Excellence in building materials supply

Plumbing & Heating Merchant Index

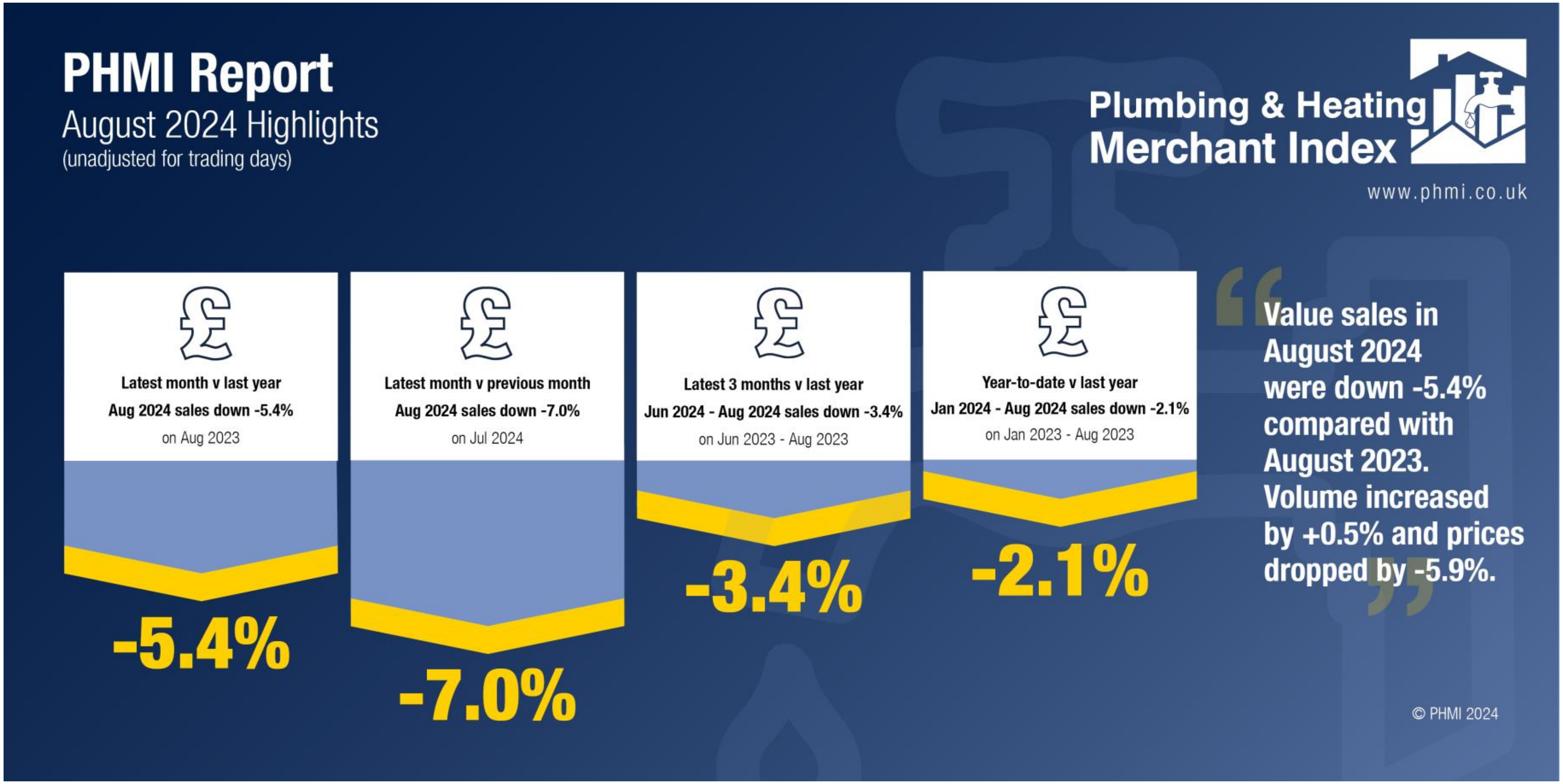
August 2024

(Published 27 November 2024)

A Builders Merchant Building Index Publication

Highlights:

Year-to-date (Jan 2024 - Aug 2024) sales were -2.1% down compared to the same period last year. Read the full Overview on page 5.



Contents:
Click links below to visit pages

Plumbing & Heating Merchant Index

The 'Contents' link below brings you back to this page.

Introduction:
Plumbing & Heating Merchant Index

Data audits are an essential part in producing 'gold quality' data for PHMI. In October, after the August report was published, our data audit picked up an anomaly, caused by some late updating in the data feed between merchants and GfK. The data in this report takes account of these updates.

