

“building **excellence**
in materials supply”

Plumbing & Heating Merchant Index



April 2023

(Published 21 June 2023)

A Builders Merchant Building Index Publication

Highlights:

Sales in the last 12 months were +9.3% higher than in May 2021 to April 2022. Volume was flat (-0.1%) with prices up +9.4%. With two less trading days in the latest period, like-for-like sales were +10.2% higher. Read the full Overview on page 5.

PHMI Report April 2023 Highlights

(unadjusted for trading days)

+2.6%



Total revenue up +2.6%
on Apr 2022



Total sales down -20.5%
on Mar 2023

+5.9%



**Feb 2023 to Apr 2023
sales up +5.9%**
on Feb 2022 to Apr 2022

+9.3%



**Moving annual total sales
up +9.3%**
on May 2021 – Apr 2022

“April 2023 value sales were +2.6% up year-on-year, driven by price inflation (+7.7%) rather than volume sales (-4.7%).”

-20.5%

©PHMI 2023

Contents:

Click links below to visit pages

Plumbing & Heating Merchant Index



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
Year-to-date	12
Last 12 months, year-on-year	13
Trading days	14
Plumbing & Heating channel definition and merchants	15
Brands behind PHMI	16
Contacting PHMI	17-18

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 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

April sales were +2.6% higher, inflated by +7.7% price rises with volume -4.7% lower

April's total plumbing and heating value sales, from over 70% of specialist Plumbing & Heating Merchants throughout Great Britain, were +2.6% higher than in April last year. Inflated by price rises (+7.7%) volume was -4.7% lower. With one less trading day this year, like-for-like sales (which take trading day differences into account) were +8.3% higher.

Value sales in April were -20.5% down from March. Volume sales were down -19.1% and prices down -1.7%. With five less trading days this month, like-for-like sales were up +1.5%.

April's PHMI index was 92.1. With three less trading days, the like-for-like index was 105.7.

Sales in the three months February 2023 to April 2023 were +5.9% higher compared to February 2022 to April 2022. Volume sales were down -2.1% while prices were up +8.2%. With one less trading day this year, like-for-like sales were +7.7% higher.

February 2023 to April 2023 sales were -0.5% lower than the preceding three months, November 2022 to January 2023. Volume sales were +1.4% higher with prices down -1.9%. With two more trading days in the most recent three months, like-for-like sales were -3.7% lower.

Year-to-date, January 2023 to April 2023 sales were +8.0% higher than January 2022 to April 2022. But volume sales were down -0.8% and price inflation up +8.8%. There was no difference in trading days.

Sales in the last 12 months were +9.3% higher than in May 2021 to April 2022. Volume was flat (-0.1%) with prices up +9.4%. With two less trading days in the latest period, like-for-like sales were +10.2% higher.

Year-to-date,
January 2023 to
April 2023 sales
were +8.0% higher
than January 2022
to April 2022.

But volume was
down -0.8% and
price inflation up
+8.8%. There was no
difference in trading
days.

Monthly and 3-monthly

Year-on-year: May 2022 to April 2023

Plumbing & Heating Merchant Index



May 22	Jun 22	Jul 22	Three months
13.4%	-3.2%	10.1%	6.8%
Aug 22	Sep 22	Oct 22	Three months
15.4%	10.4%	10.8%	12.1%
Nov 22	Dec 22	Jan 23	Three months
8.4%	16.2%	14.3%	12.5%
Feb 23	Mar 23	Apr 23	Three months
8.6%	6.3%	2.6%	5.9%



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

Plumbing & Heating Merchants value sales in the three months February to April 2023 were +5.9% higher than the same three months in 2022.

