

“building **excellence**
in materials supply”

Plumbing & Heating Merchant Index



December 2022

(Published 23 February 2023)

A Builders Merchant Building Index Publication

Highlights:

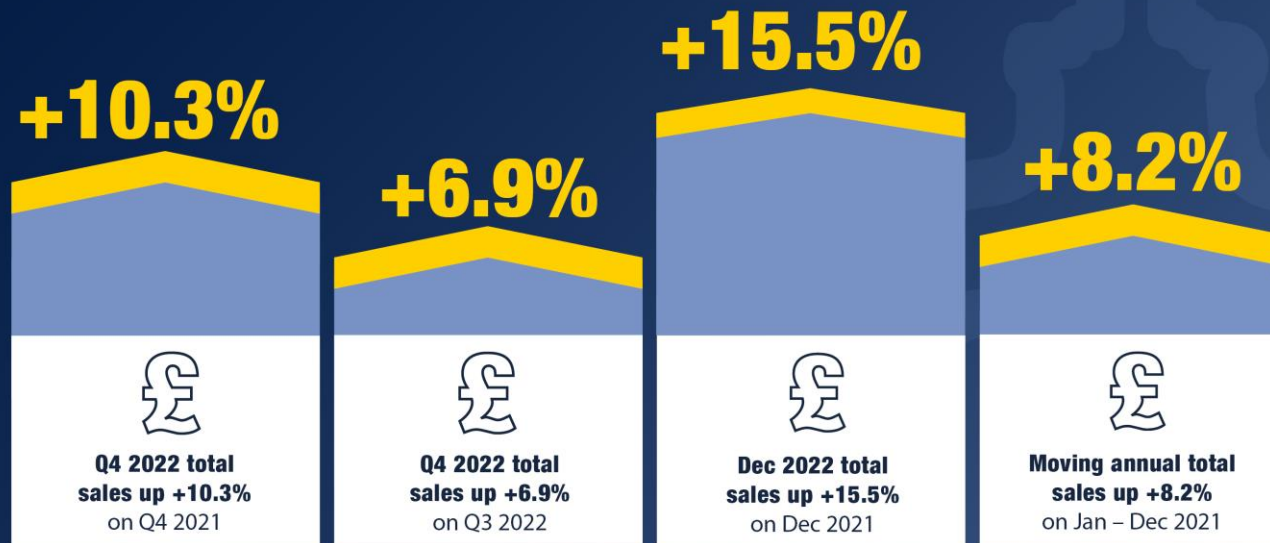
Plumbing & Heating Merchants value sales in December 2022 were +15.5% higher than in December last year. Volume sales were flat (+0.1%) with price inflation of +15.4%. Read the full Overview on page 5.

PHMI Report

Q4 2022 Highlights

(unadjusted for trading days)

Plumbing & Heating Merchant Index



“Q4 2022 sales were +10.3% up year on year. Volume sales were down by -0.7% with price inflation of +11.0%.”

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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 Merchants' December sales up +15.5%, driven by +15.4% price inflation and volume flat (+0.1%)

December's total plumbing and heating value sales, from over 70% of specialist Plumbing & Heating Merchants throughout Great Britain, were +15.5% higher than in December last year. Volume sales were flat (+0.1%) with price inflation of +15.4%. With one less trading day this year, like-for-like sales (which take the number of trading days into account) were up +22.8%.

Value sales in December were -25.1% lower than in November. Volume sales were -31.1% down and price was up +8.8%. With six less trading days this month, like-for-like sales were up +3.0%.

December's PHMI index was 88.4. With five less trading days this month than the index base period, the like-for-like sales index was 114.2.

Value sales in Quarter 4 were up +10.3% compared with the same three months last year. Volume sales were -0.7% lower, price was up +11.0%. With one less trading day this year, like-for-like sales were up +12.2%.

Quarter 4 value sales were +6.9% higher than in the third quarter. Volume sales were -2.6% lower and price was up +9.7%. With five less trading days in the most recent period, like-for-like sales were up +15.9%.

