Excellence in building materials supply

Plumbing & Heating Merchant Index

July 2024

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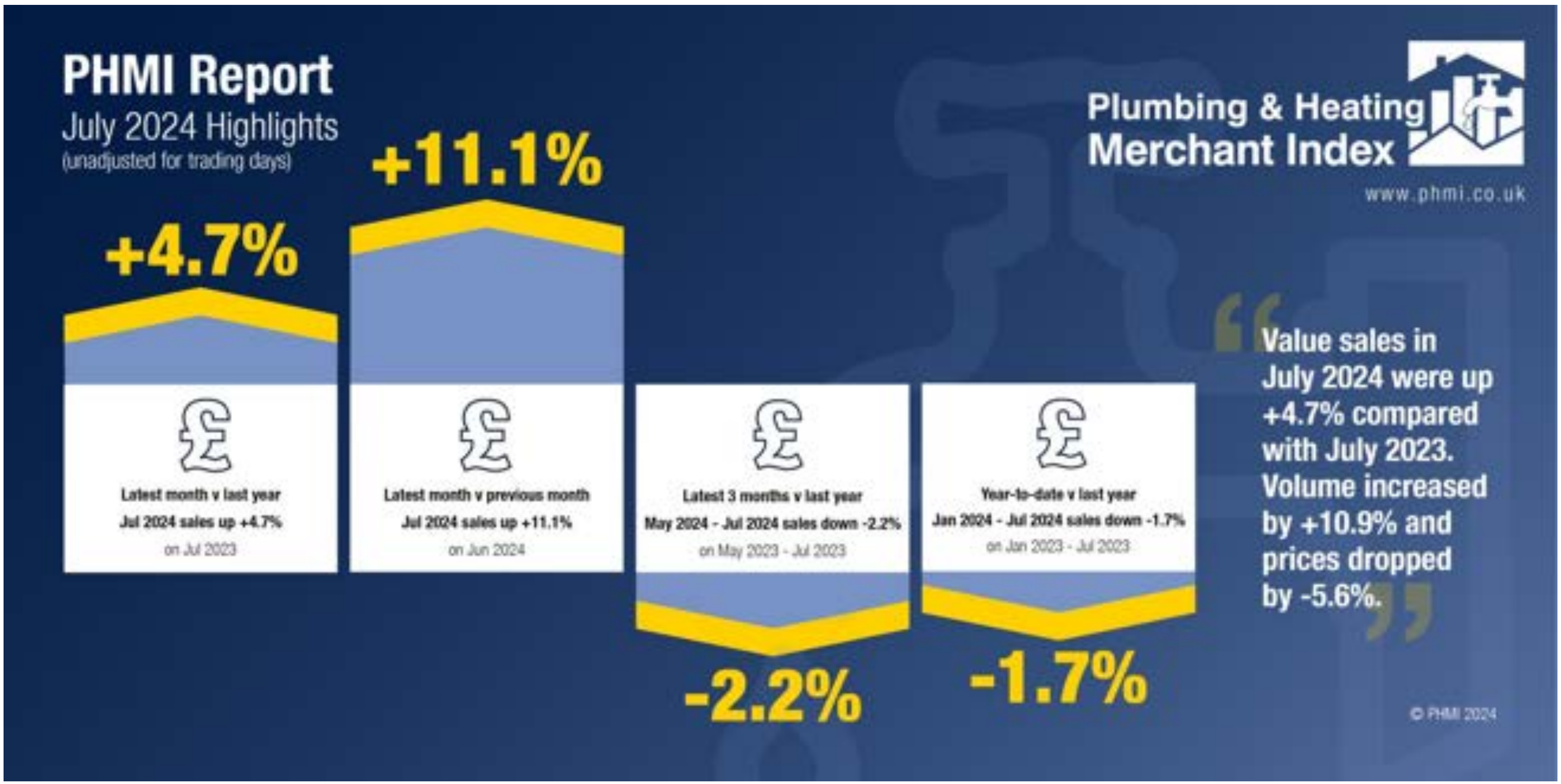
A Builders Merchant Building Index Publication

Highlights:

Plumbing & Heating
Merchant Index

Year-to-date (Jan 2024 - Jul 2024) sales were -1.7% down compared to the same period last year. Read the full Overview on page 5.



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Plumbing & Heating Merchant Index

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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 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

Plumbing & Heating Merchant Index

July value sales up by +4.7% year on year. Volumes up +10.9%. Prices down -5.6%.

Total plumbing and heating value sales, from over 70% of specialist Plumbing & Heating Merchants throughout Great Britain, were up +4.7% compared with July 2023. Volume increased by +10.9% and prices dropped by -5.6%. With two more trading days this year, like-for-like value sales (which take trading day differences into account) were -4.4% lower.

