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materials supply

# Plumbing & Heating Merchant Index



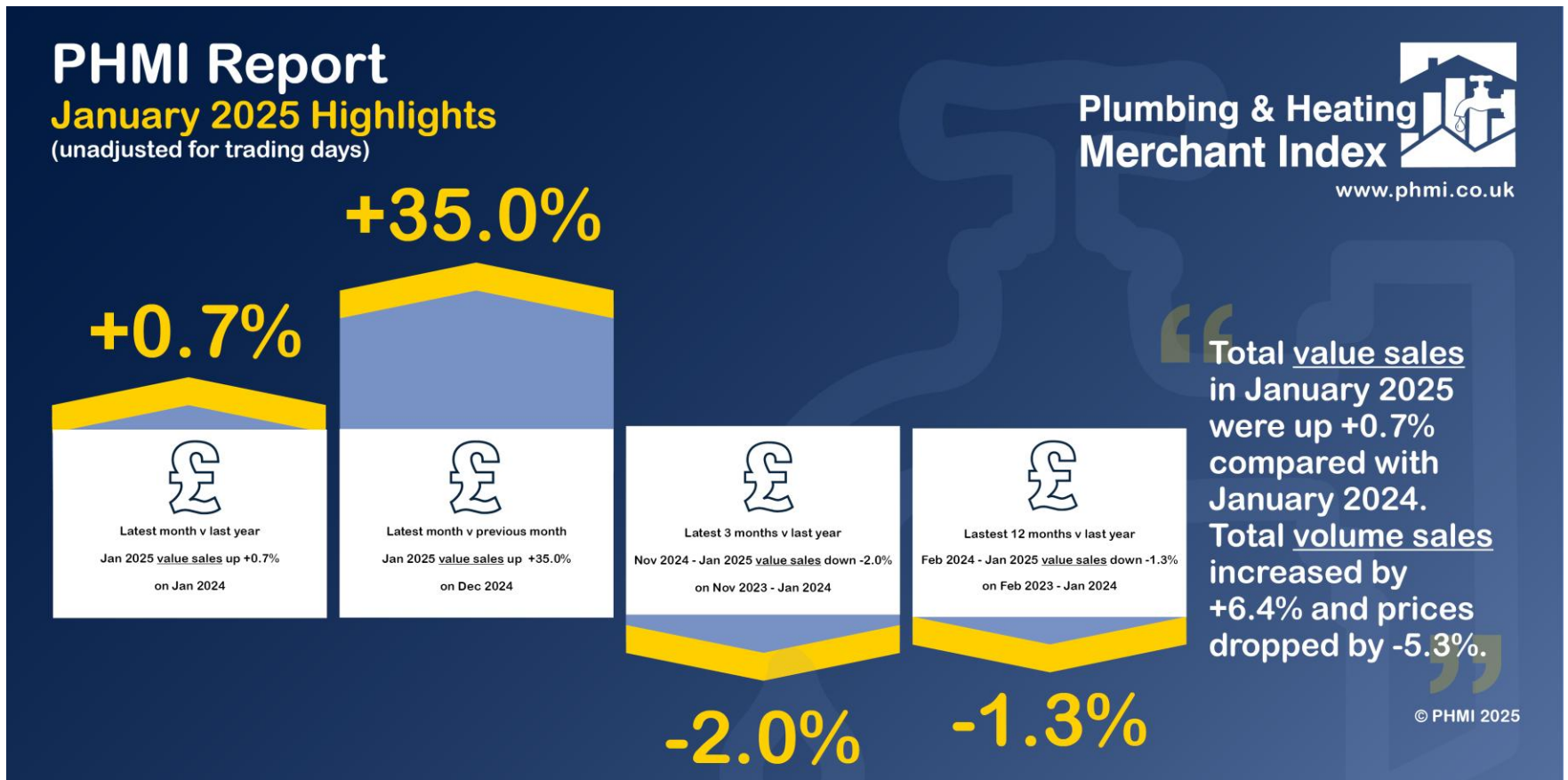
**January 2025**

(Published 19 March 2025)

A Builders Merchant Building Index Publication

# Highlights:

Latest 12 months total value sales were -1.3% down compared to the same period last year. Read the full Overview on page 5.



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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](mailto: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](mailto:emile.vanderryst@nielseniq.com).