The Quarter 4 PHMI Index was 105.4. With three less trading days in the most recent period, the like-for-like sales index was 110.8.

Overall value sales in January to December 2022 were +8.2% higher than the same 12 months a year earlier. Volume sales were -1.0% lower and price was up +9.3%. With three less trading days this year, like-for-like sales were up +9.5%.

Overall value sales in January 2022 to December 2022, from over 70% of specialist Plumbing & Heating Merchants, were +8.2% up compared to January 2021 to December 2021.

Monthly and 3-monthly

Year-on-year: January 2022 to December 2022

Jan 22	Feb 22	Mar 22	Three months
8.9%	8.1%	6.2%	7.6%
Apr 22	May 22	Jun 22	Three months
0.6%	12.9%	-3.4%	3.3%
Jul 22	Aug 22	Sep 22	Three months
9.7%	14.9%	9.6%	11.3%
Oct 22	Nov 22	Dec 22	Three months
9.4%	7.4%	15.5%	10.3%

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

Plumbing & Heating Merchants value sales in December 2022 were +15.5% higher than in December 2021.

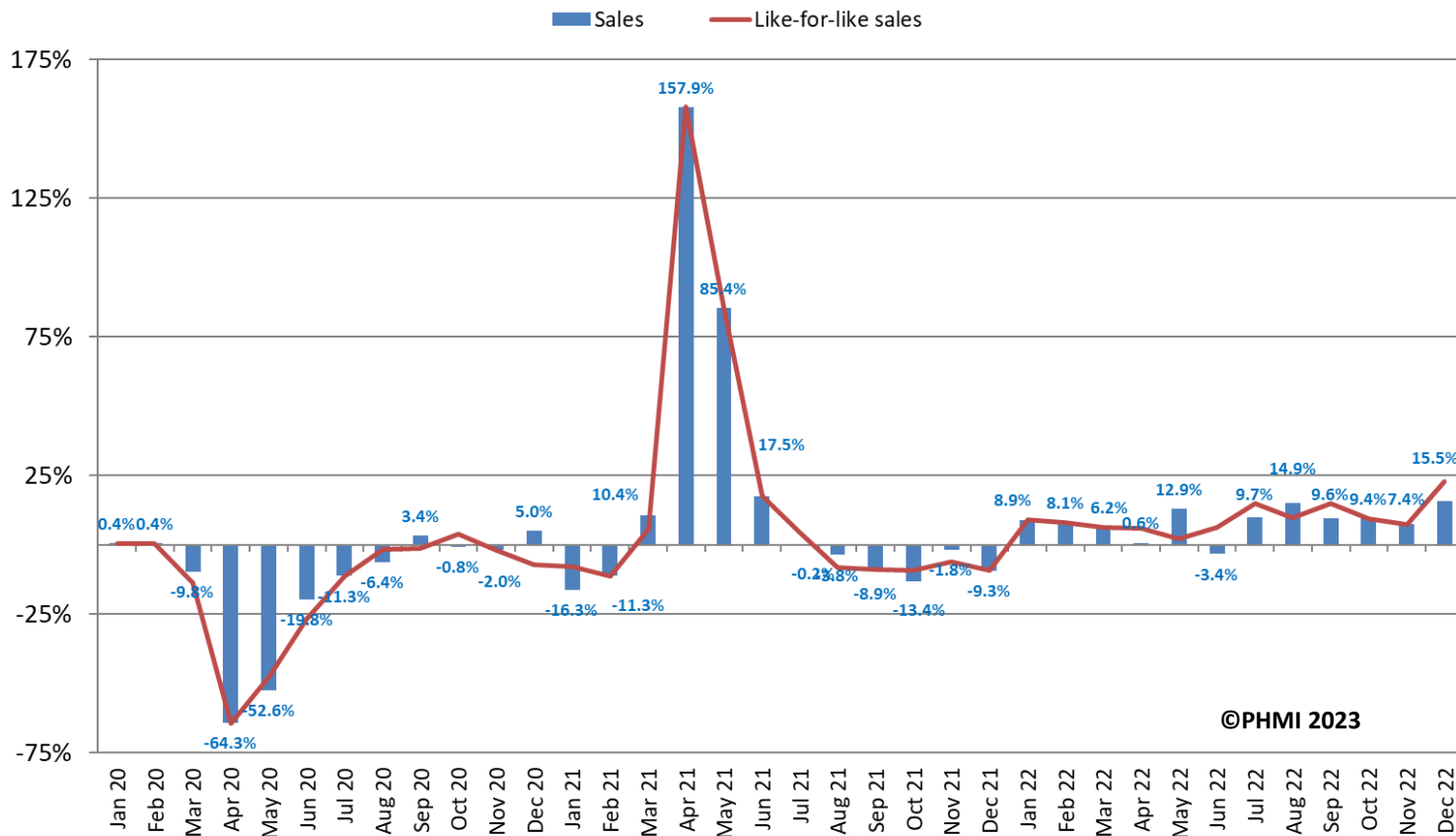
The three months October to December 2022 were +10.3% up on Q4 2021.

