

“building **excellence**
in materials supply”

Plumbing & Heating Merchant Index



March 2023

(Published 23 May 2023)

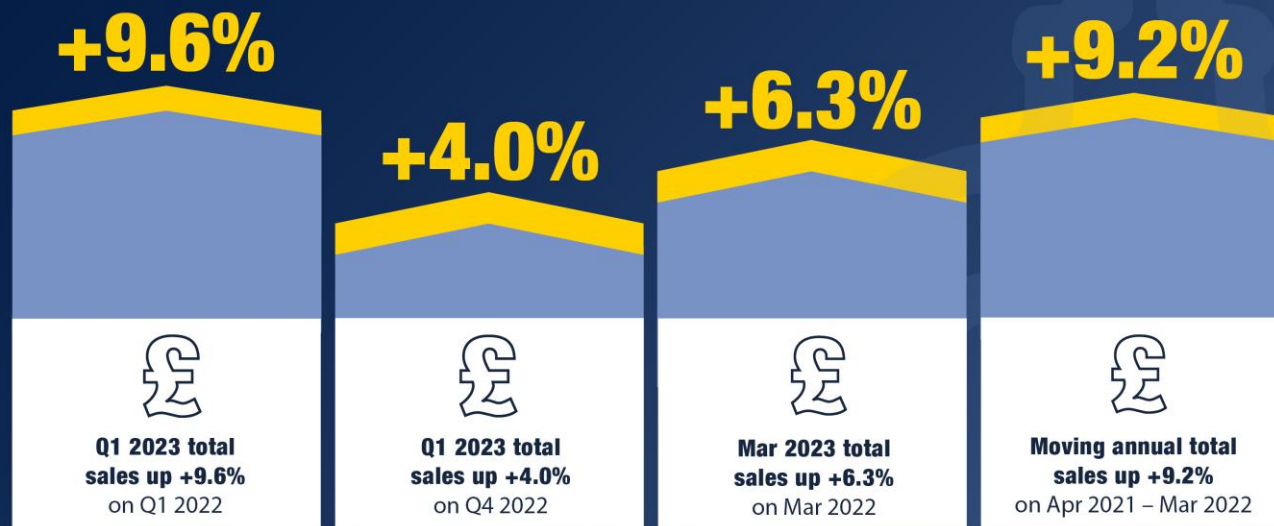
A Builders Merchant Building Index Publication

Highlights:

Sales in the last 12 months were +9.2% higher than in April 2021 to March 2022. Volume was -0.4% lower with prices up +9.6%. With two less trading days in the latest period, like-for-like sales were +10.1% higher. Read the full Overview on page 5.

PHMI Report Q1 2023 Highlights

(unadjusted for trading days)



“Q1 2023 sales were up +9.6% year on year. Volume sales were +0.4% higher and prices were up +9.1%.”

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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



March sales were up +6.3%, inflated by +7.2% price rises with volume -0.9% lower

March's total plumbing and heating value sales, from over 70% of specialist Plumbing & Heating Merchants throughout Great Britain, were +6.3% higher than in March last year. Volume sales were down -0.9% with price inflation of +7.2%. There was no difference in trading days.

Value sales in March were +11.3% higher than in February. Volume sales were +12.3% higher and prices down -0.9%. With three more trading day this month, like-for-like sales (which take the number of trading days into account) were -3.2% lower.

March's PHMI index was 115.9. With two less trading days, the like-for-like index was 104.1.

Sales in Quarter 1 2023 were +9.6% higher compared to the same quarter last year. Volume sales were +0.4% higher and prices were up +9.1%. With one more trading day this year, like-for-like sales were +7.8% higher.

Sales in Quarter 1 2023 were +4.0% higher than in the preceding three months. Volume sales were +4.3% higher and prices down -0.3%. With five more trading days in the index base period, like-for-like sales were -4.2% lower.

The Quarter 1 2023 PHMI Index was 109.3. With two less trading days in the most recent period, the like-for-like sales index was 105.9.

Sales in the last 12 months were +9.2% higher than in April 2021 to March 2022. Volume was -0.4% lower with prices up +9.6%. With two less trading days in the latest period, like-for-like sales were +10.1% higher.