# Overview and Insights

**January value sales up +0.7% compared to last year. Volume sales up by +6.4%. Prices down -5.3%.**

Total plumbing and heating value sales, from over 70% of specialist Plumbing & Heating Merchants throughout Great Britain, in January 2025 were up +0.7% compared with January 2024. There was no difference in trading days. Volume sales increased by +6.4% and prices dropped by -5.3%.

January's value sales were +35.0% up on December's. With five more trading day this month, like-for-like value sales (which take trading day differences into account) increased by +4.3%. Volume sales were +41.3% higher but prices down -4.4%.

January's PHMI index was 110.6. With one more trading day this month versus the Index base period, the like-for-like value sales Index was 103.9.

Value sales in the three months November 2024 to January 2025 were -2.0% down compared to the same period last year. There was no difference in trading days. Volume sales were up +3.8% but prices were -5.6% lower.

Value sales in the three months November 2024 to January 2025 were -2.5% lower compared to the previous three months, August 2024 to October 2024. With five less trading days in the most recent period, like-for-like value sales were +5.6% higher. Volume sales were -8.2% lower but prices were up +6.2%.

Total value sales in the last 12 months were -1.3% down compared to February 2023 to January 2024. With two more trading days this period, like-for-like value sales were -2.1% lower. Volume sales were up +3.0% but prices were -4.2% lower.

Total value sales in the last 12 months were -1.3% down compared to February 2023 to January 2024.

Volume sales were up +3.0% but prices were -4.2% lower.

# Monthly and 3-monthly

Value sales % change

Year-on-year: February 2024 to January 2025



<b>Feb 24</b>	<b>Mar 24</b>	<b>Apr 24</b>	<b>Three months</b>
+2.6%	-13.2%	+6.5%	-2.1%
<b>May 24</b>	<b>Jun 24</b>	<b>Jul 24</b>	<b>Three months</b>
-1.7%	-9.0%	+5.0%	-2.0%
<b>Aug 24</b>	<b>Sep 24</b>	<b>Oct 24</b>	<b>Three months</b>
-5.1%	+1.6%	+5.5%	+0.9%
<b>Nov 24</b>	<b>Dec 24</b>	<b>Jan 25</b>	<b>Three months</b>
-4.3%	-2.2%	+0.7%	-2.0%

**NIQ** 

Source: GfK's Builders Merchants  
Total Category Report: January  
2019 to January 2025

Value sales in the three months November 2024 to January 2025 were -2.0% down compared to the same period last year.

Volume sales were up +3.8% but prices were -5.6% lower.