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

Plumbing & Heating Merchant Index

August value sales down -5.4% year on year. Volumes up +0.5%. Prices down -5.9%.

Total plumbing and heating value sales, from over 70% of specialist Plumbing & Heating Merchants throughout Great Britain, were down -5.4% compared with August 2023. Volume increased slightly by +0.5% and prices dropped by -5.9%. With one less trading day this year, like-for-like value sales (which take trading day differences into account) were -0.9% lower.

August's value sales were -7.0% down on July's. Volume sales were -8.4% lower, and prices up +1.5%. With two less trading days this month, like-for-like value sales were +1.9% higher.

August's PHMI index was 93.0. There was no difference in trading days.

Value sales in the three months June to August 2024 were -3.4% down compared to the same period last year. Volume sales were up +1.7% but prices were -5.0% lower. With one less trading day this period, like-for-like value sales were -1.9% lower.

Value sales in the three months June to August 2024 were -3.9% lower compared to the previous three months, March to May 2024. Volume sales were -0.5% lower with prices down -3.4%. With two more trading days in the most recent period, like-for-like value sales were -6.9% lower.

Year to date value sales, January to August 2024, were -2.1% below the same period last year. Volume sales were +0.5% higher, prices -2.6% lower. With two more trading days this period, like-for-like value sales were -3.3% lower.

Total value sales in the last 12 months were -1.4% down versus September 2022 to August 2023. Volume sales were -1.5% lower, with flat prices (+0.0%). With three more trading days this period, like-for-like value sales were -2.6% lower.

Total value sales in the last 12 months were -1.4% down compared to September 2022 to August 2023.

Volume sales were -1.5% lower, with flat prices (+0.0%).

Monthly and 3-monthly

Year-on-year: September 2023 to August 2024

Plumbing & Heating Merchant Index

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%	-5.4%	-3.4%

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

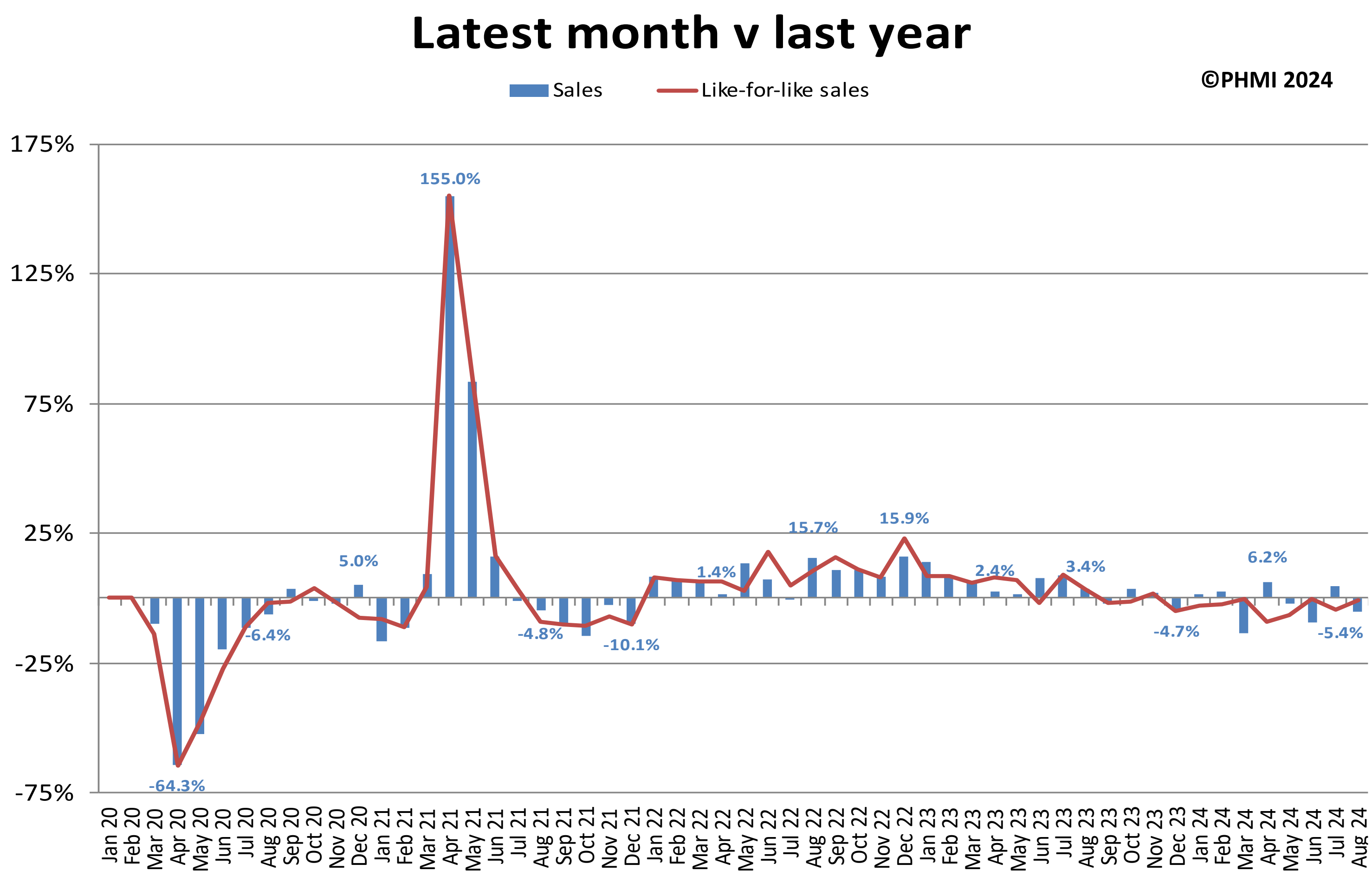
Value sales in the three months June to August 2024 were -3.4% down compared to the same period last year.