Monthly: This Year v Last Year

Sales and like-for-like sales*

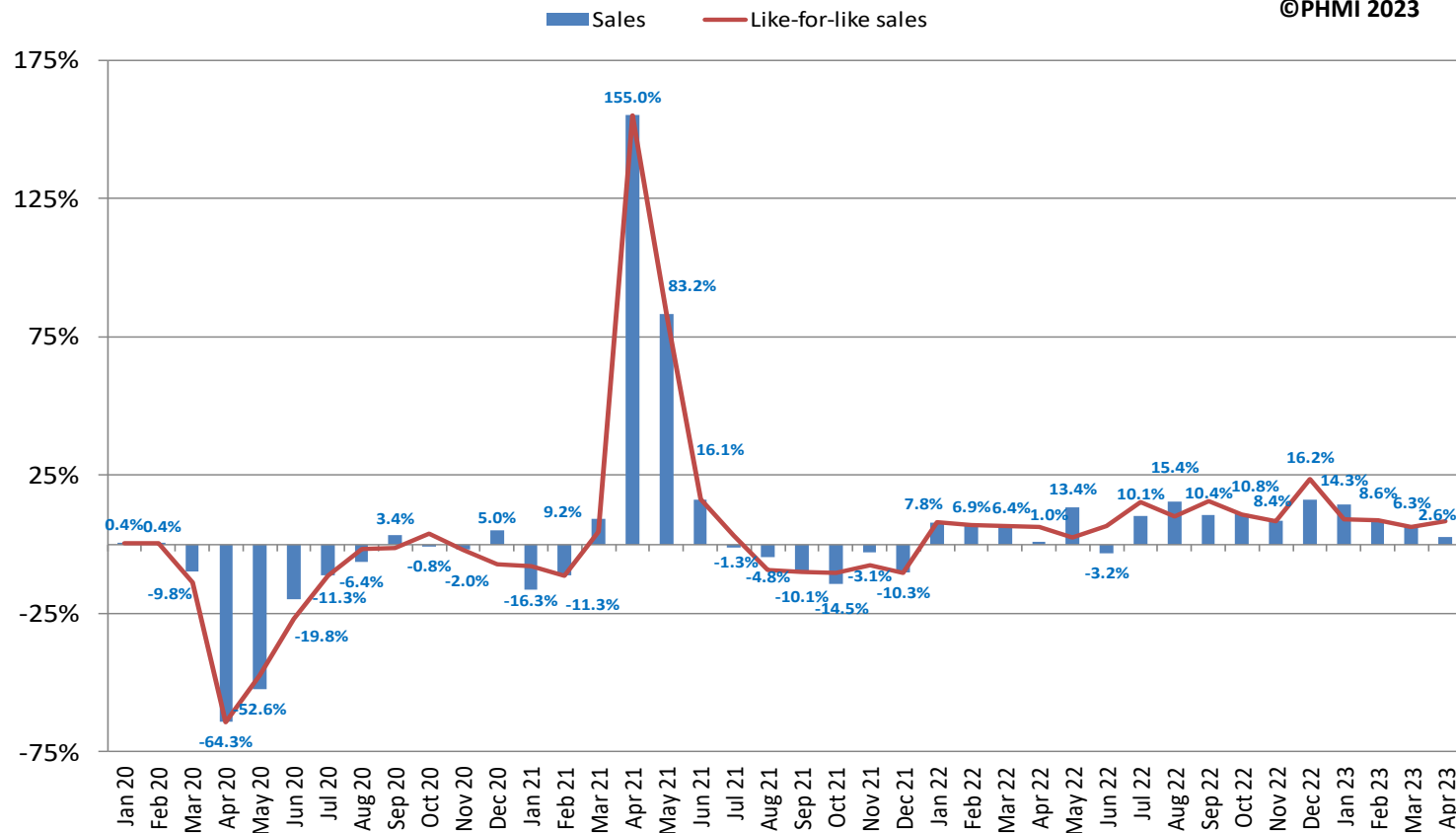
Plumbing & Heating Merchant Index



18 trading days this year v 19 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 April 2023

Total revenue was +2.6% up on April 2022. With one less trading day this year, like-for-like sales were +8.3% higher.