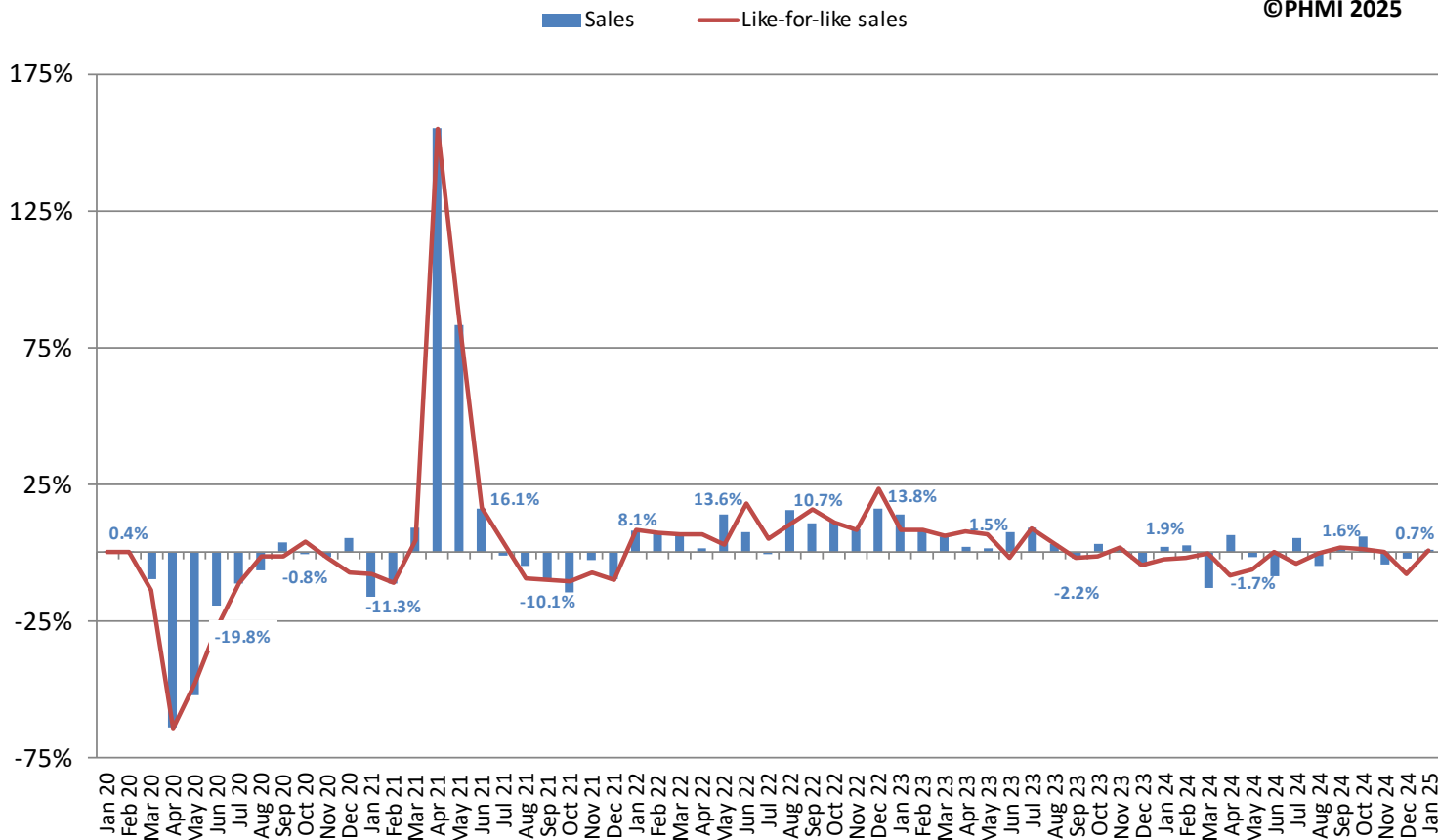
# Latest month v last year

## Value sales and like-for-like value sales % change

There was no difference in trading days this month vs last year (22).\*  
Like-for-like sales take trading day differences into account.



### Latest month v last year



©PHMI 2025



Source: GfK's Builders Merchants  