Monthly: This Year v Last Year

Sales and like-for-like sales*

16 trading days this year v 17 trading days 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 December 2022

Total revenue (value sales) was +15.5% higher than in December last year.

With one less trading day this year, like-for-like sales were up +22.8%.

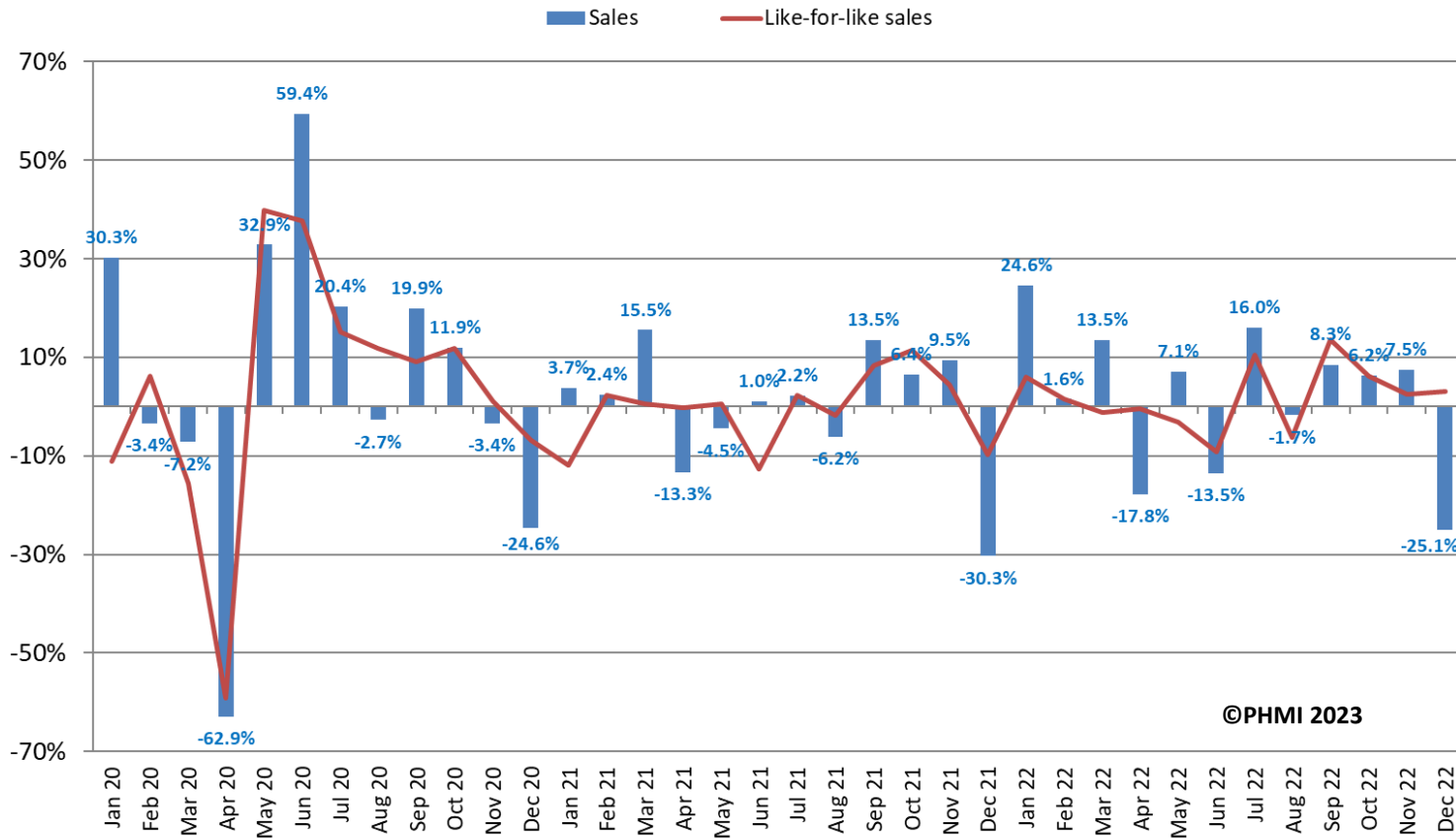
*Some merchants temporarily closed branches between March and May 2020 and this will have affected trading day comparisons.

