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materials supply

Plumbing & Heating Merchant Index



Monthly report for May 2025

(Published 25 July 2025)

A Builders Merchant Building Index Publication

Highlights:

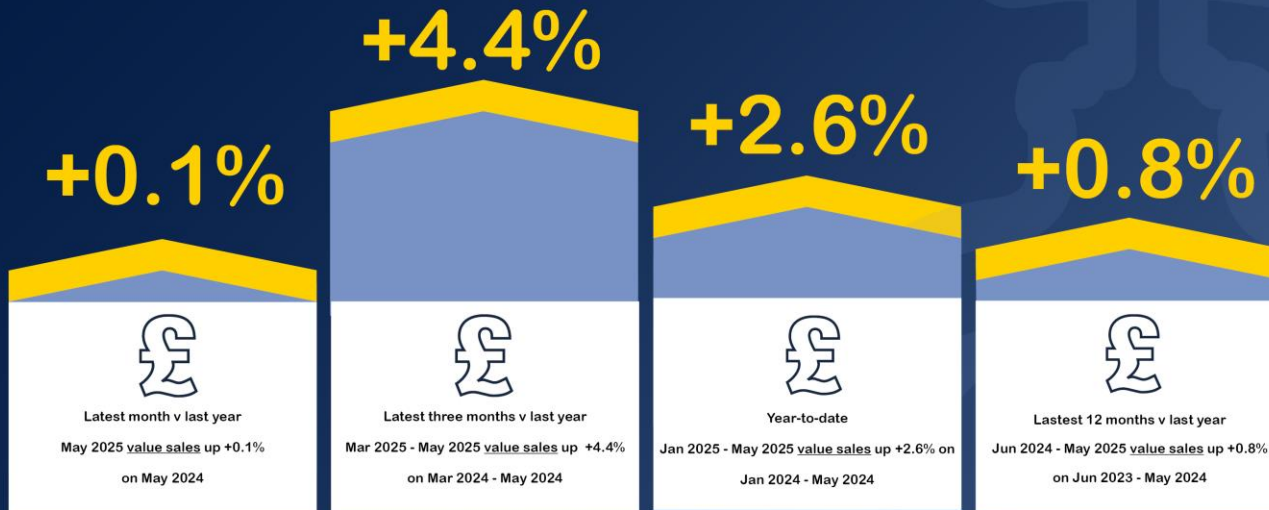
Plumbing & Heating Merchant Index



PHMI Report May 2025 Highlights (unadjusted for trading days)

Plumbing & Heating Merchant Index

www.phmi.co.uk



“Total Plumbing & Heating Merchants value sales in May 2025 were up just +0.1% compared with May 2024. Total Plumbing & Heating Merchants volume sales decreased by -5.9% but prices rose by +6.3%.”

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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.vanderryst@nielseniq.com.

Overview and Insights

Plumbing & Heating Merchant Index



May value sales up +0.1% compared to last year. Volume sales down by -5.9%. Prices up +6.3%.

Total Plumbing and Heating value sales, in May 2025, from over 70% of specialist Plumbing & Heating Merchants throughout Great Britain, were up +0.1% compared with May 2024. With one less trading day this year, like-for-like value sales (which take trading day differences into account) were +5.1% higher. Total Plumbing & Heating Merchants volume sales decreased by -5.9% but prices rose by +6.3%.

May's Total Plumbing & Heating Merchants value sales were -2.4% down on April's. There was no difference in trading days. Total Plumbing & Heating Merchants volume sales were -2.3% lower and prices were also down -0.2%.

May's PHMI index was 95.6. With one less trading day this month versus the Index base period, the like-for-like value sales index was 98.8.

Total Plumbing & Heating Merchants value sales in the three months March to May 2025 were +4.4% up compared to the same period last year. With one less trading day in the most recent period, like-for-like value sales were +6.1% higher. Total Plumbing & Heating Merchants volume sales were -0.3% down but prices were +4.7% higher.