Sales in the last 12 months, from over 70% of specialist Plumbing & Heating Merchants throughout Great Britain, were +9.2% up compared with April 2021 to March 2022.

Monthly and 3-monthly

Year-on-year: April 2022 to March 2023

Apr 22	May 22	Jun 22	Three months
1.0%	13.4%	-3.2%	3.7%
Jul 22	Aug 22	Sep 22	Three months
10.1%	15.4%	10.4%	11.9%
Oct 22	Nov 22	Dec 22	Three months
10.8%	8.4%	16.2%	11.3%
Jan 23	Feb 23	Mar 23	Three months
14.3%	8.6%	6.3%	9.6%

 Source: GfK's
Builders Merchants
Total Category Report
January 2019 to March 2023.

Plumbing & Heating
Merchants value
sales in March 2023
were +6.3% higher
than in March 2022.

The three months
January to March
2023 were +9.6%
higher than the same
three months a year
earlier.

Monthly: This Year v Last Year

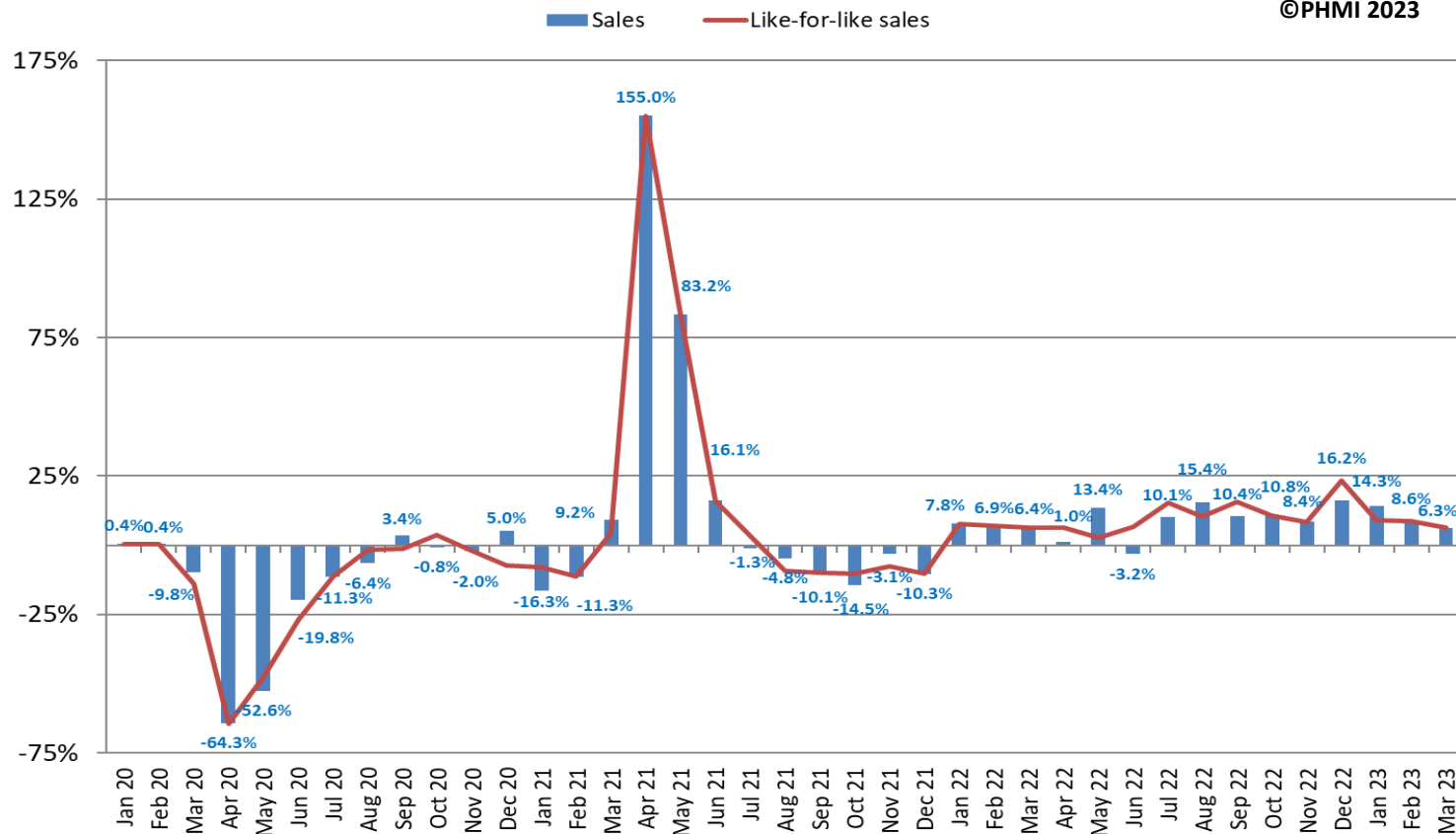
Sales and like-for-like sales*

Plumbing & Heating Merchant Index



There was no difference in trading days. 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 March 2023

Total revenue was
+6.3% higher than in
March last year.
There was no
difference in trading
days.

