

“building **excellence**
in materials supply”

Plumbing & Heating Merchant Index



October 2022

(Published 15 December 2022)

A Builders Merchant Building Index Publication

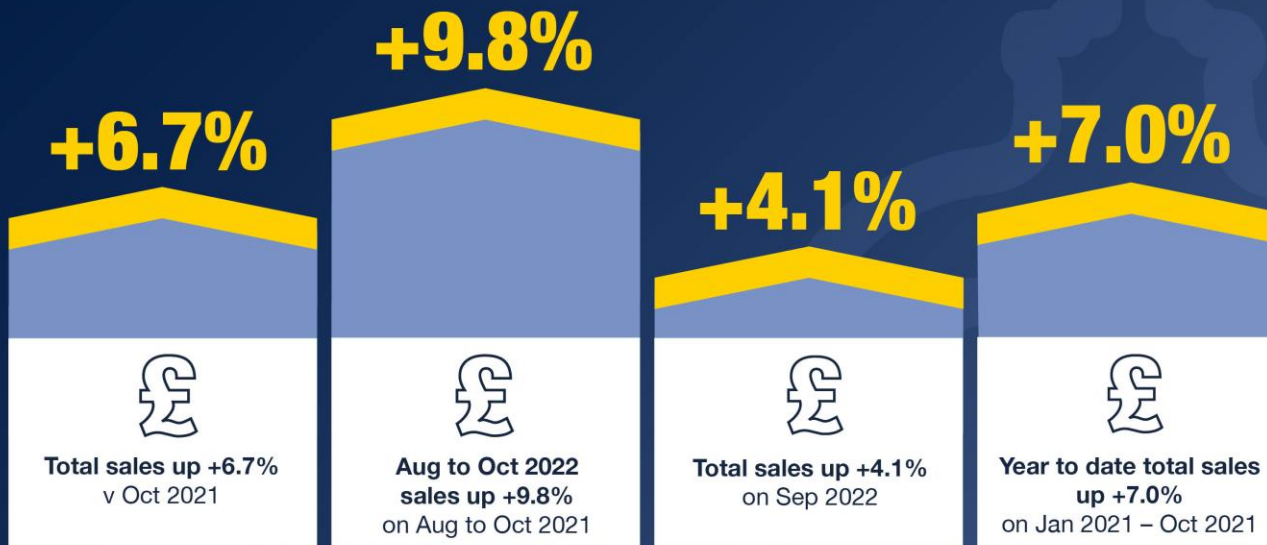
Highlights:

Plumbing & Heating Merchants value sales in October 2022 were +6.7% higher than in October last year. The increase came entirely from price inflation (+8.3%) with volume down (-1.5%). Read the full Overview on page 5.

PHMI Report

October 2022 Highlights

(unadjusted for trading days)



“October 2022 value sales were +6.7% up year-on-year, driven by price inflation (+8.3%) with volume sales down (-1.5%).”

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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 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

Plumbing & Heating Merchant's October sales up +6.7%, driven by +8.3% price inflation and volume down (-1.5%)

October's total plumbing and heating value sales, from over 70% of specialist Plumbing & Heating Merchants throughout Great Britain, were +6.7% higher than in October last year. Volume sales were down by -1.5% with price inflation of +8.3%. There was no difference in trading days this year.

Value sales in October were +4.1% higher than in September. Volume sales were +2.6% higher and prices were up +1.4%. There was no difference in trading days this month.

October's PHMI index was 107.7. There was no difference in trading days.

Sales in the three months August to October 2022 were +9.8% higher compared to August to October 2021. Volume sales were virtually flat (+0.2%) and prices were up +9.6%. There was no difference in trading days.

Sales in August to October 2022 were +10.2% higher than in the preceding three months, May to July 2022. Volume sales were +5.8% higher with prices up +4.2%. With two more trading days in the most recent three months, like-for-like sales (which take trading day differences into account) were +6.8% higher.

