

“building **excellence**
in materials supply”

Plumbing & Heating Merchant Index



November 2022

(Published 24 January 2023)

A Builders Merchant Building Index Publication

Highlights:

Plumbing & Heating Merchants value sales in November 2022 were +6.9% higher than in November last year. The increase came entirely from price inflation (+9.8%) with volume down (-2.7%). Read the full Overview on page 5.

PHMI Report November 2022 Highlights

(unadjusted for trading days)



“November 2022 value sales were +6.9% up year-on-year, driven by price inflation (+9.8%) with volume sales down (-2.7%).”

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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 Yvette Kirk: yvette@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 November sales up +6.9%, driven by +9.8% price inflation and volume down (-2.7%)

November's total plumbing and heating value sales, from over 70% of specialist Plumbing & Heating Merchants throughout Great Britain, were +6.9% higher than in November last year. Volume sales were down by -2.7% with price inflation of +9.8%. There was no difference in trading days this year.

Value sales in November were +9.7% higher than in October. Volume sales were +6.8% higher and prices were up +2.7%. With one more trading day this month, like-for-like sales (which take trading day differences into account) were +4.7% higher.

November's PHMI index was 118.1. With one more trading day this period, like-for-like sales index was 111.0.

Sales in the three months September to November 2022 were +7.5% higher compared to September to November 2021. Volume sales were -2.4% lower and prices were up +10.1%. With one less trading day in the most recent period, like-for-like sales were +9.2% higher.

Sales in September to November 2022 were +19.0% higher than in the preceding three months, June to August 2022. Volume sales were +9.8% higher with prices up +8.4%. With one more trading day in the most recent three months, like-for-like sales were +17.2% higher.

Year-to-date sales, January 2022 to November 2022 were +7.0% higher than January 2021 to November 2021. Price inflation was up +8.6% and volume down -1.5%. With two less trading days this year, like-for-like sales were +7.9% higher.

Sales in the last 12 months were +5.8% higher than in December 2020 to November 2021. Volume was -2.6% lower with prices up +8.6%. With two less trading days in the latest period, like-for-like sales were +6.7% higher.

Year to date value sales, from over 70% of specialist Plumbing & Heating Merchants throughout Great Britain, were +7.0% up compared to January to November 2021

Monthly and 3-monthly

Year-on-year: December 2021 to November 2022

Dec 21	Jan 22	Feb 22	Three months
-8.7%	8.8%	7.9%	2.9%
Mar 22	Apr 22	May 22	Three months
5.9%	0.1%	12.4%	6.1%
Jun 22	Jul 22	Aug 22	Three months
-3.8%	9.3%	14.4%	6.5%
Sep 22	Oct 22	Nov 22	Three months
9.1%	6.7%	6.9%	7.5%

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

Plumbing & Heating Merchants value sales in November 2022 were +6.9% higher than in November 2021.