July’s value sales were +11.1% up on June’s. Volume sales were +15.7% higher, and prices down -4.0%. With three more trading day this month, like-for-like value sales were -3.4% lower.

July’s PHMI index was 100.0. With two more trading days, July’s like-for-like value sales Index was 89.8.

Value sales in the three months May to July 2024 were -2.2% down compared to the same period last year. Volume sales were up +3.4% and prices -5.5% lower. With one more trading day this period, like-for-like value sales were down -3.8%.

Value sales in the three months May to July 2024 were -6.2% lower than the previous three months, February to April 2024. Volume sales increased +2.1% with prices down -8.1%. With two more trading days in the most recent period, like-for-like value sales were -9.1% lower.

Sales in January to July 2024 were -1.7% lower than the same period last year. Volume sales were up +0.5% and prices down -2.2%. With three more trading days this period, like-for-like value sales were -3.7% lower.

Total value sales in the latest 12 months were -0.7% lower compared to August 2022 to July 2023. Volume sales were -1.8% down, with prices increasing by +1.1%. With four more trading days this period, like-for-like value sales were -2.3% lower.

Total value sales in the latest 12 months were -0.7% lower than in August 2022 to July 2023.

Volume sales were -1.8% down, with prices up by +1.1%.

Monthly and 3-monthly

Year-on-year: August 2023 to July 2024

Plumbing & Heating Merchant Index

Aug 23	Sep 23	Oct 23	Three months
+3.4%	-2.0%	+3.4%	+1.6%
Nov 23	**Dec 23**	**Jan 24**	**Three months**
+1.8%	-4.7%	+1.7%	0.0%
Feb 24	**Mar 24**	**Apr 24**	**Three months**
+2.3%	-13.5%	+6.2%	-2.4%
May 24	**Jun 24**	**Jul 24**	**Three months**
-1.9%	-9.3%	+4.7%	-2.2%

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

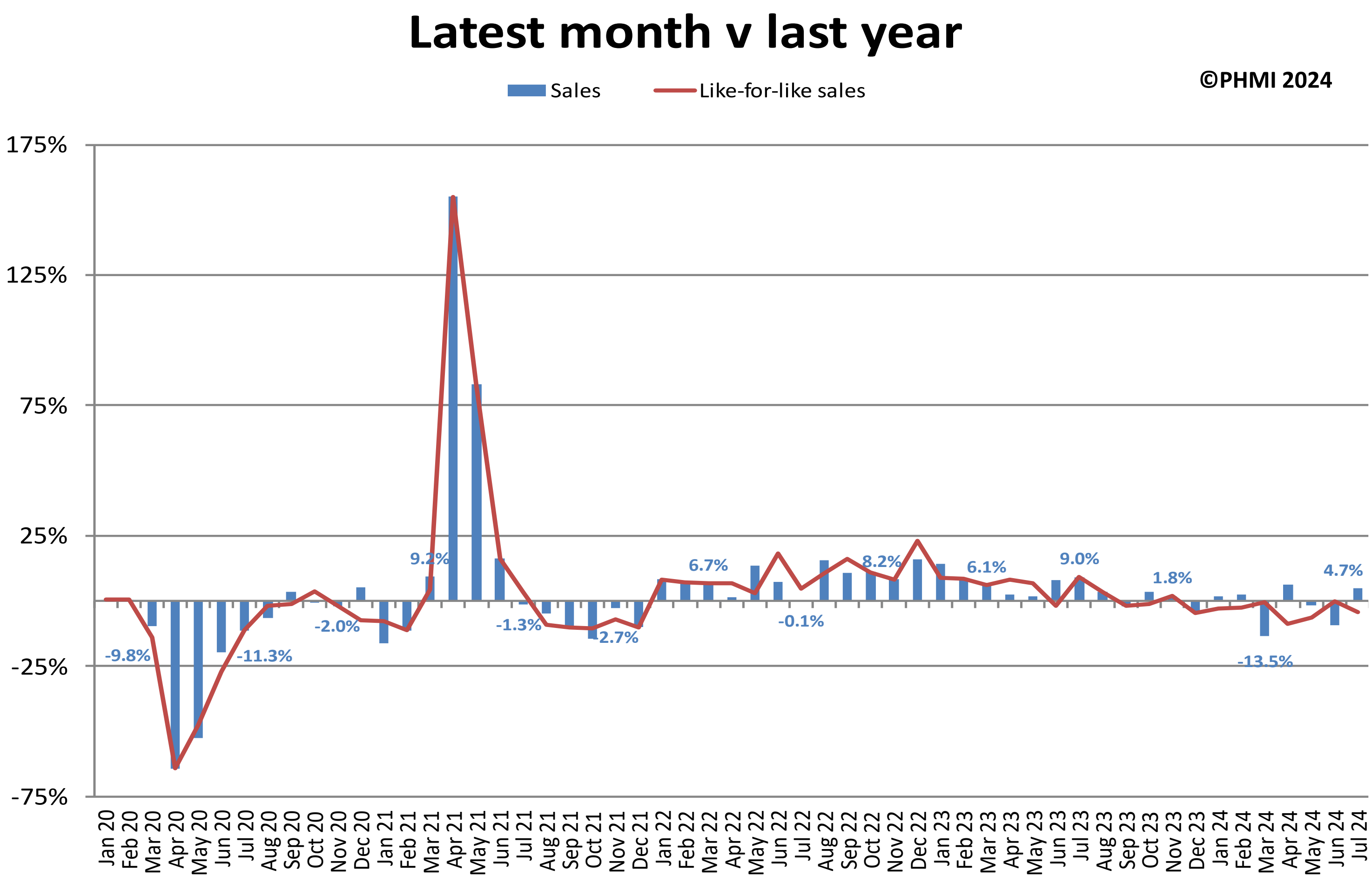
Value sales in the three months May to July 2024 were -2.2% down compared to the same period last year.