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

Monthly: Month v previous month

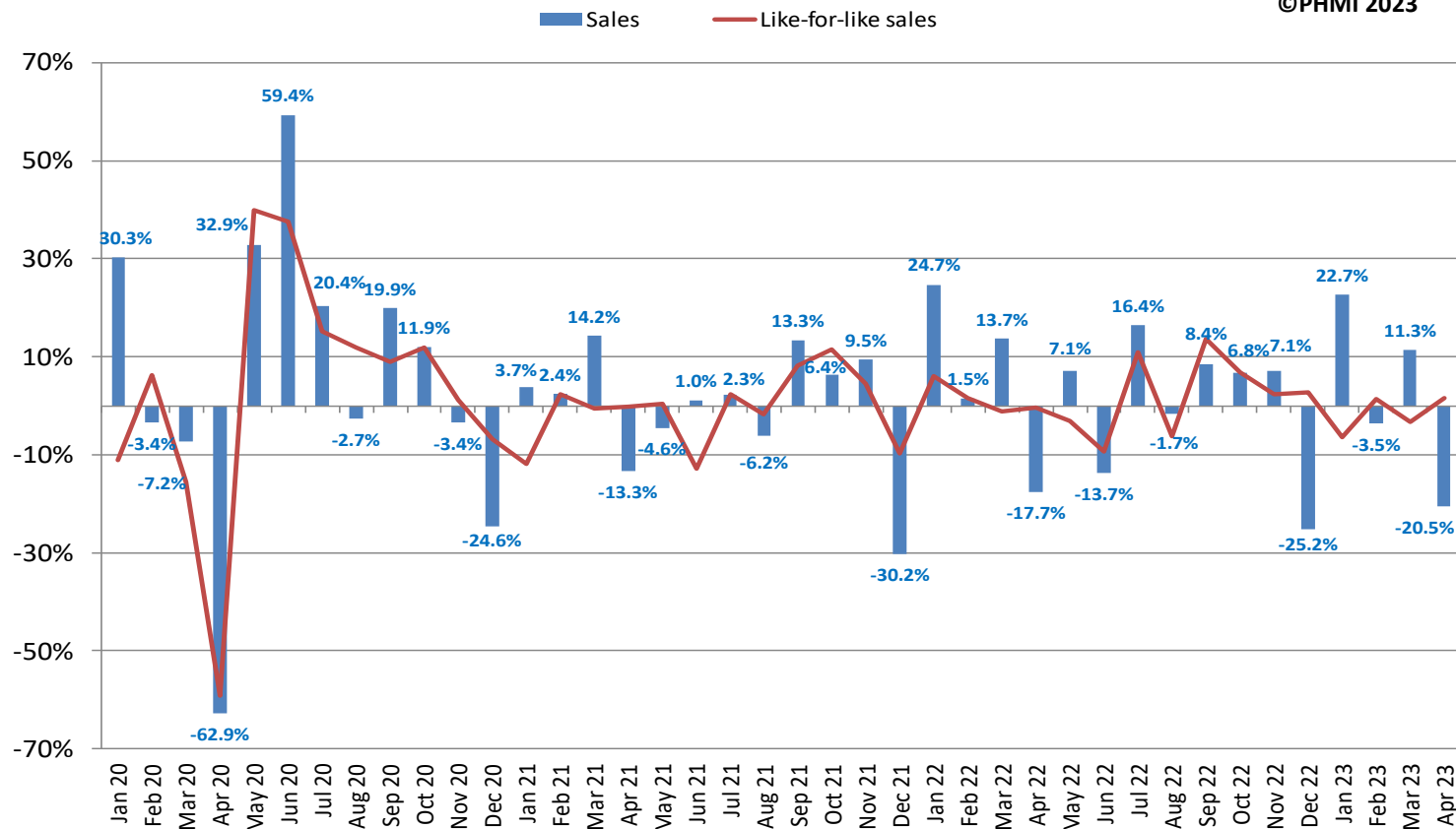
Sales and like-for-like sales*



Plumbing & Heating
Merchant Index

18 trading days this month v 23 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 April 2023

April value sales were -20.5% down on March. Volume sales were -19.1% down and prices down -1.7%.

With five less trading days this month, like-for-like sales were up +1.5%.

