

“building **excellence**
in materials supply”

Plumbing & Heating Merchant Index



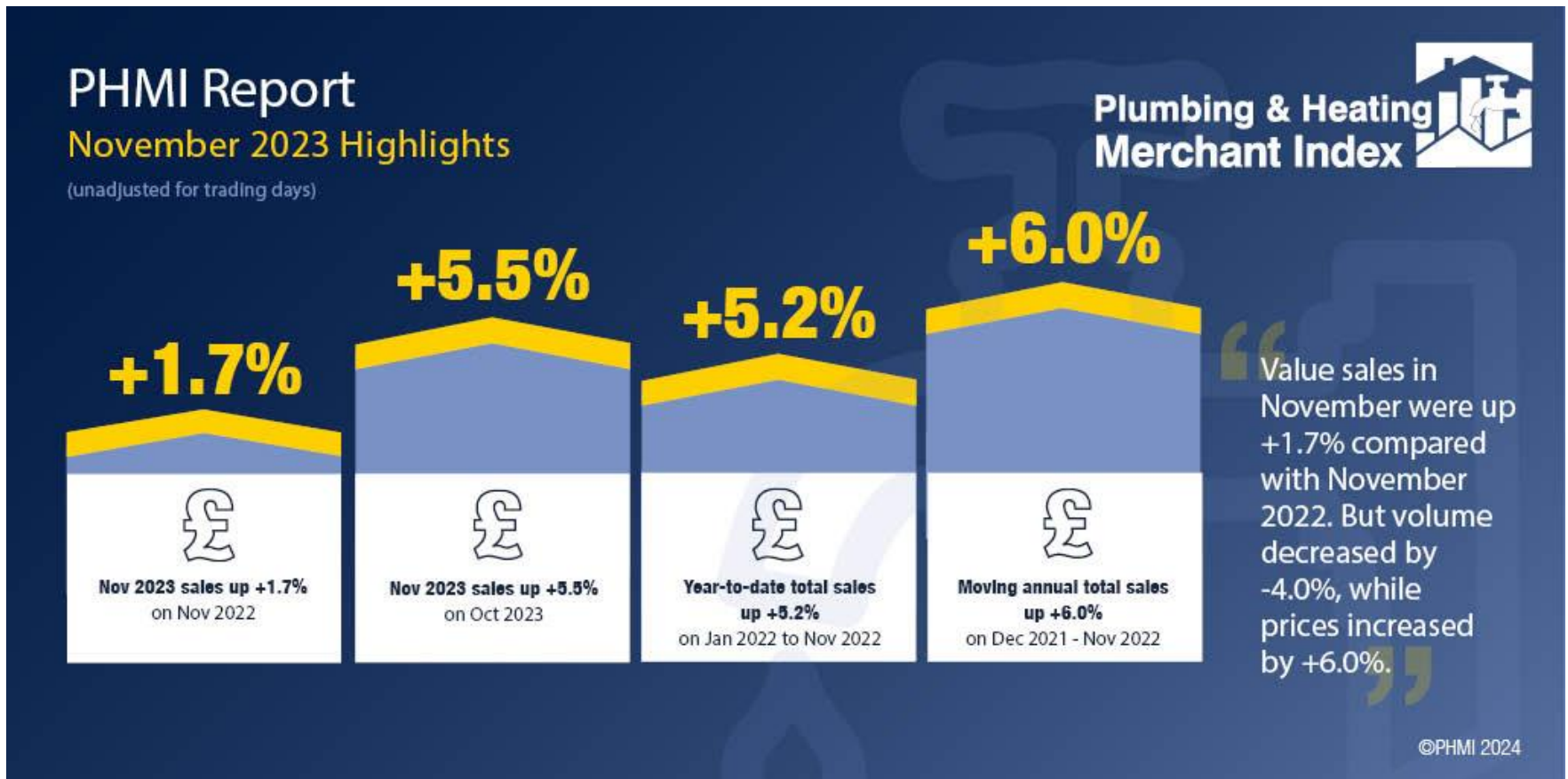
November 2023

(Published 26 January 2024)

A Builders Merchant Building Index Publication

Highlights:

Year-to-date, January 2023 to November 2023 value sales were +5.2% higher than January 2022 to November 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

November value sales up +1.7% compared with November 2022. Prices were up +6.0%

November's total plumbing and heating value sales, from over 70% of specialist Plumbing & Heating Merchants throughout Great Britain, were +1.7% higher compared with November 2022. Prices increased +6.0%, and volume decreased -4.0%. There was no difference in trading days.

Value sales in November were up +5.5% on October. Prices were up +2.2%, volume sales +3.2% higher. There was no difference in trading days.

November's PHMI index was 120.4. With one more trading day, November's like-for-like sales Index was 113.1.