Monthly: Month v previous month

Sales and like-for-like sales*

16 trading days this month v 22 trading days last month. Like-for-like sales take trading day differences into account.

Month v previous month



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

Value sales in December were -25.1% down on November.

But with six less trading days this month, like-for-like sales were up +3.0%.

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

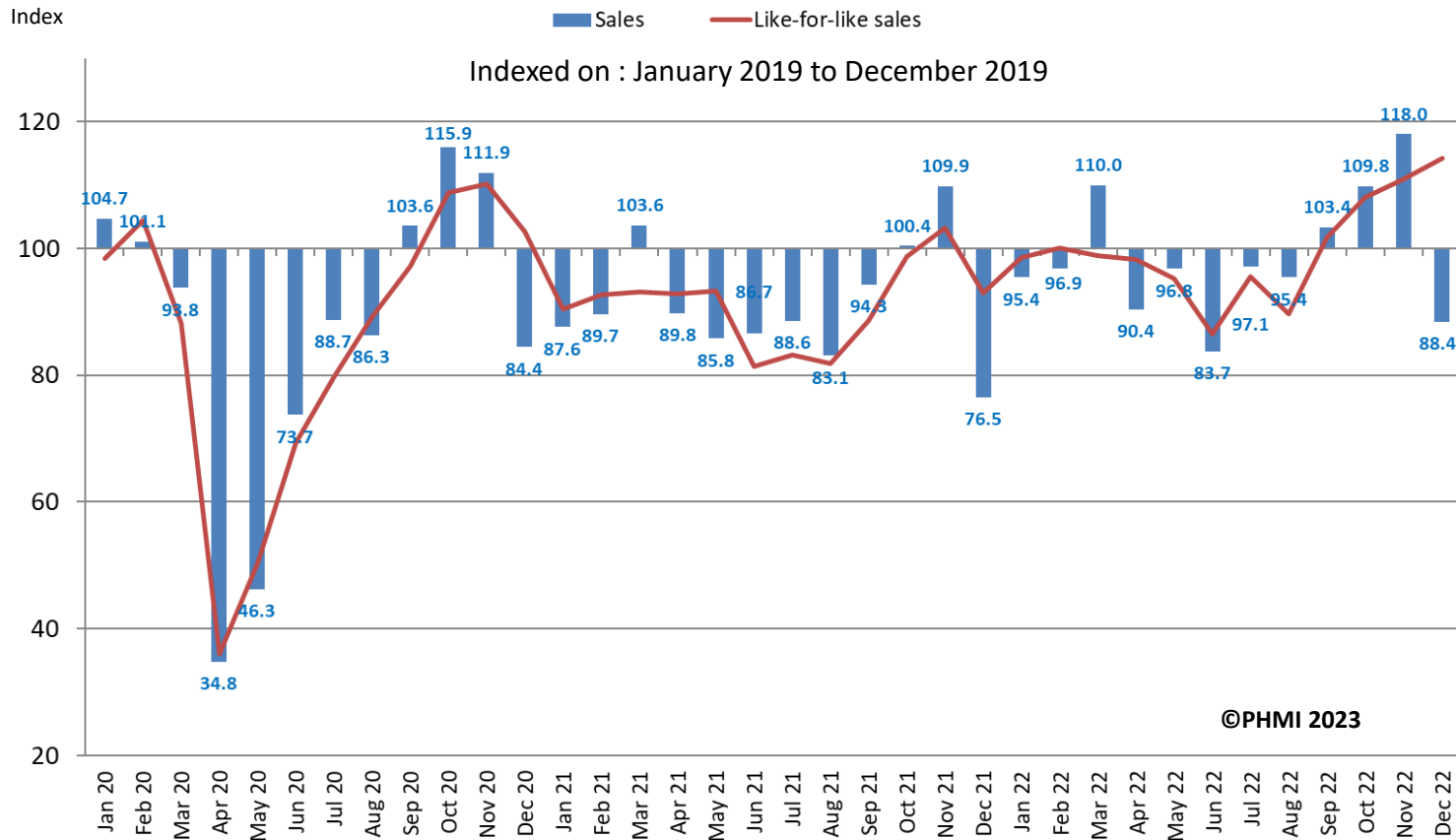
Monthly: Index

Sales and like-for-like sales index*

16 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 Dec 2022



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

December's PHMI index was 88.4.

But with five less trading days this month than the index base period, like-for-like sales index was 114.2.