Total Category Report: January  
2019 to January 2025

Value sales in January 2025 were up +0.7% compared with January 2024.

Volume sales increased by +6.4% and prices dropped by -5.3%.

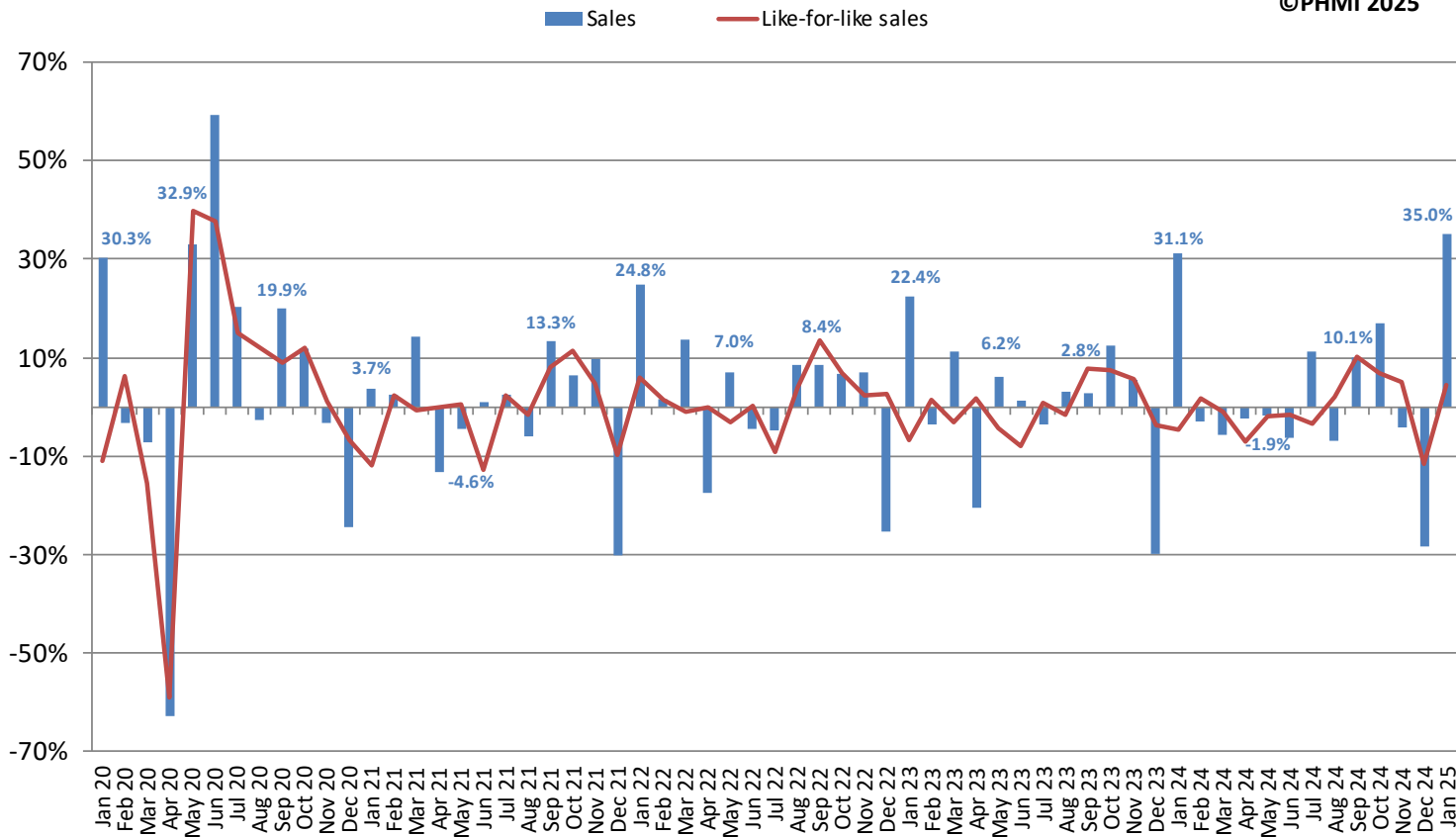
\*Some merchants temporarily closed branches between March and May 2020 which will have affected trading day comparisons.