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.

Plumbing & Heating Merchant Index



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

Value sales in August 2024 were down -5.4% compared with August 2023.

Volume increased by +0.5% but prices dropped -5.9%.

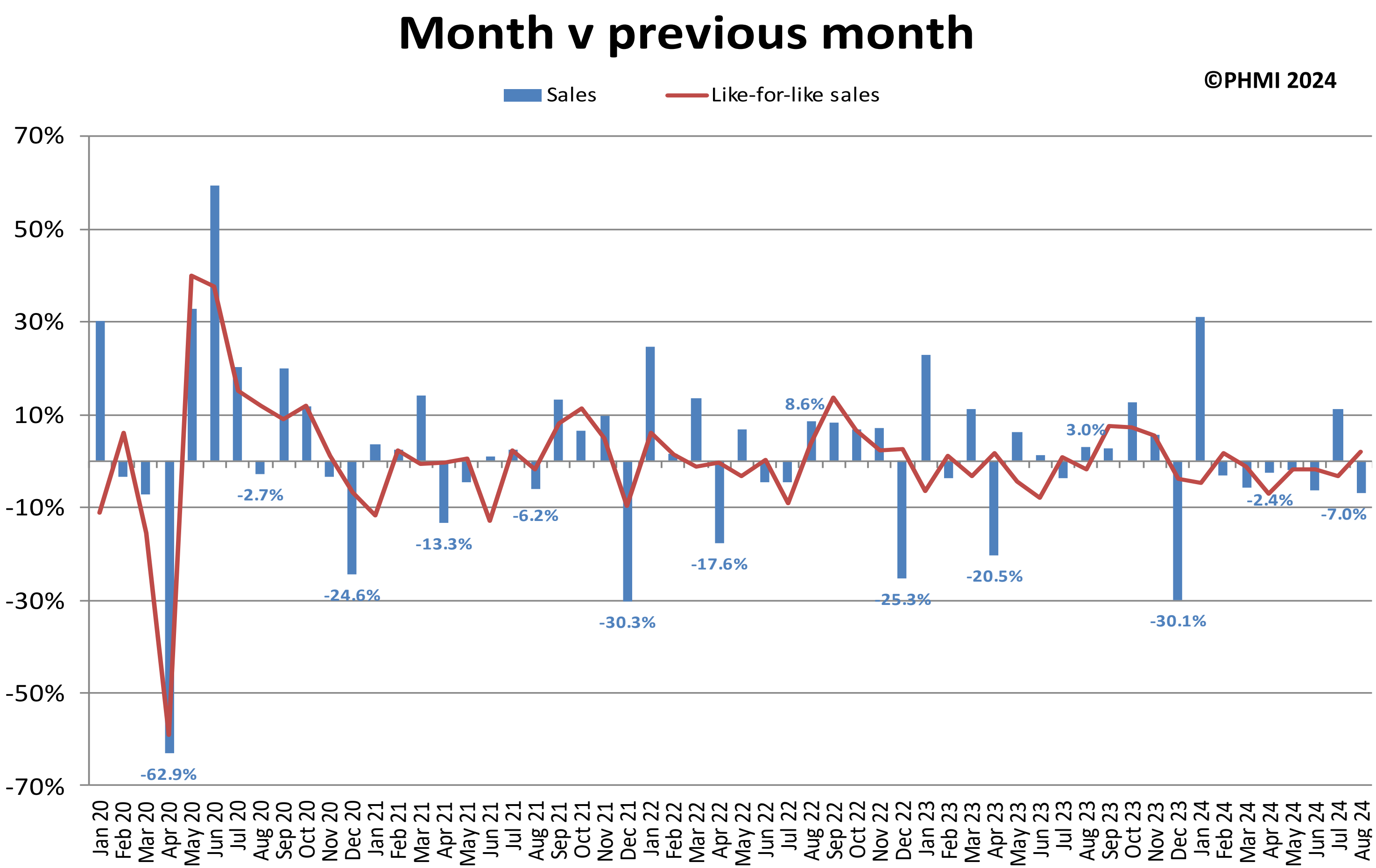
*Some merchants temporarily closed branches between March and May 2020 which will have affected trading day comparisons.

