

Excellence in building
materials supply

Plumbing & Heating Merchant Index



August 2024

(Published 30 October 2024)

A Builders Merchant Building Index Publication

Highlights:

Year-to-date (Jan 2024 - Aug 2024) sales were -2.5% down compared to the same period last year. Read the full Overview on page 5.

PHMI Report

August 2024 Highlights
(unadjusted for trading days)

www.phmi.co.uk



“Value sales in August 2024 were down -8.5% compared with August 2023. Volume decreased by -3.2% and prices dropped by -5.5%.”

© PHMI 2024

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
Latest month v last year	7
Latest month v previous month	8
Monthly PHMI Index	9
Latest 3 months v last year	10
Latest 3 months v previous 3 months	11
Latest 12 months v last year	12
Year-to-date v last 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.vanderryst@nielseniq.com.

Overview and Insights

August value sales down -8.5% year on year. Volumes down -3.2%. Prices down -5.5%.

Total plumbing and heating value sales, from over 70% of specialist Plumbing & Heating Merchants throughout Great Britain, were down -8.5% compared with August 2023. Volume decreased by -3.2% but prices also dropped -5.5%. With one less trading day this year, like-for-like value sales (which take trading day differences into account) were -4.1% lower.

August's value sales were -10.0% down on July's. Volume sales were -11.7% lower, and prices up +1.9%. With two less trading days this month, like-for-like value sales were -1.4% lower.

August's PHMI index was 90.0. There was no difference in trading days.

Value sales in the three months June to August 2024 were -4.4% down compared to the same period last year. Volume sales were up +0.4% but prices were -4.9% lower. With one less trading day this period, like-for-like value sales were down -2.9%.

Value sales in the three months June to August 2024 were -4.9% lower compared to the previous three months, March to May 2024. Volume sales were -1.7% lower with prices down -3.3%. With two more trading days in the most recent period, like-for-like value sales were -7.9% lower.

Year to date sales, in January to August 2024, were -2.5% lower than the same period last year. Volume sales were flat (+0.0%) and prices were -2.5% down. With two more trading days this period, like-for-like value sales were -3.7% lower.

Total value sales in the last 12 months were -1.7% down compared to September 2022 to August 2023. Volume sales were -1.8% lower, with prices flat (+0.1%). With three more trading days this period, like-for-like value sales were -2.9% lower.

Total value sales in the last 12 months were -1.7% down compared to September 2022 to August 2023.

Volume sales were -1.8% lower, with prices flat (+0.1%).

Monthly and 3-monthly

Year-on-year: September 2023 to August 2024

Sep 23	Oct 23	Nov 23	Three months
-2.0%	+3.4%	+1.8%	+1.2%
Dec 23	Jan 24	Feb 24	Three months
-4.7%	+1.7%	+2.3%	+0.1%
Mar 24	Apr 24	May 24	Three months
-13.5%	+6.2%	-1.9%	-3.8%
Jun 24	Jul 24	Aug 24	Three months
-9.3%	+4.7%	-8.5%	-4.4%

 Source: GfK's
Builders Merchants
Total Category Report
January 2019 to August 2024