Sales in the three months September to November 2023 were +1.1% compared to the same period last year. But volume sales were down -4.2% while prices rose +5.5%. With one more trading day this year, like-for-like sales (which take trading days differences into account) were -0.5% lower.

September to November 2023 value sales were +14.2% higher than the previous three months, June to August. Volume sales were +6.1% higher and prices were also up +7.6%. There was no difference in trading days.

Year-to-date, January to November 2023 value sales were +5.2% ahead of January to November 2022. However, volume sales were -1.9% lower, with prices increasing +7.3%. With two more trading days this year, like-for-like value sales were +4.3% higher.

Plumbing & Heating Merchants value sales in the 12 months December 2022 to November 2023 increased by +6.0% compared with the previous 12 months. Volume was down -1.7% however, with prices up +7.8% over the 12-month period. With one more trading day in the most recent 12 months, like-for-like sales were +5.6% higher.

Year-to-date,
January to
November 2023
value sales were
+5.2% January to
November 2022.

Sales volumes were -
1.9%; prices +7.3%.

With two more
trading days this
year, like-for-like
value sales were
+4.3% higher.

Monthly and 3-monthly

Year-on-year: December 2022 to November 2023

Dec 22	Jan 23	Feb 23	Three months
+16.8%	+14.7%	+9.1%	+13.2%
Mar 23	Apr 23	May 23	Three months
+6.7%	+2.9%	+2.0%	+4.0%
Jun 23	Jul 23	Aug 23	Three months
+8.5%	+9.5%	+3.3%	+7.0%
Sep 23	Oct 23	Nov 23	Three months
-2.0%	+3.3%	+1.7%	+1.1%

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

Value sales in the three months September to November 2023 were +1.1% higher compared to the same period last year.

But volume sales were down -4.2% while prices rose +5.5%.