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

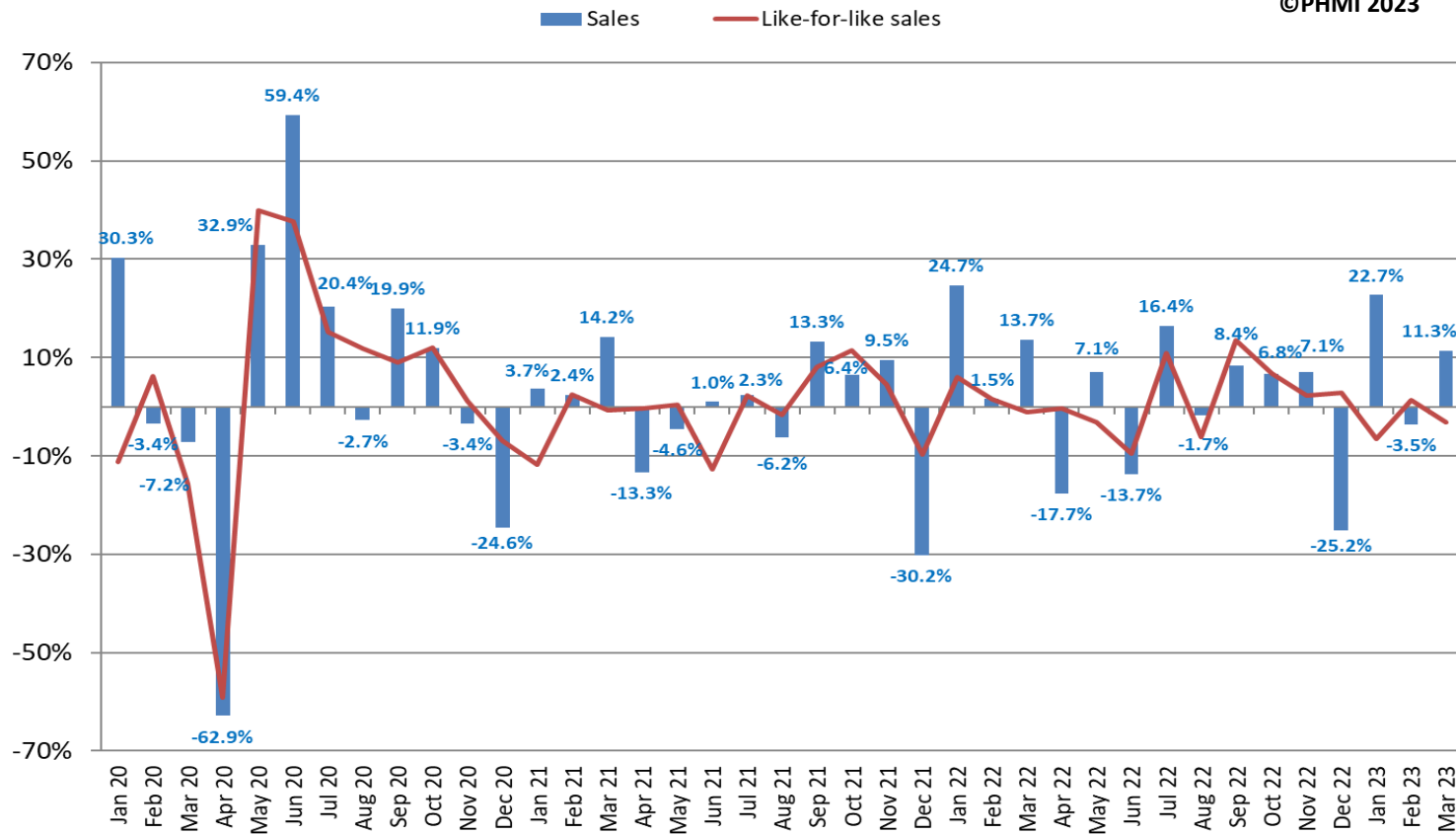
Monthly: Month v previous month

Sales and like-for-like sales*



23 trading days this month v 20 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 March 2023

Value sales in March were +11.3% higher than in February.

Volume sales were +12.3% higher and prices down -0.9%.