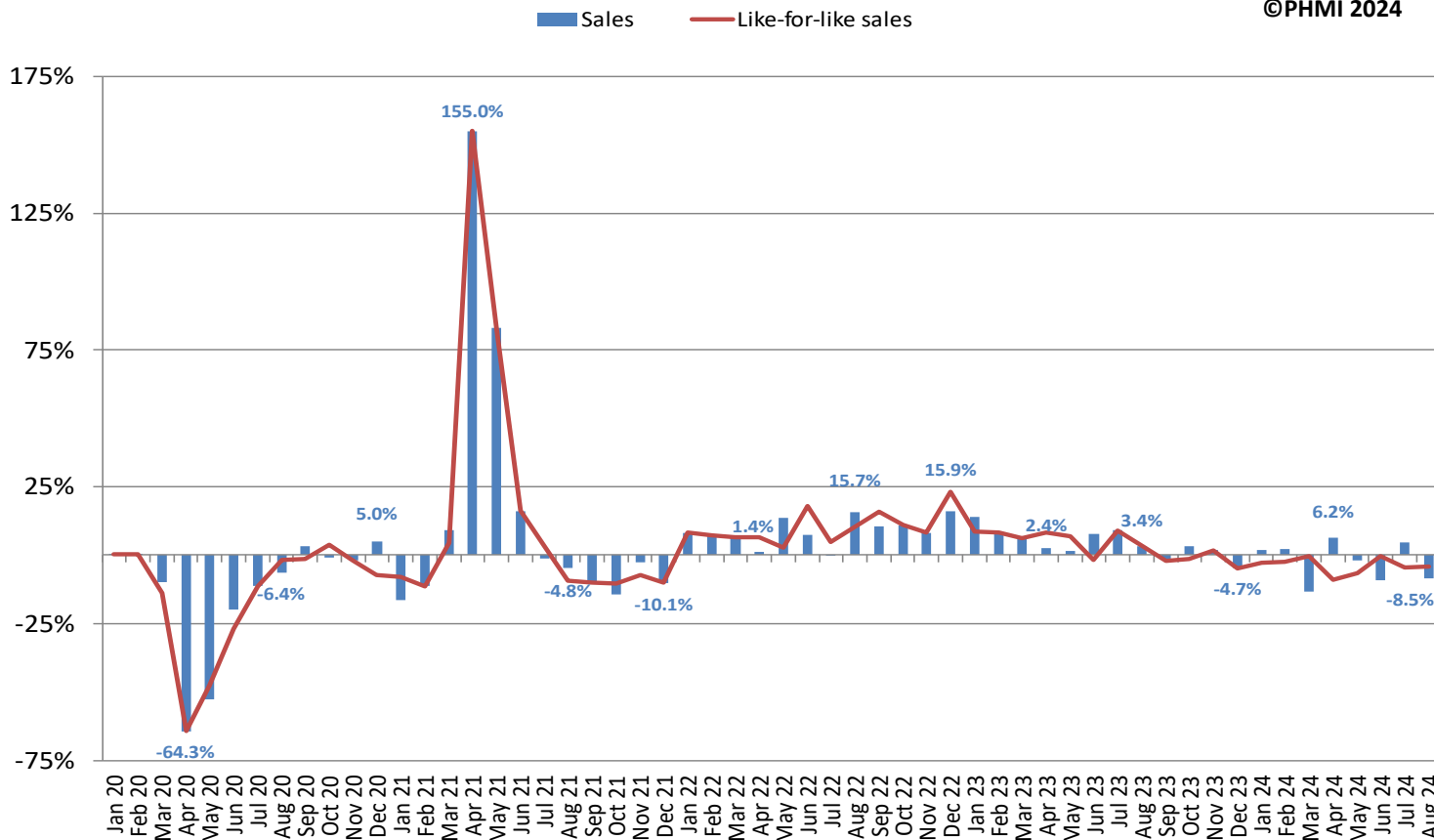
Value sales in the three months June to August 2024 were -4.4% down compared to the same period last year.

Latest month v last year

Sales and like-for-like sales*

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

Latest month v last year



Source: GfK's
Builders Merchants
Total Category Report
January 2019 to August 2024

Value sales in August 2024 were down -8.5% compared with August 2023.

Volume decreased by -3.2% and prices dropped by -5.5%.