*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*

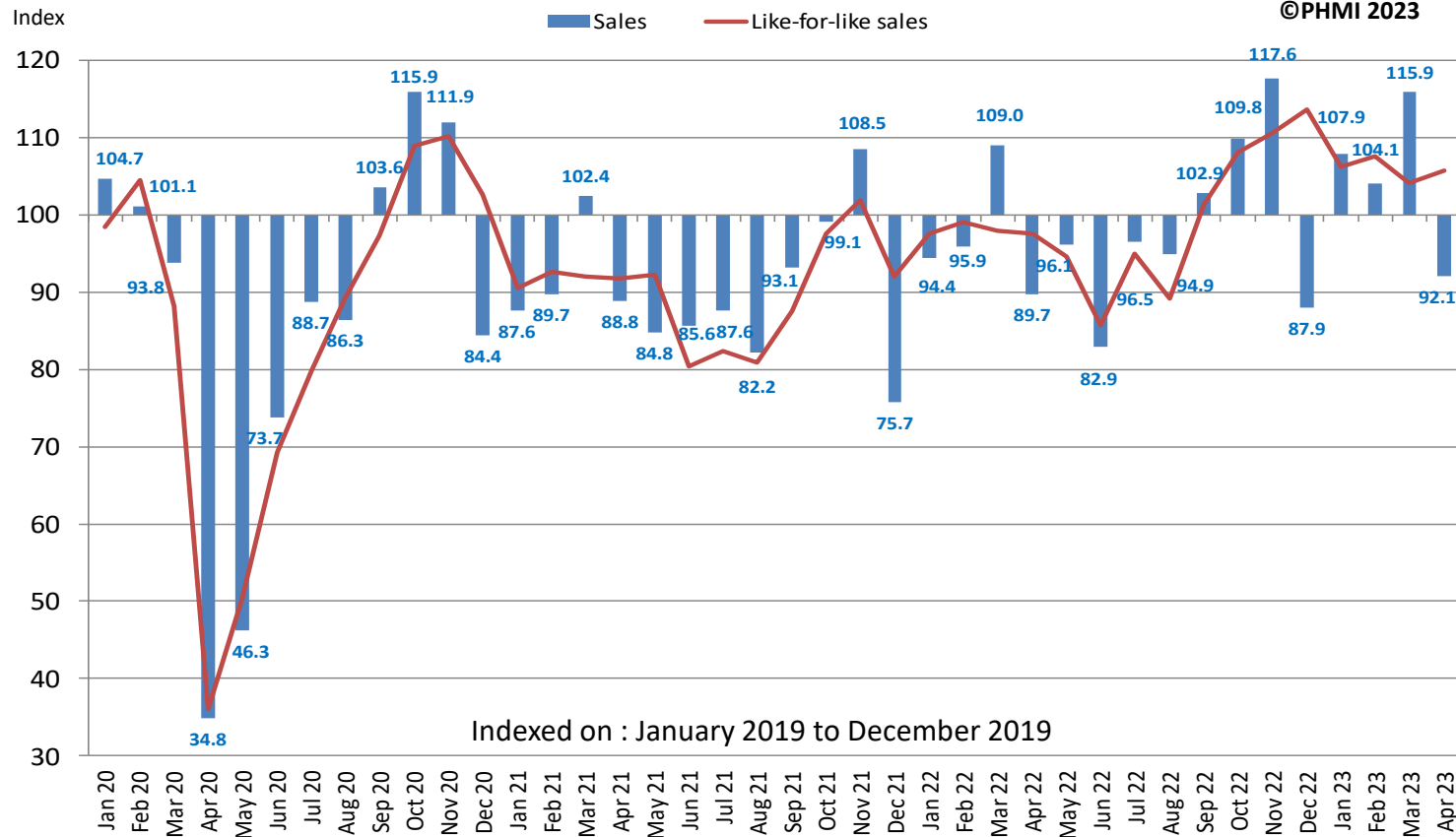
18 trading days this month v 21 trading days in the Index base period.

Like-for-like sales take trading day differences into account.

Plumbing & Heating Merchant Index



Indices: January 2020 to Apr 2023



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

April's PHMI index
was 92.1.

With three less
trading days, the
like-for-like index
was 105.7.

