

“building **excellence**
in materials supply”

Plumbing & Heating Merchant Index



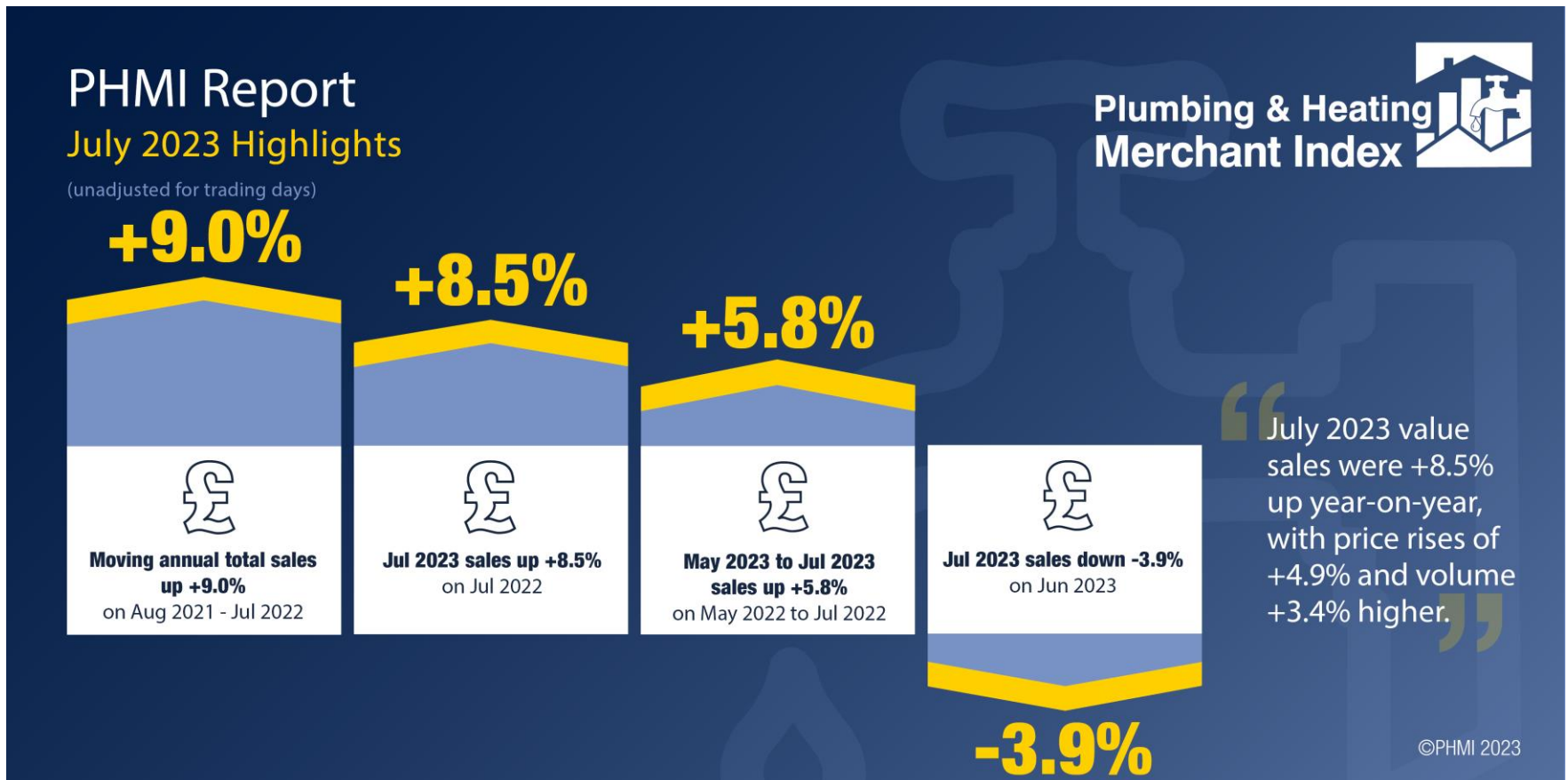
July 2023

(Published 22 September 2023)

A Builders Merchant Building Index Publication

Highlights:

Sales in the last 12 months were **+9.0%** higher than in August 2021 to July 2022. Read the full Overview on page 5.



Contents:

Click links below to visit pages

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 Mike Rigby: mike@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

July value sales up +8.5%, with volume growth of +3.4%

July's total plumbing and heating value sales, from over 70% of specialist Plumbing & Heating Merchants throughout Great Britain, were +8.5% higher compared with July 2022. There was no difference in trading days. Volume increased by +3.4% with price rises of +4.9%.

Value sales in July were -3.9% down from June with volume sales down -2.3% and prices down -1.6%. With one less trading day this month, like-for-like sales, which take trading day differences into account, were up +0.7%.