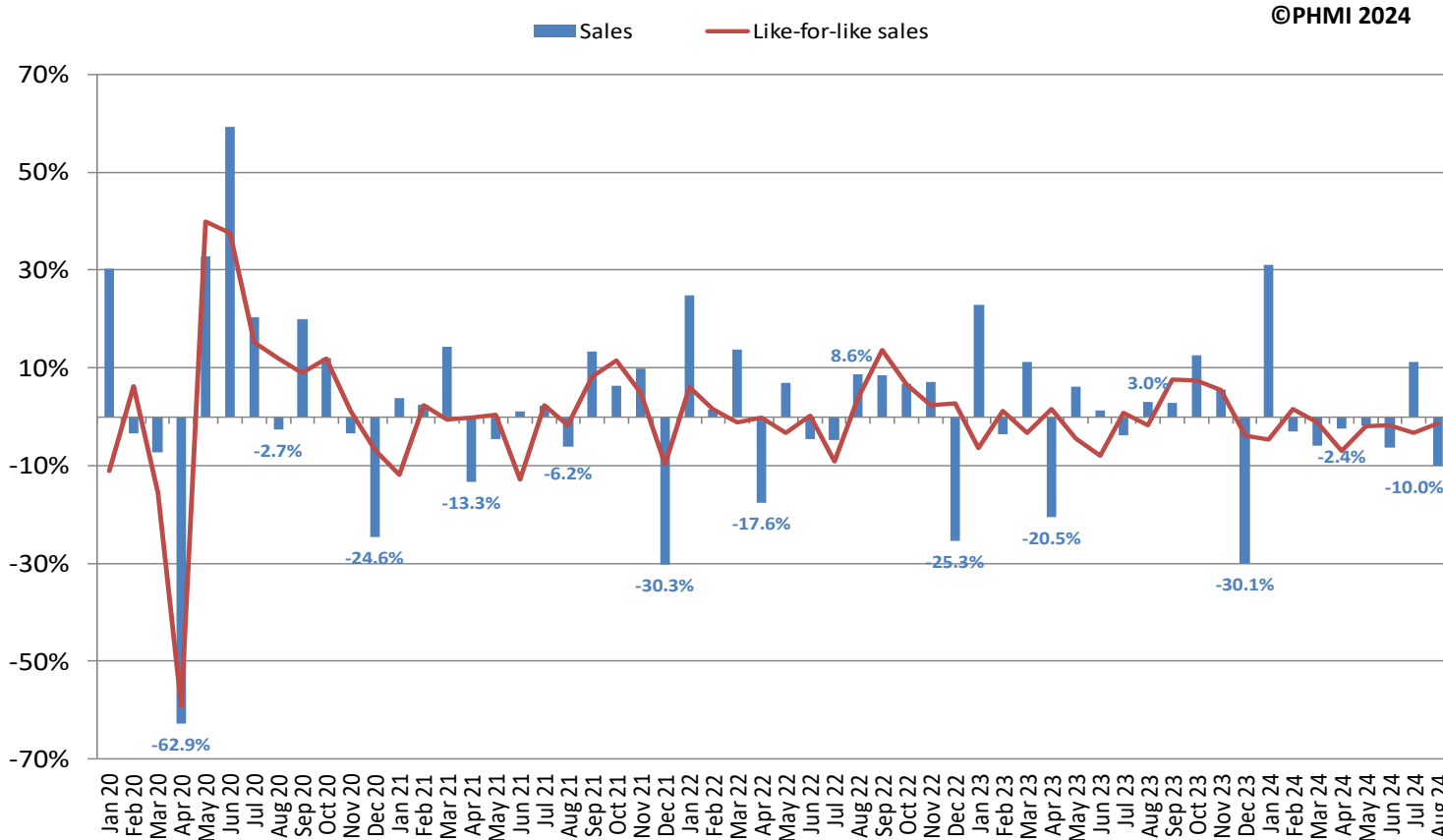
*Some merchants temporarily closed branches between March and May 2020 which will have affected trading day comparisons.

Latest month v previous month

Sales and like-for-like sales*

21 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 August 2024

August's value sales were -10.0% down on July's.

Volume sales were -11.7% lower, and prices up +1.9%.