*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*



Plumbing & Heating
Merchant Index

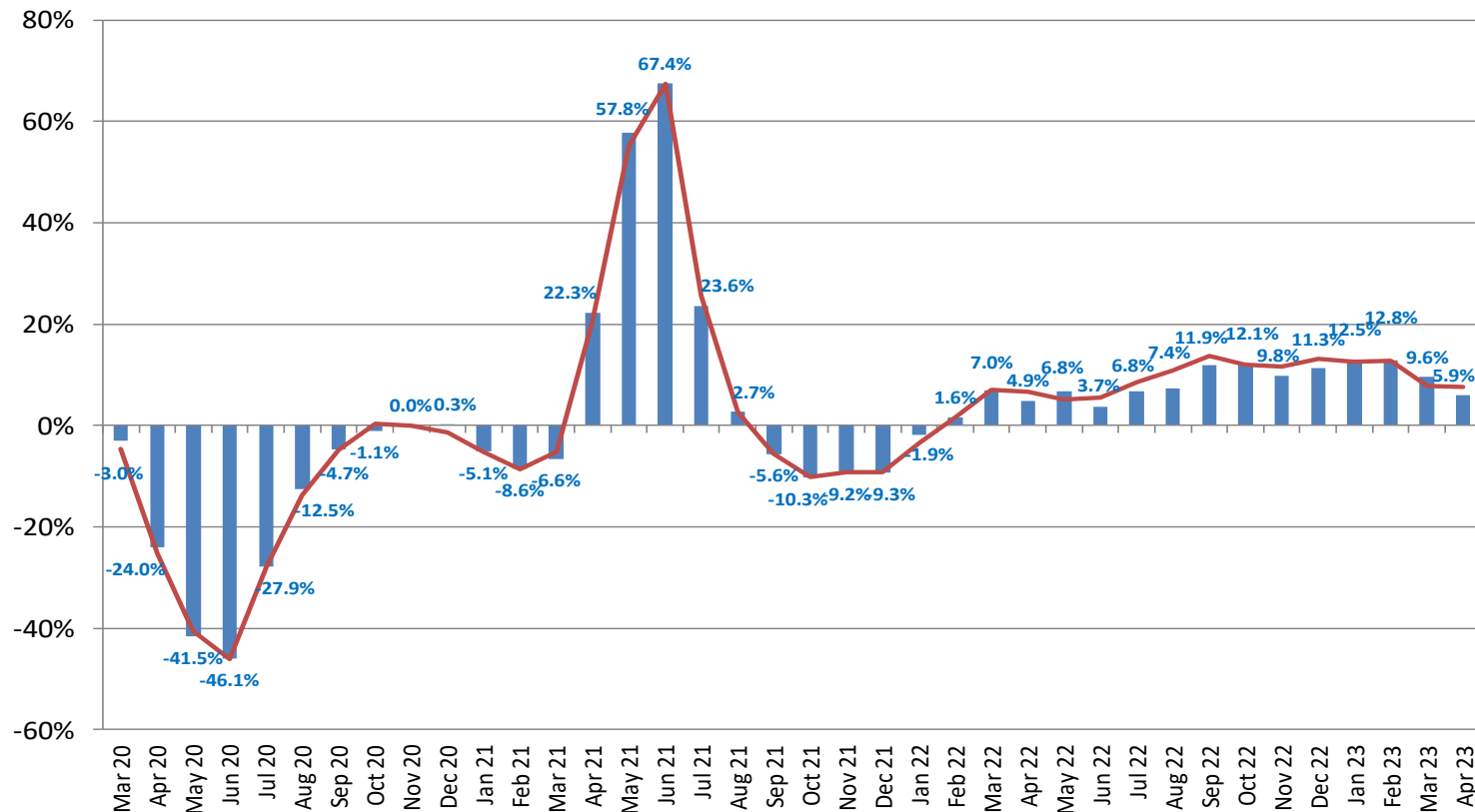
61 trading days this year v 62 trading days last year.

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 April 2023

Sales in the three months February 2023 to April 2023 were +5.9% higher compared to February 2022 to April 2022.

Volume sales were down -2.1%. Prices were up +8.2%.