July's PHMI index was 95.0. There was no difference in trading days.

Sales in the three months May to July 2023 were +5.8% higher than May to July 2022. Volume sales were down -0.4% while prices were up +6.3%. With one more trading day this year, like-for-like sales were +4.1% higher.

May to July 2023 sales were -6.6% lower than the preceding three months, February to April 2023. Volume sales were -2.5% lower and prices were down -4.2%. With two more trading days in the most recent three months, like-for-like sales were -9.5% lower.

Year-to-date, January to July 2023 value sales were +7.1% higher than January to July 2022. Volume was down -0.6% and price was up +7.8%. With one more trading day in the latest period, like-for-like sales were +6.3% higher.

Sales in the last 12 months were +9.0% higher than in August 2021 to July 2022. Volume was marginally up (+0.2%) but prices were up +8.8%. There was no difference in trading days.

Year-to-date,
January 2023 to July
2023 value sales
were +7.1% higher
than January 2022
to July 2022.

Volume was down
-0.6% and price was
up +7.8%. With one
more trading day in
the latest period,
like-for-like sales
were +6.3% higher.

Monthly and 3-monthly

Year-on-year: August 2022 to July 2023

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%
May 23	Jun 23	Jul 23	Three months
+1.7%	+7.6%	+8.5%	+5.8%

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

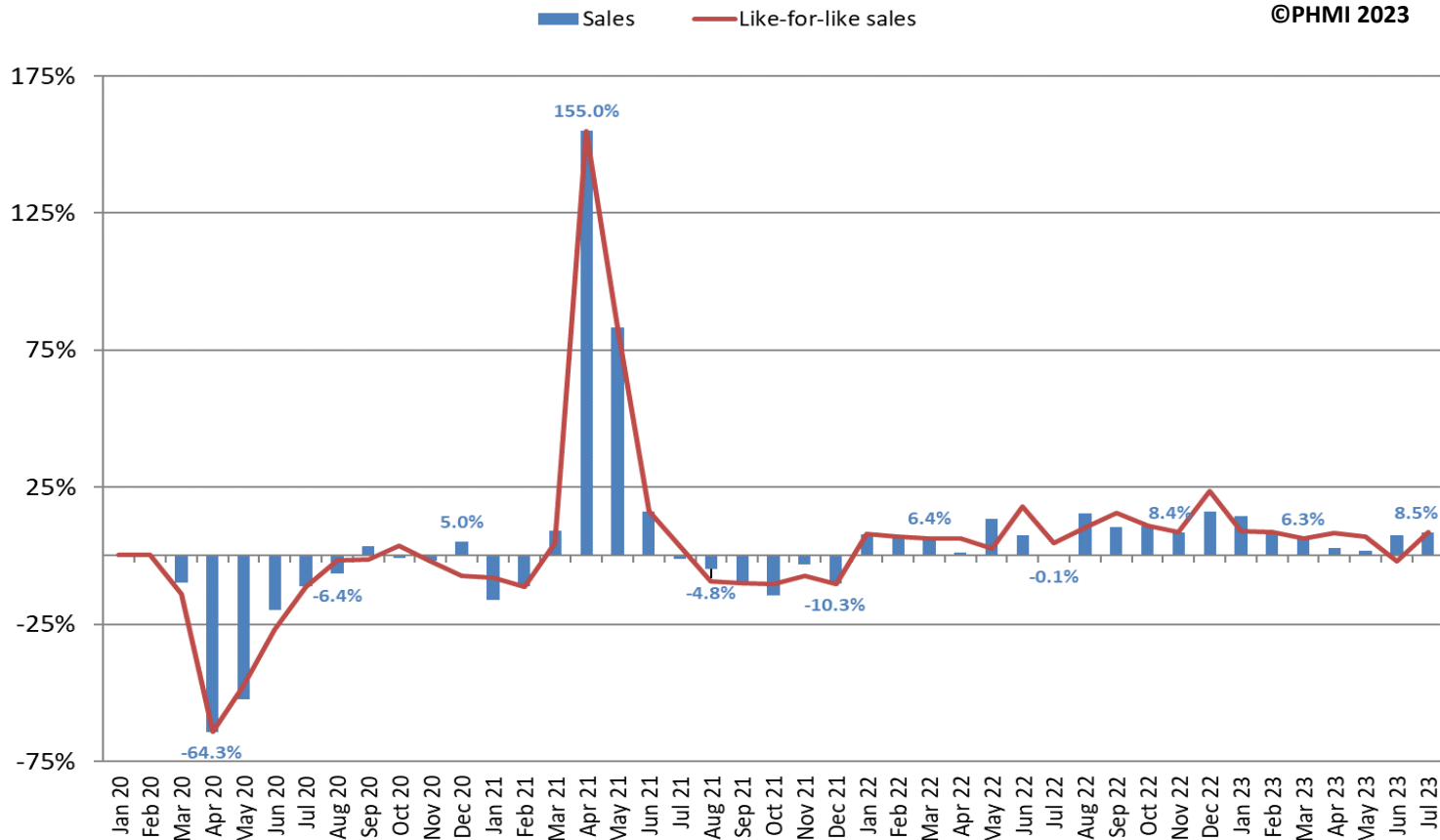
Plumbing & Heating Merchants value sales in the three months May to July 2023 were +5.8% up on the same three months of 2022.