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

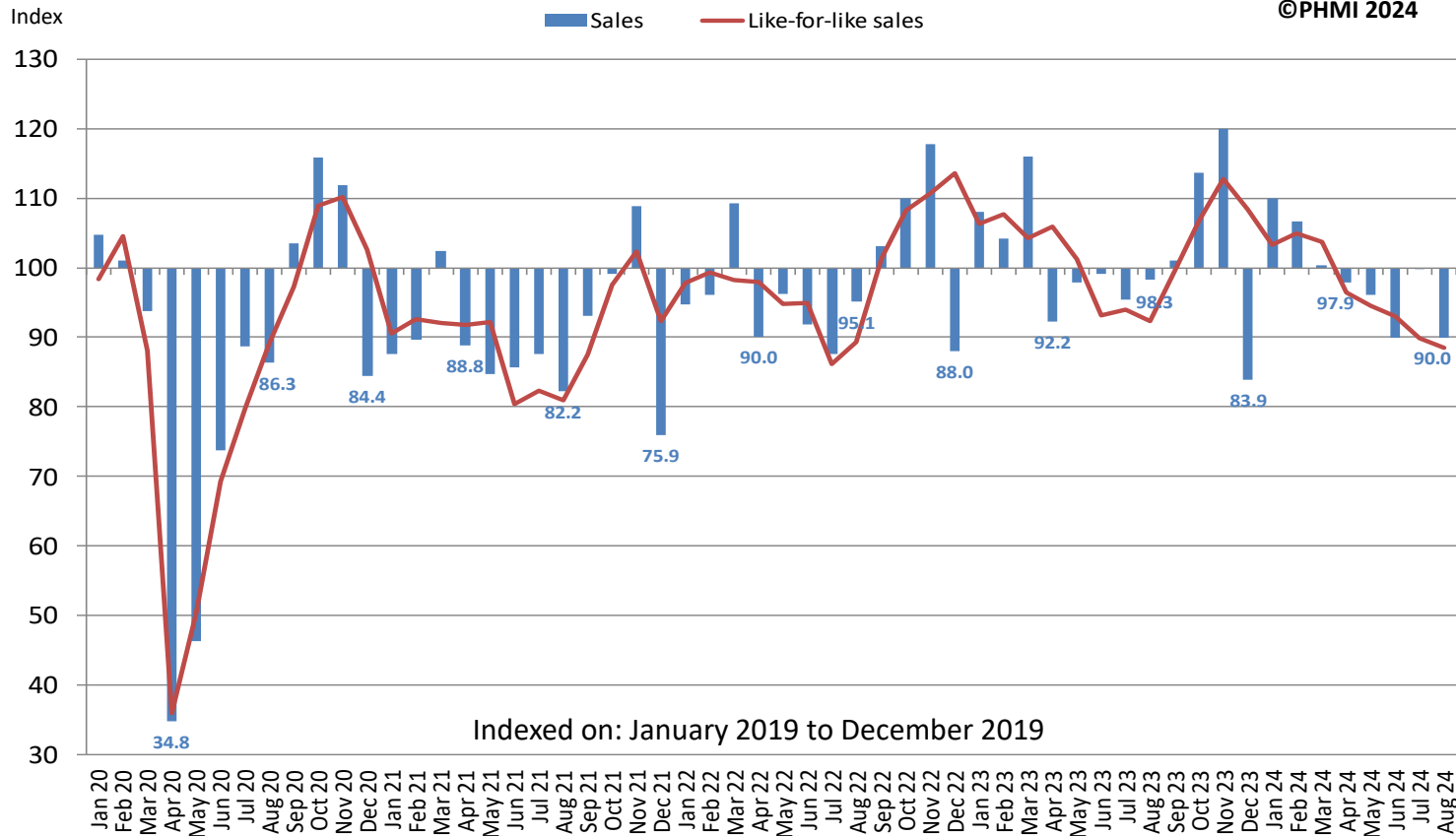
Monthly: Index

Sales and like-for-like sales index*

There was no difference in trading days.

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

Indices: January 2020 to August 2024



Source: GfK's
Builders Merchants
Total Category Report
January 2019 to August 2024

August's PHMI index
was 90.0.