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

Monthly: Index

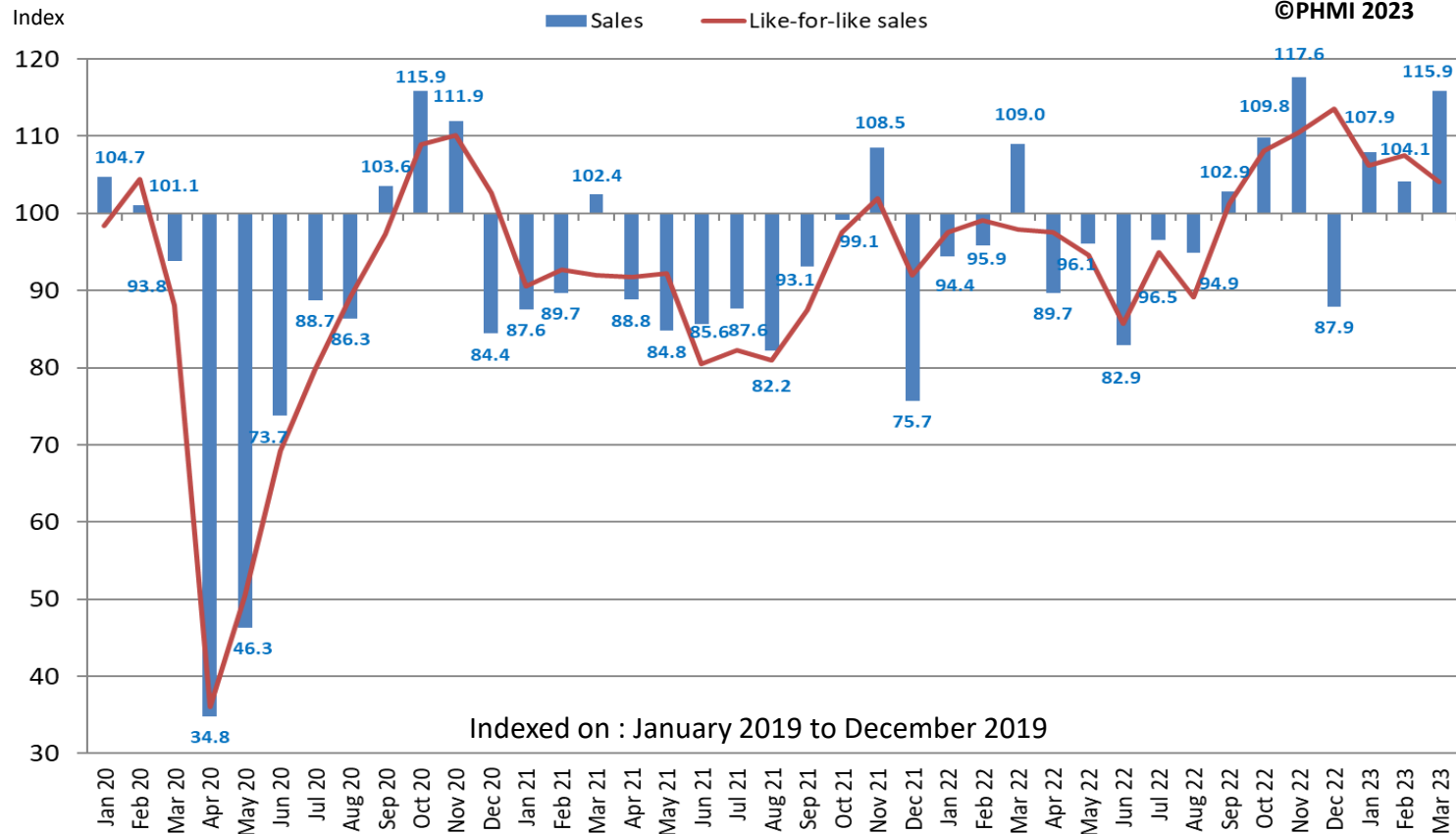
Sales and like-for-like sales index*

Plumbing & Heating Merchant Index



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

Indices: January 2020 to Mar 2023



Source: GfK's
Builders Merchants
Total Category Report
January 2019 to March 2023

March's PHMI index was 115.9. With two less trading days, the like-for-like index was 104.1.