Monthly: This Year v Last Year

Sales and like-for-like sales*

There was no difference in trading days (21).
Like-for-like sales take trading day differences into account.

Month: year on year



©PHMI 2023

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

Total value sales were +8.5% higher than July last year, with price rises of +4.9% and volume up +3.4%.

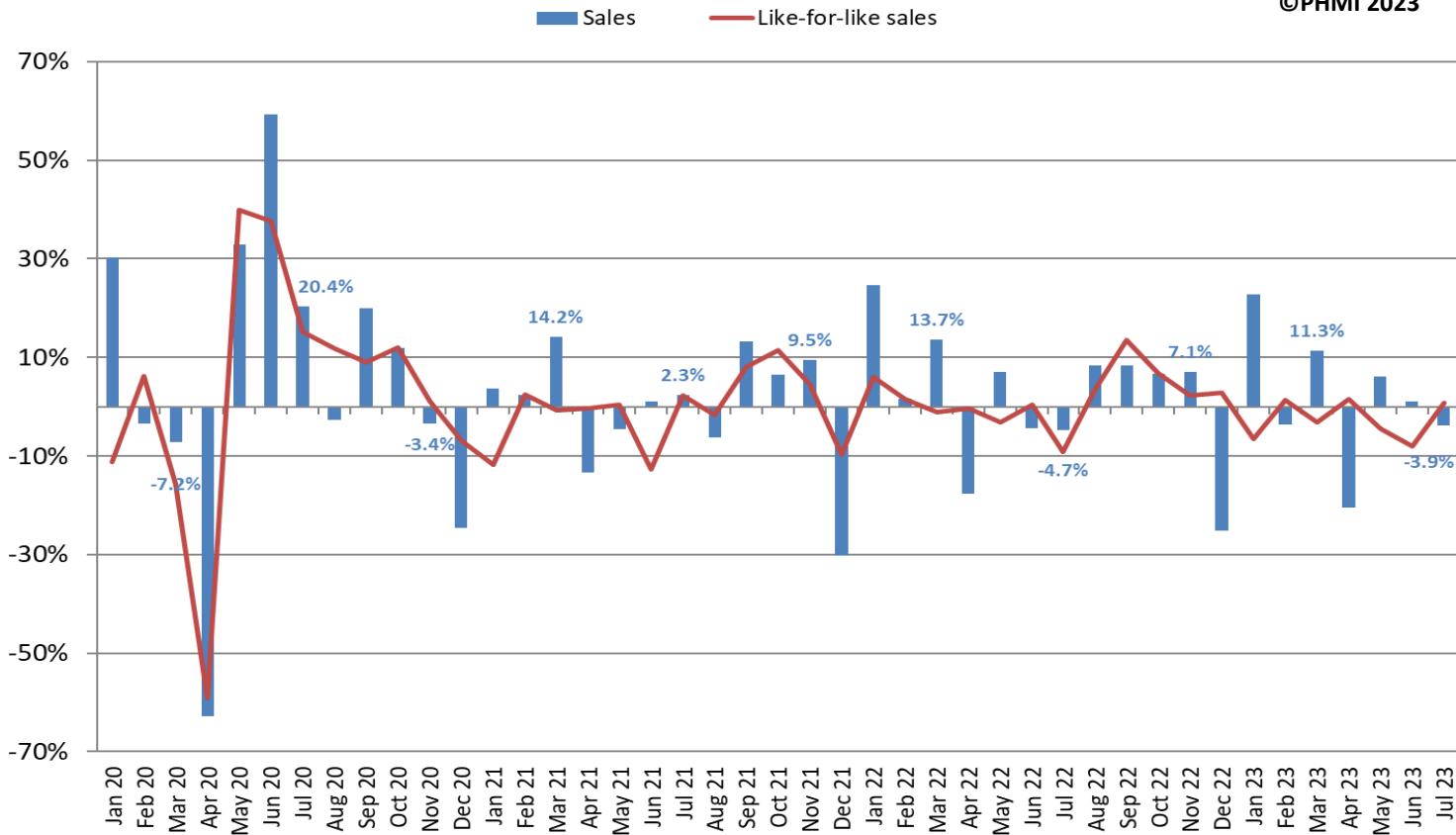
*Some merchants temporarily closed branches between March and May 2020 and this will have affected trading day comparisons.