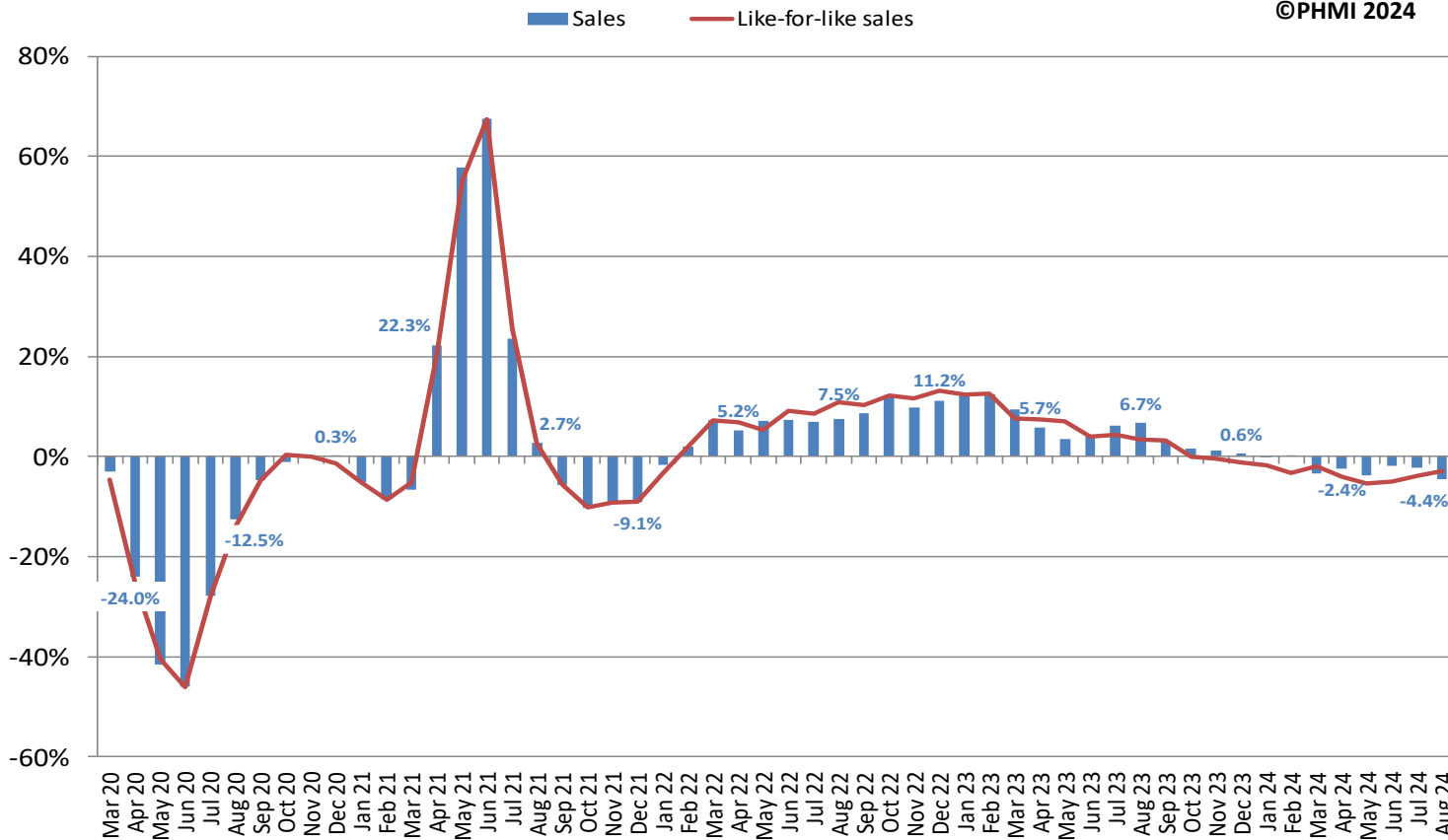
*Some merchants temporarily closed branches between March and May 2020 which will have affected trading day comparisons.

Latest 3 months v last year

Sales and like-for-like sales*

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

Latest 3 months v last year



Source: GfK's
Builders Merchants
Total Category Report