Latest month v last year

Sales and like-for-like sales*

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

Plumbing & Heating Merchant Index



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

July value sales were up +4.7% compared with July 2023.

Volume increased by +10.9% and prices dropped by -5.6%.

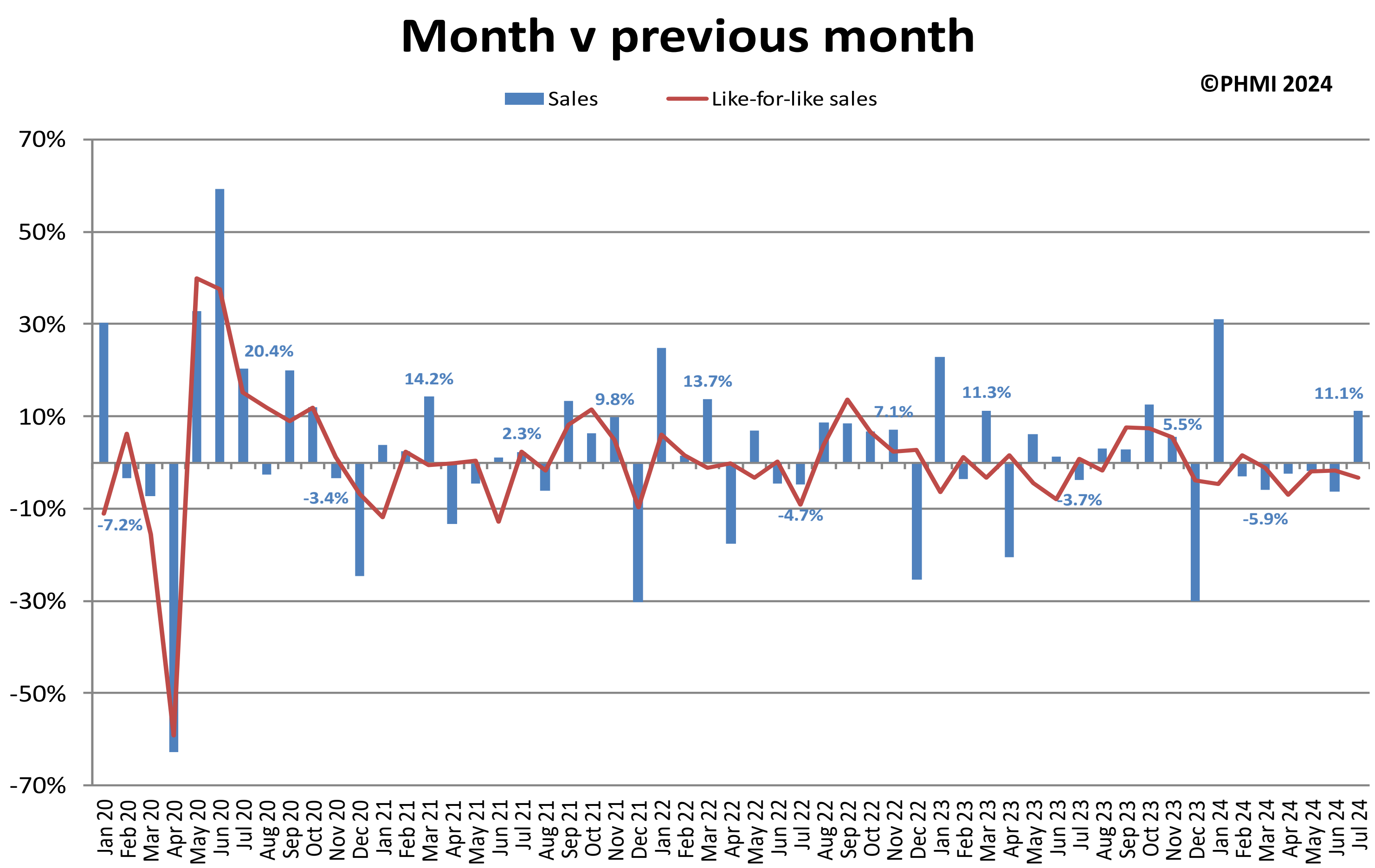
*Some merchants temporarily closed branches between March and May 2020 which will have affected trading day comparisons.