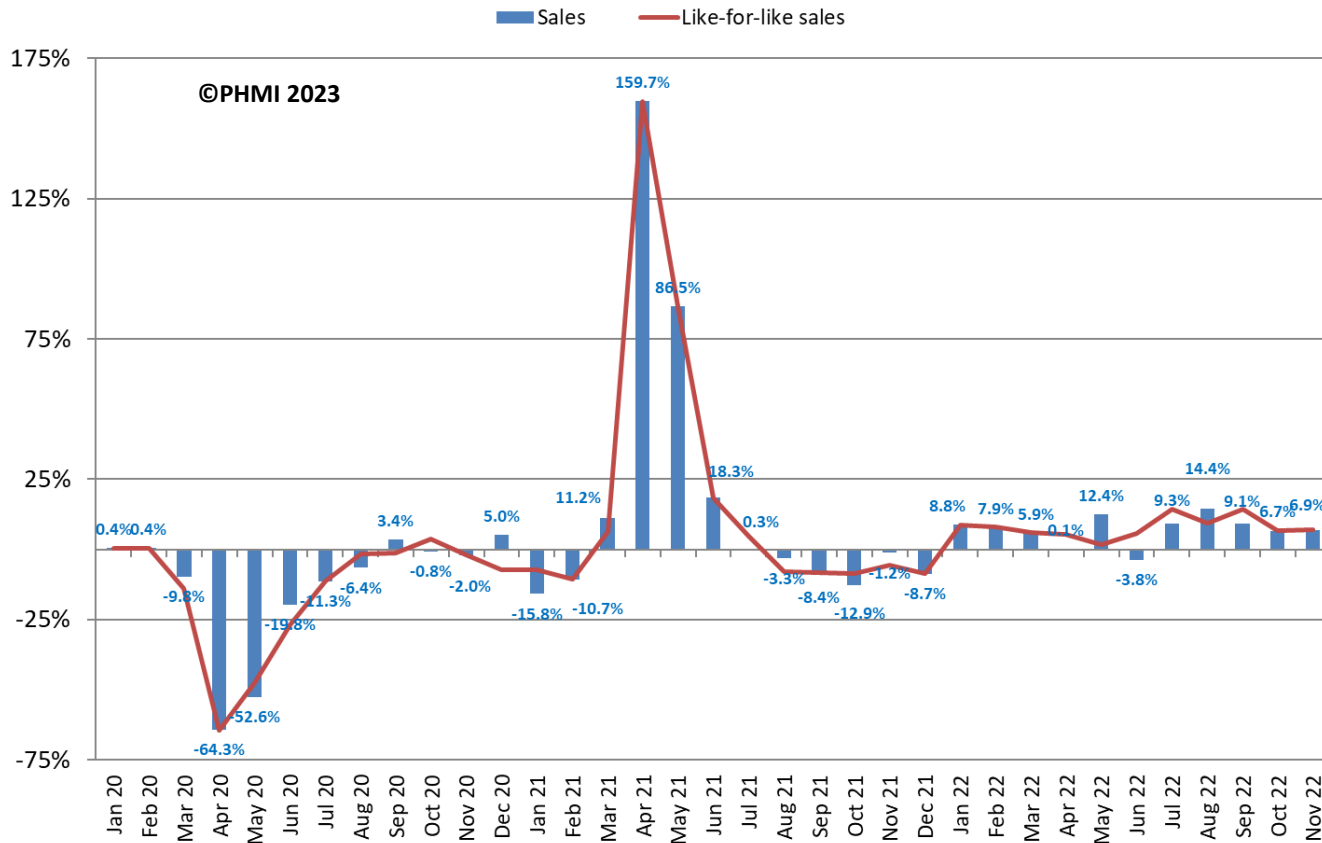
The three months September to November 2022 were +7.5% higher than the same three months a year earlier.

Monthly: This Year v Last Year

Sales and like-for-like sales*

There was no difference in trading days (22) this year and last year. 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 November 2022

Total revenue was +6.9% higher than in November last year. There was no difference in trading days this year.