Year-to-date sales, January 2022 to October 2022 were +7.0% higher than January 2021 to October 2021. Price inflation was up +8.5% and volume down -1.3%. With two less trading days this year, like-for-like sales were +8.0% higher.

Sales in the last 12 months were +5.0% higher than in November 2020 to October 2021. Volume was -3.3% lower with prices up +8.6%. With one less trading day in the latest period, like-for-like sales were +5.4% higher.

Total plumbing and heating sales, from over 70% of specialist Plumbing & Heating Merchants throughout Great Britain, were +6.7% higher than in October last year.

Volume sales were down by -1.5% with price inflation of +8.3%.

Monthly and 3-monthly

Year-on-year: November 2021 to October 2022

| | | | |
|---------------|---------------|---------------|---------------------|
| Nov 21 | Dec 21 | Jan 22 | Three months |
| -1.2% | -8.7% | 8.8% | -0.3% |
| Feb 22 | Mar 22 | Apr 22 | Three months |
| 7.9% | 5.9% | 0.1% | 4.7% |
| May 22 | Jun 22 | Jul 22 | Three months |
| 12.4% | -3.8% | 9.3% | 6.0% |
| Aug 22 | Sep 22 | Oct 22 | Three months |
| 14.4% | 9.1% | 6.7% | 9.8% |

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

Plumbing & Heating Merchants value sales in October 2022 were +6.7% higher than in October 2021.

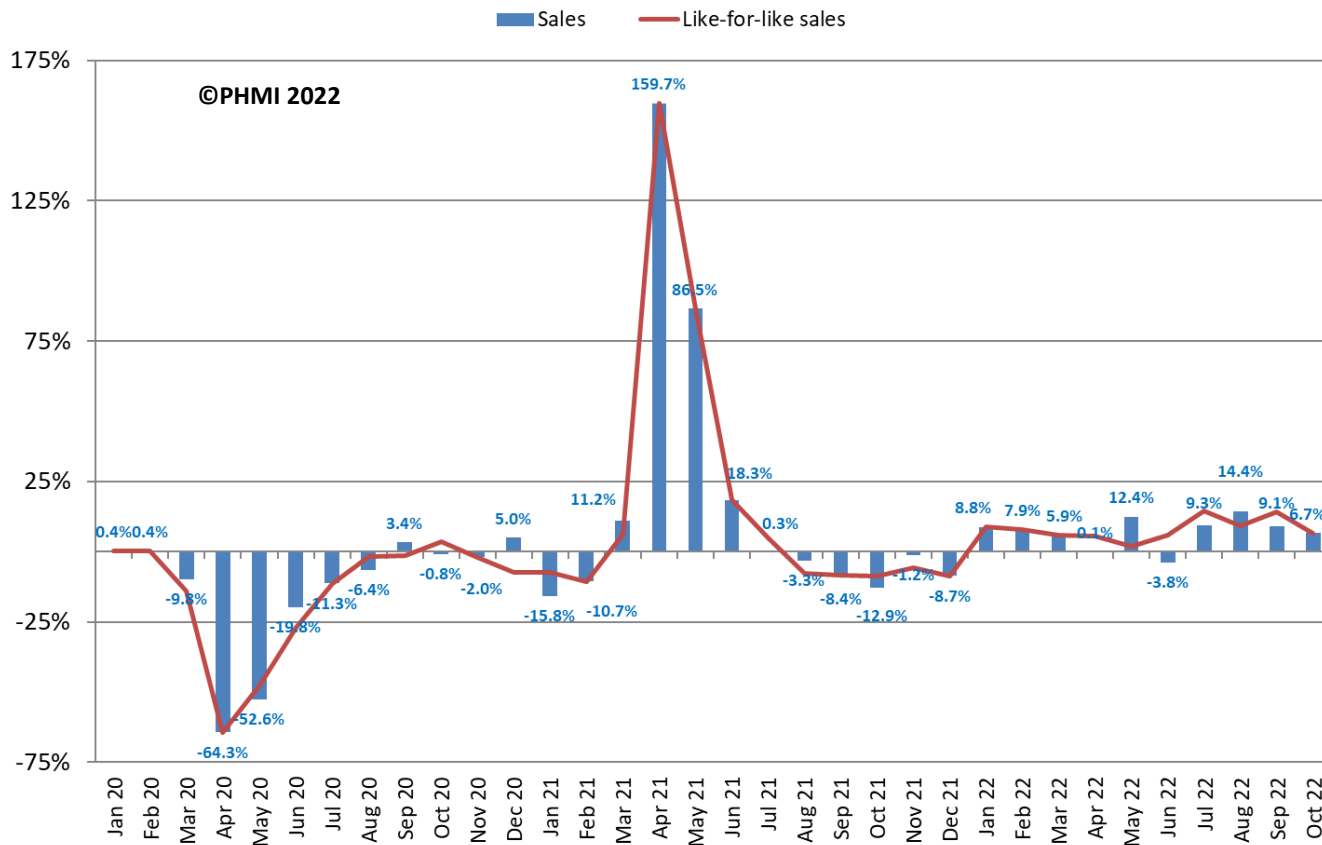
The three months August to October 2022 were +9.8% higher than the same three months a year earlier.