*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*

Plumbing & Heating Merchant Index

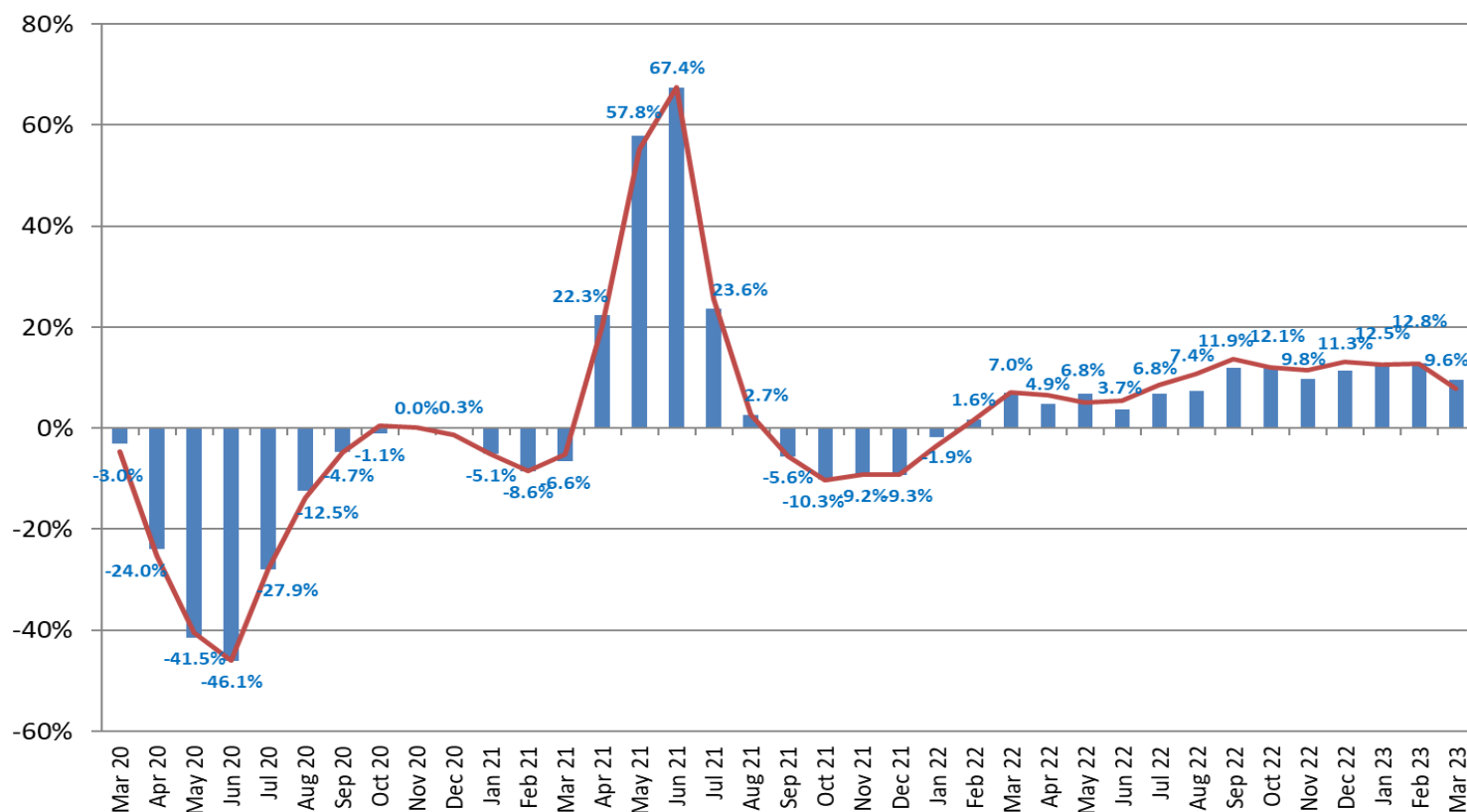


64 trading days this year v 63 trading days last year. Like-for-like sales take trading day differences into account.

Rolling 3 months: year on year

Sales Like-for-like sales

©PHMI 2023



Source: GfK's
Builders Merchants
Total Category Report
January 2019 to March 2023

Sales in Quarter 1 2023 were +9.6% higher compared to the same quarter last year.

Volume sales were +0.4% higher and prices were up +9.1%.