Total Plumbing & Heating Merchants value sales in the three months March to May 2025 were +2.8% higher compared to the previous three months, December 2024 to February 2025. With two more trading days in the most recent period, like-for-like value sales were -0.6% lower. Total Plumbing & Heating Merchants volume sales were +6.4% higher but prices were down -3.4%.

Total Plumbing & Heating Merchants value sales in January to May 2025 were up +2.6% compared to the same period last year. With two less trading days this period, like-for-like value sales were +4.6% higher. Total Plumbing & Heating Merchants volume sales were up +1.4% and prices were up +1.2%.

Total Plumbing & Heating Merchants value sales in the last 12 months were +0.8% up compared to June 2023 to May 2024. With two less trading days this period, like-for-like value sales were +1.6% higher. Total Plumbing & Heating Merchants volume sales were up +3.2% but prices were down -2.3%.

Total Plumbing & Heating Merchants value sales in the last 12 months were +0.8% up compared to June 2023 to May 2024.

Total Plumbing & Heating Merchants volume sales were up +3.2% but prices were down -2.3%.

Monthly and 3-monthly

Value sales % change

Year-on-year: June 2024 to May 2025

Plumbing & Heating Merchant Index



NIQ



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

Jun 24	Jul 24	Aug 24	Three months
-8.6%	+5.7%	-4.4%	-2.5%
Sep 24	Oct 24	Nov 24	Three months
+2.4%	+6.3%	-3.6%	+1.6%
Dec 24	Jan 25	Feb 25	Three months
-1.5%	+1.6%	-1.2%	-0.3%
Mar 25	Apr 25	May 25	Three months
+12.1%	+0.7%	+0.1%	+4.4%

Total Plumbing & Heating Merchants value sales in the three months March 2025 to May 2025 were +4.4% up compared to the same period last year.

Total Plumbing & Heating Merchants volume sales were -0.3% down but prices were +4.7% higher.