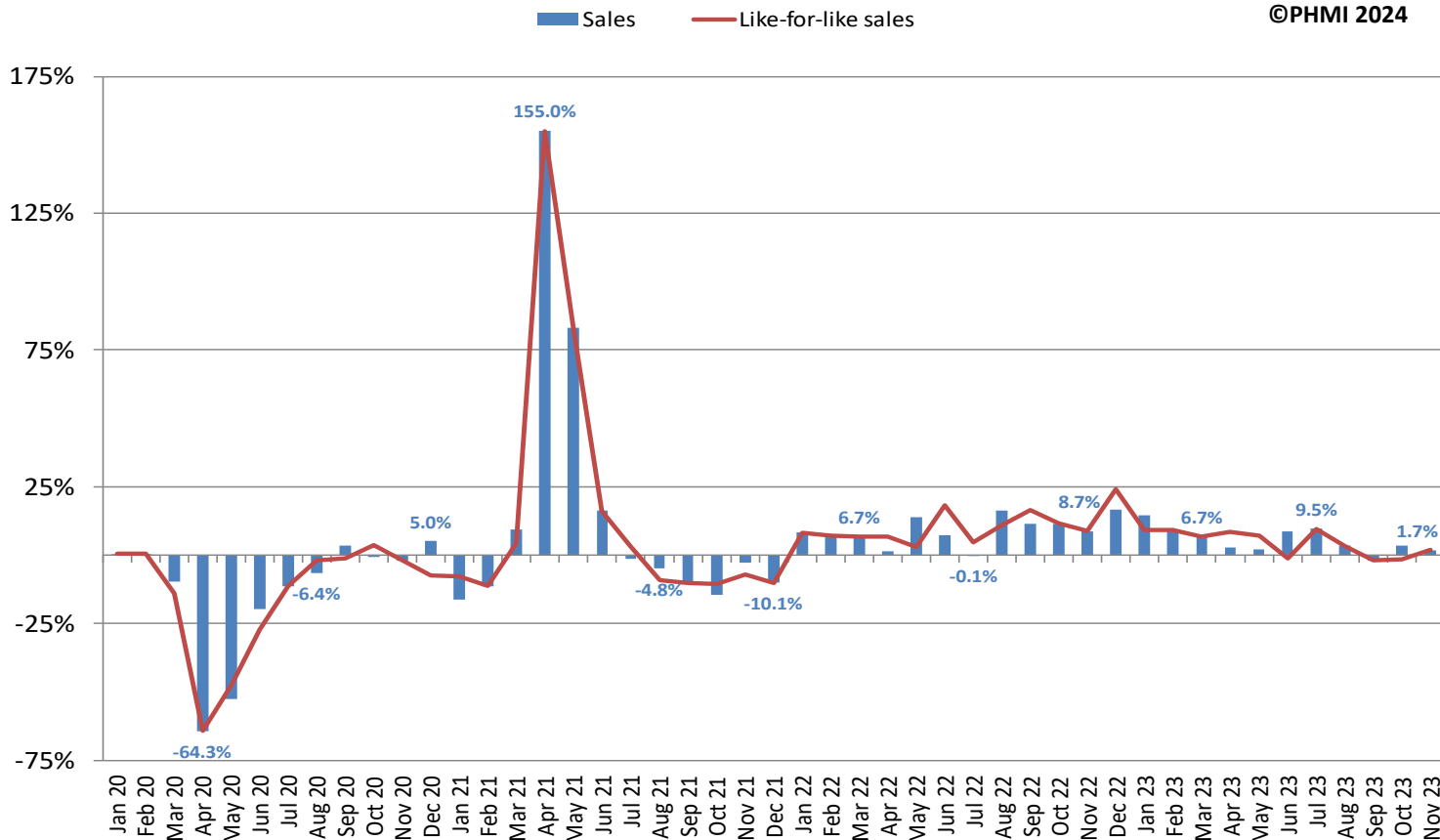
Monthly: This Year v Last Year

Sales and like-for-like sales*

There was no difference in trading days (22).

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

Month: year on year



©PHMI 2024

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

Value sales in November were up +1.7% compared with November 2022.

Prices increased by +6.0% and volume decreased by -4.0%.

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

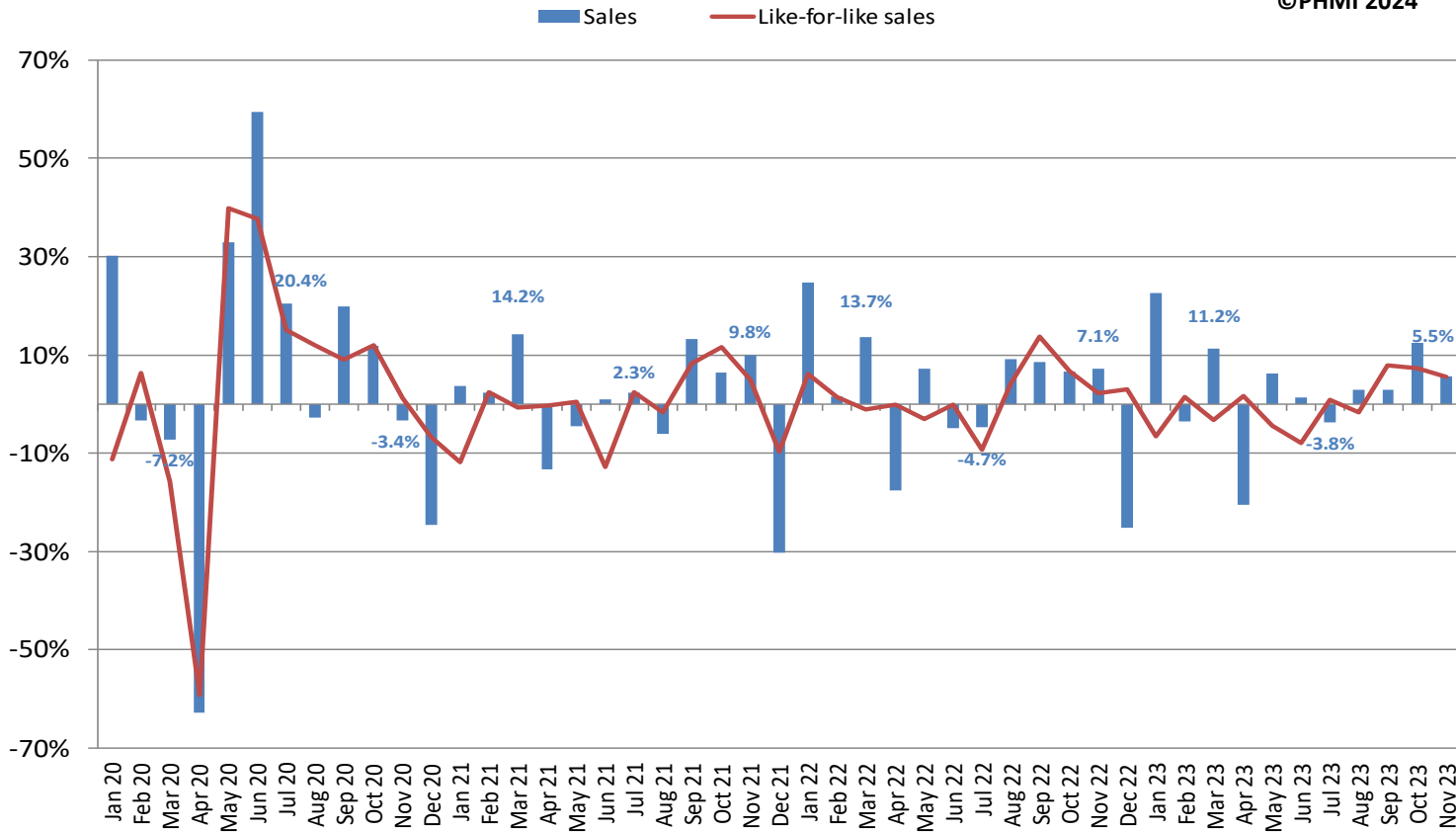
Monthly: Month v previous month

Sales and like-for-like sales*

There was no difference in trading days (22).