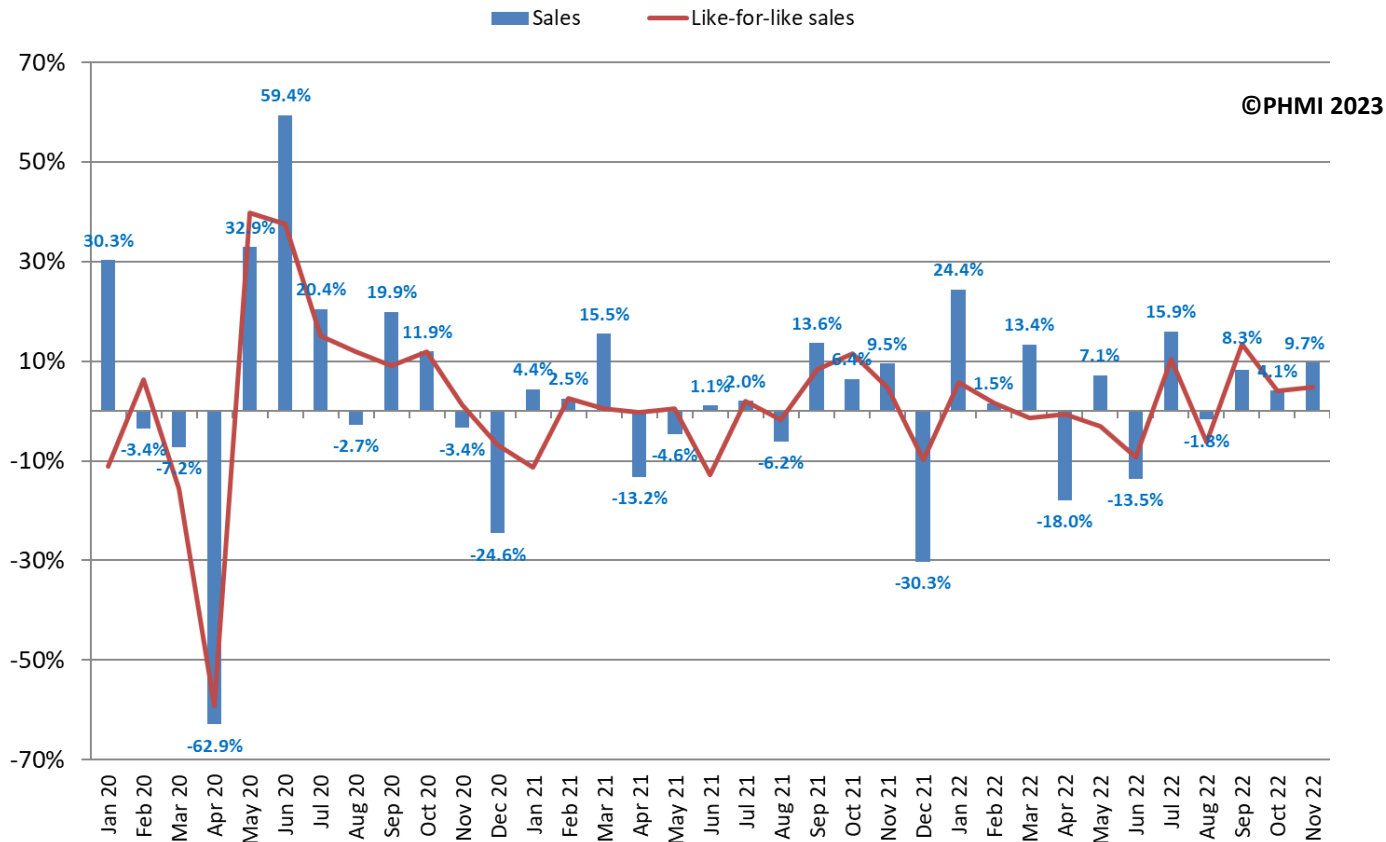
*Some merchants temporarily closed branches between March and May 2020 and this will have affected trading day comparisons.

Monthly: Month v previous month

Sales and like-for-like sales*

22 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 November 2022

Value sales in November were +9.7% higher than in October. Volume sales were +6.8% up with price up +2.7%.