Latest month v last year

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

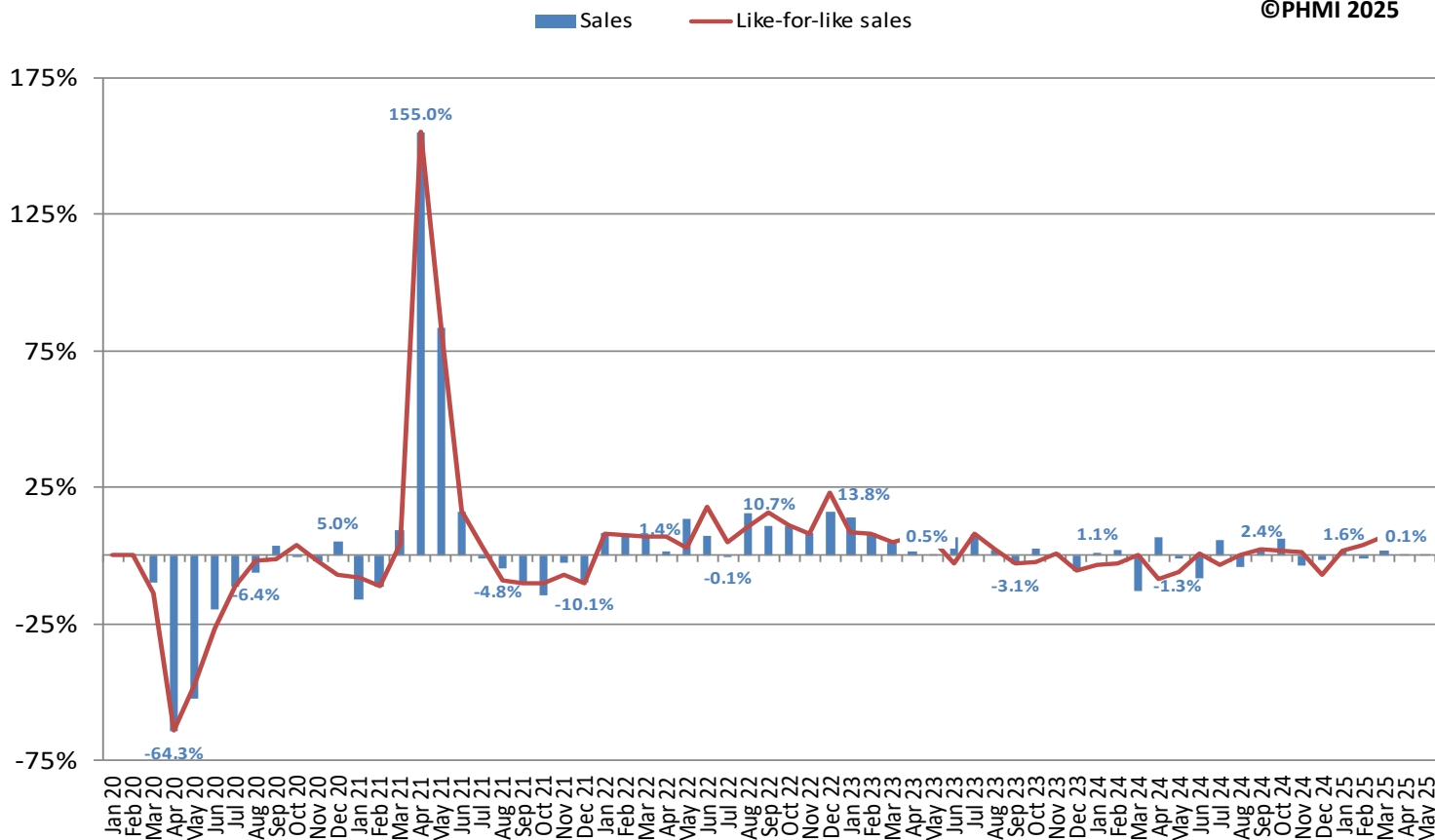
20 trading days this year v 21 trading days last year.*

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

Plumbing & Heating Merchant Index



Latest month v last year



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

NIQ GfK

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

Total Plumbing & Heating Merchants value sales in May 2025 were up just +0.1% compared with May 2024.

Total Plumbing & Heating Merchants volume sales decreased by -5.9% but prices rose by +6.3%.