Latest month v previous month

Sales and like-for-like sales*

23 trading days this month v 20 trading days last month.
Like-for-like sales take trading day differences into account.

Plumbing & Heating Merchant Index



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

July's value sales were +11.1% up on June's.

Volume sales were +15.7% higher, and prices down -4.0%.

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

Monthly: Index

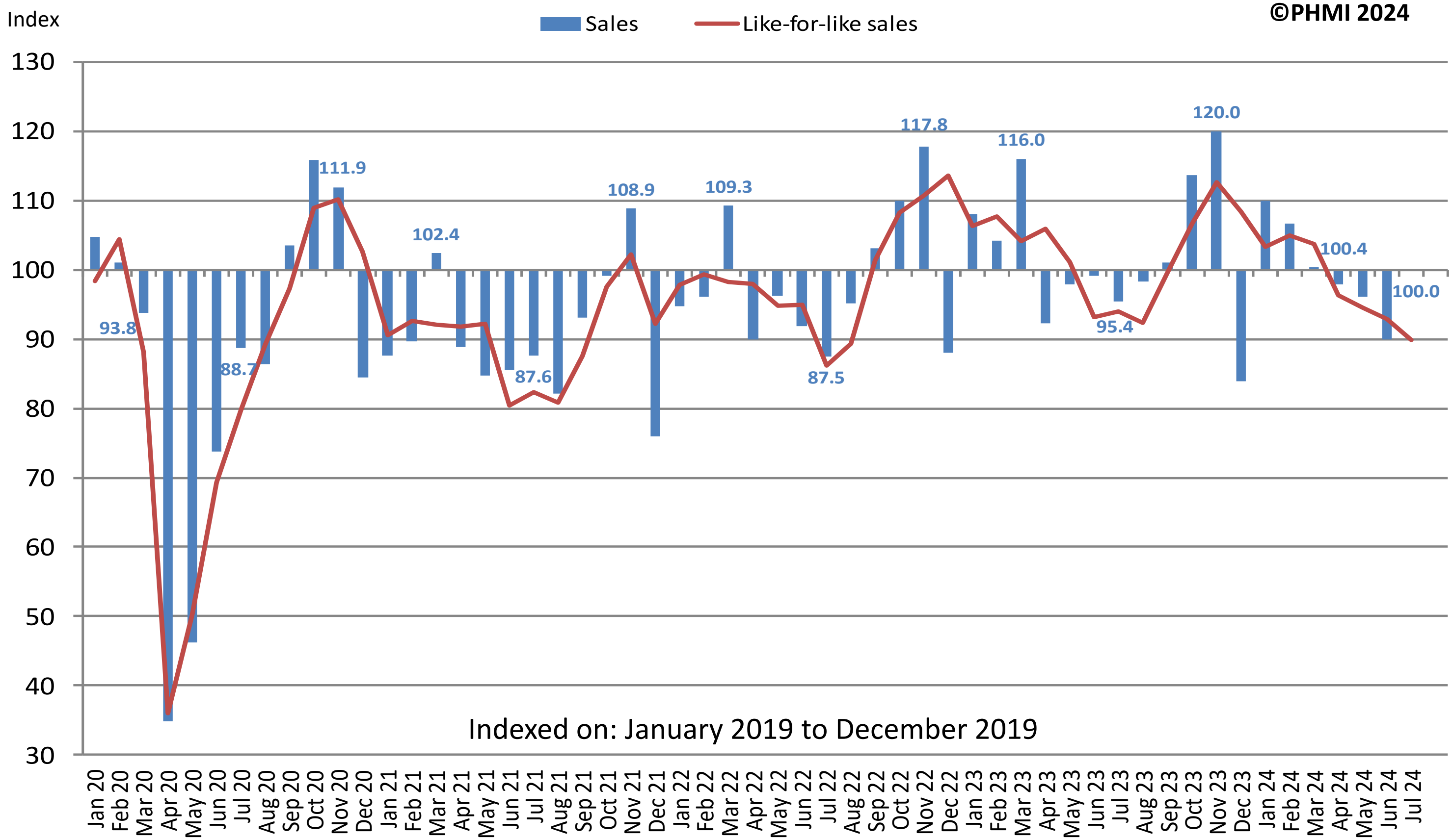
Sales and like-for-like sales index*

23 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

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

Indices: January 2020 to July 2024



July's PHMI index was 100.0.