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

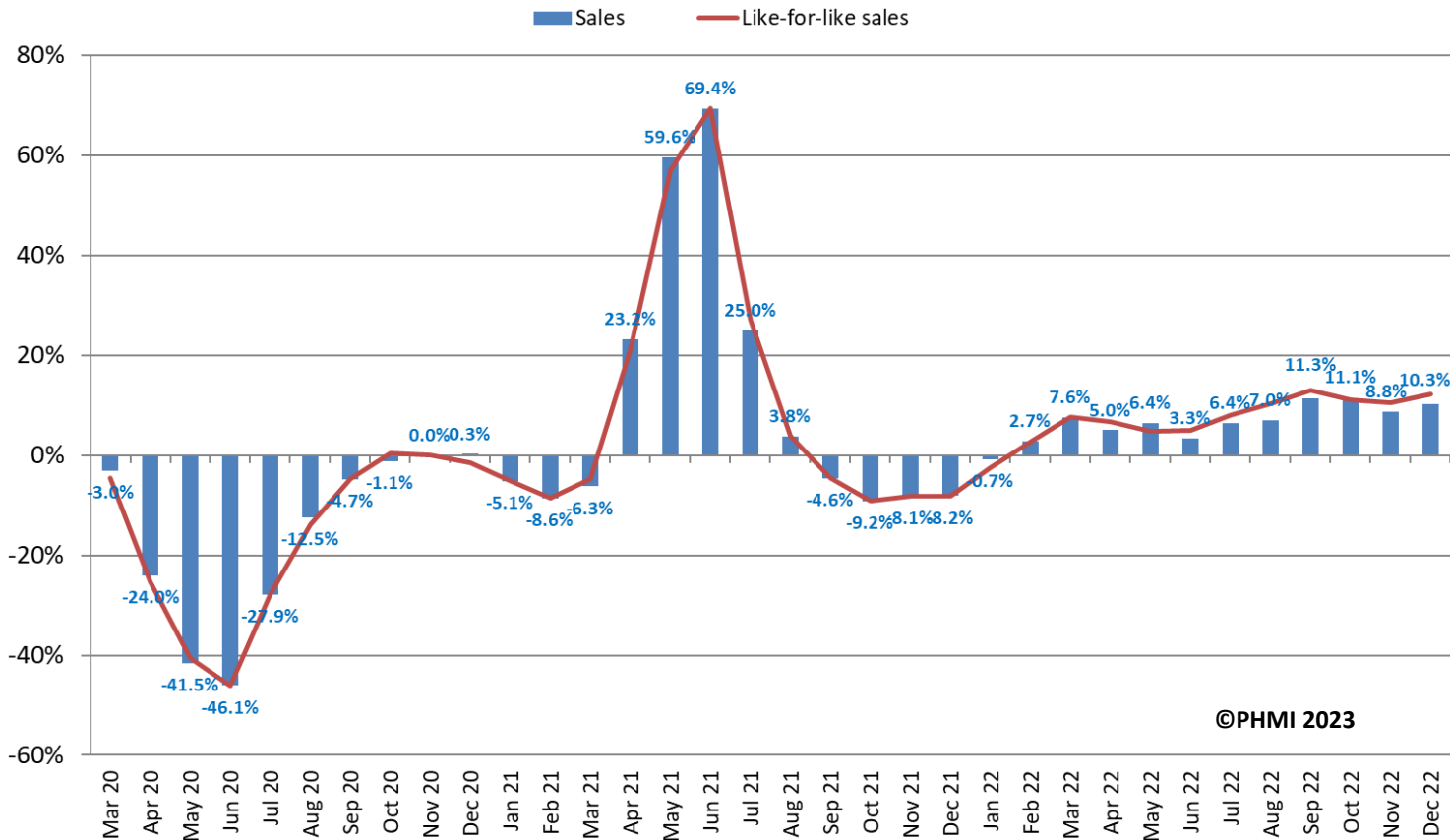
Rolling 3-months: This year v last year

Sales and like-for-like sales*



59 trading days this year v 60 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 December 2022

Quarter 4 value sales were up +10.3% compared with the same three months last year.

Volume sales were -0.7% lower, price was up +11.0%.