*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

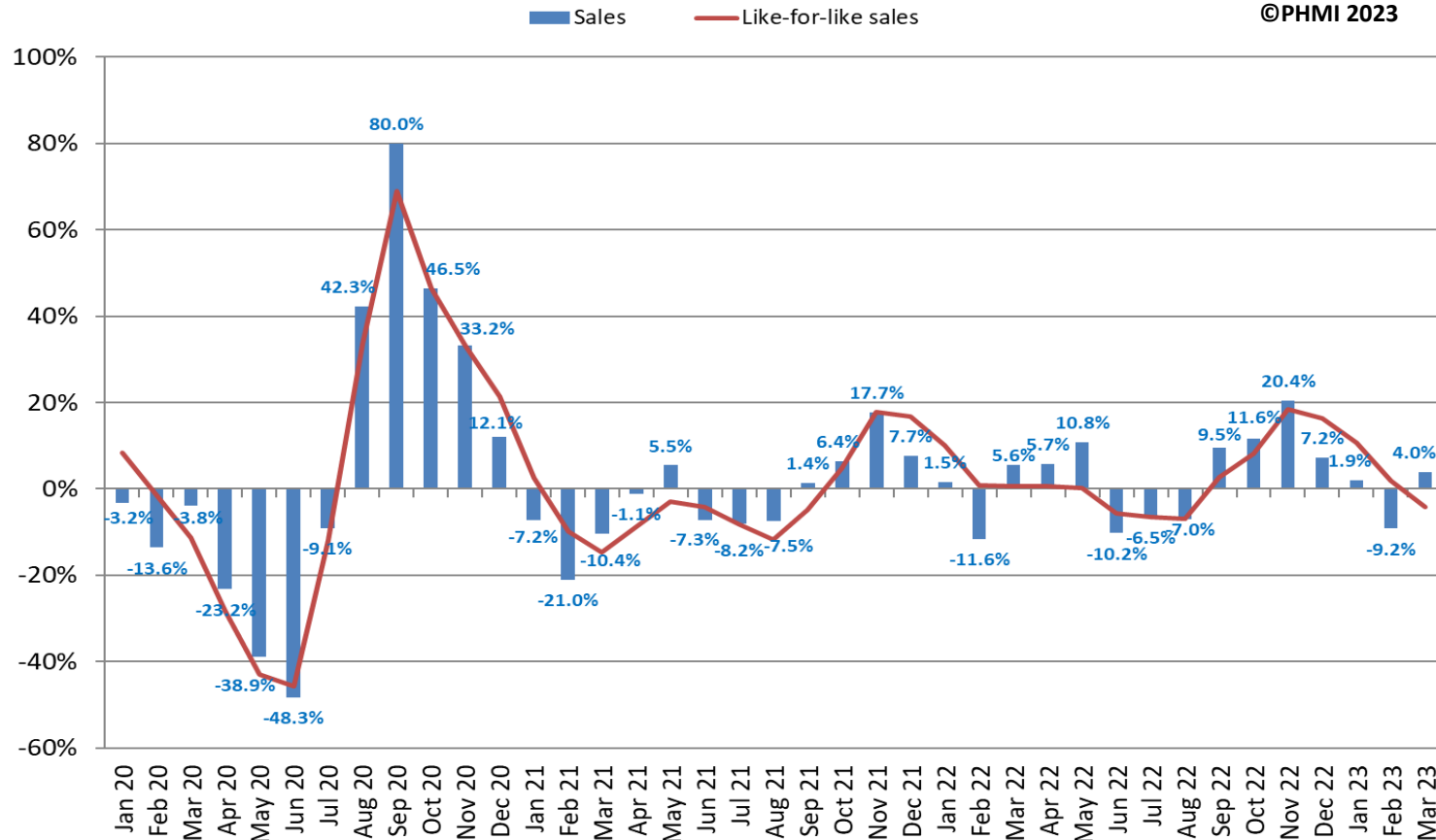
Sales and like-for-like sales*

Plumbing & Heating Merchant Index



64 trading days in the most recent period v 59 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 March 2023

Sales in Quarter 1 2023 were +4.0% higher than in the preceding three months.

Volume sales were +4.3% higher and prices down -0.3%.
With five more trading days in the most recent three months, like-for-like sales were -4.2% lower.