Monthly: Month v previous month

Sales and like-for-like sales*

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

Month v previous month



©PHMI 2023

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

Value sales in July were -3.9% down from June. Volume sales were down -2.3% with prices down -1.6%.

With one less trading day this month, like-for-like sales were up +0.7%.

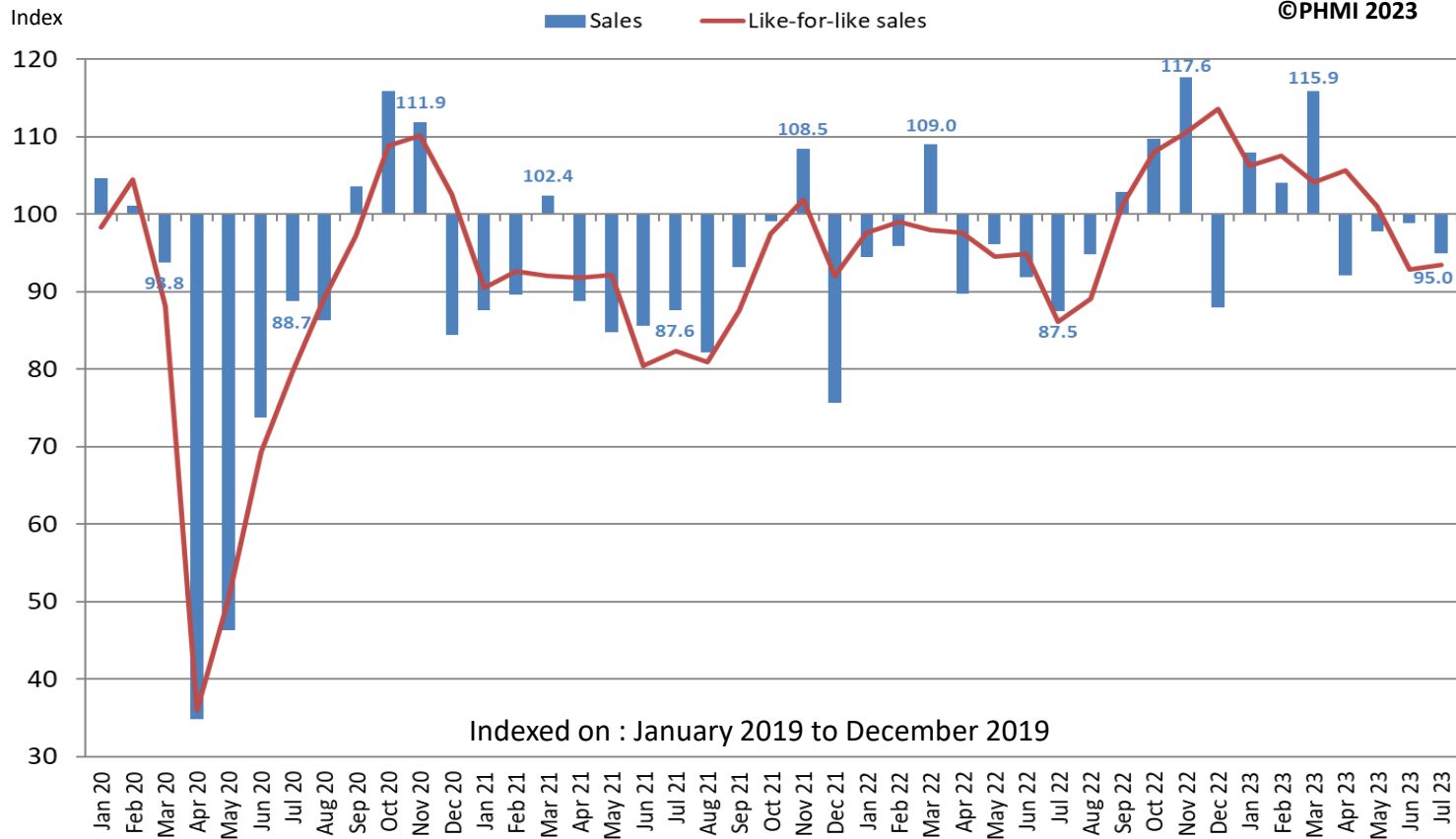
*Some merchants temporarily closed branches between March and May 2020 and this will have affected trading day comparisons.

Monthly: Index

Sales and like-for-like sales index*

There was no difference in the Index base period (21).
Like-for-like sales take trading day differences into account.

Indices: January 2020 to July 2023



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

July's PHMI index
was 95.0.