Monthly: This Year v Last Year

Sales and like-for-like sales*

21 trading days in October 2022 v 21 trading days in October 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 October 2022

Total revenue was +6.7% higher than in October last year. There was no difference in trading days this year.

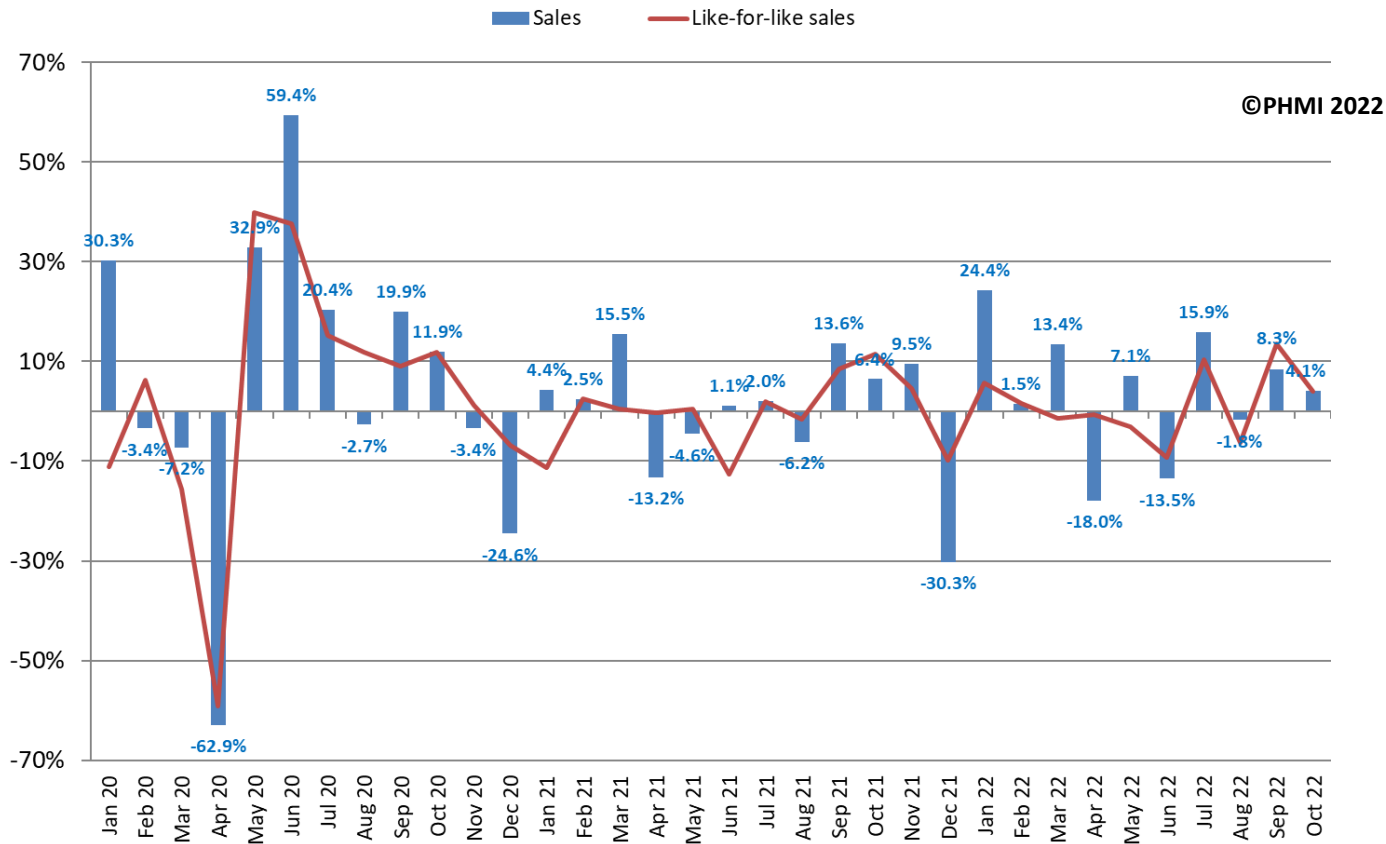
*Some merchants temporarily closed branches between March and May 2020 and this will have affected trading day comparisons.