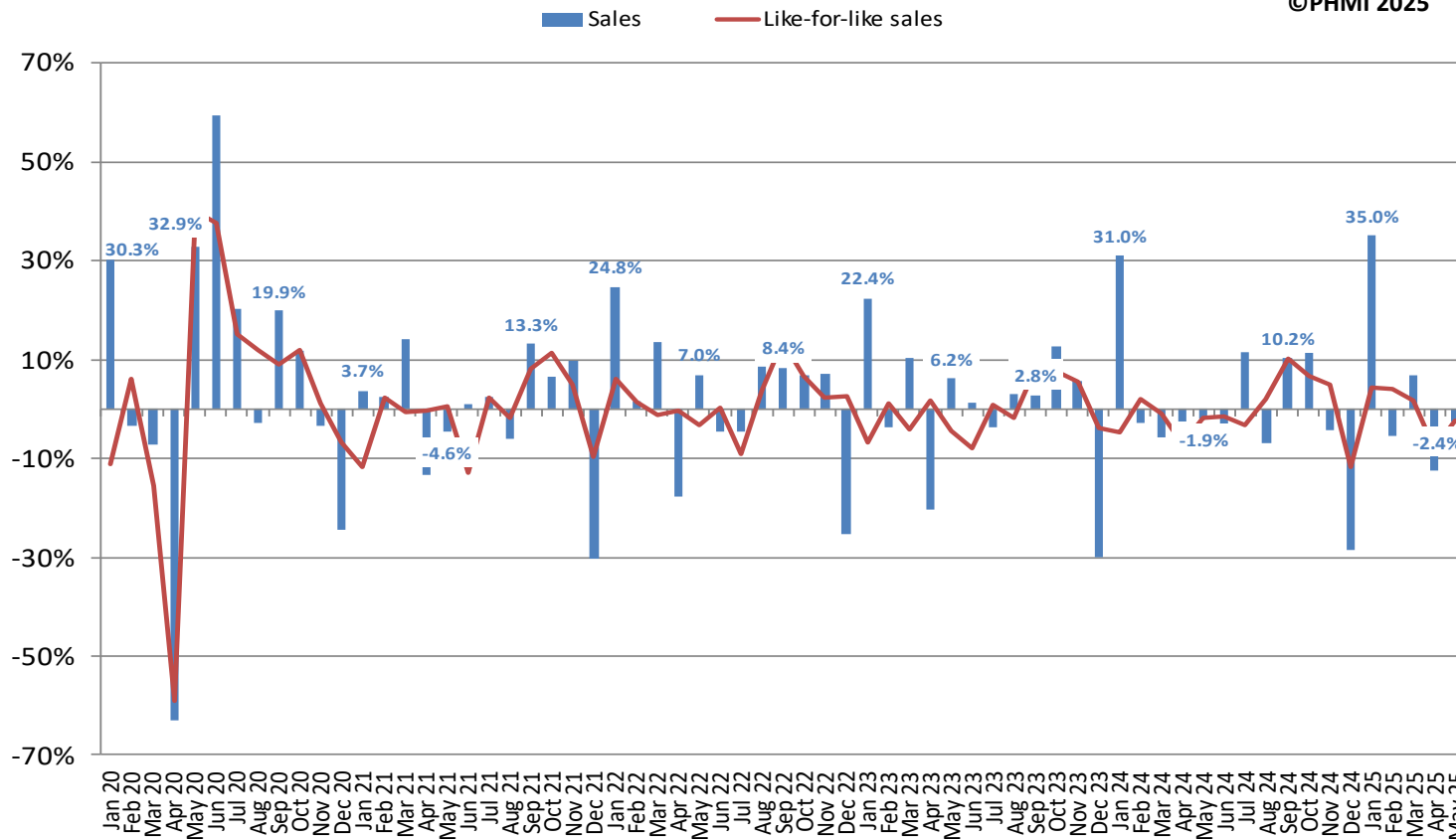
Latest month v previous month

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

There was no difference in trading days (20).*
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 May 2025

May's Total Plumbing & Heating Merchants value sales were -2.4% down on April's.

Total Plumbing & Heating Merchants volume sales were -2.3% lower and prices were also down -0.2%.