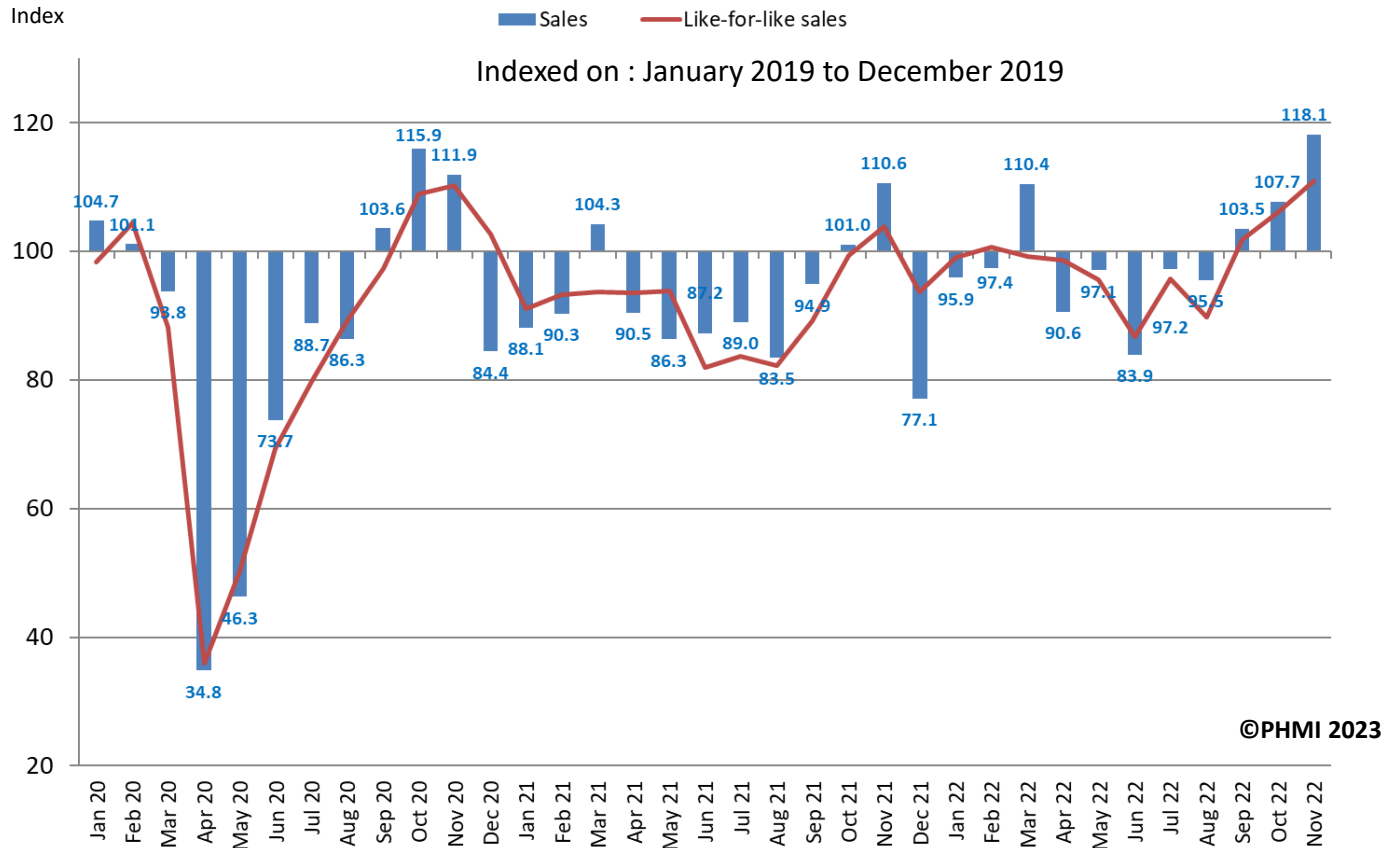
*Some merchants temporarily closed branches between March and May 2020 and this will have affected trading day comparisons.

Monthly: Index

Sales and like-for-like sales index*

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

Indices: January 2020 to Nov 2022



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

November's PHMI index was 118.1, the highest to date.