*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*

Plumbing & Heating Merchant Index

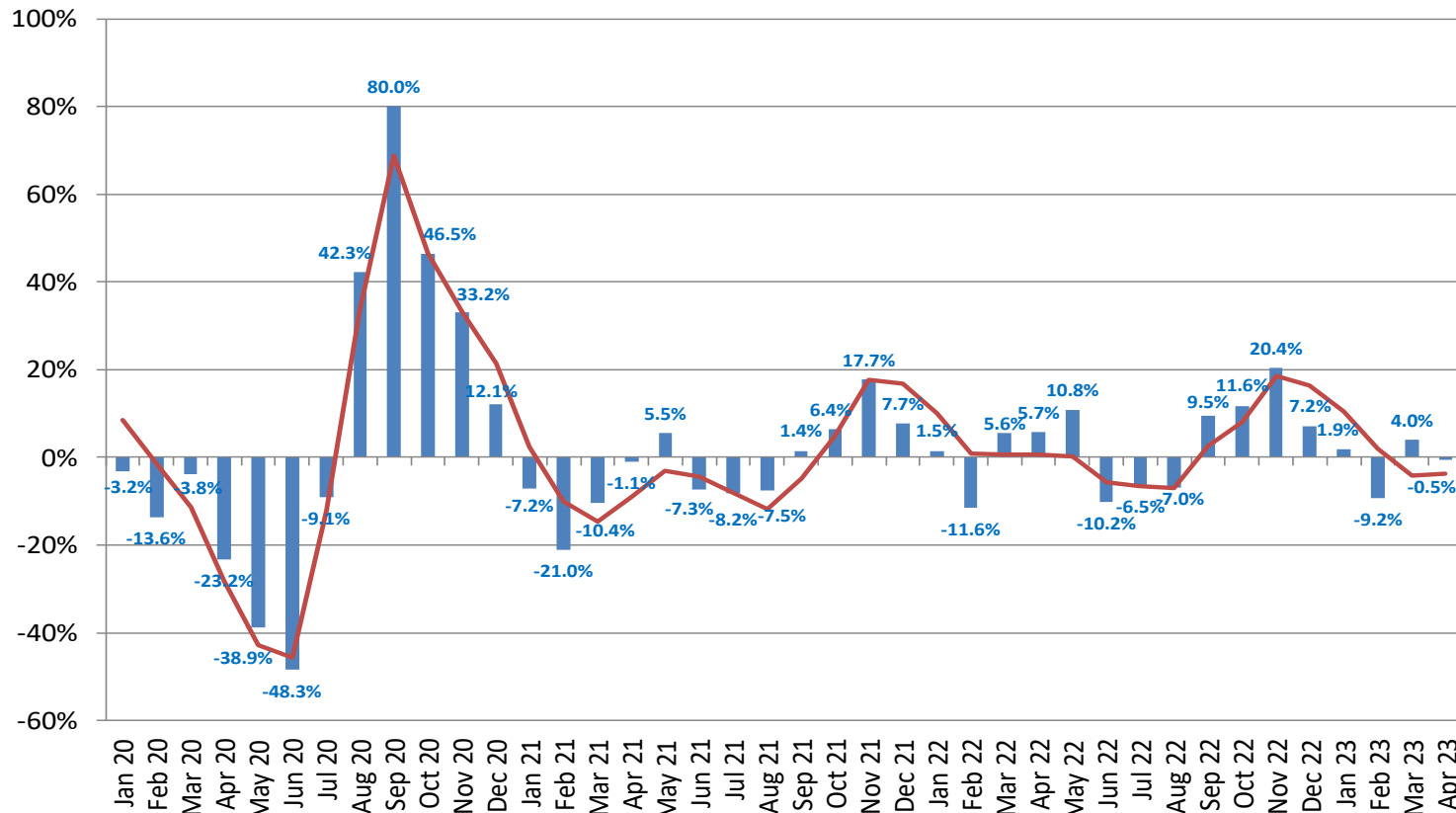


61 trading days in the most recent period v 59 trading days in the previous three months.
Like-for-like sales take trading day differences into account.

Rolling 3 months v previous 3 months

Sales Like-for-like sales

©PHMI 2023



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