Monthly: Month v previous month

Sales and like-for-like sales*

21 trading days this month v 21 trading days last month. Like-for-like sales take trading day differences into account.

Month v previous month



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

Value sales in October were +4.1% higher than in September. Volume sales were +2.6% higher and price up +1.4%.

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

Monthly: Index

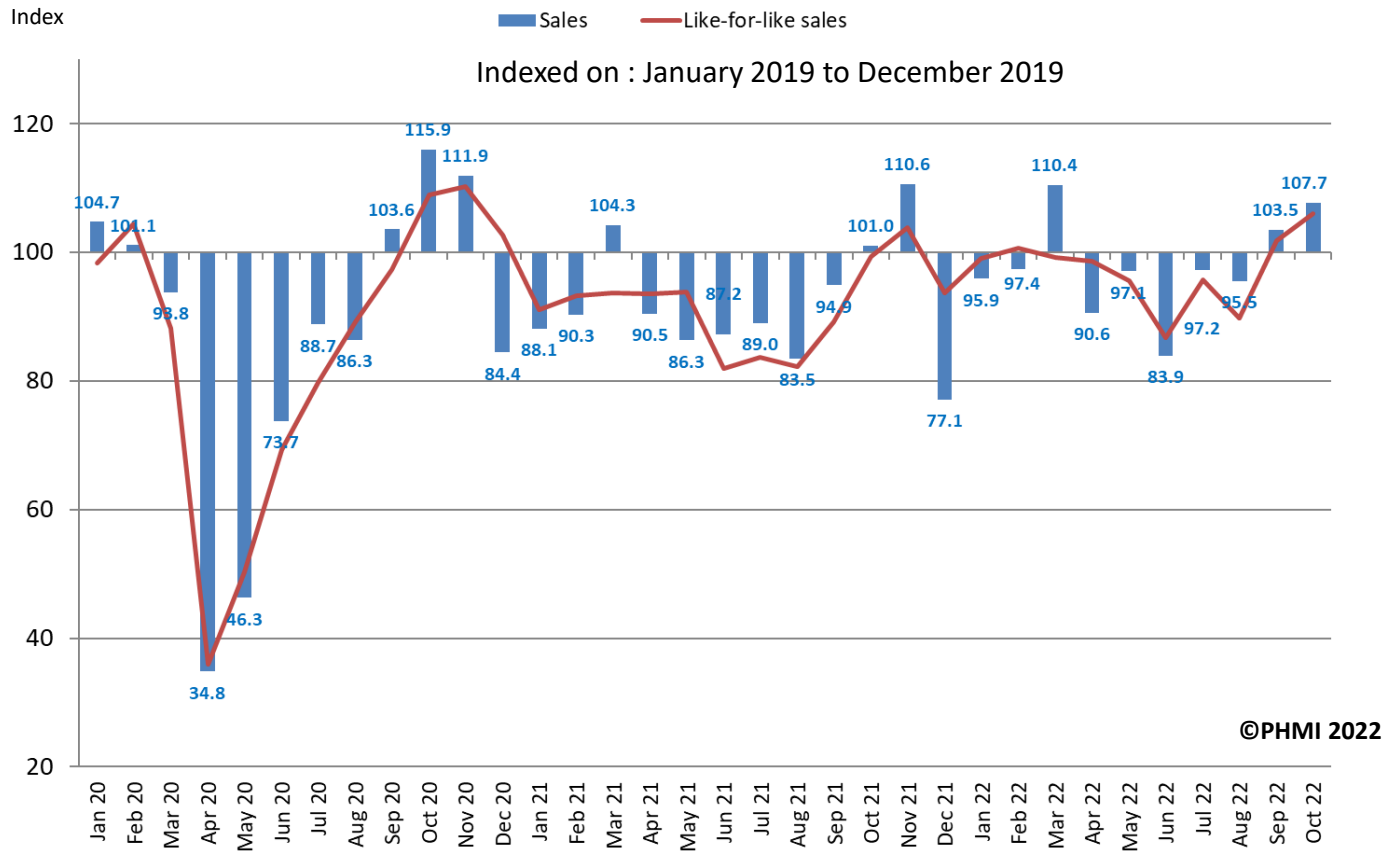
Sales and like-for-like sales index*



Plumbing & Heating
Merchant Index

21 trading days for the Index base period. Like-for-like sales take trading day differences into account.