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

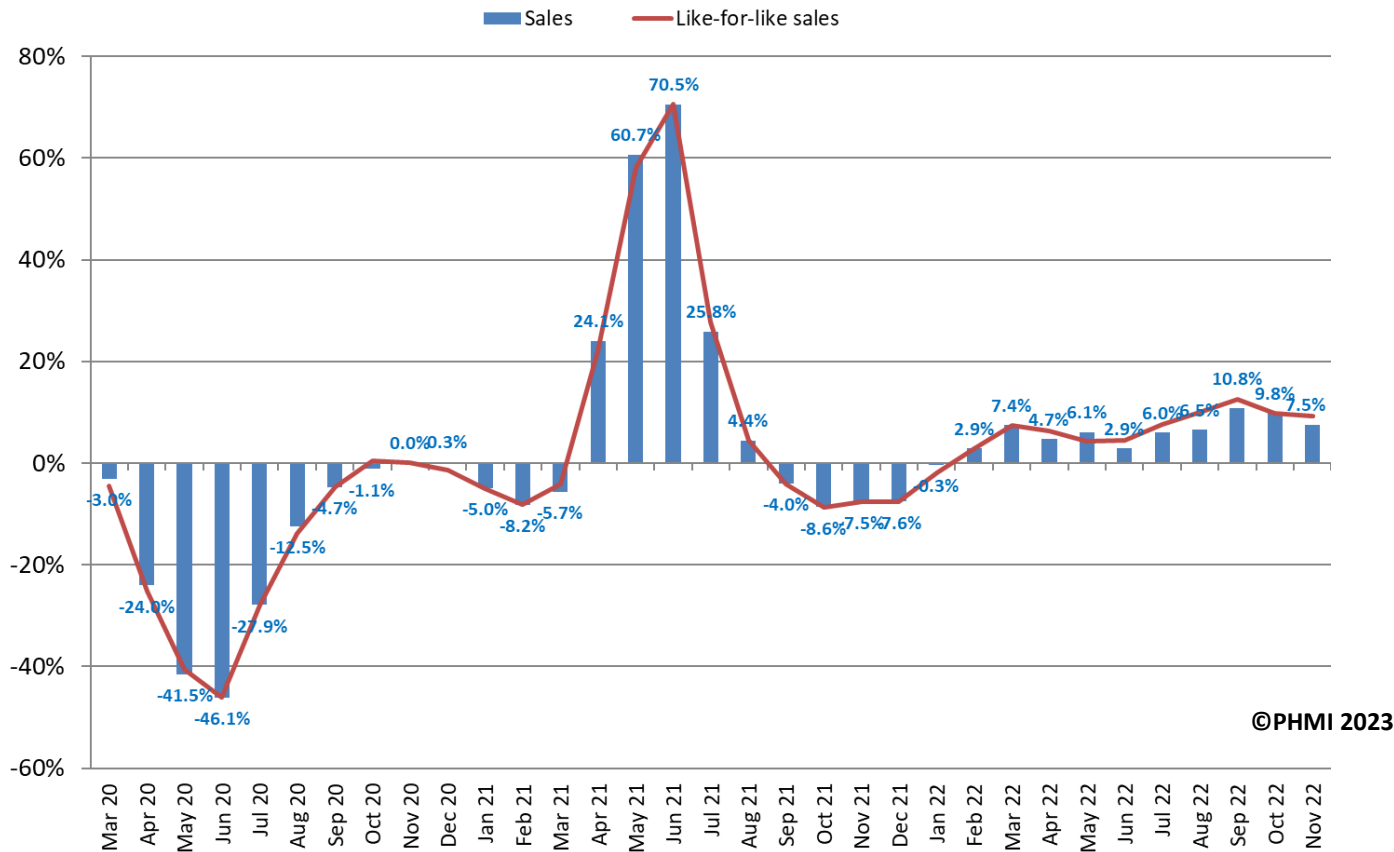
Rolling 3-months: This year v last year

Sales and like-for-like sales*



64 trading days this year v 65 trading days last year. Like-for-like sales take trading day differences into account.

Rolling 3 months: year on year



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

Value sales in three months September to November 2022 were up +7.5% compared with the same three months last year.

The increase came entirely from price inflation (+10.1%). Volume was -2.4% lower.