February 2023 to April 2023 sales were -0.5% lower than the preceding three months, November 2022 to January 2023.

Volume sales were +1.4% higher with prices down -1.9%.

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

Year-to-date: 2023 v 2022

Sales and like-for-like sales*

There was no difference in trading days (82).

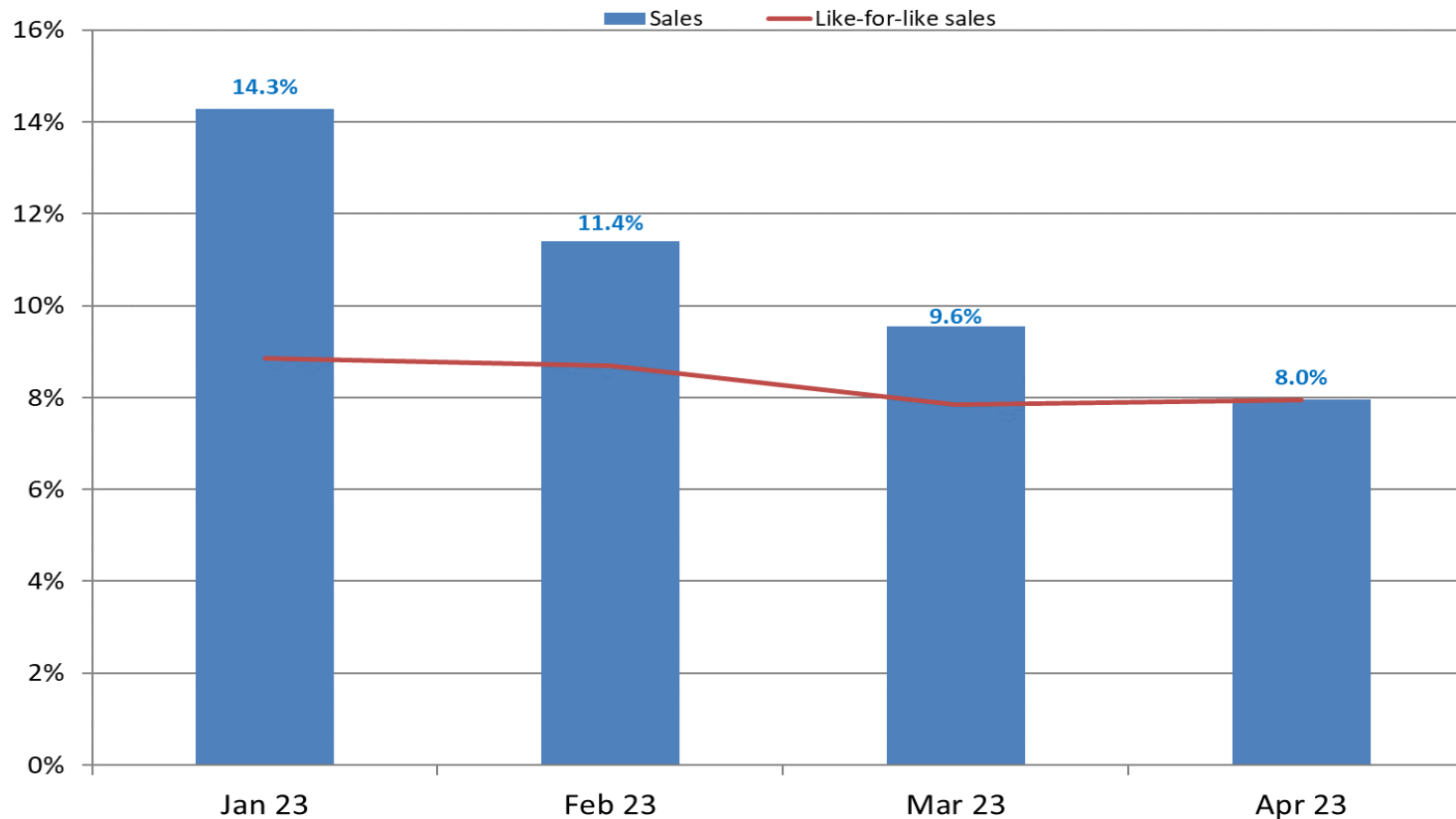
Like-for-like sales take trading day differences into account.