Indices: January 2020 to Oct 2022



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

October's PHMI
index was 107.7

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

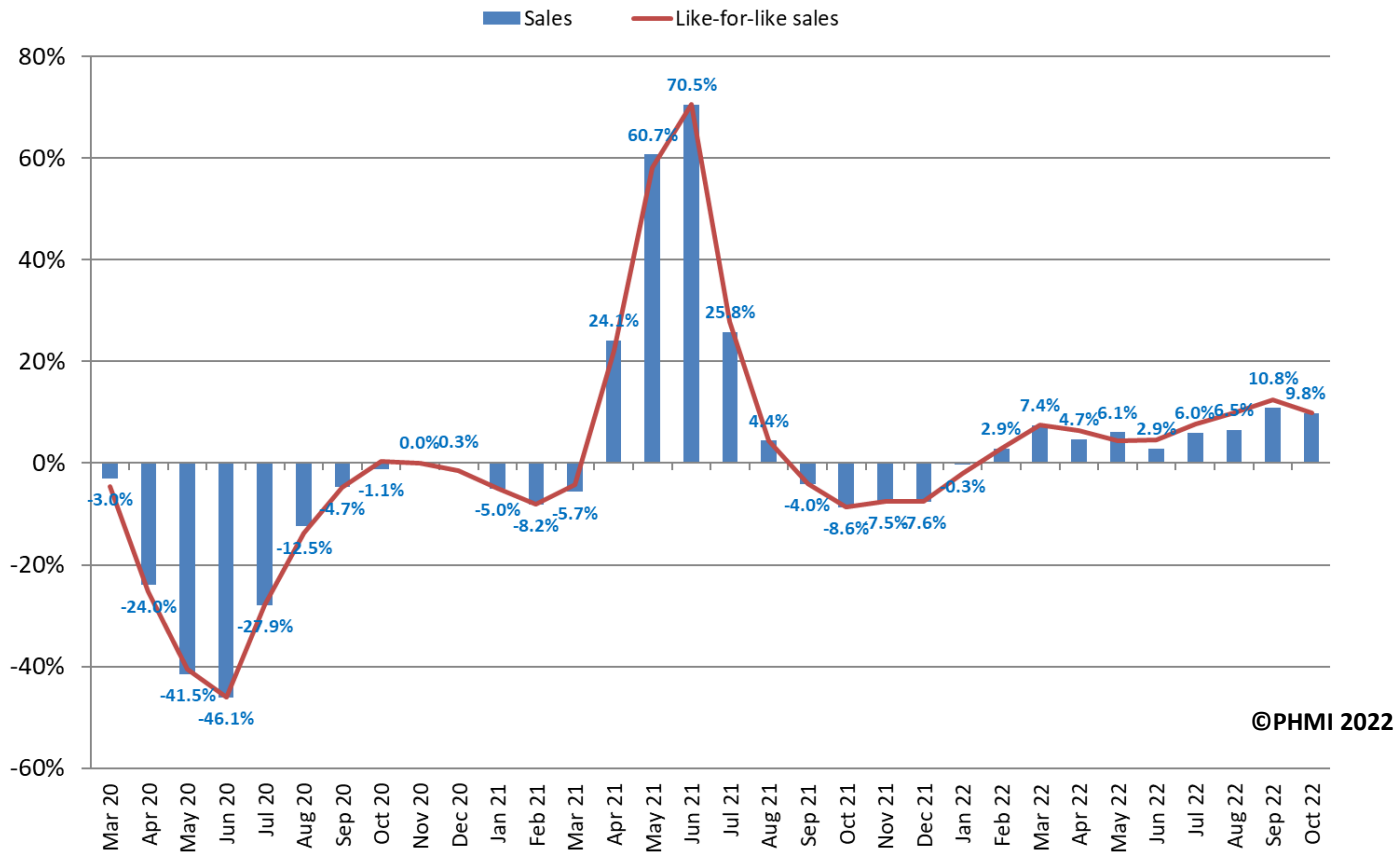
Rolling 3-months: This year v last year

Sales and like-for-like sales*



64 trading days this year v 64 trading days last year. 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 October 2022