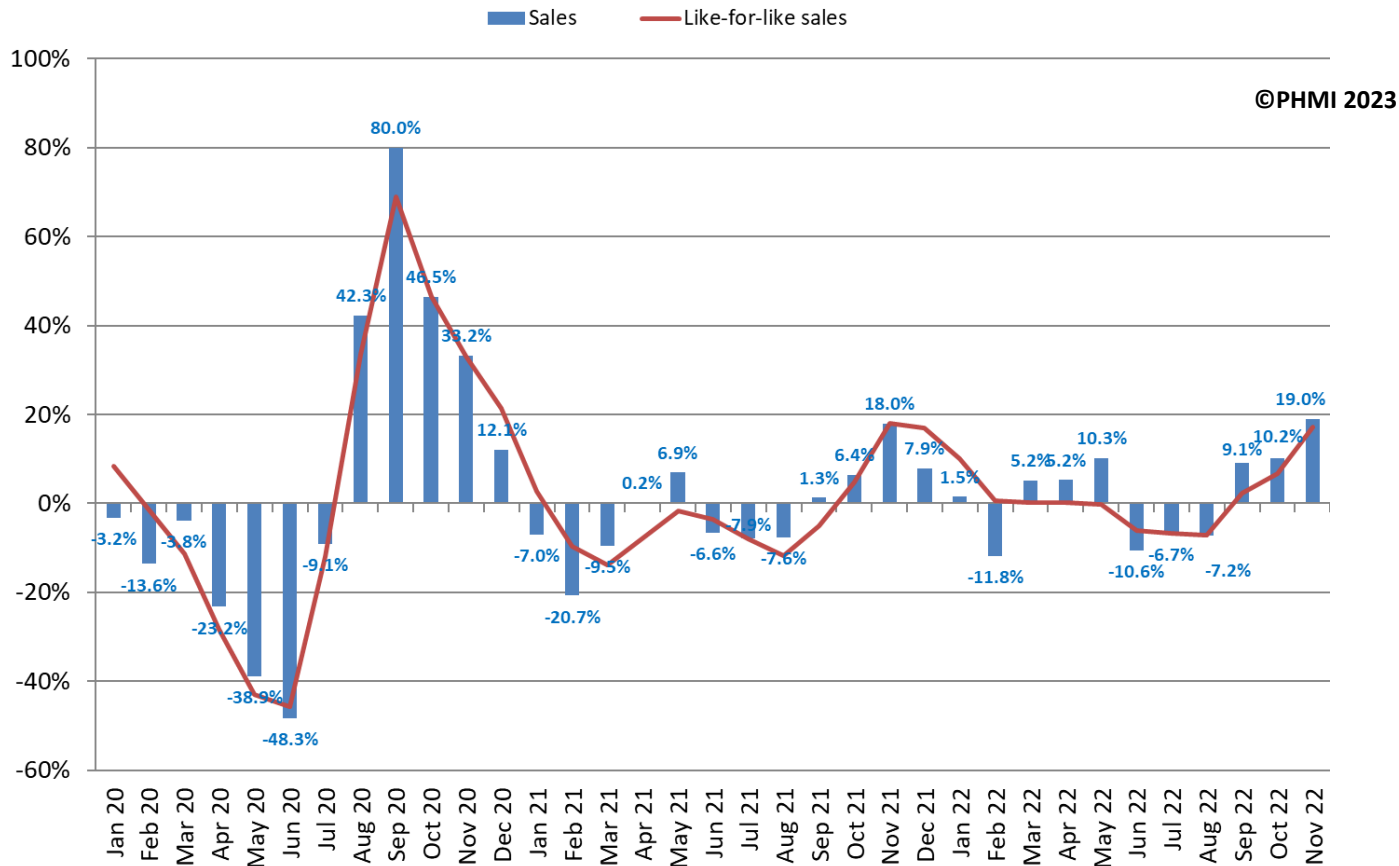
*Some merchants temporarily closed branches between March and May 2020 and this will have affected trading day comparisons.

Rolling 3-months: v previous 3 months

Sales and like-for-like sales*

64 trading days in the most recent period v 63 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 November 2022

Sales in September to November 2022 were +19.0% higher than in the preceding three months, June to August 2022.

Volume sales were +9.8% higher and price up +8.4%. With one more trading day in the most recent period, like-for-like sales were up +17.2%.