Latest month v previous month

Sales and like-for-like sales*

Plumbing & Heating Merchant Index

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



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

August's value sales were -7.0% down on July's.

Volume sales were -8.4% lower, and prices up +1.5%.

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

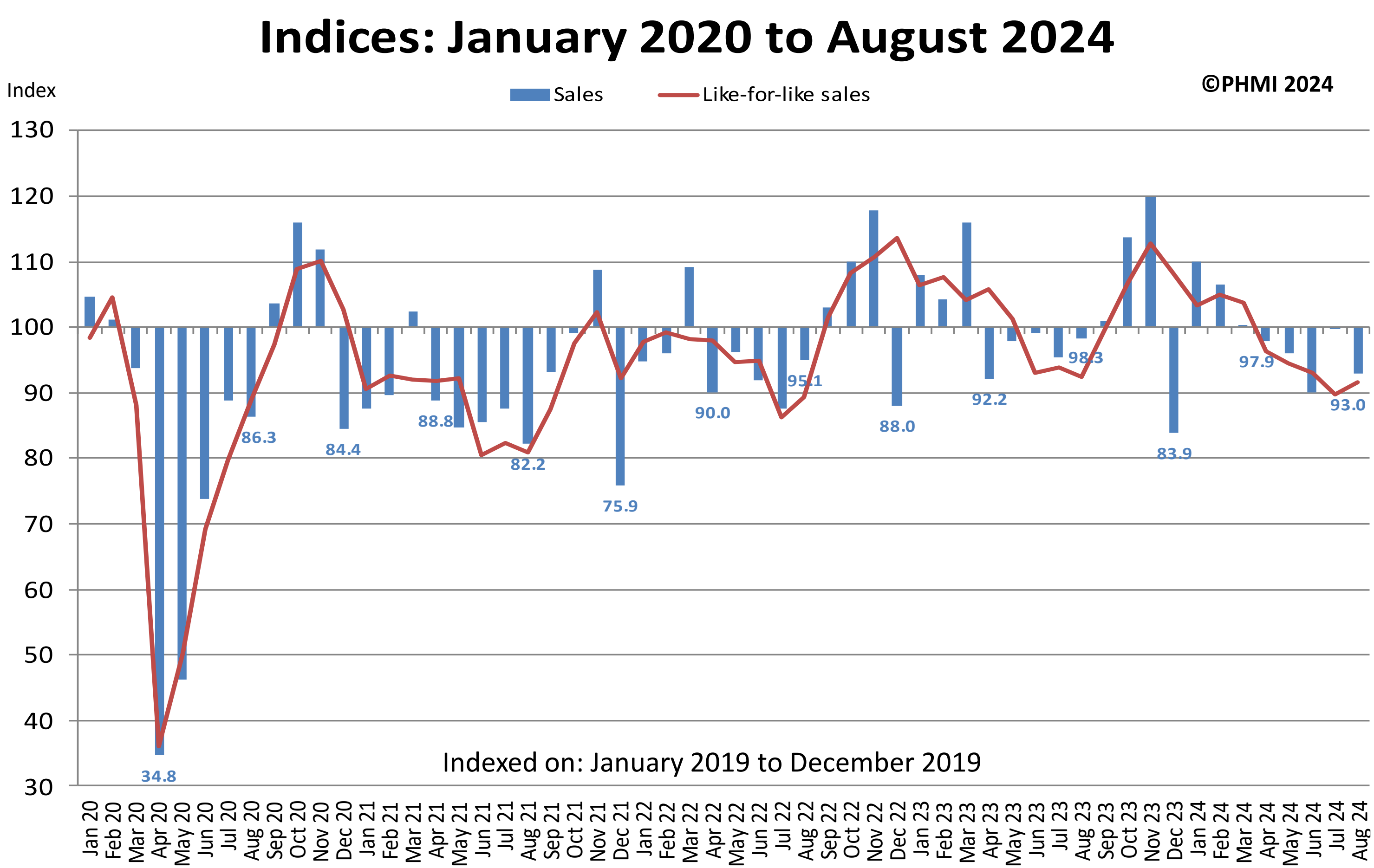
Monthly: Index

Sales and like-for-like sales index*

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

Plumbing & Heating Merchant Index

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



August's PHMI index was 93.0.