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

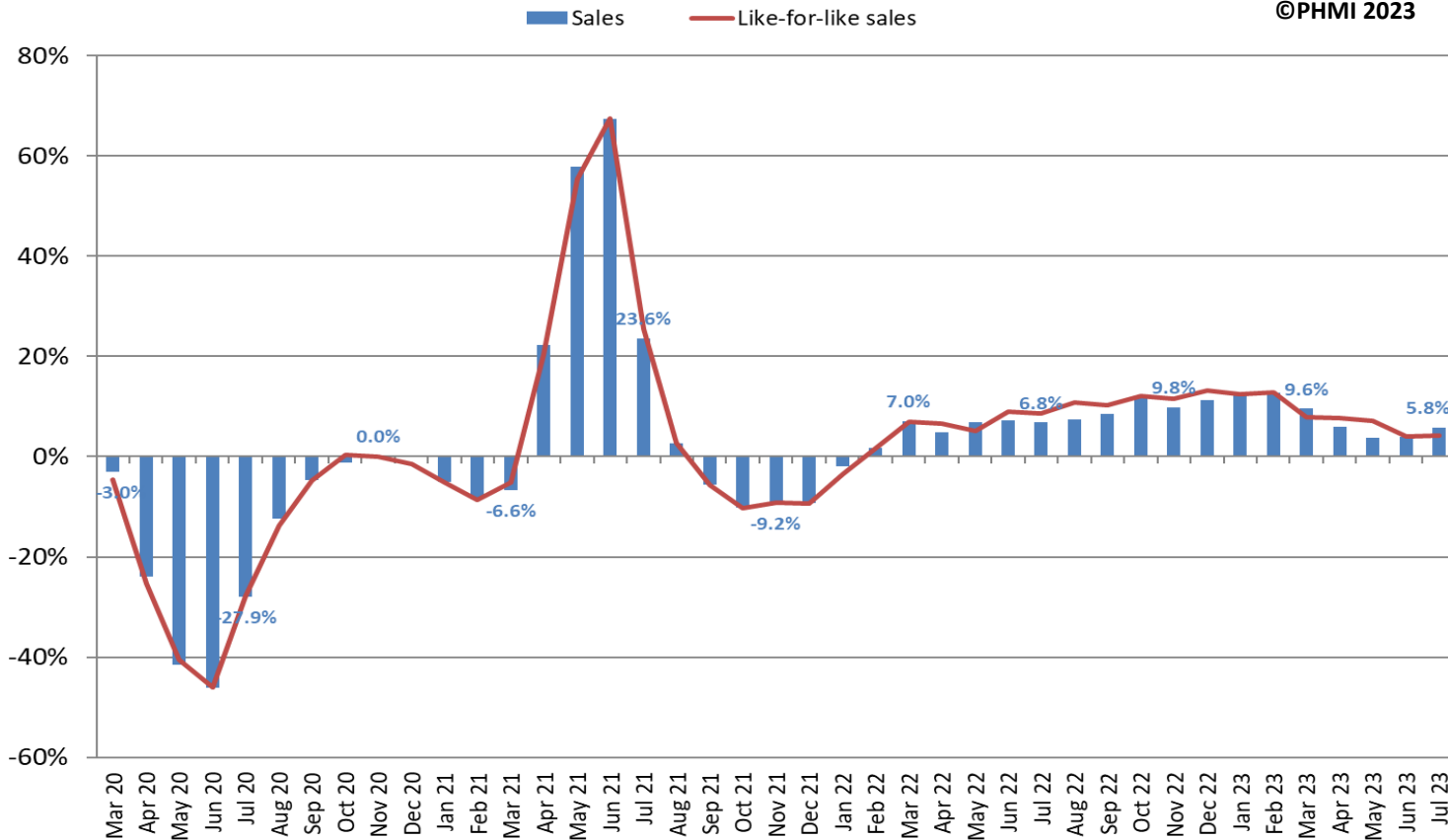
Rolling 3-months: This year v last year

Sales and like-for-like sales*



63 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



©PHMI 2023

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

Sales in the three months May to July 2023 were +5.8% higher than May to July 2022.

Volume sales were down -0.4%. Prices were up +6.3%.