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

Monthly: Index

Value sales and like-for-like value sales index

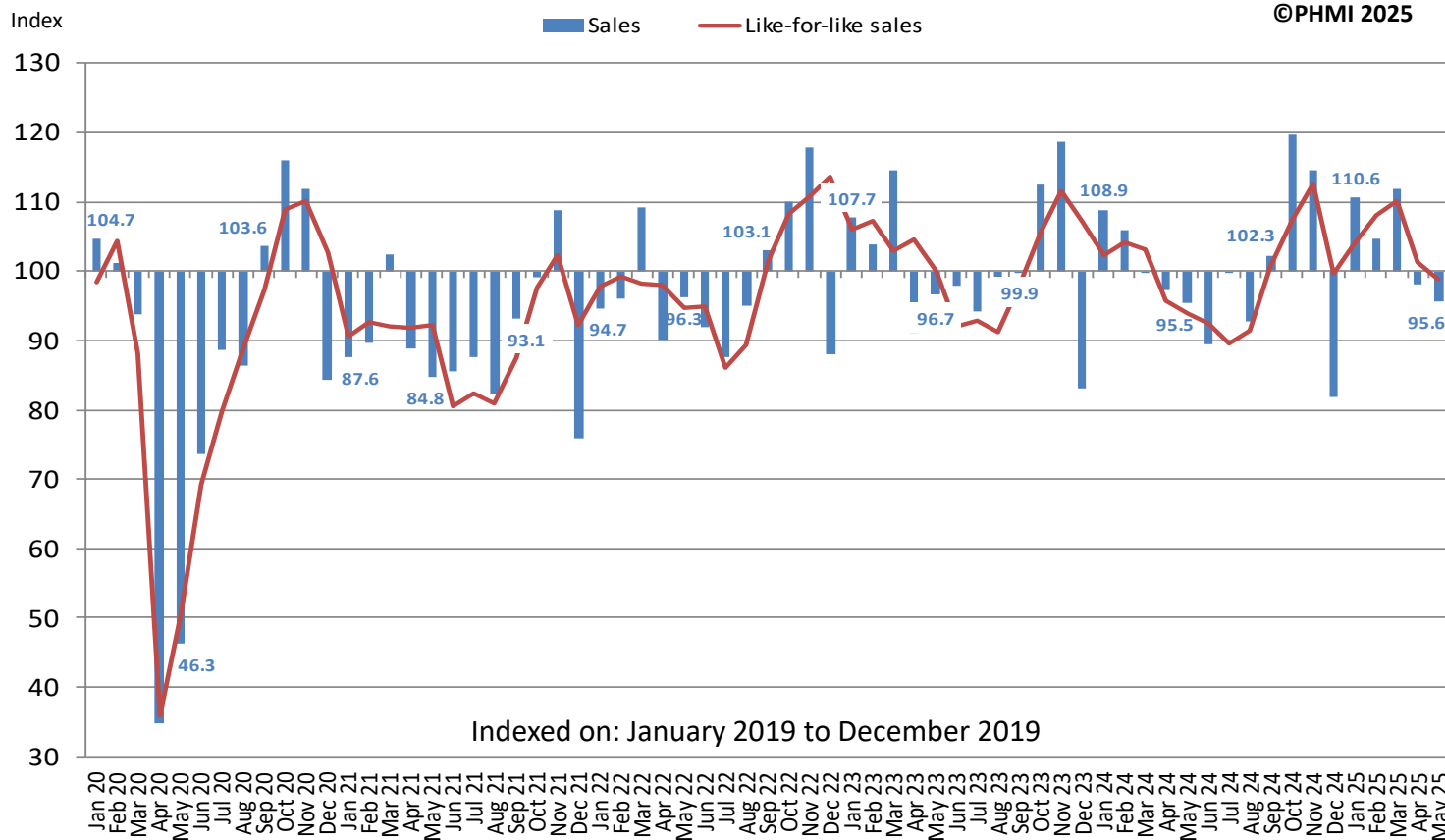
20 trading days this month v 21 trading days in the Index base period.*

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

Plumbing & Heating Merchant Index



Indices: January 2020 to May 2025



NIQ GfK

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

May's PHMI index was
95.6.

With one less trading
day this month versus
the Index base period,
the like-for-like value
sales index was 98.8.