January 2019 to August 2024

Value sales in the three months June to August 2024 were -4.4% down compared to the same period last year.

Volume sales were up +0.4% but prices were -4.9% lower.

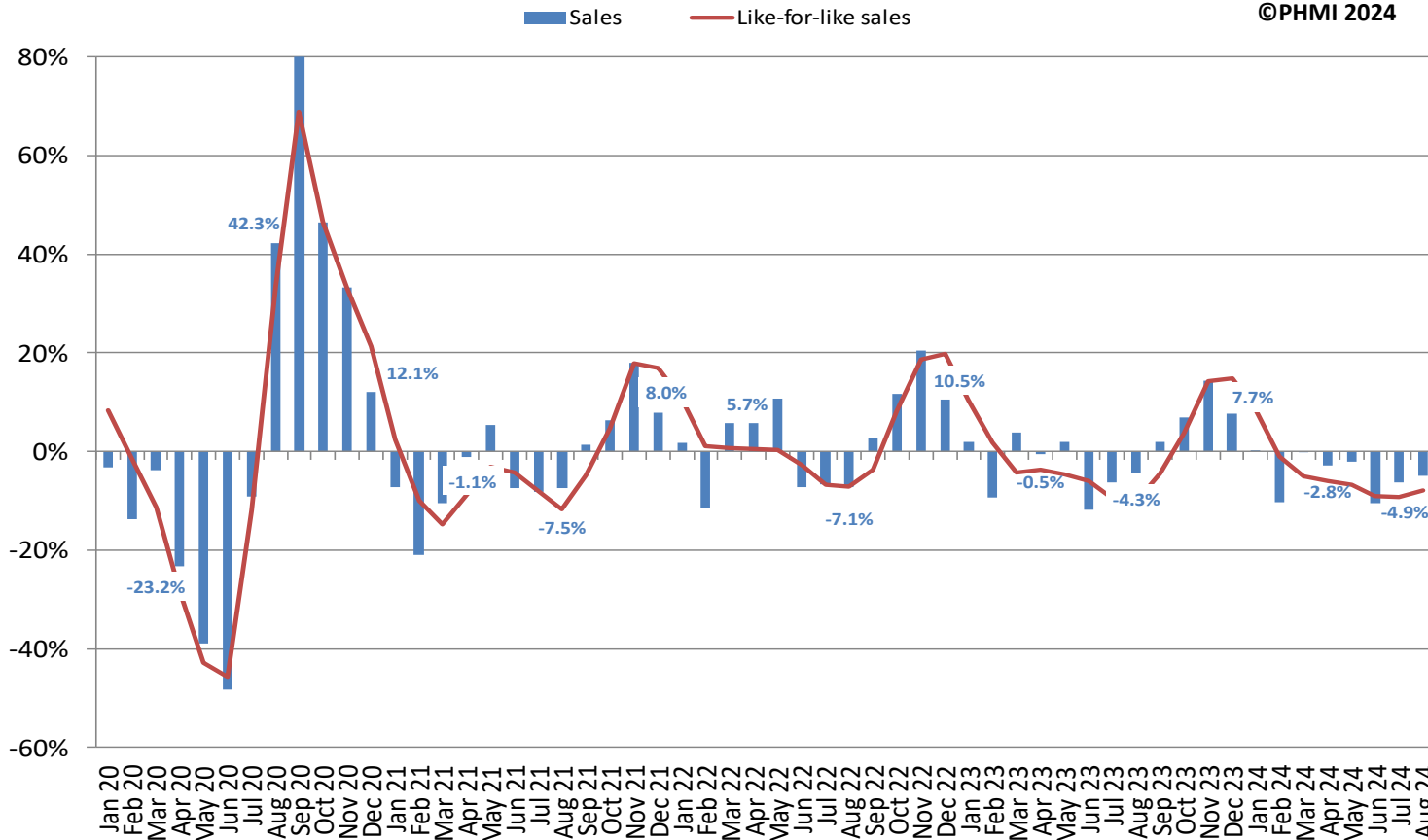
*Some merchants temporarily closed branches between March and May 2020 and this will have affected trading day comparisons.