*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

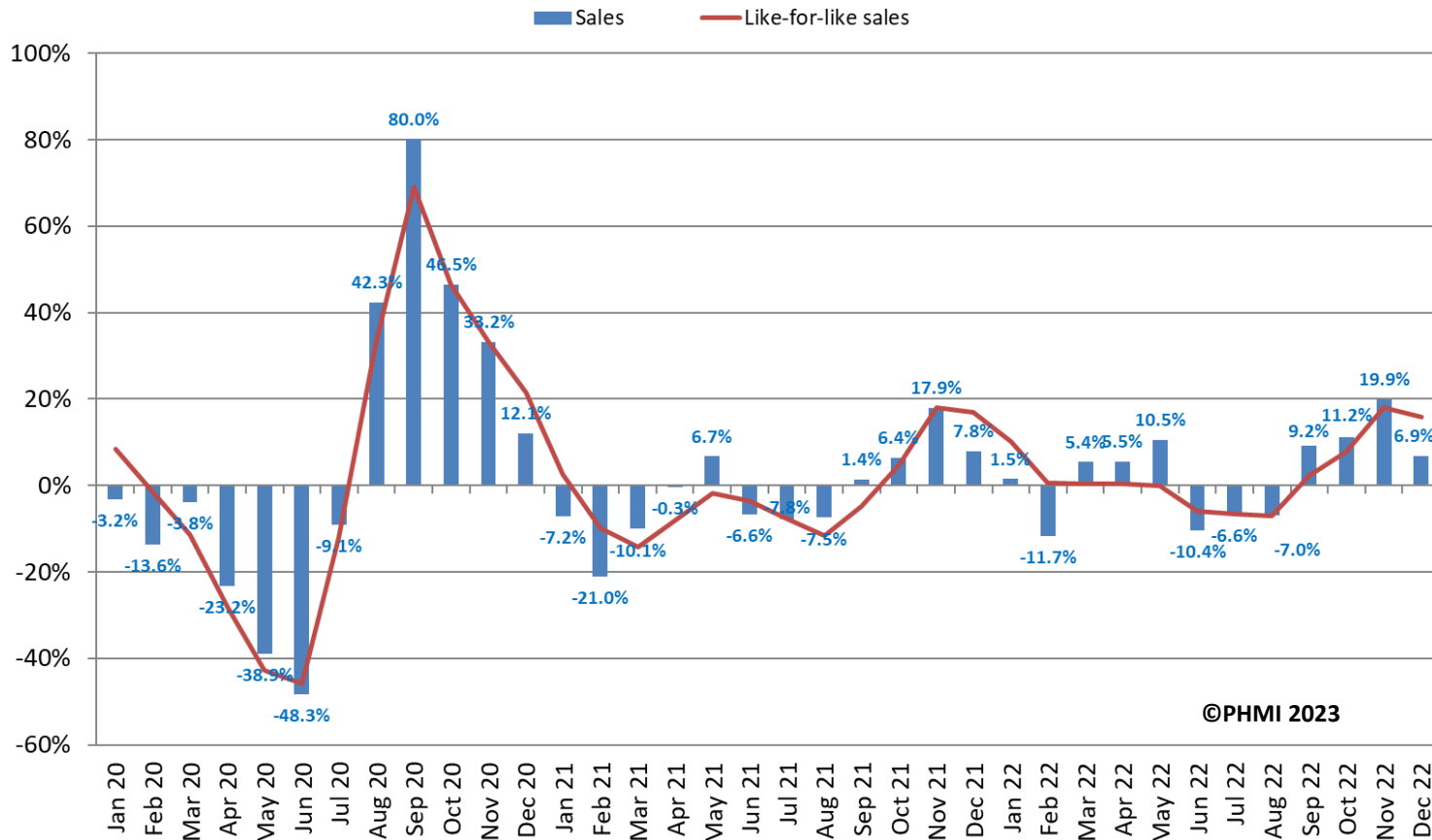
Sales and like-for-like sales*



Plumbing & Heating
Merchant Index

59 trading days in the most recent period v 64 trading days in the previous three months.
Like-for-like sales take trading day differences into account.

Rolling 3 months v previous 3 months



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