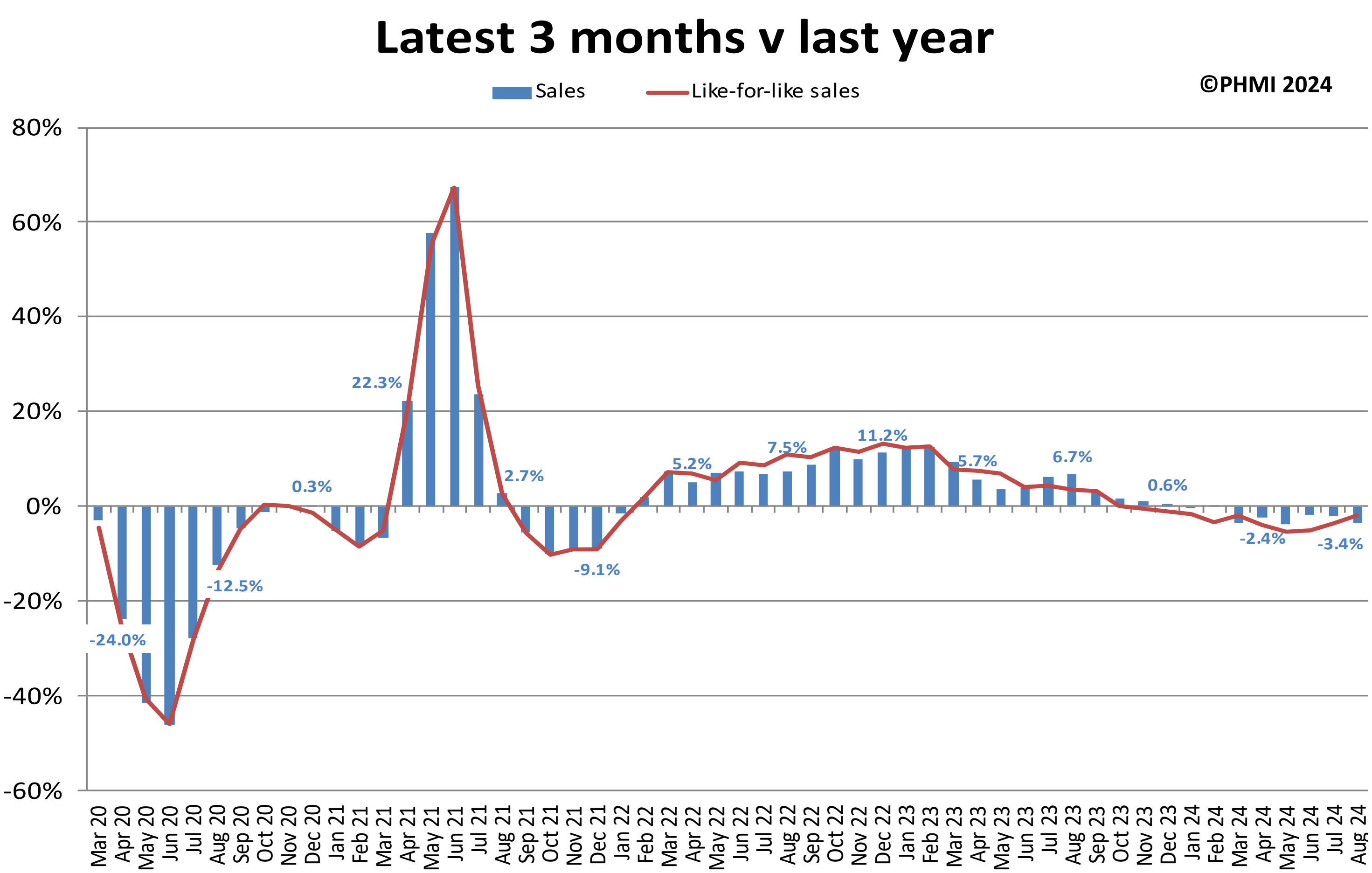
Please note there were 21 trading days in the latest month vs 20.7 days in the index base, which is based on the average monthly trading days across 2019. Hence the slight difference in the 'Sales' and 'Like-for-like' index in the latest month.

*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.



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

Value sales in the three months June to August 2024 were -3.4% down compared to the same period last year.

Volume sales were up +1.7% but prices were -5.0% lower.