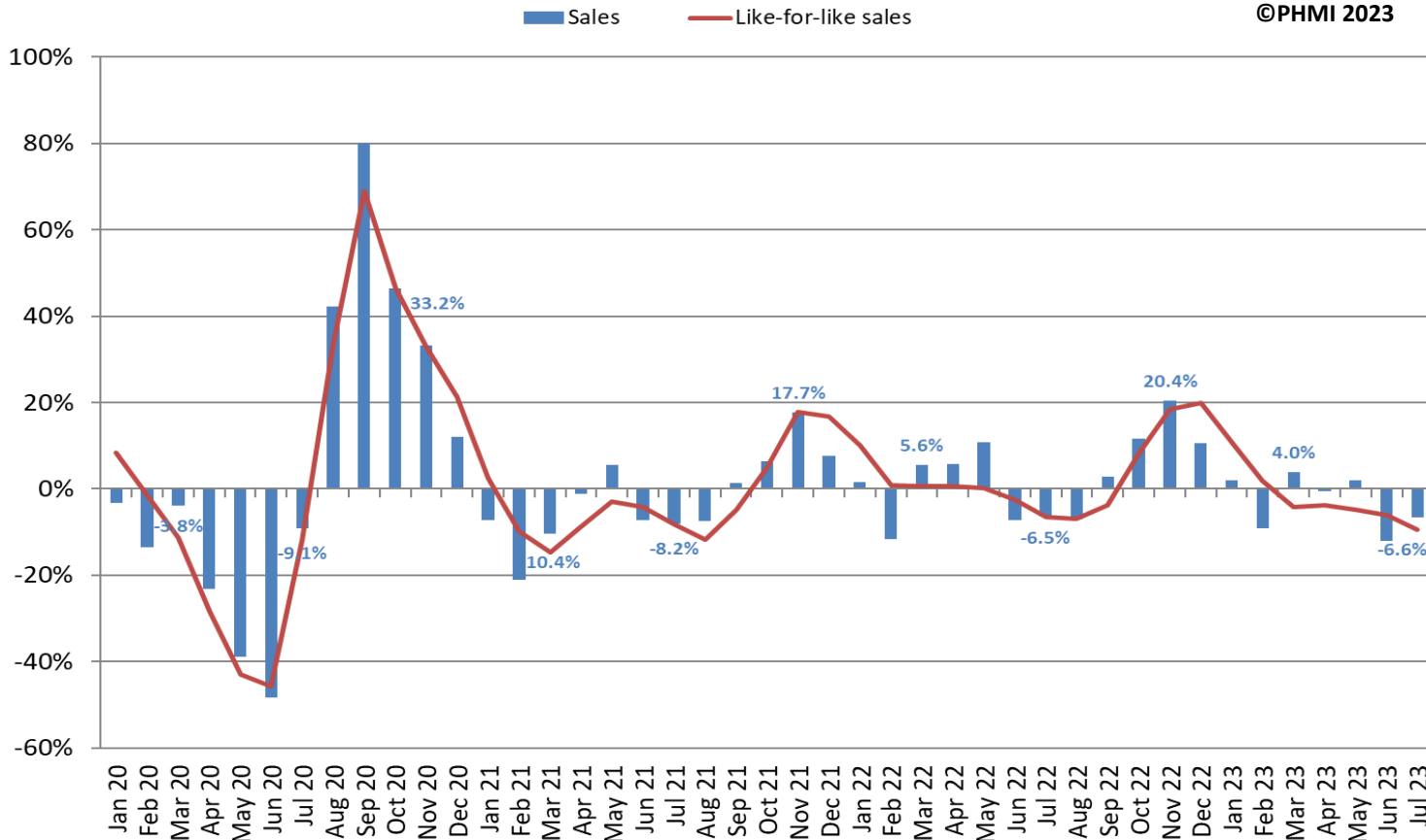
*Some merchants temporarily closed branches between March and May 2020 and this will have affected trading day comparisons.

Rolling 3-months: v previous 3 months

Sales and like-for-like sales*

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

Rolling 3 months v previous 3 months



©PHMI 2023

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

May to July 2023 sales were -6.6% lower than the preceding three months, February to April 2023.

With two more trading days in the most recent three months, like-for-like sales were -9.5% lower.