# Latest month v previous month

## Value sales and like-for-like value sales % change

22 trading days this month v 17 trading days last month.\*  
 Like-for-like sales take trading day differences into account.

### Month v previous month



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

**NIQ**   
 Source: GfK's Builders Merchants  
 Total Category Report: January  
 2019 to January 2025

January's value sales were +35.0% up on December's.

Volume sales were +41.3% higher but prices down -4.4%.

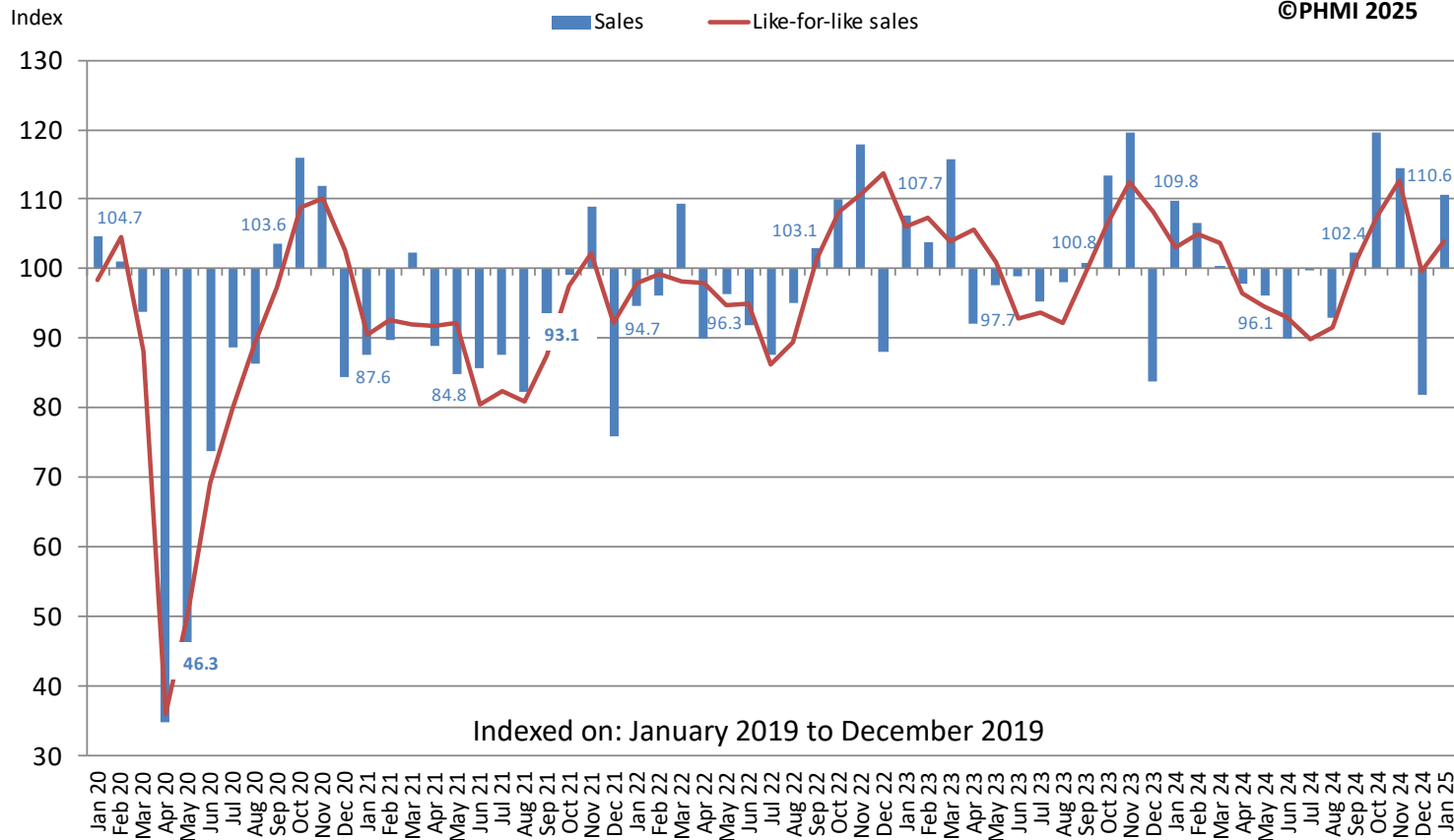


# Monthly: Index

## Value sales and like-for-like value 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 January 2025



**NIQ**   
Source: GfK's Builders Merchants  
Total Category Report: January  
2019 to January 2025

January's PHMI index  
was 110.6.