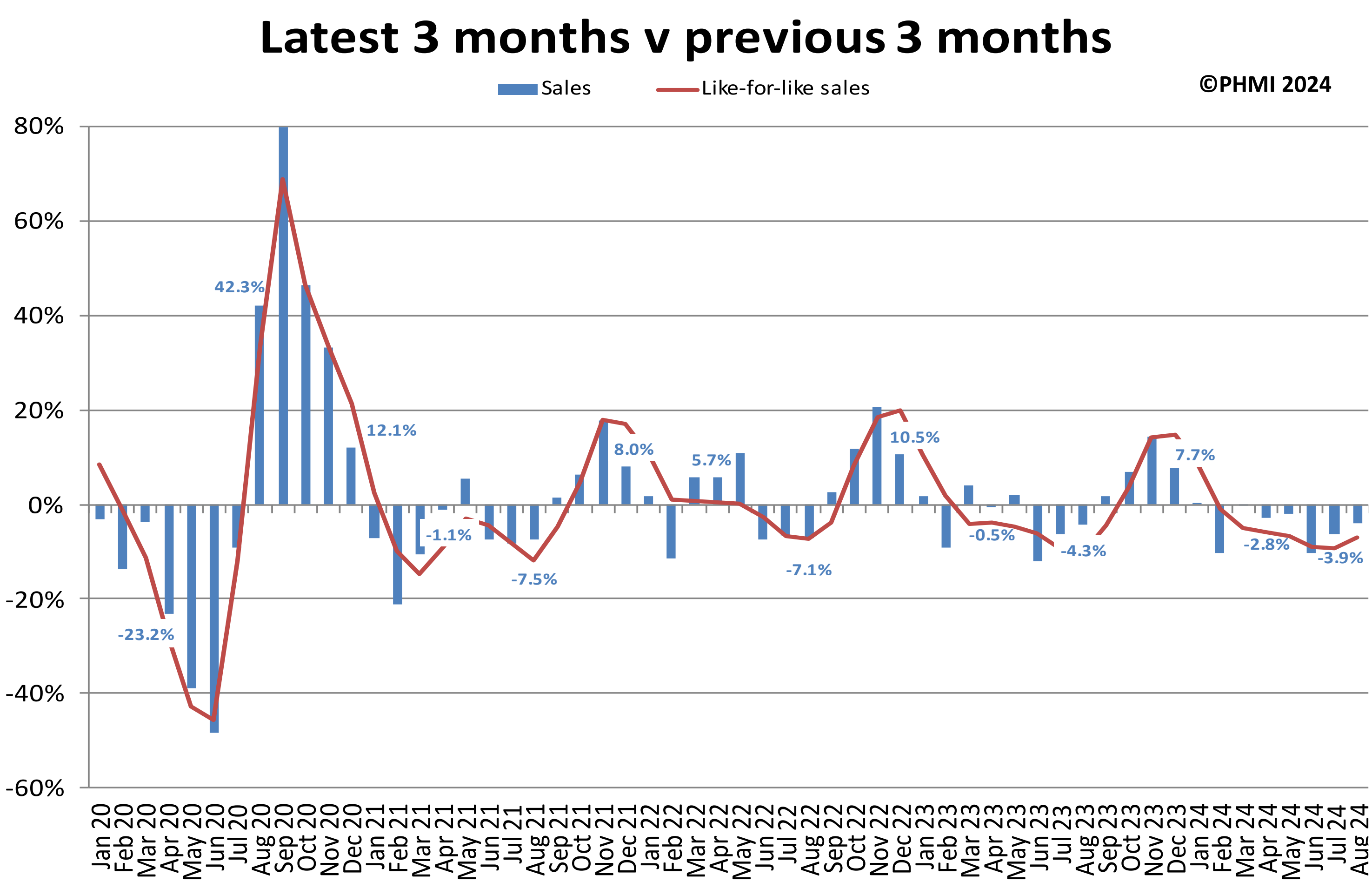
*Some merchants temporarily closed branches between March and May 2020 and this will have affected trading day comparisons.

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.

