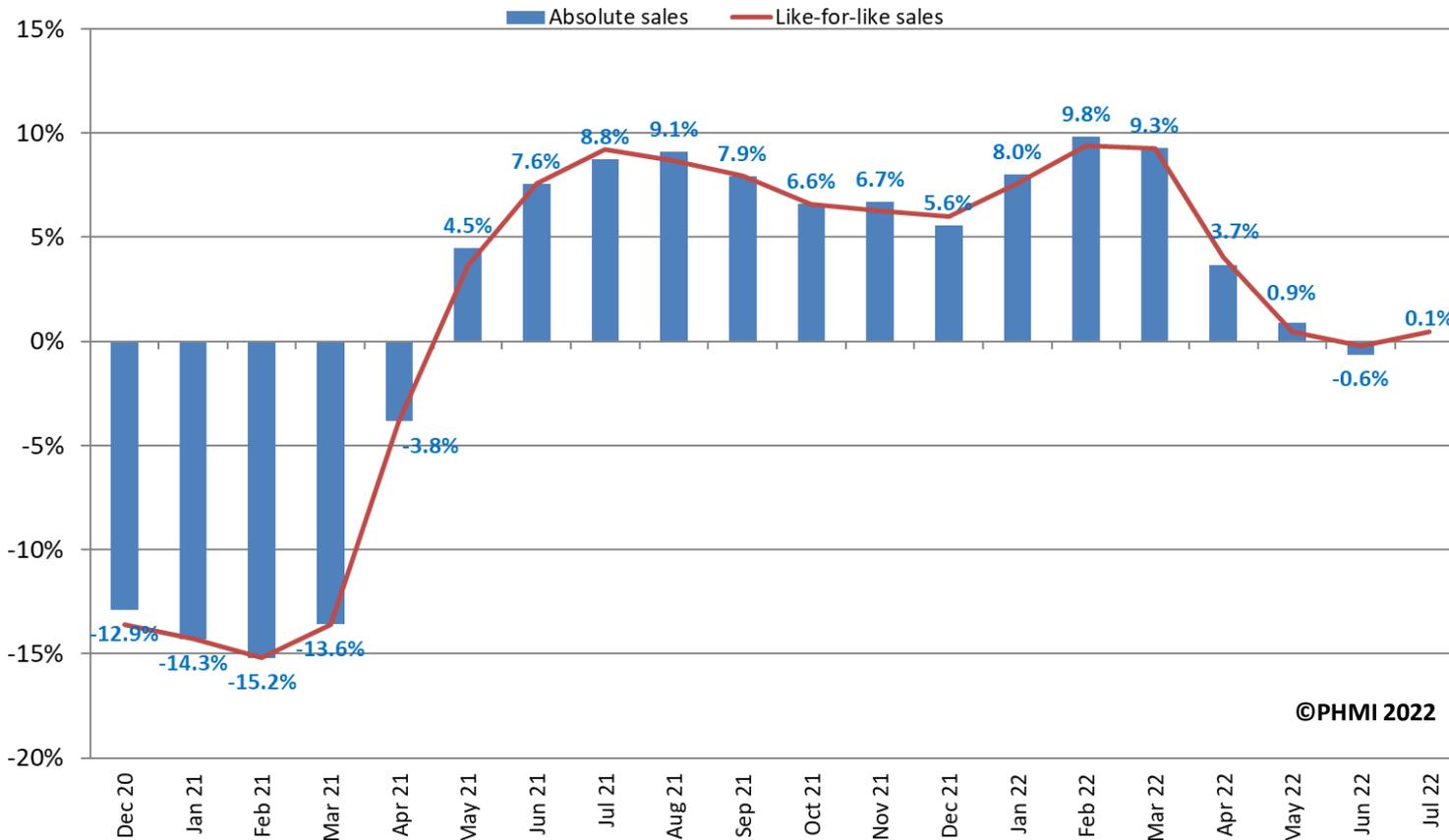
Last 12 months: Year on year

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

One less in trading day in August 2021 to July 2022 compared with August 2020 to July 2021. Like-for-like sales take trading day differences into account.



Rolling 12 months v previous 12 months



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

Values shown for absolute sales

Value sales in the last 12 months were flat (+0.1%) compared to August 2020 to July 2021, with one less trading day. Like-for-like sales were +0.5% higher. Volume sales were -7.0% lower and price up +7.6%.

*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 July 2022

Monthly

Index: 20.8

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

Quarterly

Index: 62.3

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

Half Year

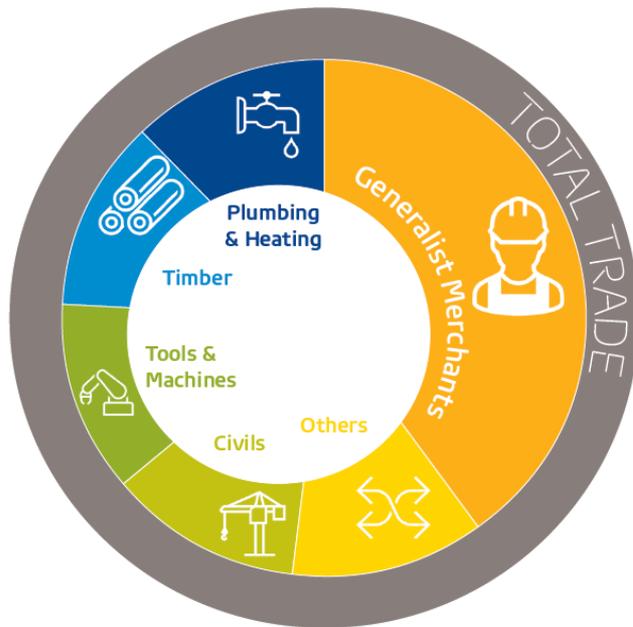
2020	
H1	H2
125	125
2021	
H1	H2
124	125
2022	
H1	H2
123	

Full Year

2020
250
2021
249
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 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



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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