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

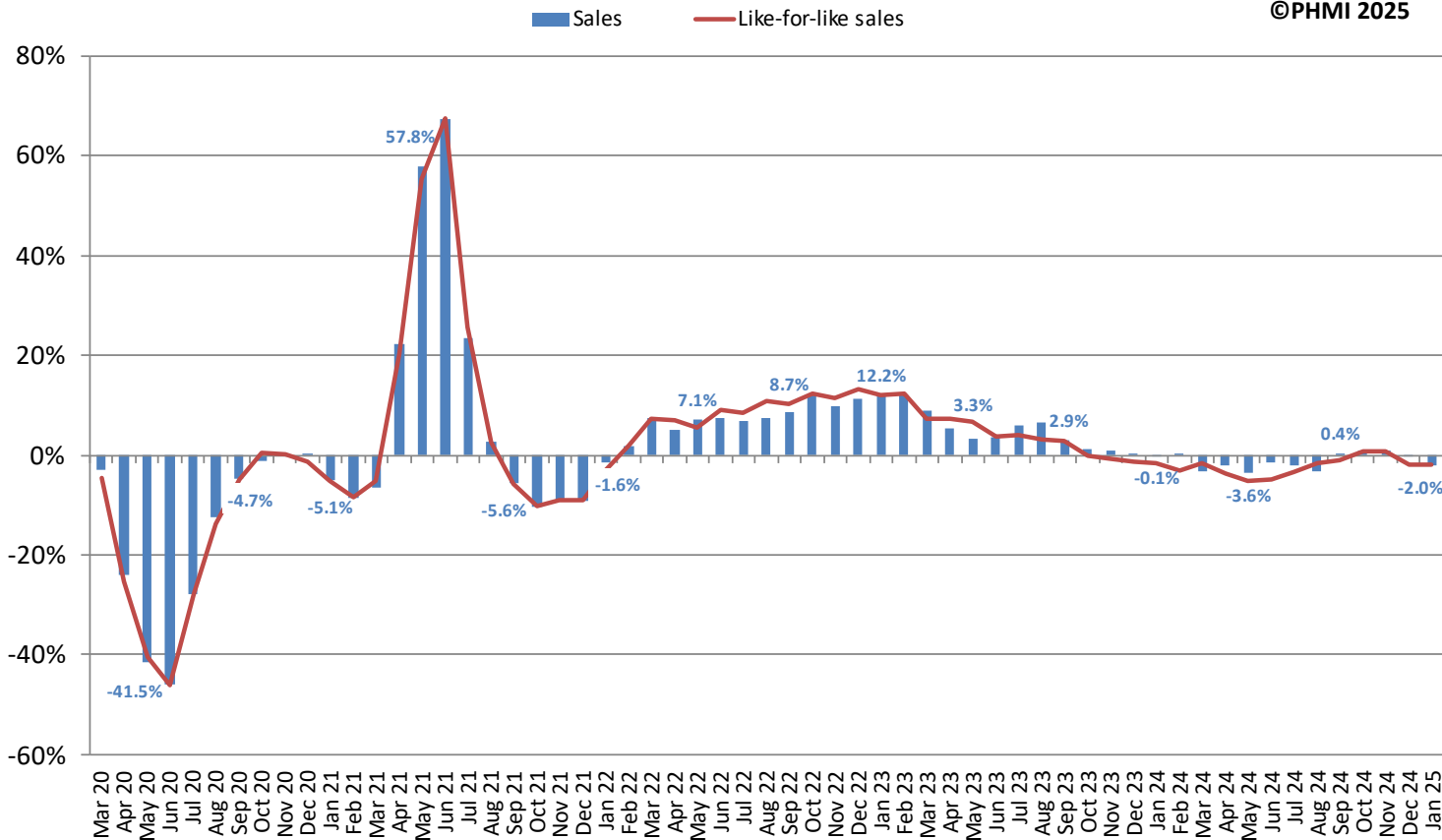
# Latest 3 months v last year

## Value sales and like-for-like value sales % change

There was no difference in trading days in the most recent period v last year (60).\*  
Like-for-like sales take trading day differences into account.



### Latest 3 months v last year



\*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 January 2025

Value sales in the three months November 2024 to January 2025 were -2.0% down compared to the same period last year.

Volume sales were up +3.8% but prices were -5.6% lower.

# Latest 3 months v previous 3 months

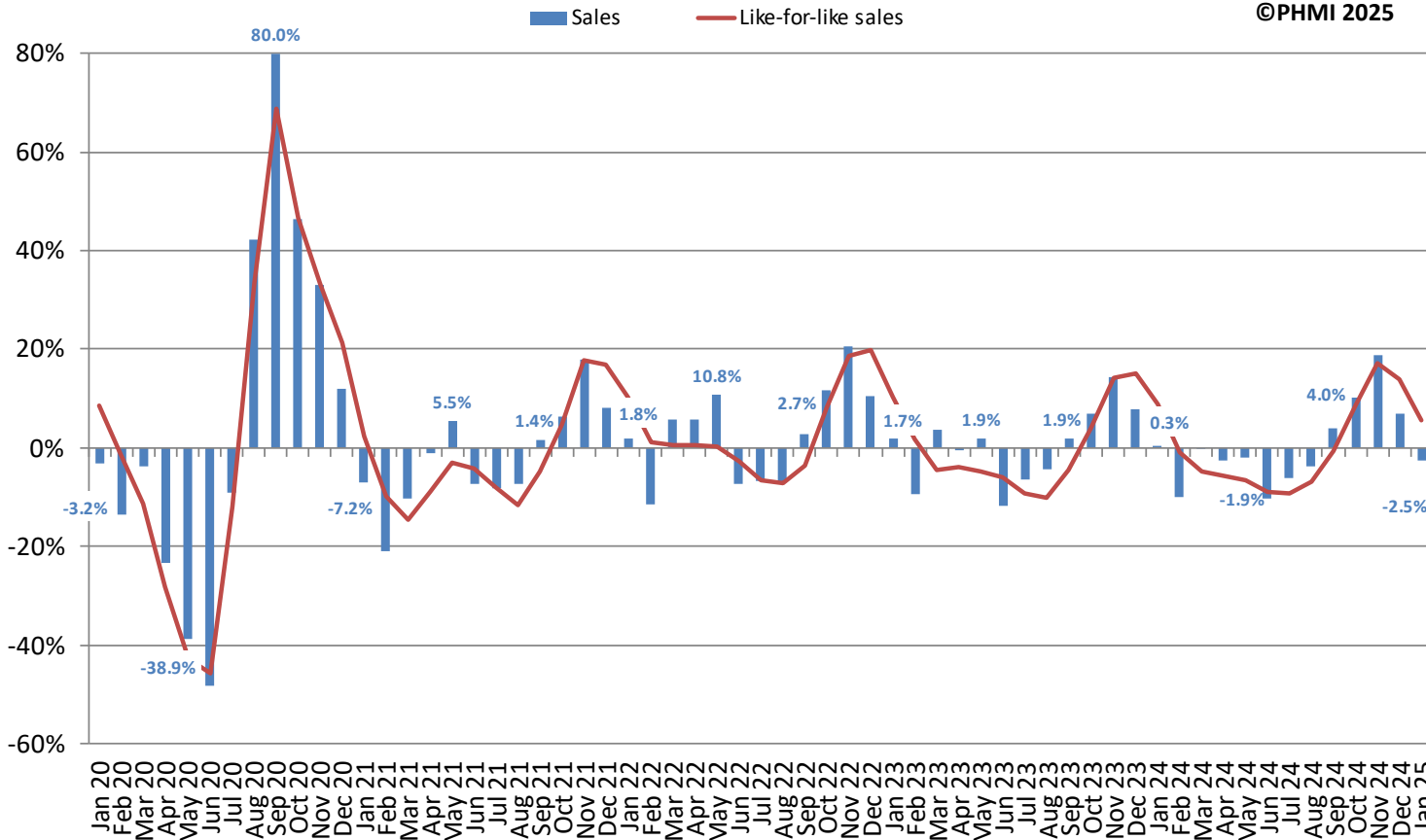
## Value sales and like-for-like value sales % change