Latest 3 months v previous 3 months

Sales and like-for-like sales*

64 trading days in the most recent period v 62 trading days last period.
Like-for-like sales take trading day differences into account.

Latest 3 months v previous 3 months



©PHMI 2024

Source: GfK's
Builders Merchants
Total Category Report
January 2019 to August 2024

Value sales in the three months June to August 2024 were -4.9% lower compared to the previous three months, March to May 2024.

Volume sales were -1.7% lower with prices down -3.3%.

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

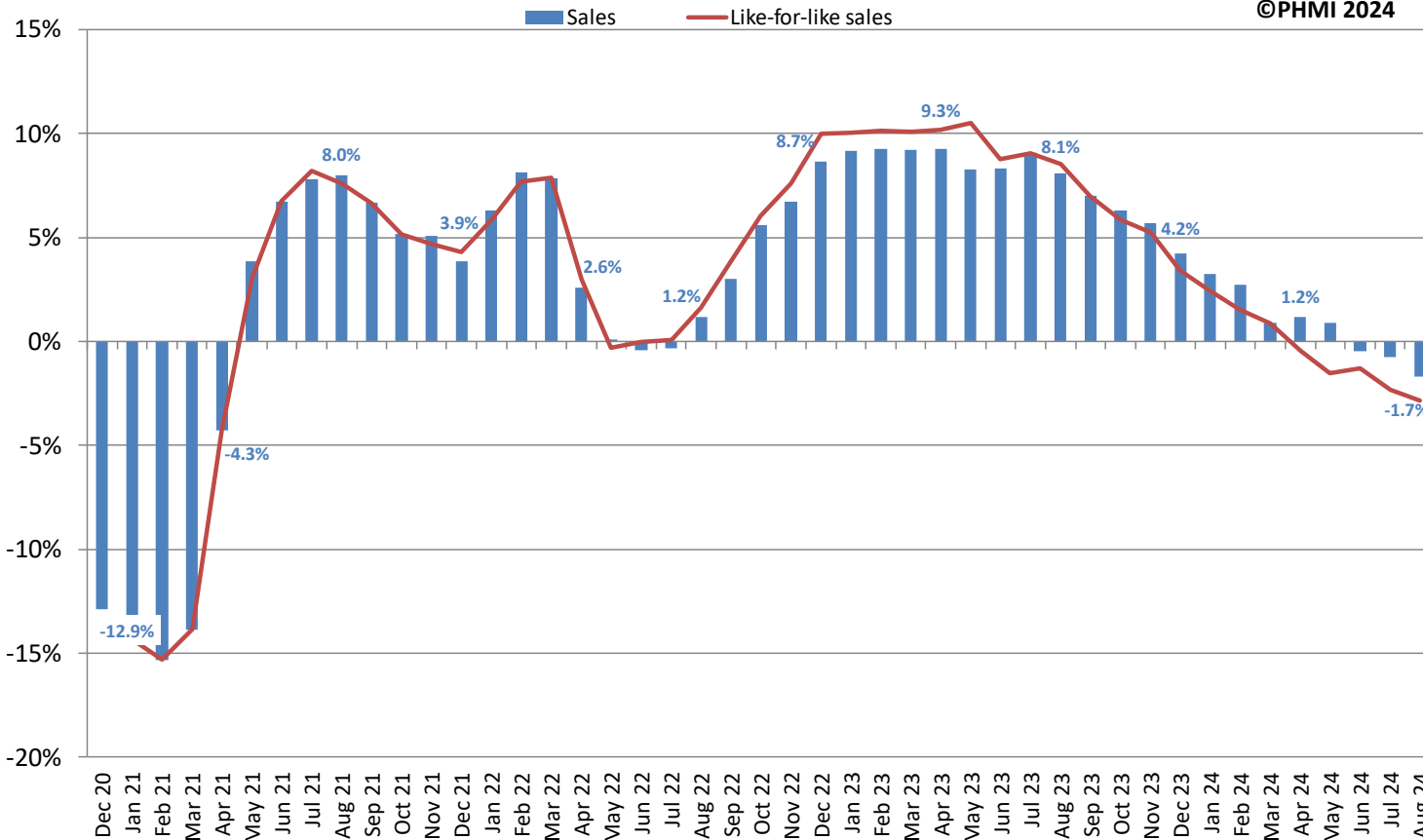
Latest 12 months v last year

Sales and like-for-like sales

250 trading days in the most recent period v 247 trading days last period.

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

Latest 12 months v last year



Source: GfK's
Builders Merchants
Total Category Report
January 2019 to August 2024

Total value sales in the last 12 months were -1.7% down compared to September 2022 to August 2023.

Volume sales were -1.8% lower, with prices flat (+0.1%).