Plumbing & Heating Merchant Index



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

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

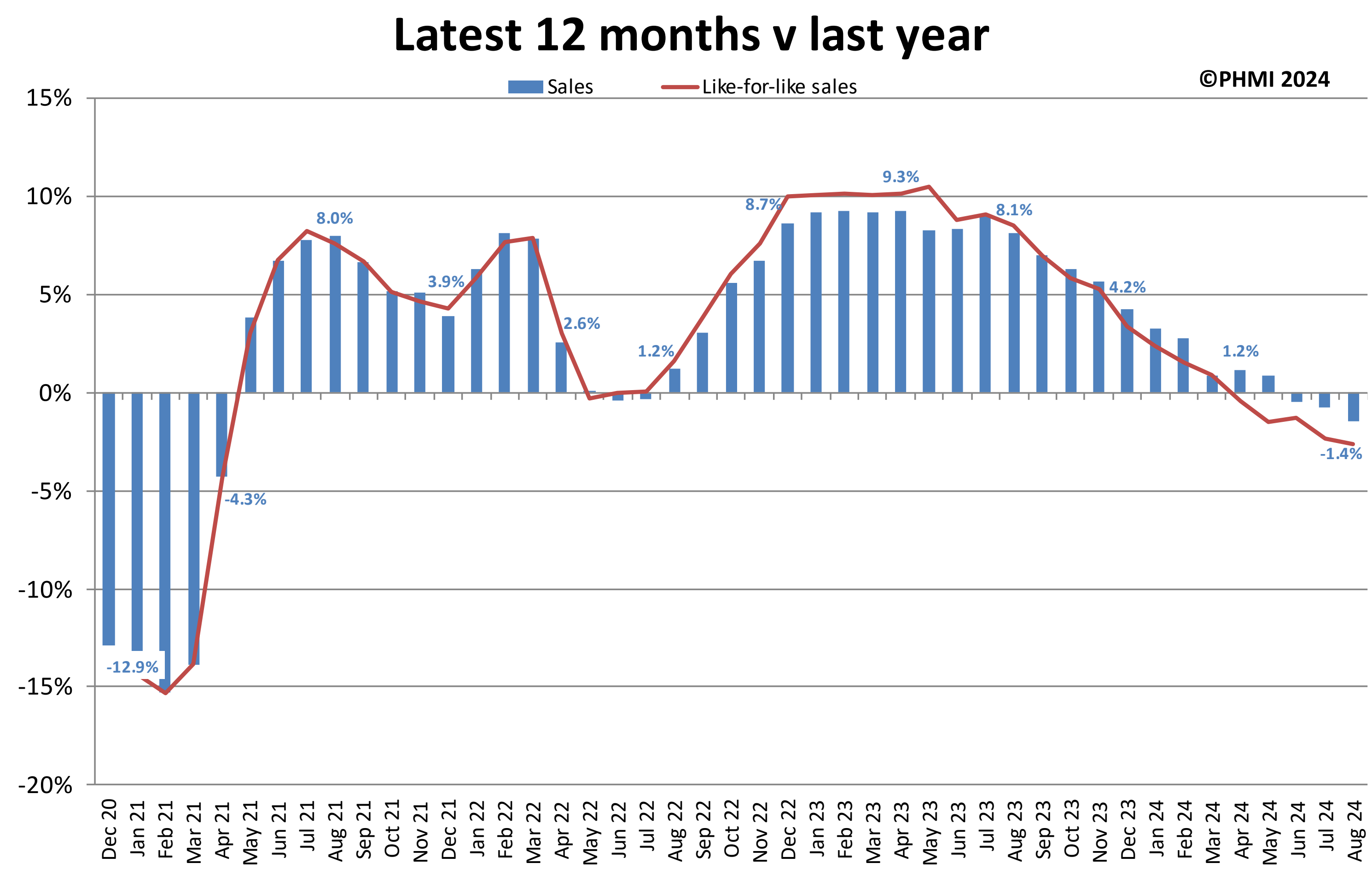
Value sales in the three months June to August 2024 were -3.9% below the three months, March to May 2024.

Volume sales were -0.5% lower with prices down -3.4%.

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



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

Total value sales in the last 12 months were -1.4% down vs September 2022 to August 2023.