Value sales in three months August to October 2022 were up +9.8% compared with the same three months last year.

The increase came entirely from price inflation (+9.6%). Volume was flat (+0.2%).

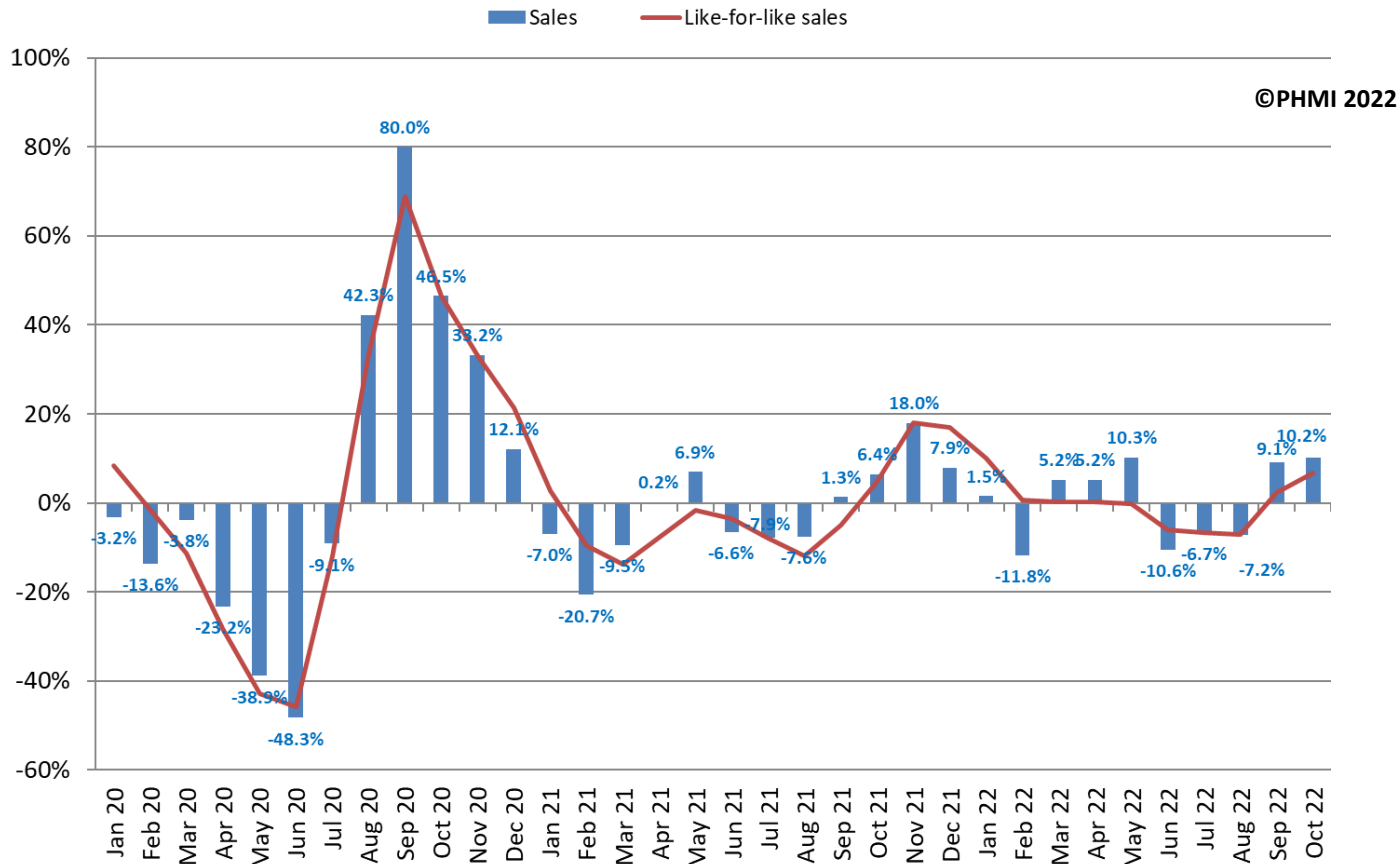
*Some merchants temporarily closed branches between March and May 2020 and this will have affected trading day comparisons.