With two more trading days, July's like-for-like value sales Index was 89.8.

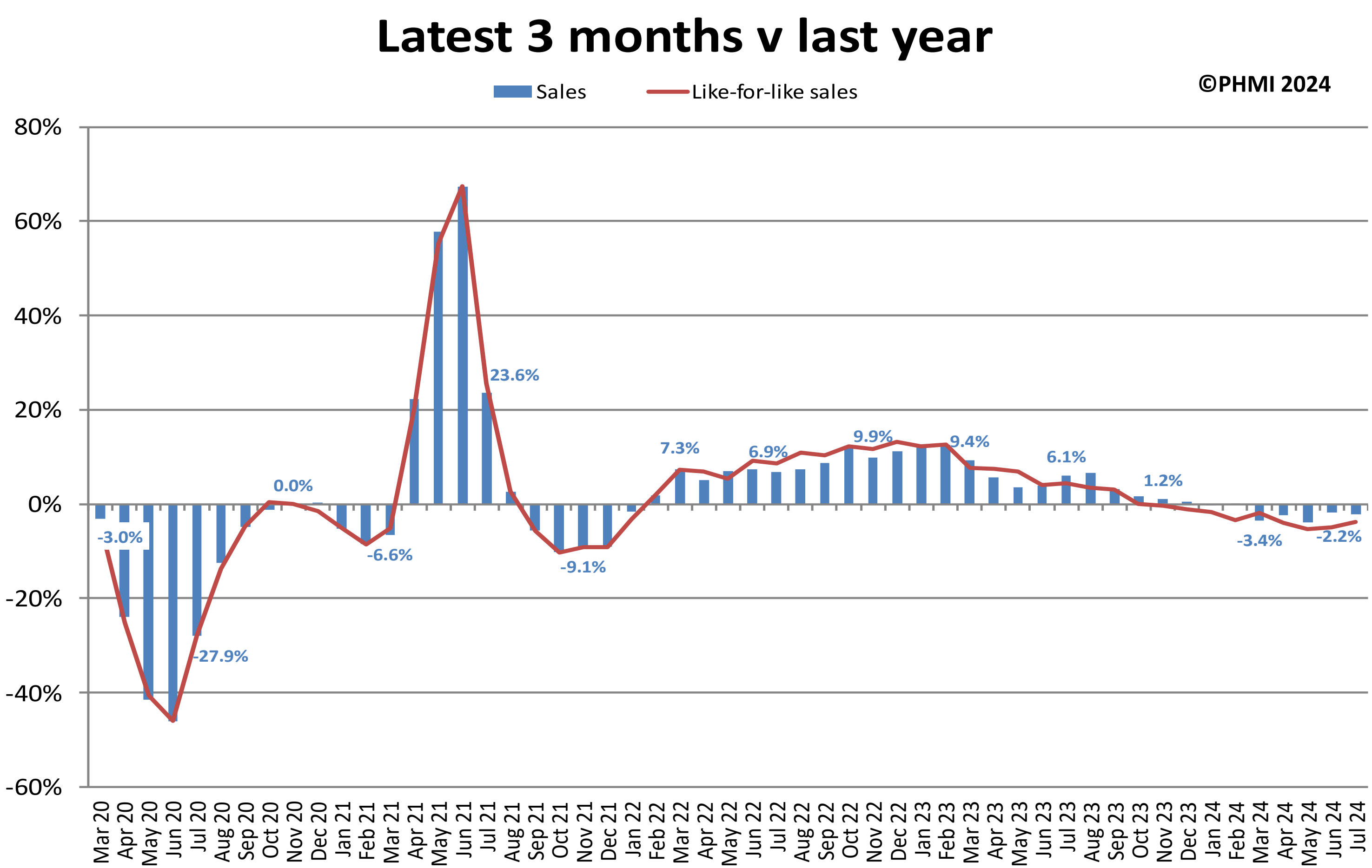
*Some merchants temporarily closed branches between March and May 2020 which will have affected trading day comparisons.