Plumbing & Heating Merchant Index



Cumulative year to date: Jan 23 to Apr 23 v last year

©PHMI 2023



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

Year-to-date,
January 2023 to
April 2023 sales
were +8.0% higher
than January 2022
to April 2022.

But volume was
down -0.8% and
price inflation was
up +8.8%.

Last 12 months: Year on year

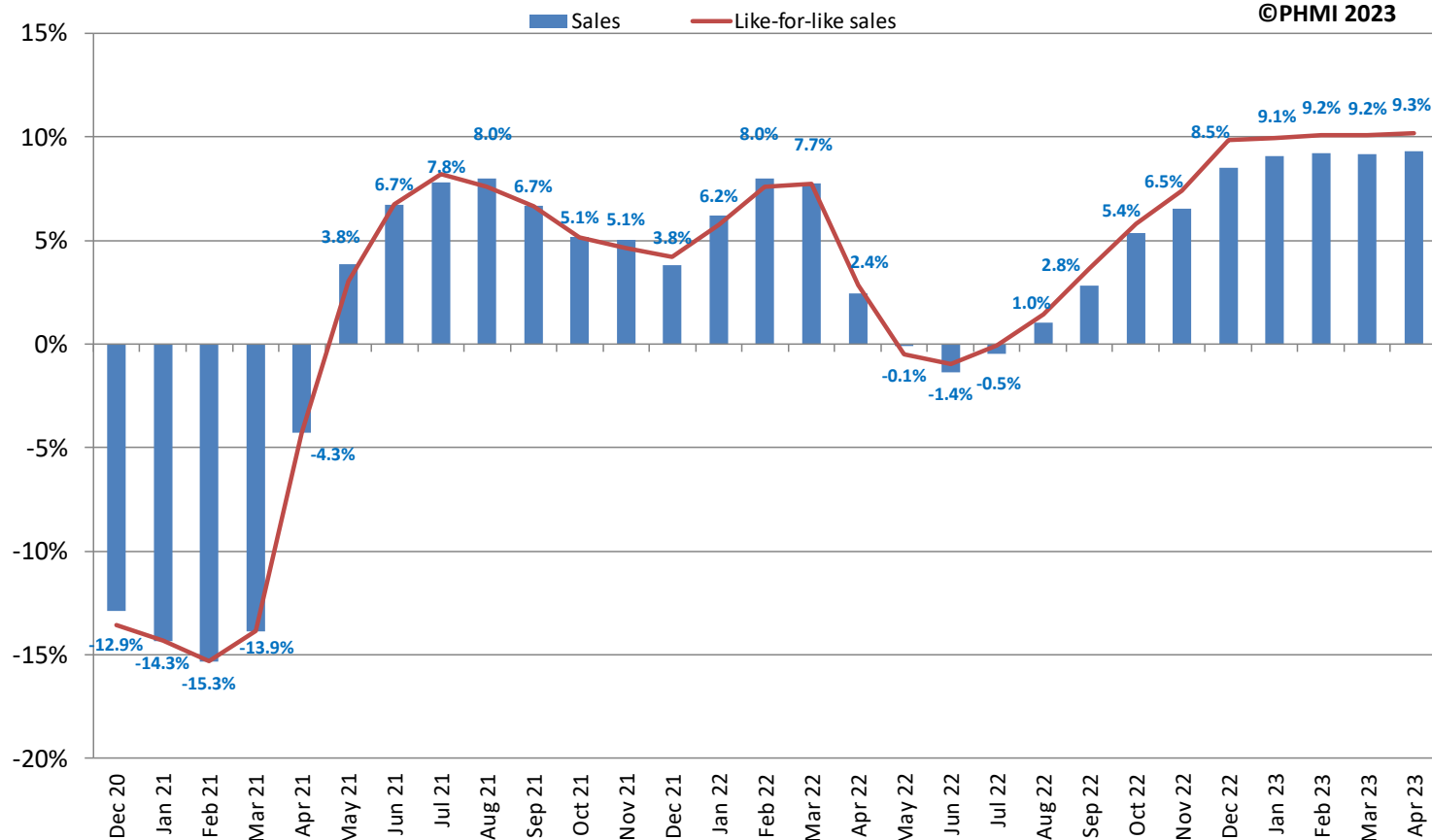
Sales and like-for-like sales*

Plumbing & Heating Merchant Index



246 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 April 2023

Sales in the last 12 months were +9.3% higher than in May 2021 to April 2022.

Volume was flat (-0.1%) with prices up +9.4%. With two less trading days in the latest period, like-for-like sales were +10.2% higher.

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

PHMI Trading Days

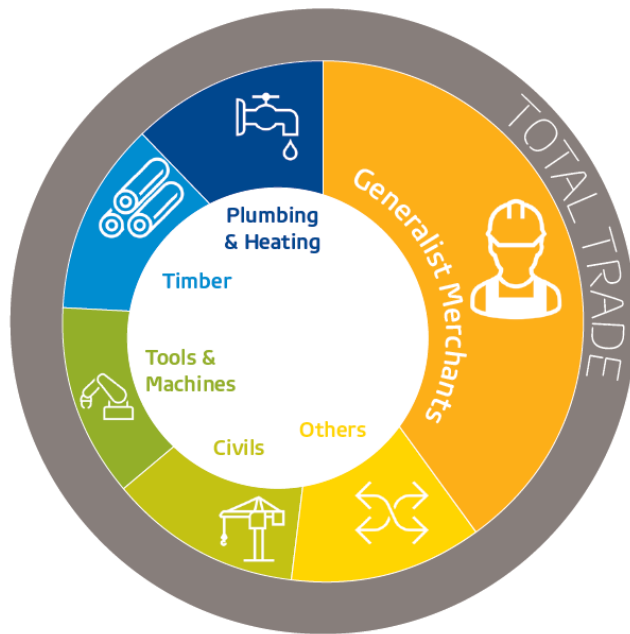


Source: GfK's
Builders Merchants
Total Category Report
January 2019 to April 2023

Monthly												Quarterly				Half Year		Full Year
Index: 20.8												Index: 62.3						
2021												2021				2021		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	Q1 63	Q2 61	Q3 65	Q4 60	H1 124	H2 125	249
2022												2022				2022		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	Q1 63	Q2 60	Q3 64	Q4 59	H1 123	H2 123	246
2023												2023				2023		2023
Jan 21	Feb 20	Mar 23	Apr 18									Q1 64	Q2	Q3	Q4	H1	H2	

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

Plumbing & Heating brands who are interested in becoming PHMI Experts and speaking for their markets and building their brands should contact Yvette Kirk:



Yvette Kirk

Research Project Director

yvette@mra-research.co.uk

+44 (0) 1453 521621

More data available

The 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:



Emile van der Ryst

Senior Client Insight Manager -
Trade

Emile.van-der-ryst@gfk.com

+44 (0) 20 7890 9615

Contact us

For further information



Emile van der Ryst

Senior Client Insight Manager - Trade

Emile.van-der-ryst@gfk.com

+44 (0) 20 7890 9615



Thomas Lowe

Industry Analyst / Economist

thomas.lowe@bmf.org.uk

+44 (0) 24 7685 4994



Yvette Kirk

Research Project Director

yvette@mra-research.co.uk

+44 (0) 1453 521621