Rolling 3-months: v previous 3 months

Sales and like-for-like sales*

64 trading days in the most recent period v 62 trading days in the previous three months.
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 October 2022

Sales in August to October 2022 were +10.2% higher than in the preceding three months, May to July 2022.

Volume sales were +5.8% higher and price up +4.2%. With two more trading days in the most recent period, like-for-like sales were up +6.8%.

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

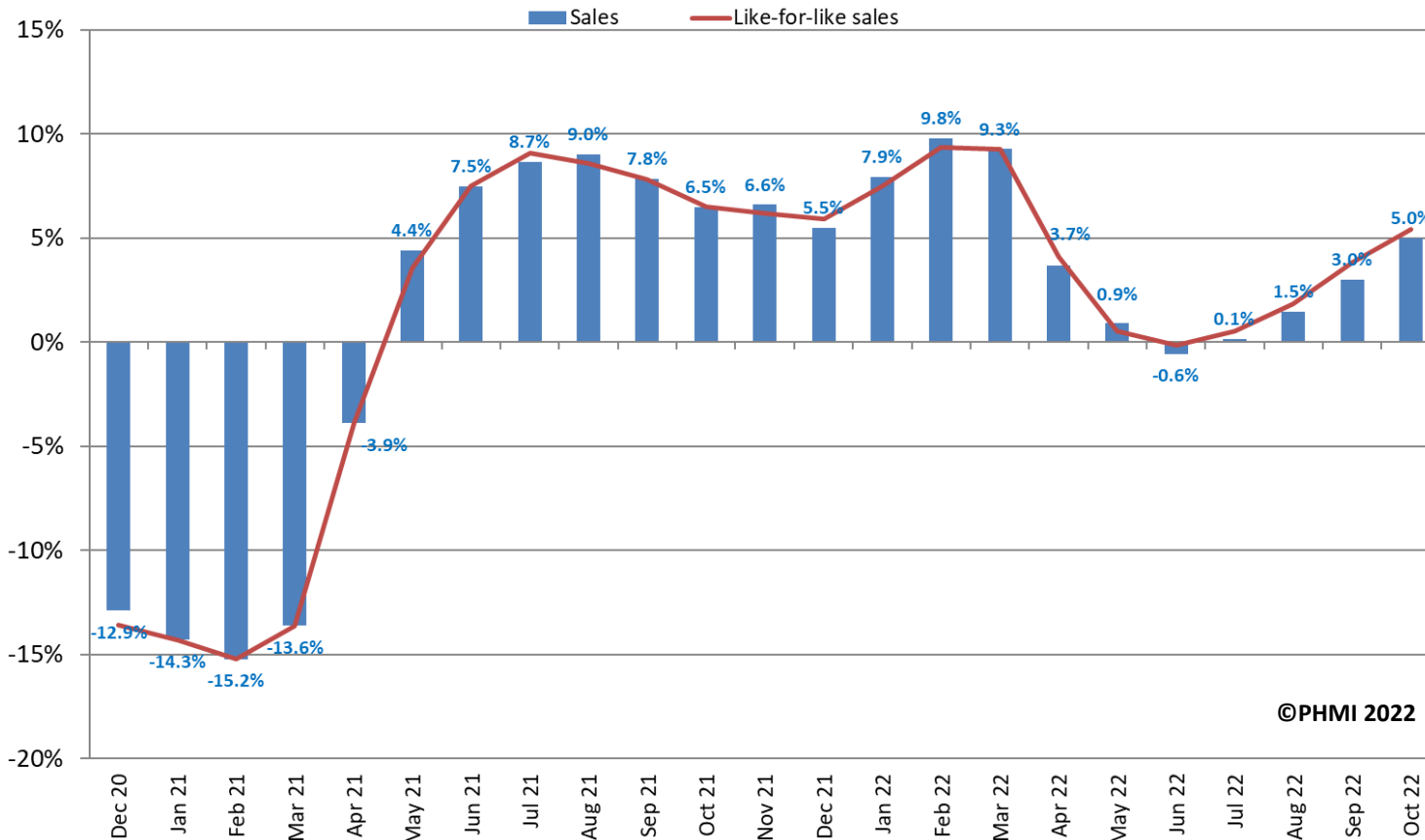
Last 12 months: Year on year

Sales and like-for-like sales*

247 trading days this year v 248 trading days last year. 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 October 2022