60 trading days in the most recent period v 65 trading days last period.\*

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



### Latest 3 months v previous 3 months



\*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 January 2025

Value sales in the three months November 2024 to January 2025 were -2.5% lower compared to the previous three months, August 2024 to October 2024.

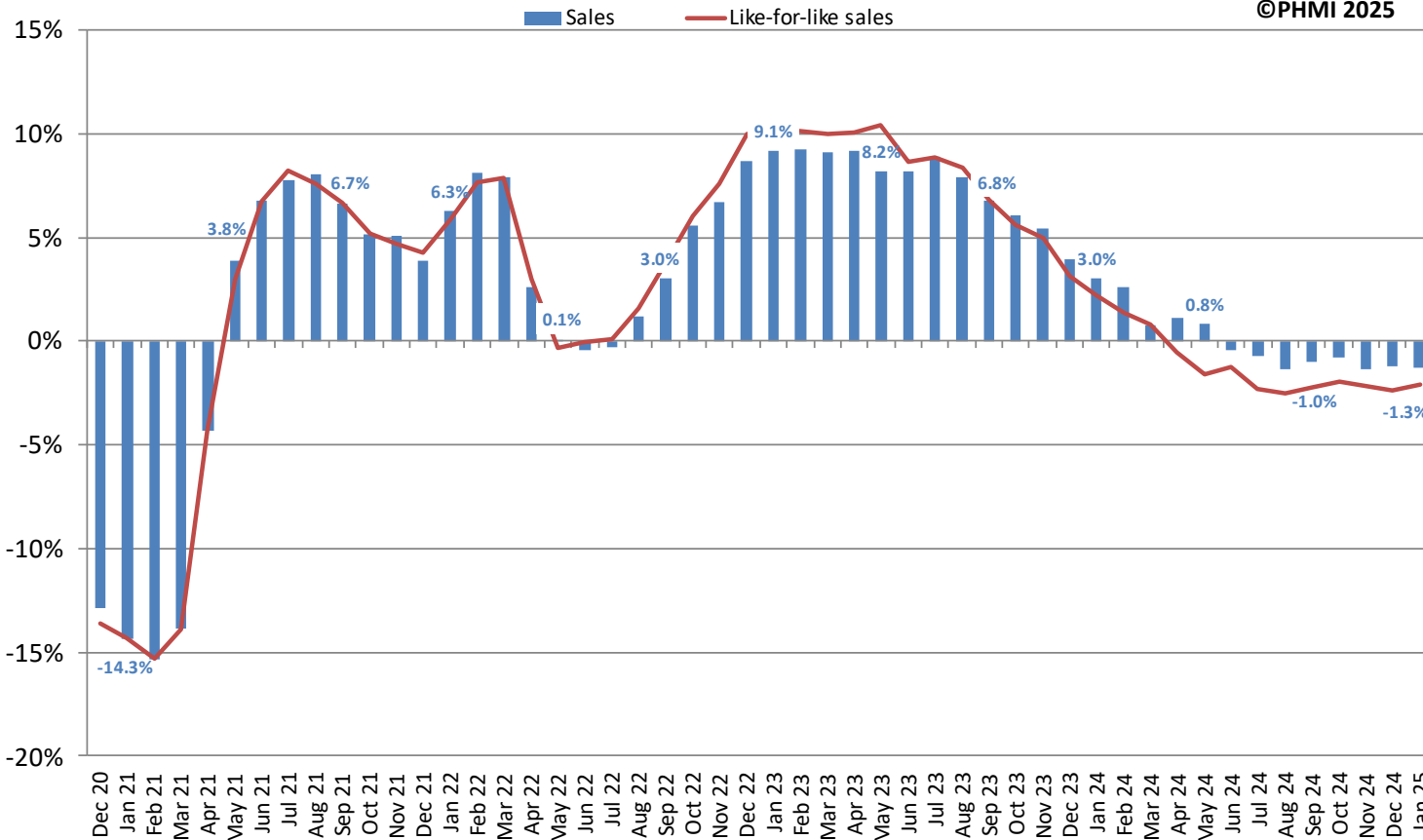
Volume sales -8.2% lower but prices were up +6.2%.