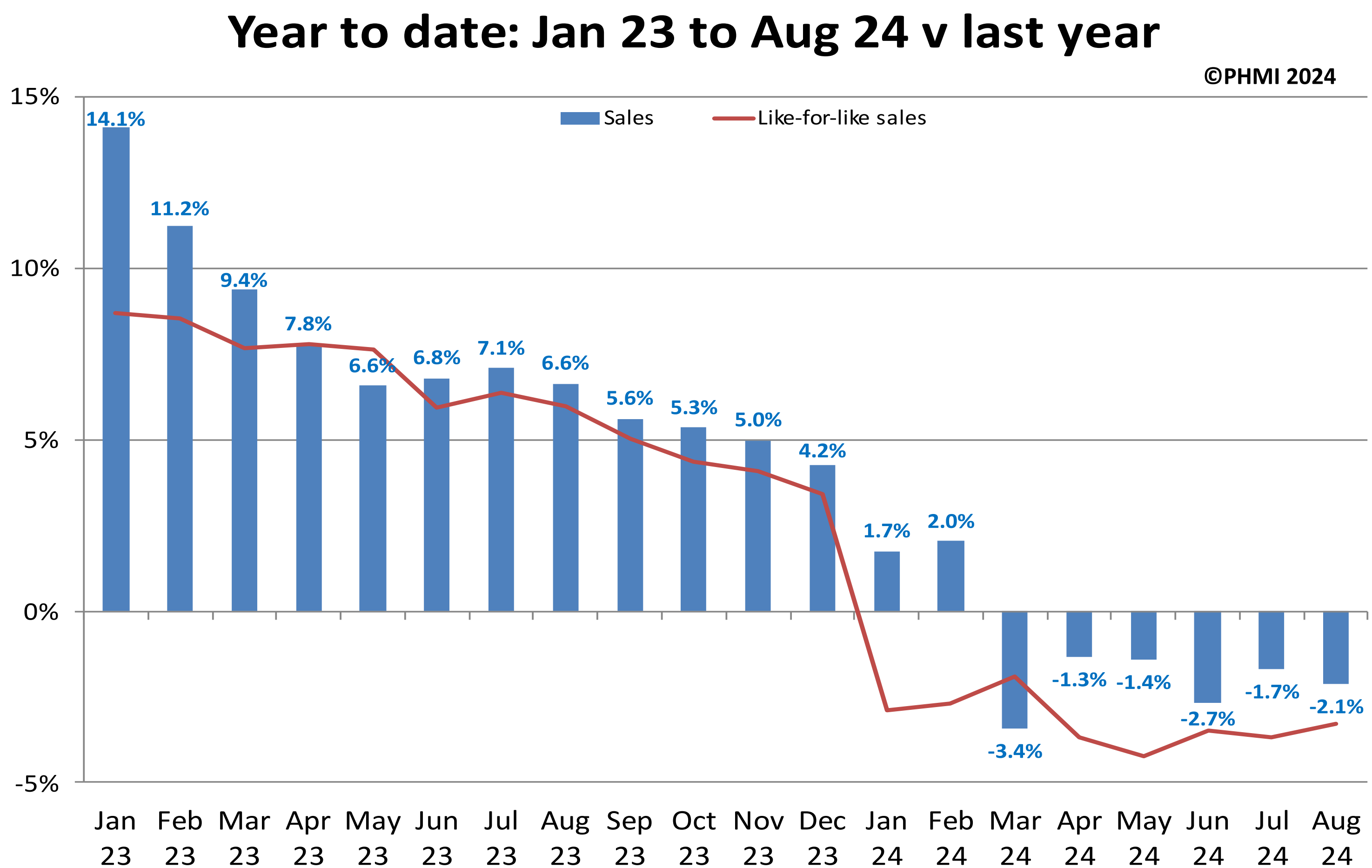
Volume sales were -1.5% lower, with prices flat (+0.0%).

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

Plumbing & Heating Merchant Index



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

Value sales in January to August 2024 were -2.1% below the same period last year.

Volume sales were +0.5% up and prices -2.6% down.

PHMI Trading Days

Plumbing & Heating Merchant Index

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

Quarterly

Index: 62.0

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

Half Year

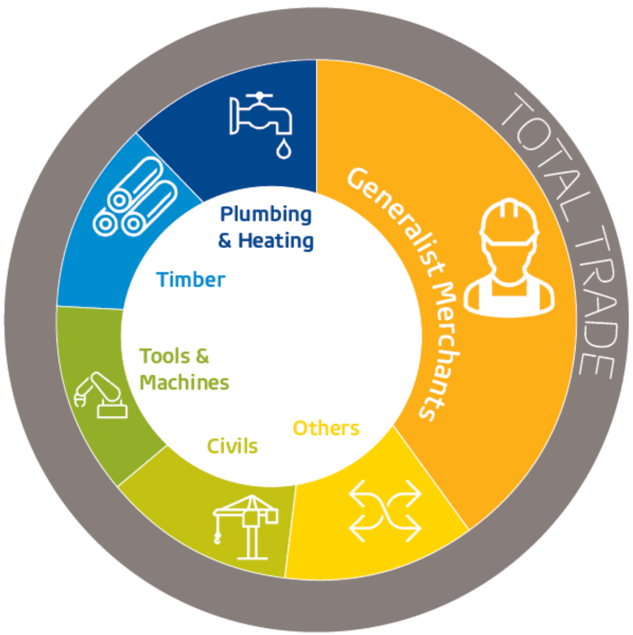
	H1	H2
2022	123	123
2023	124	124
2024	125	

Full Year

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

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:

Mike Rigby

MD - 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

Plumbing & Heating Merchant Index

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

MD - MRA Research

mike@mra-research.co.uk

+44 (0) 1453 521621