*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

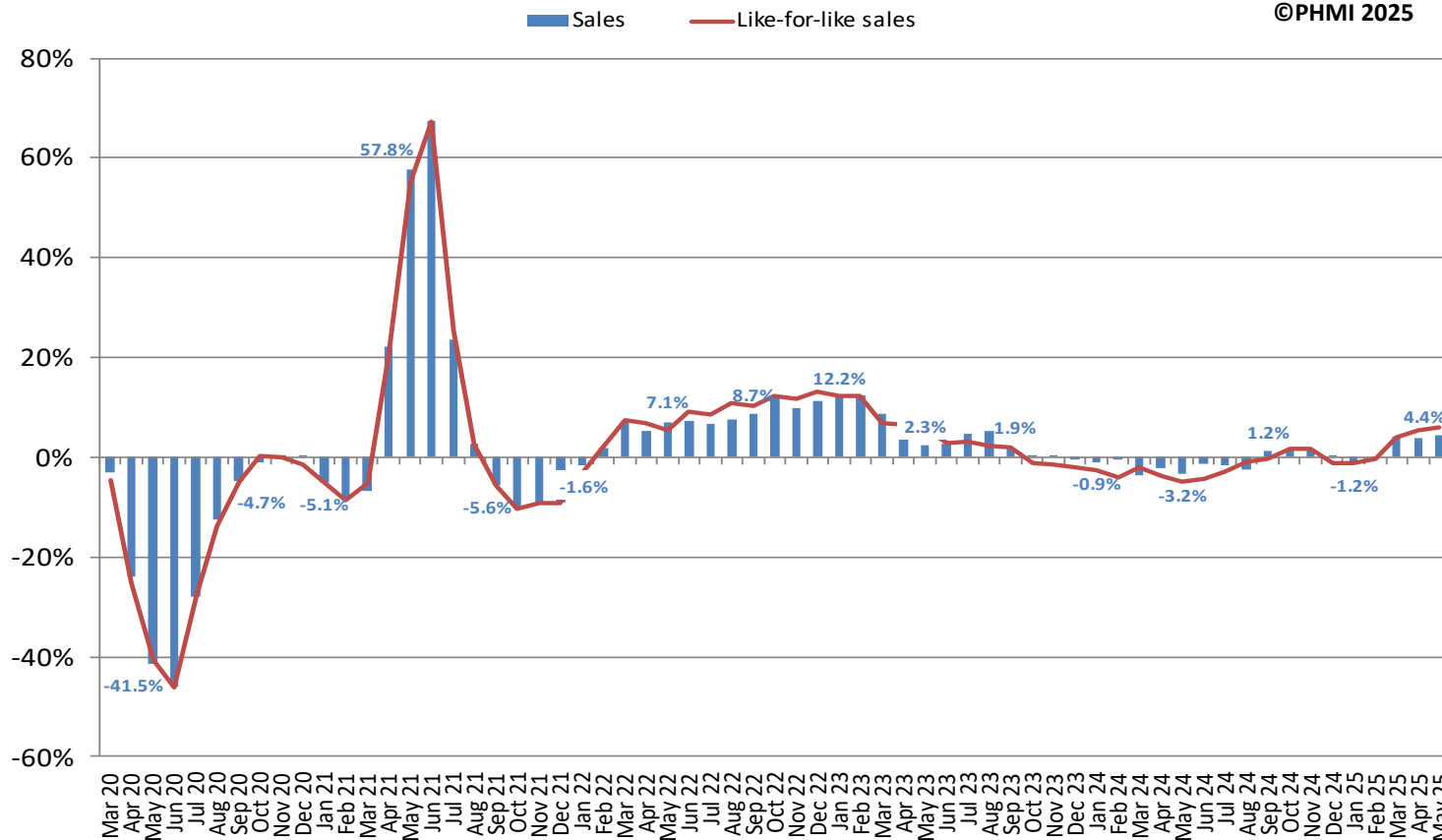
61 trading days in the most recent period v 62 trading days last year.

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

Plumbing & Heating Merchant Index



Latest 3 months v last year



NIQ GfK

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

Total Plumbing & Heating Merchants value sales in the three months March to May 2025 were +4.4% up compared to the same period last year.

Total Plumbing & Heating Merchants volume sales were -0.3% down but prices were +4.7% higher.