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

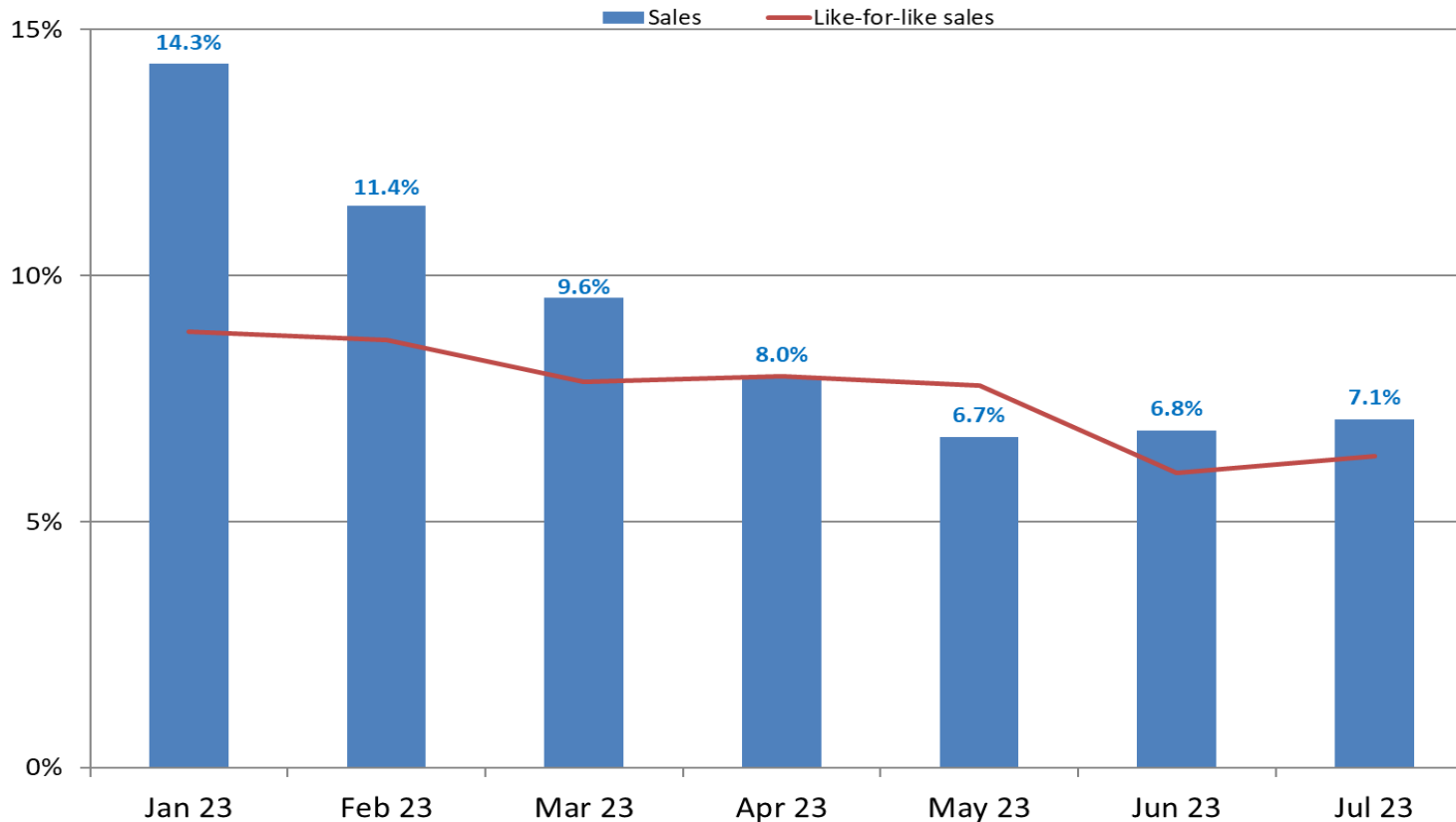
Year-to-date: 2023 v 2022

Sales and like-for-like sales*

145 trading days this year v 144 trading days last year.
Like-for-like sales take trading day differences into account.

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

©PHMI 2023



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

Year-to-date,
January to July 2023
value sales were
+7.1% higher than
January to July
2022.