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

Month v previous month



©PHMI 2024

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

Value sales in November were up +5.5% October.

Prices were up +2.2% and volume sales were +3.2%.

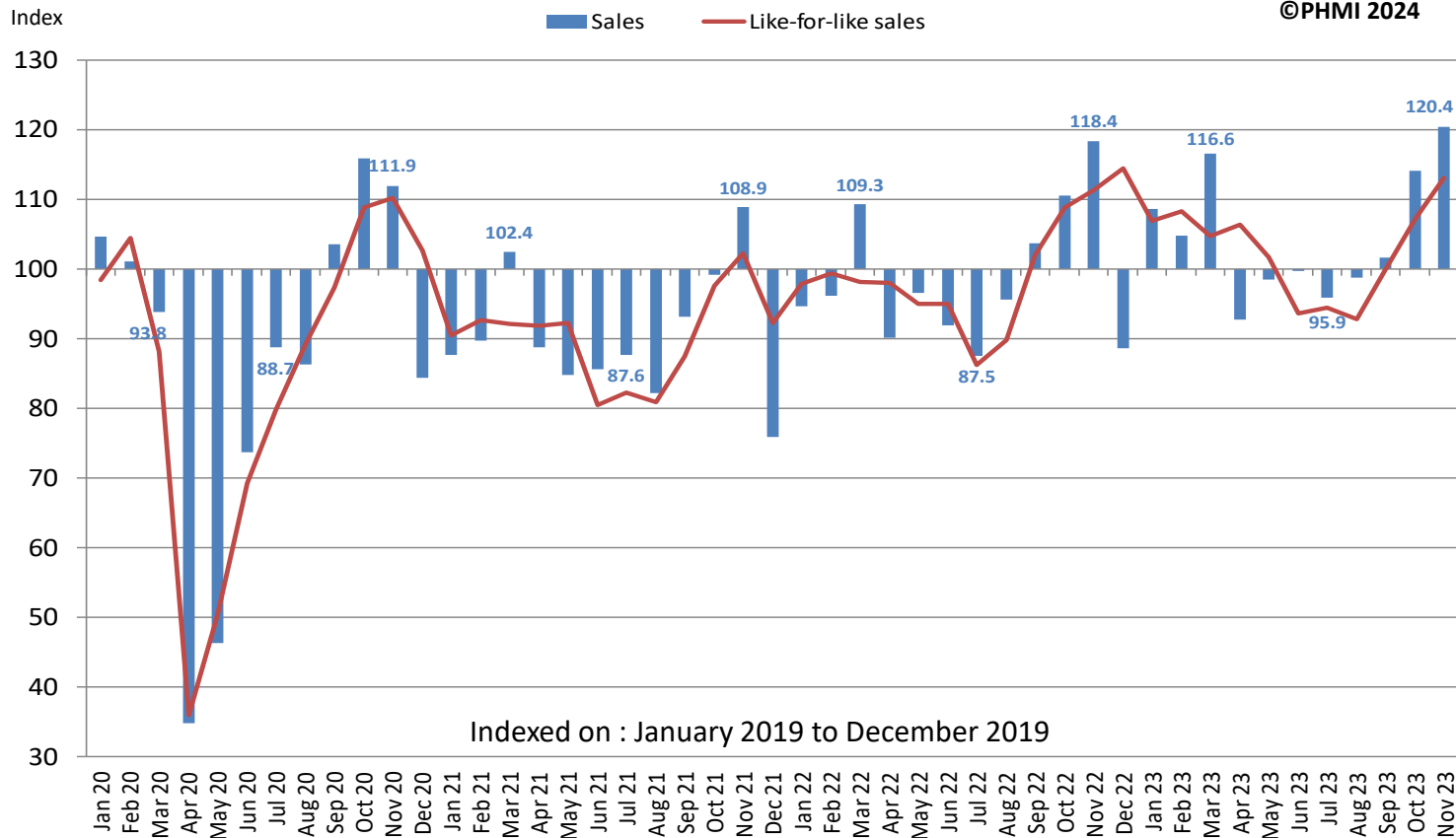
*Some merchants temporarily closed branches between March and May 2020 which will have affected trading day comparisons.