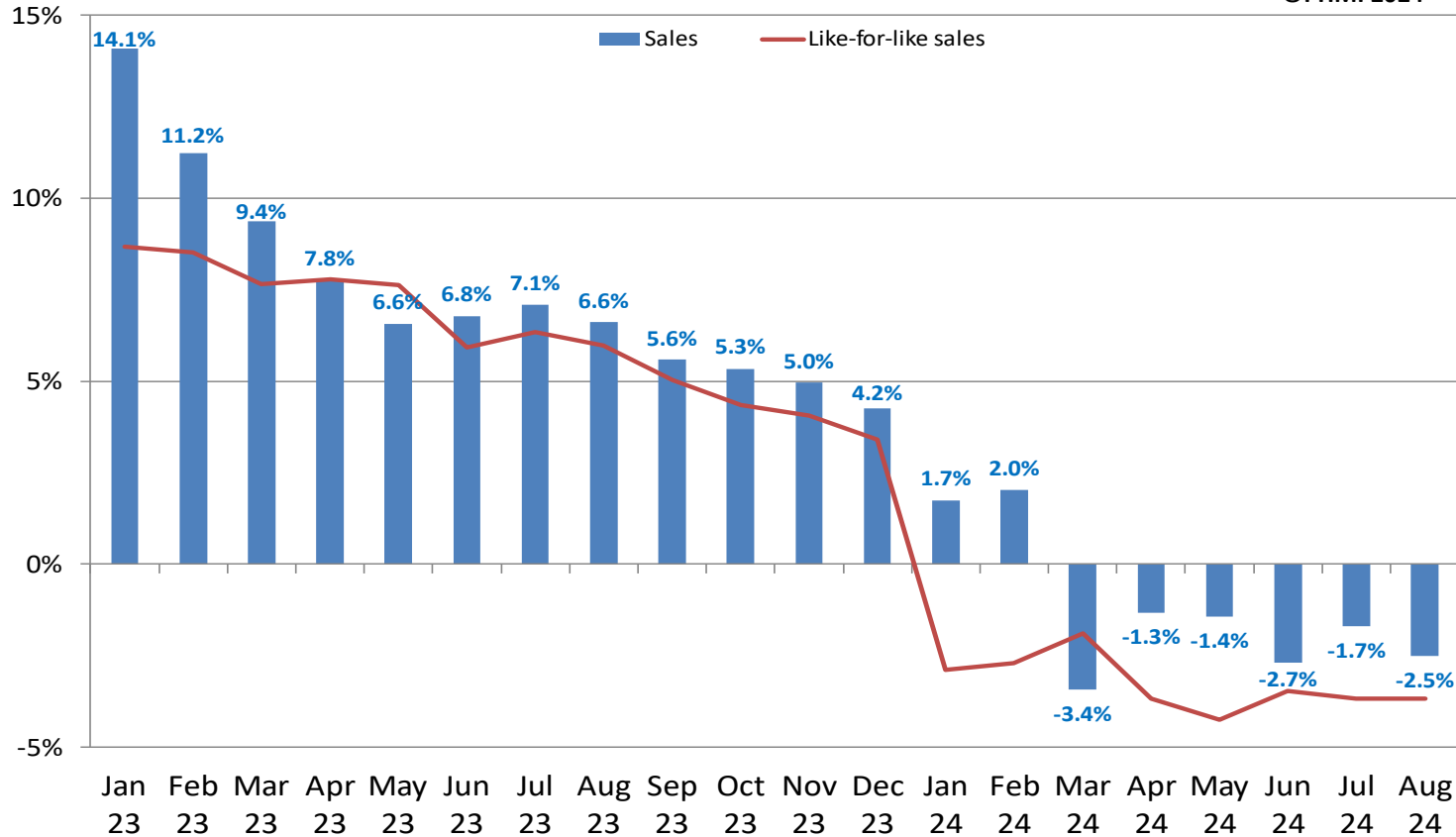
Year-to-date v last year

Sales and like-for-like sales

169 trading days this year v 167 trading days last year.
Like-for-like sales take trading day differences into account

Year to date: Jan 23 to Aug 24 v last year

©PHMI 2024



Source: GfK's Builders Merchants Total Category Report January 2019 to August 2024

Value sales in January to August 2024 were -2.5% lower than the same period last year.

Volume sales were flat (+0.0%) and prices were -2.5% down.

PHMI Trading Days



Source: GfK's
Builders Merchants
Total Category Report
January 2019 to August 2024

Monthly

Index: 20.7

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	16
2024											
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
22	21	20	21	21	20	23	21				

Quarterly

Index: 62.0

2022			
Q1	Q2	Q3	Q4
63	60	64	59
2023			
Q1	Q2	Q3	Q4
64	60	64	60
2024			
Q1	Q2	Q3	Q4
63	62		

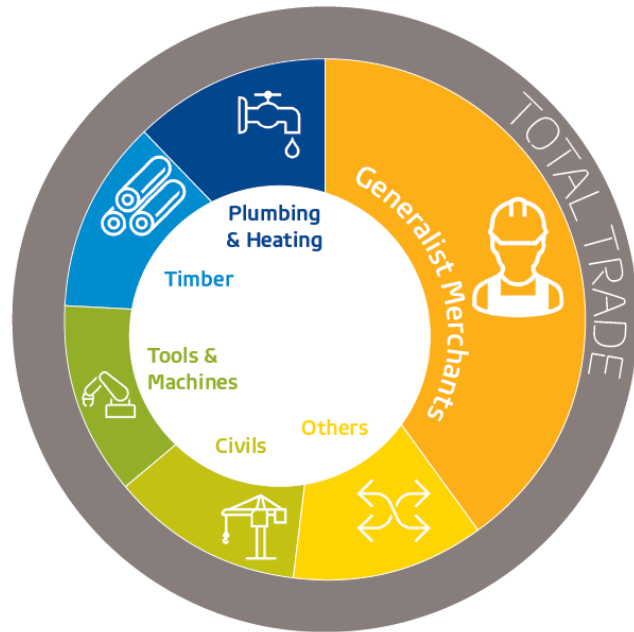
Half Year

2022	
H1	H2
123	123
2023	
H1	H2
124	124
2024	
H1	H2
125	

Full Year

2022
246
2023
248
2024

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 Mike Rigby:



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

Key Account Manager - Trade & DIY

emile.vanderryst@nielseniq.com

+44 (0) 20 7890 9615

Contact us

For further information



Emile van der Ryst

Key Account Manager - Trade & DIY

emile.vanderryst@nielseniq.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