# Latest 12 months v last year

## Value sales and like-for-like value sales % change

251 trading days in the most recent period v 249 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 January 2025

Total value sales in the last 12 months were -1.3% down compared to February 2023 to January 2024.

Volume sales were up +3.0% but prices were -4.2% lower.

# PHMI Trading Days



**NIQ**   
 Source: GfK's Builders Merchants  
 Total Category Report: January  
 2019 to January 2025

**Monthly**

Index: 20.7

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	21	23	21	17
2025											
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
22											

**Quarterly**

Index: 62.0

2023			
Q1	Q2	Q3	Q4
64	60	64	60
2024			
Q1	Q2	Q3	Q4
63	62	65	61
2025			
Q1	Q2	Q3	Q4

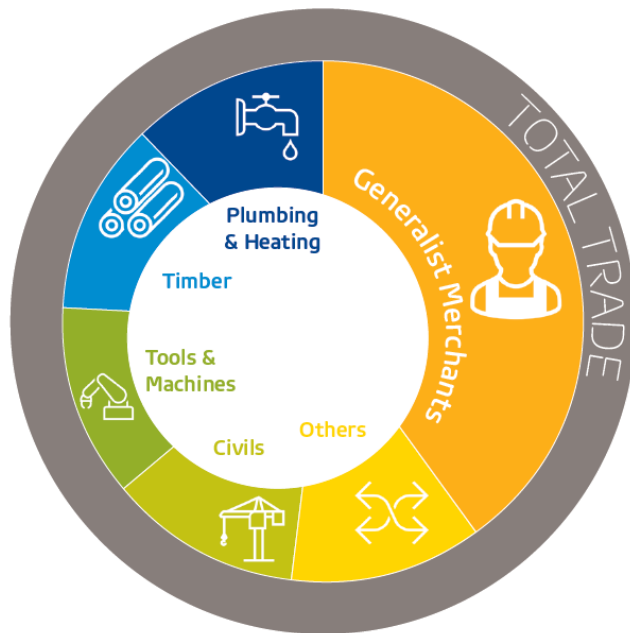
**Half Year**

2023	
H1	H2
124	124
2024	
H1	H2
125	126
2025	
H1	H2

**Full Year**

2023
248
2024
251
2025

# 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).

**NIQ**



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**

MD – MRA Research

[mike@mra-research.co.uk](mailto:mike@mra-research.co.uk)

+44 (0) 1453 521621

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**Emile van der Ryst**

Senior Client Insight Manager -  
Trade

[emile.vanderryst@nielseniq.com](mailto:emile.vanderryst@nielseniq.com)

+44 (0) 20 7890 9615



# Contact us

For further information



**Emile van der Ryst**

Senior Client Insight Manager - Trade

[emile.vanderryst@nielseniq.com](mailto:emile.vanderryst@nielseniq.com)

+44 (0) 20 7890 9615



**Thomas Lowe**

Industry Analyst / Economist

[thomas.lowe@bmf.org.uk](mailto:thomas.lowe@bmf.org.uk)

+44 (0) 24 7685 4994



**Mike Rigby**

MD – MRA Research

[mike@mra-research.co.uk](mailto:mike@mra-research.co.uk)

+44 (0) 1453 521621