Quarter 4 value sales were +6.9% higher than in the third quarter.

Volume sales were -2.6% lower and price was up +9.7%.

But with five less trading days in the most recent period, like-for-like sales were up +15.9%.

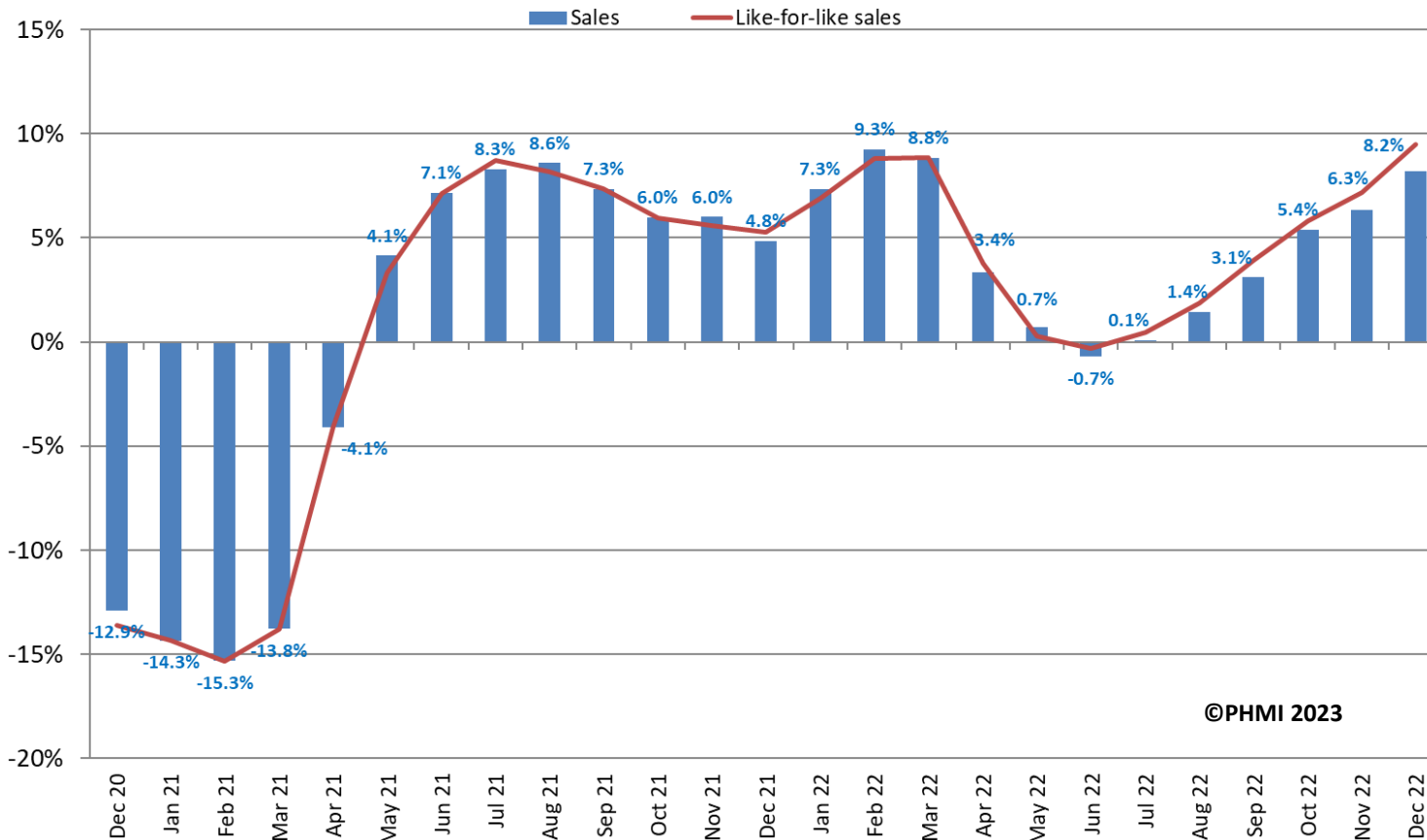
*Some merchants temporarily closed branches between March and May 2020 and this will have affected trading day comparisons.