Monthly: Index

Sales and like-for-like sales index*

22 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 November 2023



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

November's PHMI index was 120.4.

With one more trading day, November's like-for-like sales Index was 113.1.

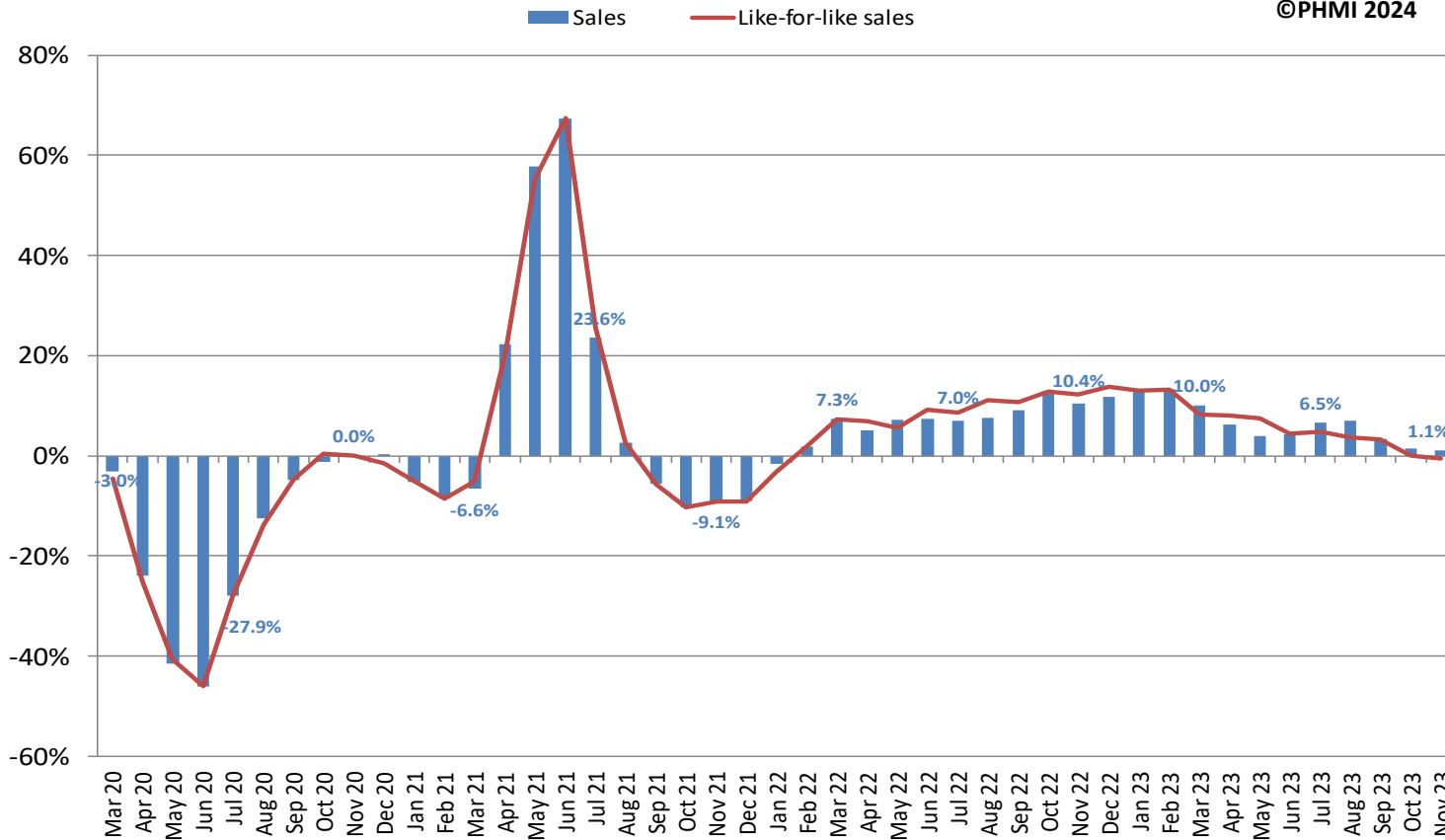
*Some merchants temporarily closed branches between March and May 2020 which will have affected trading day comparisons.

Rolling 3-months: This year v last year

Sales and like-for-like sales*

65 trading days in the most recent period v 64 trading days last year.
Like-for-like sales take trading day differences into account.

Rolling 3 months: year on year



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

Value sales in the three months September to November 2023 were +1.1% higher compared to the same period last year.

Volume sales were down -4.2% while prices rose +5.5%.