Latest 3 months v last year

Sales and like-for-like sales*

64 trading days in the most recent period v 63 trading days last year.
Like-for-like sales take trading day differences into account.

Plumbing & Heating Merchant Index



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

Value sales in the three months May to July 2024 were -2.2% down compared to the same period last year.

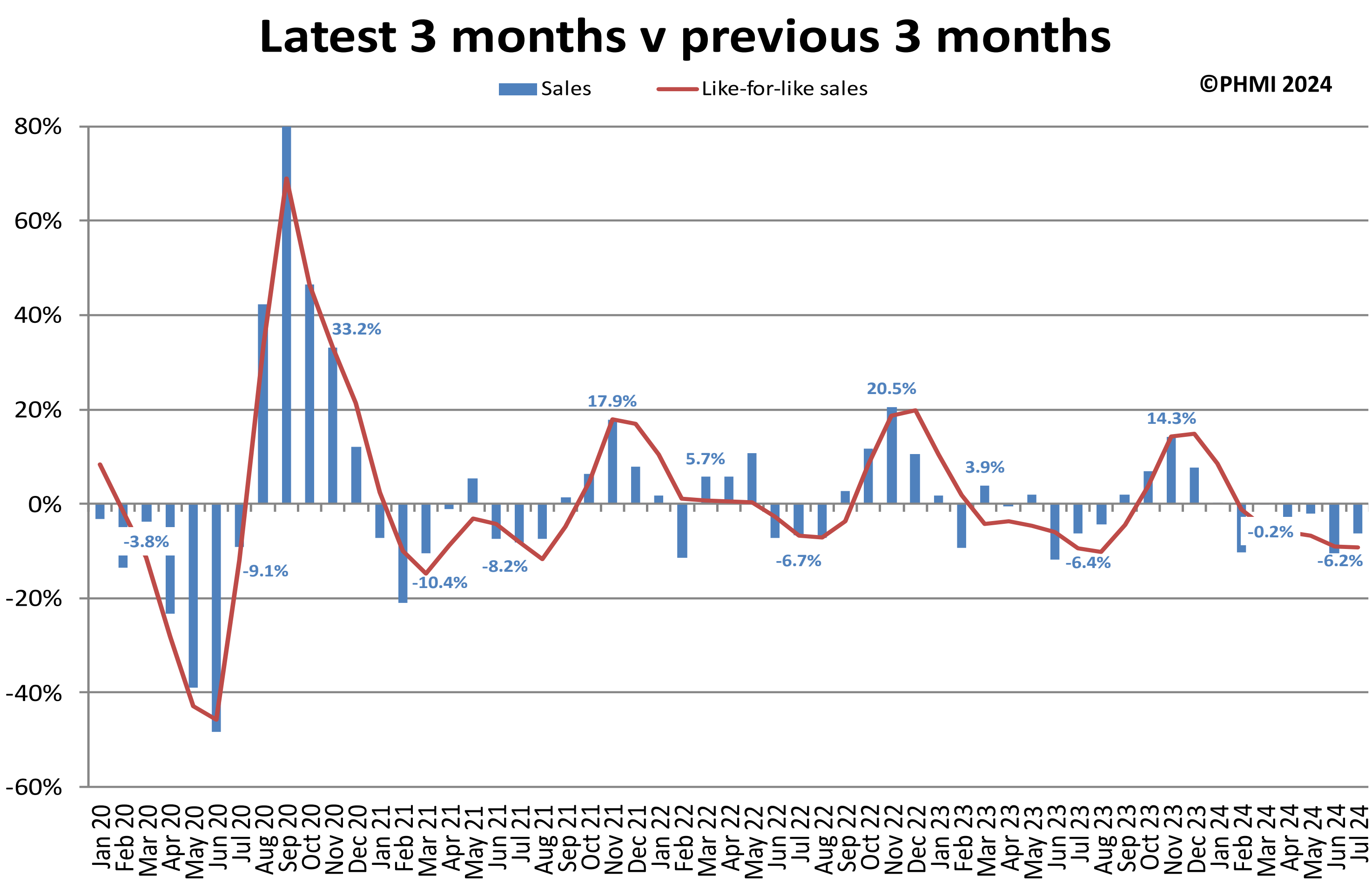
Volume sales were up +3.4% and prices -5.5% down.

*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.



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

Value sales in the three months May to July 2024 were -6.2% lower compared to the previous three months, February to April 2024.

Volume sales were +2.1% higher with prices down -8.1%.