Last 12 months: Year on year

Sales and like-for-like sales*

246 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 December 2022

Overall value sales in January to December 2022 were +8.2% higher than in the same 12 months a year earlier.

Volume sales were -1.0% lower and price was up +9.3%. But with three less trading days this year, like-for-like sales were up +9.5%.

*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 December 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	16

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	59

Half Year

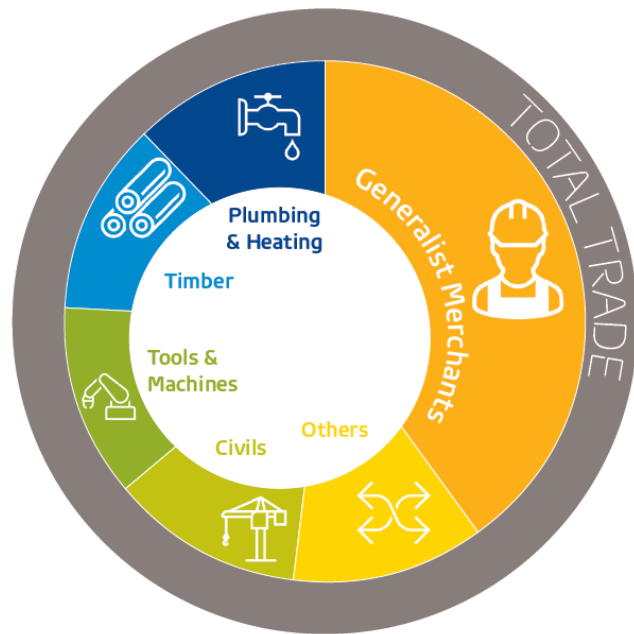
2020	
H1	H2
125	125
2021	
H1	H2
124	125
2022	
H1	H2
123	123

Full Year

2020
250
2021
249
2022
246

*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



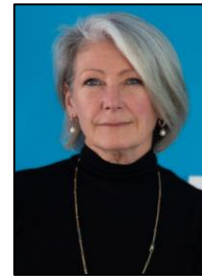
Building the Industry & Building Brands from Knowledge



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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