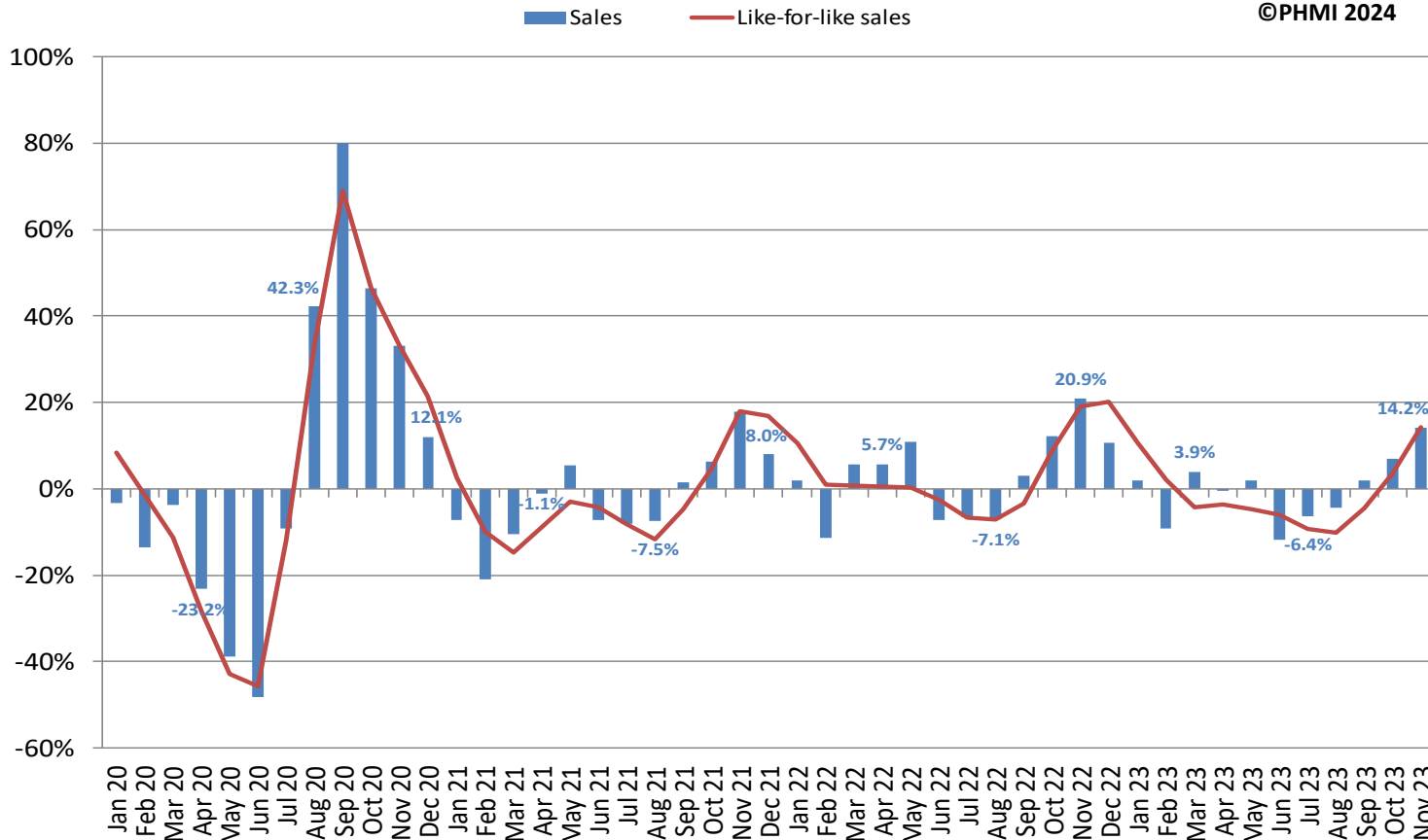
*Some merchants temporarily closed branches between March and May 2020 and this will have affected trading day comparisons.

Rolling 3-months: v previous 3 months

Sales and like-for-like sales*

There was no difference in trading days (65).
Like-for-like sales take trading day differences into account.

Rolling 3 months v previous 3 months



©PHMI 2024

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

Value sales in the three months September to November 2023 were +14.2% higher than the previous three months, June to August 2023.

Volumes were +6.1%.
Prices were +7.6%.

*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

232 trading days this year v 230 trading days last year.