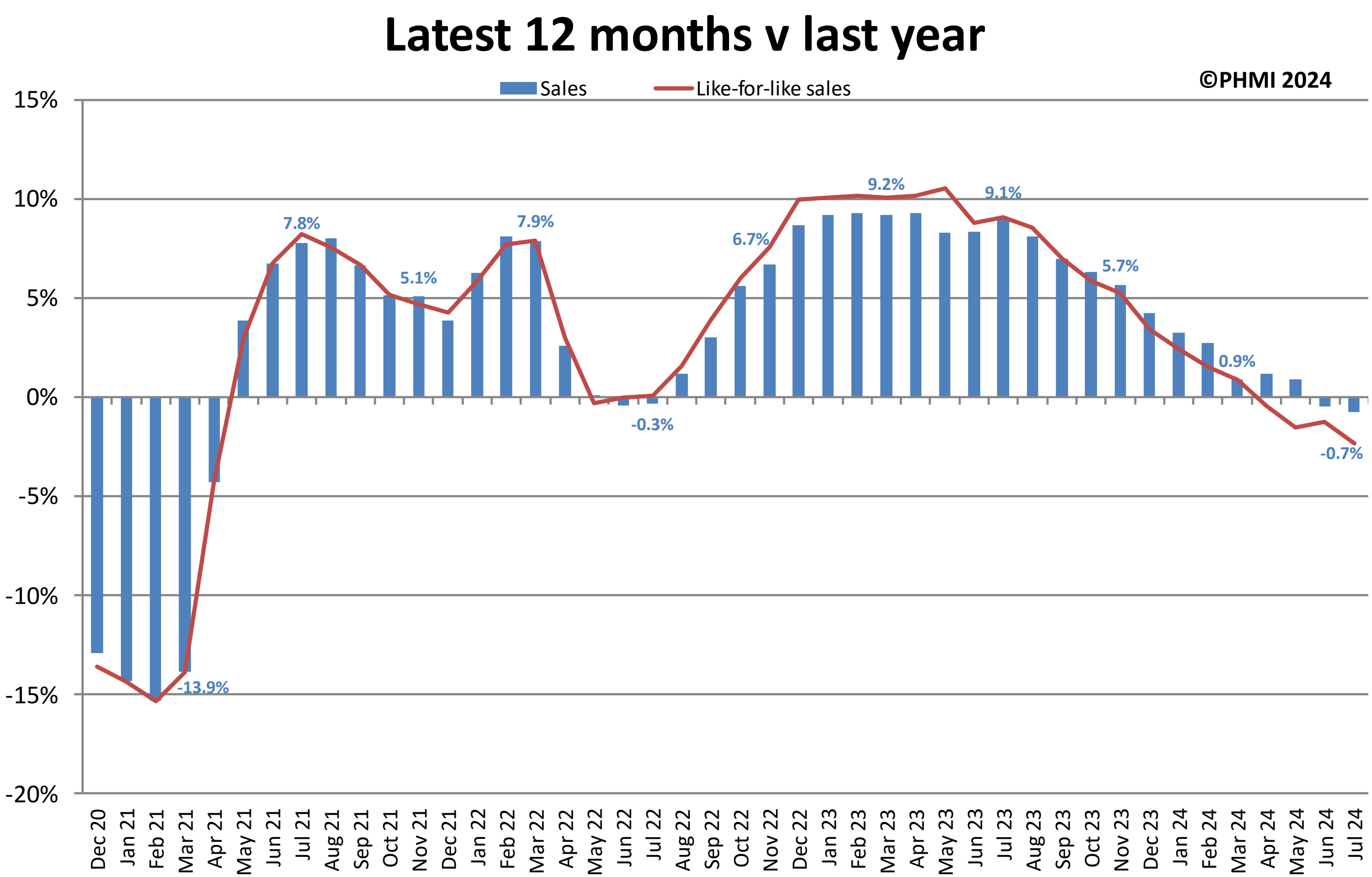
*Some merchants temporarily closed branches between March and May 2020 and this will have affected trading day comparisons.

Latest 12 months v last year

Sales and like-for-like sales

Plumbing & Heating Merchant Index

251 trading days in the most recent period v 247 trading days last period.
Like-for-like sales take trading day differences into account



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

Total value sales in the latest 12 months were down -0.7% compared to August 2022 to July 2023.