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

Last 12 months: Year on year

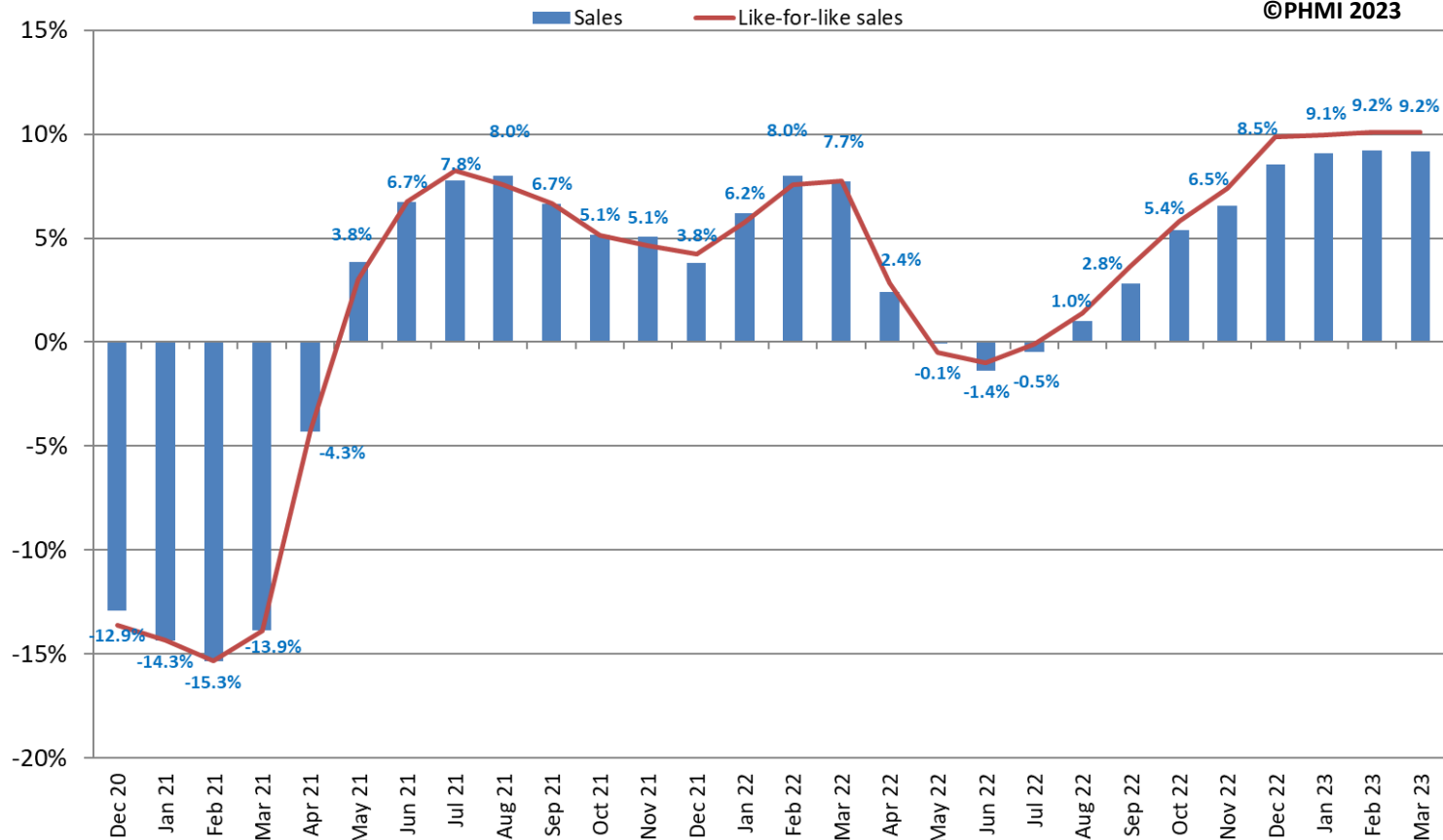
Sales and like-for-like sales*

Plumbing & Heating Merchant Index



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



Source: GfK's
Builders Merchants
Total Category Report
January 2019 to March 2023

Sales in the last 12 months were +9.2% higher than in April 2021 to March 2022.

Volume was -0.4% lower with prices up +9.6%. With two less trading days in the latest period, like-for-like sales were +10.1% 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 March 2023

Monthly

Index: 20.8

2021											
Jan 20	Feb 20	Mar 23	Apr 20	May 19	Jun 22	Jul 22	Aug 21	Sep 22	Oct 21	Nov 22	Dec 17