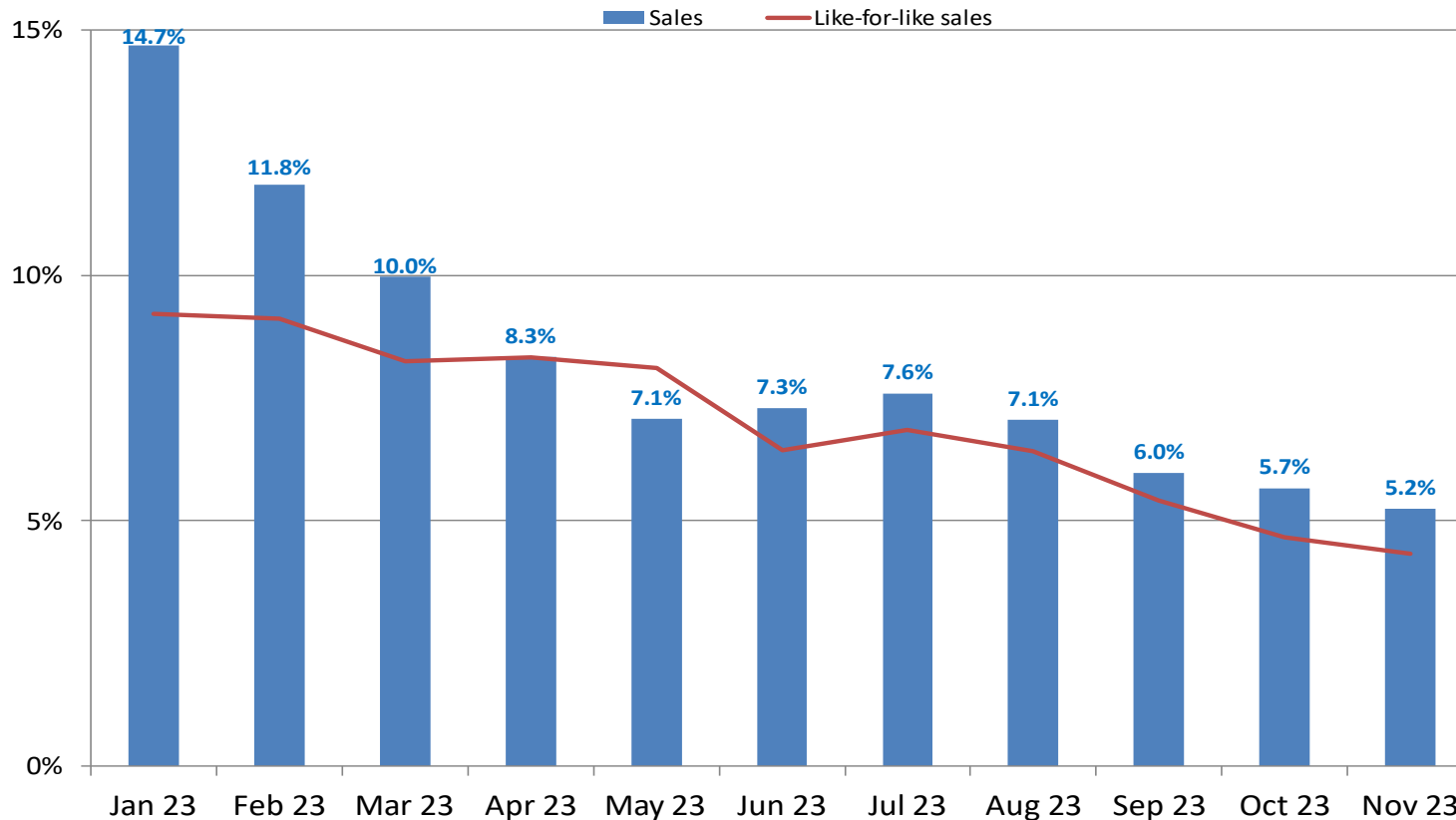
Like-for-like sales take trading day differences into account

Plumbing & Heating Merchant Index



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

©PHMI 2024



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

Total value sales in the first 11 months were +5.2% ahead of January to November 2022.

Volumes were -1.9% with prices +7.3%.