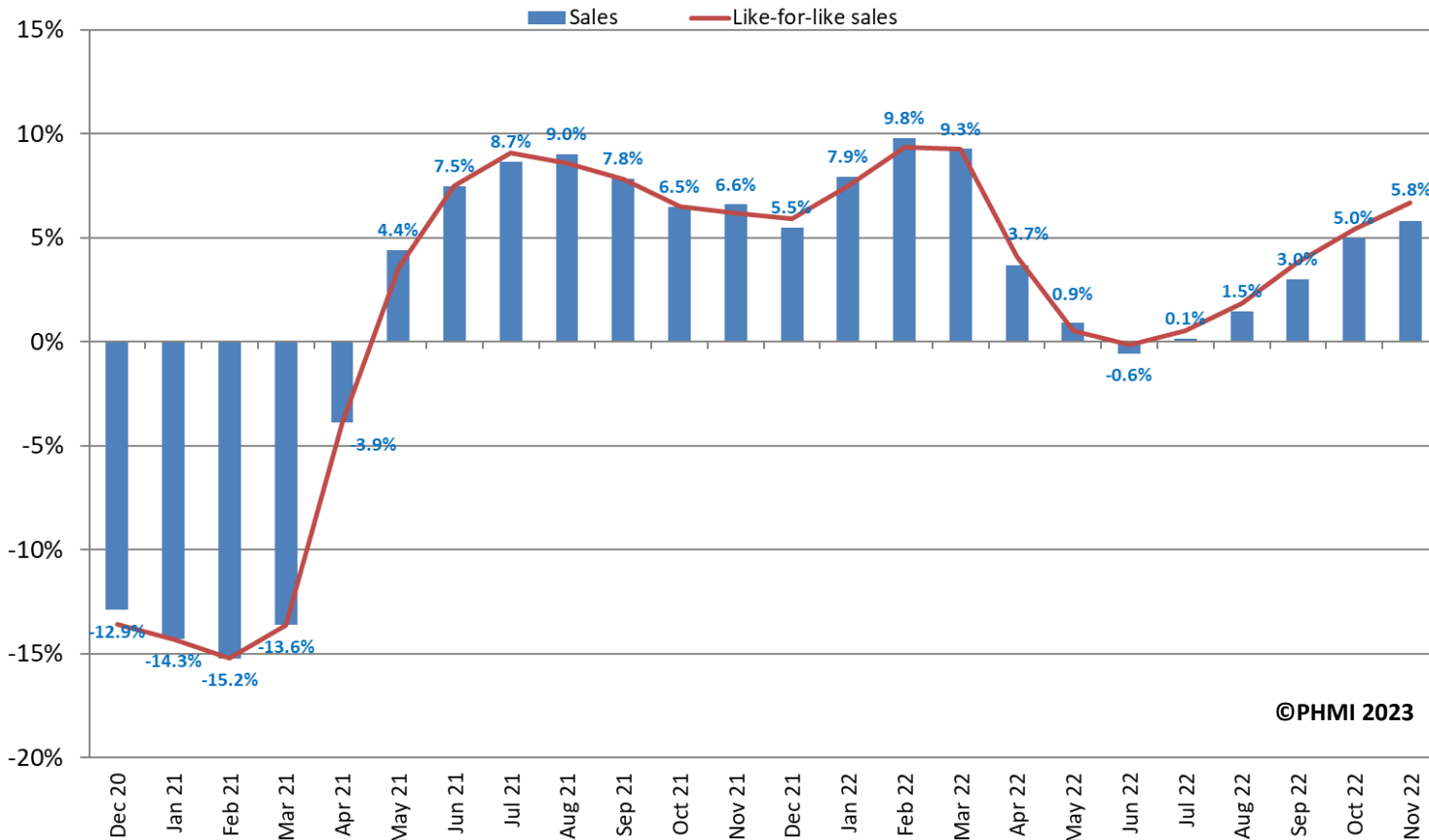
*Some merchants temporarily closed branches between March and May 2020 and this will have affected trading day comparisons.

Last 12 months: Year on year

Sales and like-for-like sales*

247 trading days this year v 249 trading days last year. 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 November 2022

Sales in the last 12 months were +5.8% higher than in December 2020 to November 2021.

Volume was -2.6% lower with prices up +8.6%. With two less trading days in the latest period, like-for-like sales were +6.7% 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 November 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	22	

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

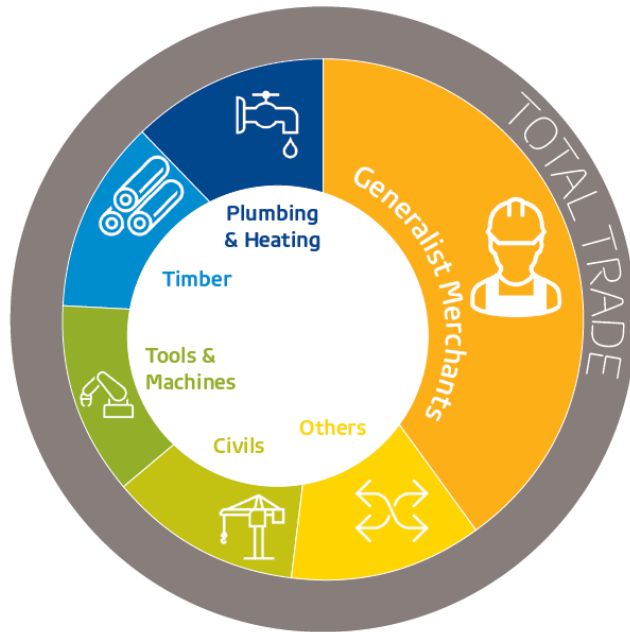
2020	
H1	H2
125	125
2021	
H1	H2
124	125
2022	
H1	H2
123	

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 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



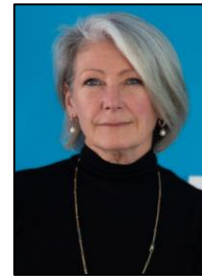
Building the Industry & Building Brands from Knowledge



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 Yvette Kirk:



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More data available

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