2022											
Jan 20	Feb 20	Mar 23	Apr 19	May 21	Jun 20	Jul 21	Aug 22	Sep 21	Oct 21	Nov 22	Dec 16
2023											
Jan 21	Feb 20	Mar 23	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

Quarterly

Index: 62.3

2021			
Q1 63	Q2 61	Q3 65	Q4 60
2022			
Q1 63	Q2 60	Q3 64	Q4 59
2023			
Q1 64	Q2	Q3	Q4

Half Year

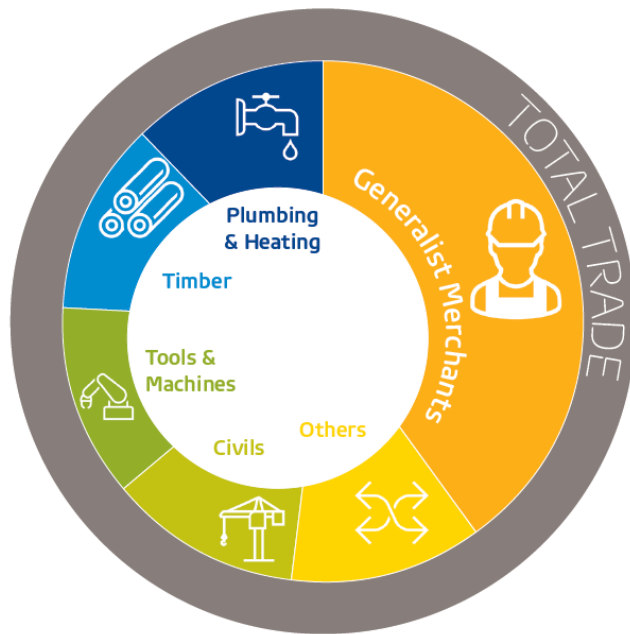
2021	
H1 124	H2 125
2022	
H1 123	H2 123
2023	
H1	H2

Full Year

2021
249
2022
246
2023

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

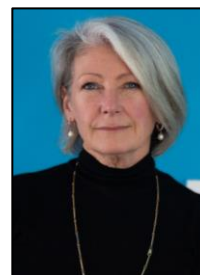
Plumbing & Heating
Merchant Index



Contacting PHMI

PHMI Experts

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More data available

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