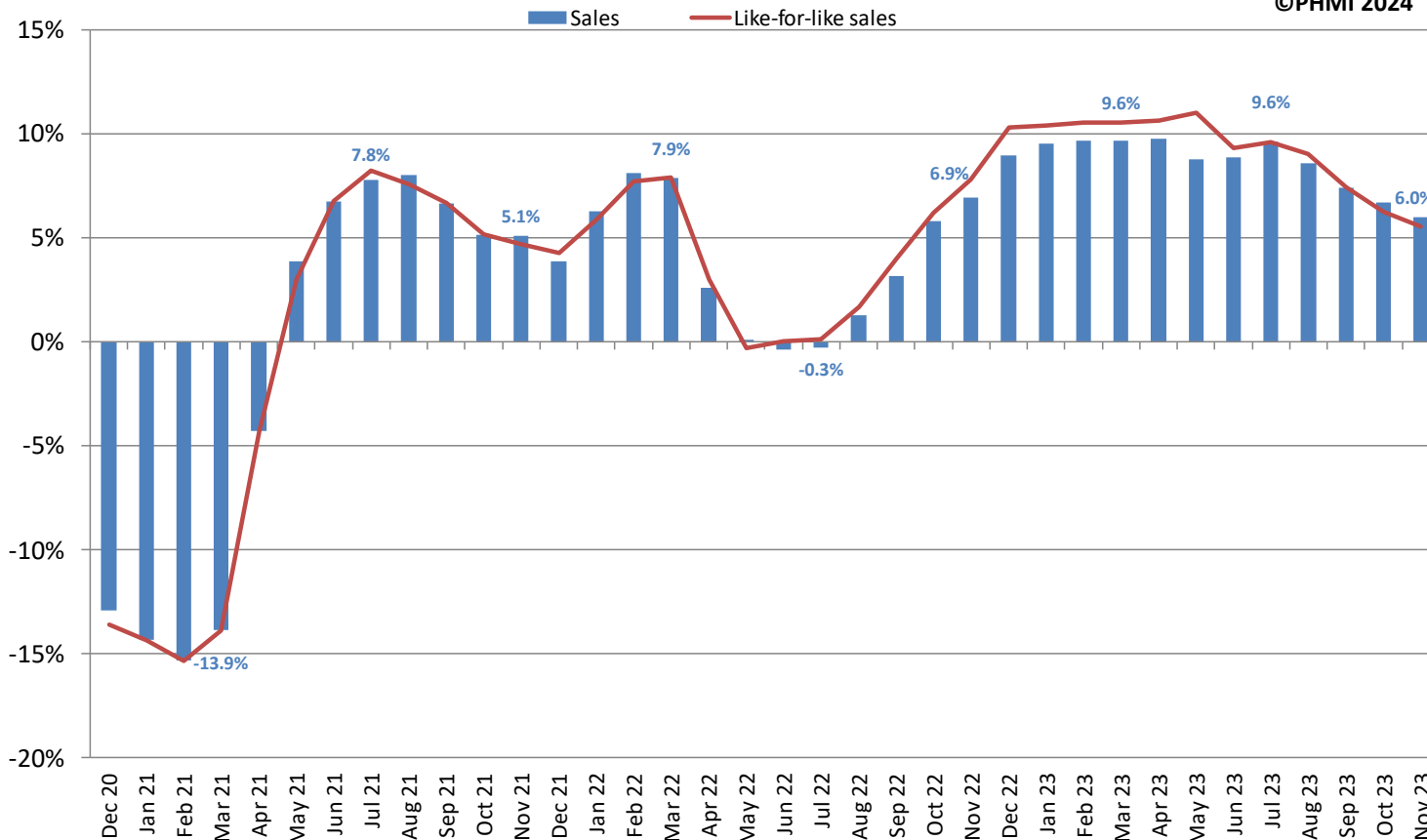
With two more trading days this year, like-for-like value sales were +4.3% higher.

Last 12 months: Year on year

Sales and like-for-like sales*

248 trading days this year v 247 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 November 2023

Plumbing & Heating Merchants value sales in the 12 months December to November 2023 were +6.0% compared with the previous 12 months.

With one more trading day like-for-like sales were +5.6% higher.

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

PHMI Trading Days



Source: GfK's
Builders Merchants
Total Category Report
January 2019 to November 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	22	21	22	22	

Quarterly

Index: 62.0

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

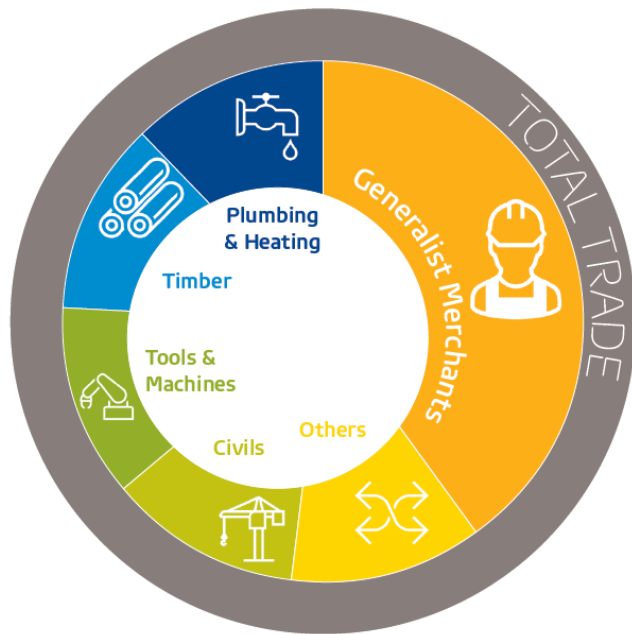
Half Year

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

Full Year

2021
249
2022
246
2023

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:



Mike Rigby

CEO – MRA Research

mike@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



Mike Rigby

CEO – MRA Research

mike@mra-research.co.uk

+44 (0) 1453 521621