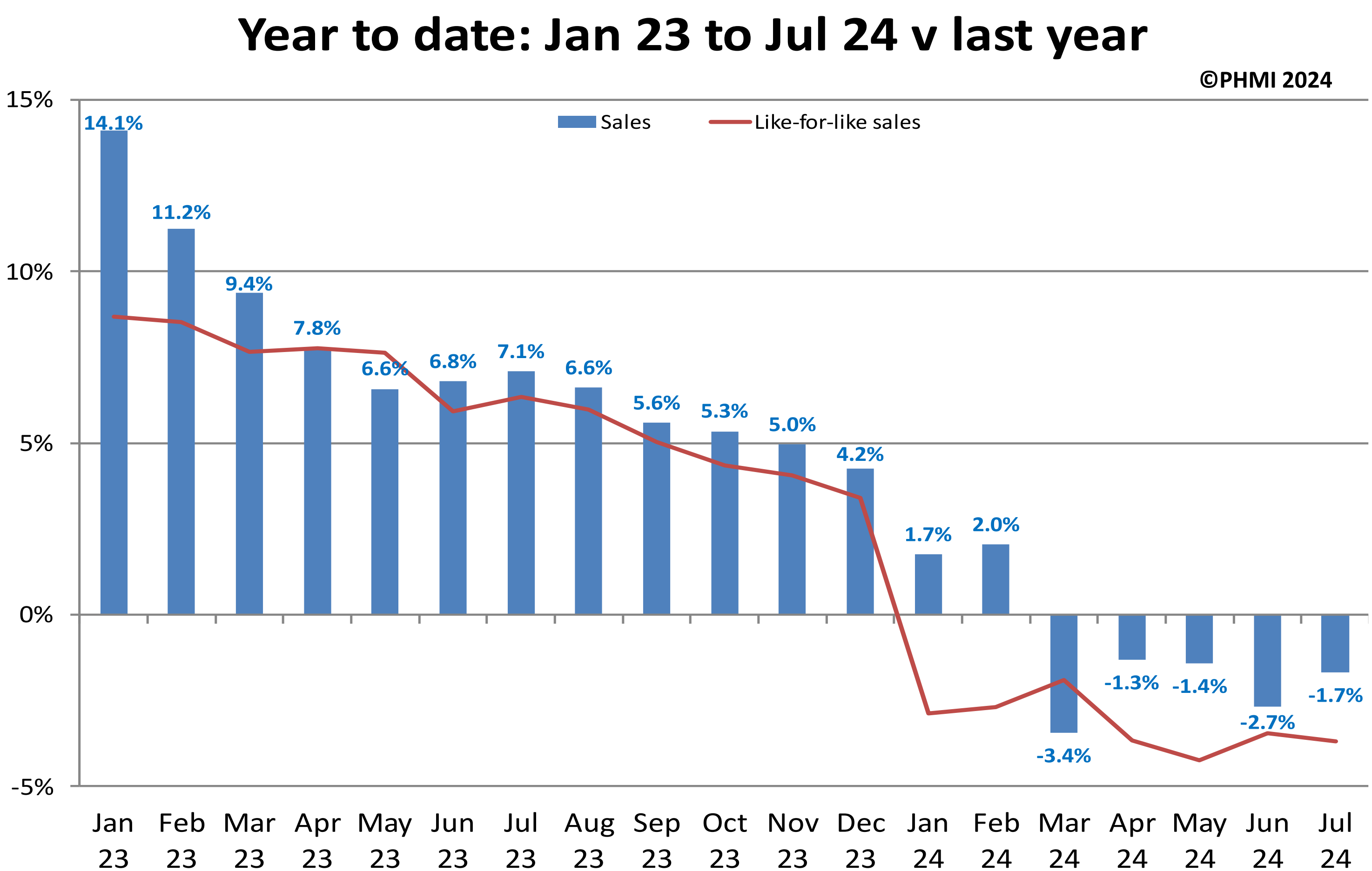
Volume sales were -1.8% lower, with prices up +1.1%.

Year-to-date v last year

Sales and like-for-like sales

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

Plumbing & Heating Merchant Index



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

January to July 2024 value sales were -1.7% lower than January-July 2023.

Volume sales were up +0.5% and prices -2.2% down.

PHMI Trading Days

Plumbing & Heating Merchant Index

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

Monthly
Index: 20.7

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2022	20	20	23	19	21	20	21	22	21	21	22	16
2023	21	20	23	18	20	22	21	22	21	22	22	16
2024	22	21	20	21	21	20	23					

Quarterly
Index: 62.0

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

Half Year

	H1	H2
2022	123	123
2023	124	124
2024	125	

Full Year

	Full Year
2022	246
2023	248
2024	

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:

City Plumbing Supplies

PTS Plumbing Trade Supplies

Wolseley

Plumbfix

Williams & Co

James Hargreaves Plumbing Depot

Building the Industry & Building Brands from Knowledge

Plumbing & Heating Merchant Index

BMF
Excellence in building materials supply

mra research
Market insight & strategy

GfK

GfK
Powerful, accurate, continuous insights

MRA
Experienced industry experts

BMF
The voice of the industry

Contacting PHMI

Plumbing & Heating Merchant Index

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:

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More data available
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Contact us

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