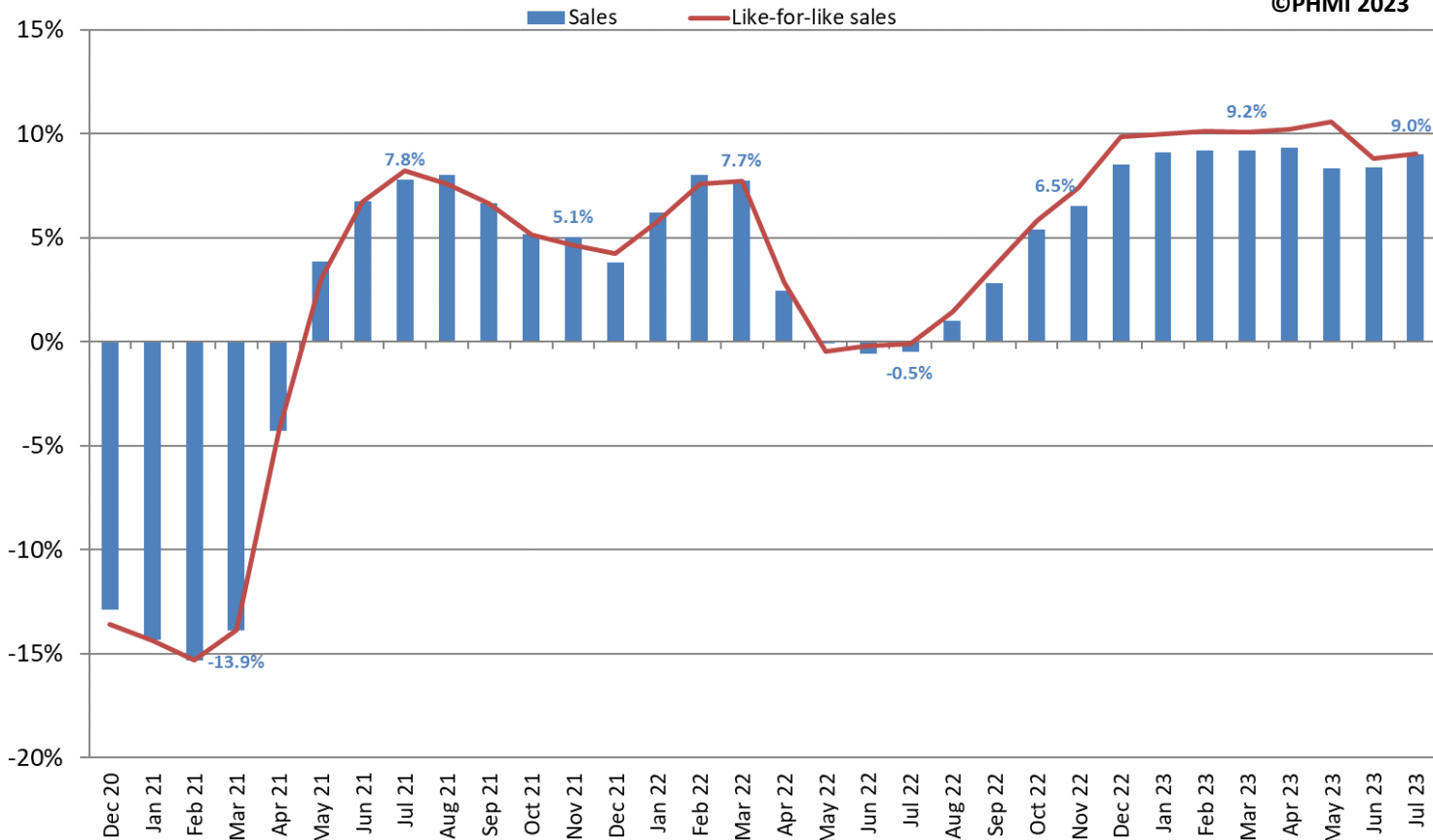
Volume was down
-0.6% and price was
up +7.8%.

Last 12 months: Year on year

Sales and like-for-like sales*

There was no difference in trading days (247).
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 July 2023

Sales in the last 12 months were +9.0% up compared to August 2021 to July 2022.

Volume was up +0.2% with prices up +8.8%.

*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 July 2023

Monthly

Index: 20.7

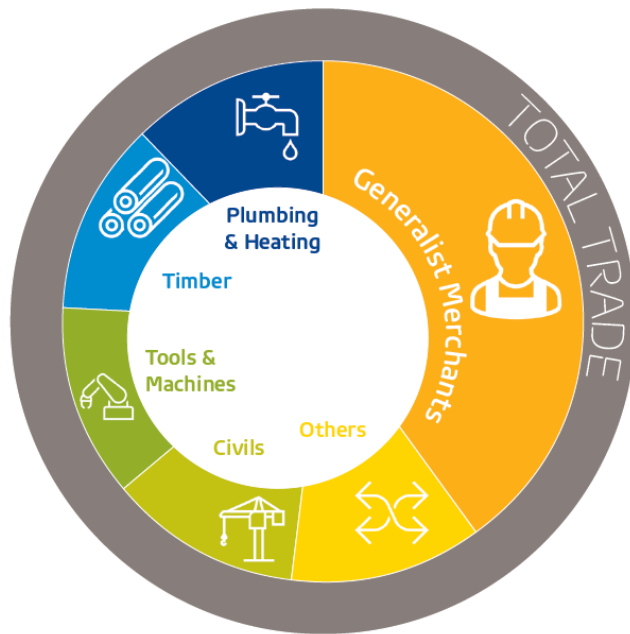
2021											
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
20	20	23	20	19	22	22	21	22	21	22	17
2022											
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
20	20	23	19	21	20	21	22	21	21	22	16
2023											
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
21	20	23	18	20	22	21					

Quarterly

Index: 62.0

2021				2021		2021	
Q1	Q2	Q3	Q4	H1	H2	2021	
63	61	65	60	124	125	249	
2022				2022		2022	
Q1	Q2	Q3	Q4	H1	H2	2022	
63	60	64	59	123	123	246	
2023				2023		2023	
Q1	Q2	Q3	Q4	H1	H2	2023	
64	60			124			

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



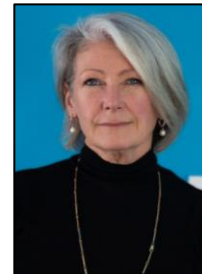
Building the Industry & Building Brands from Knowledge



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:



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

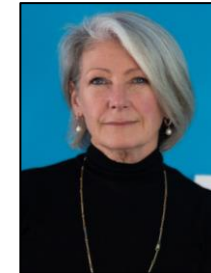


Thomas Lowe

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