Sales in the last 12 months were +5.0% higher than in November 2020 to October 2021.

Volume was -3.3% lower with prices up +8.6%. With one less trading day in the latest period, like-for-like sales were +5.4% higher.

*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 October 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 | 22 | 21 | 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 | 64 | |

Half Year

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

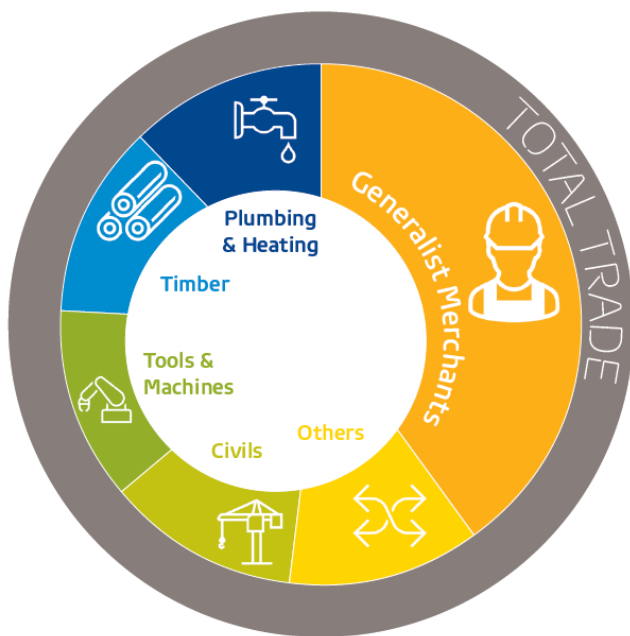
Full Year

| 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 & 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



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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