*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

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

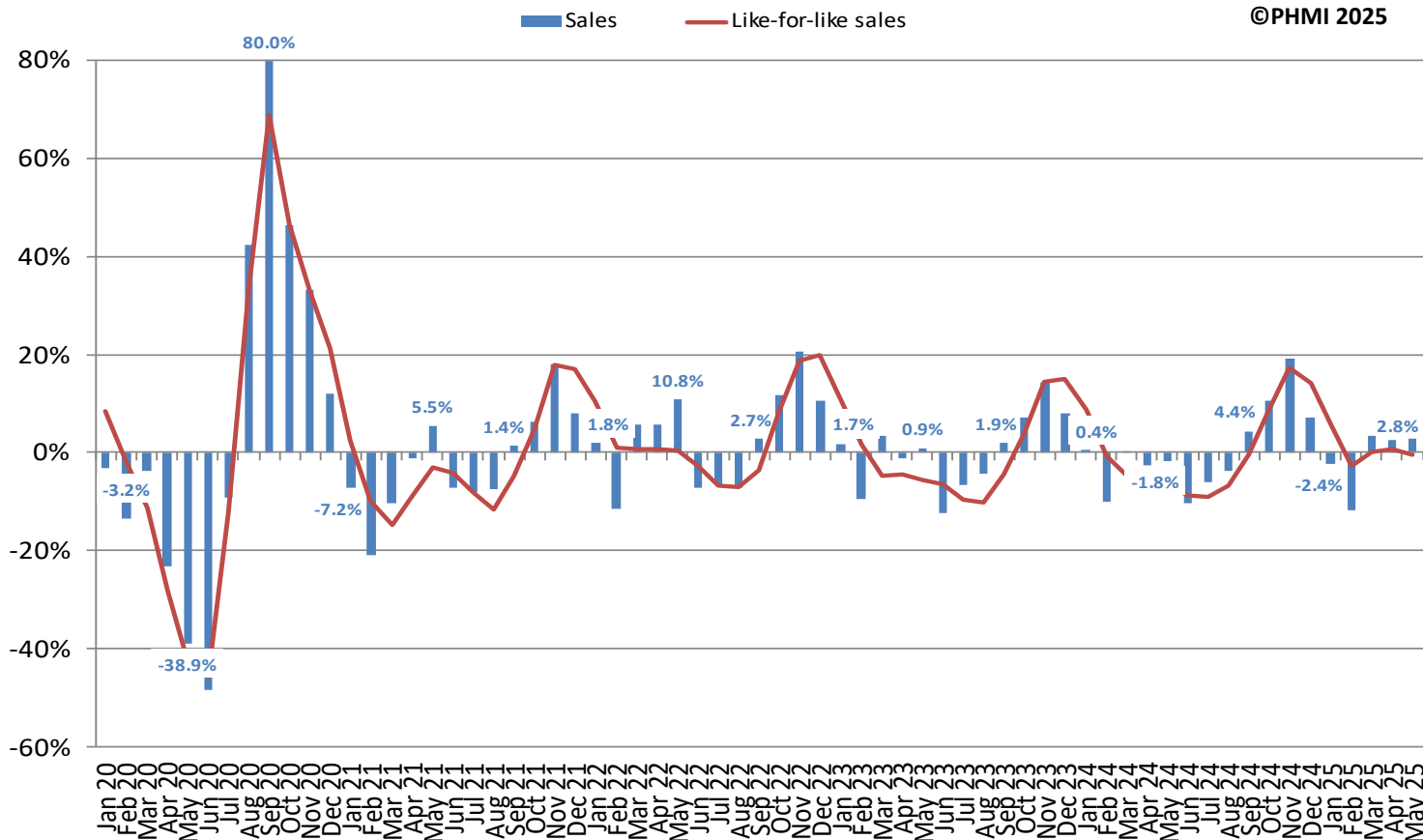
61 trading days in the most recent period v 59 trading days last period.*

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

Plumbing & Heating Merchant Index



Latest 3 months v previous 3 months



NIQ GfK

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

Total Plumbing & Heating Merchants value sales in the three months March to May 2025 were +2.8% higher compared to the previous three months, December 2024 to February 2025.

Total Plumbing & Heating Merchants volume sales were +6.4% higher but prices were down -3.4%.

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

Year-to-date v last year

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

103 trading days this year v 105 trading days last year.

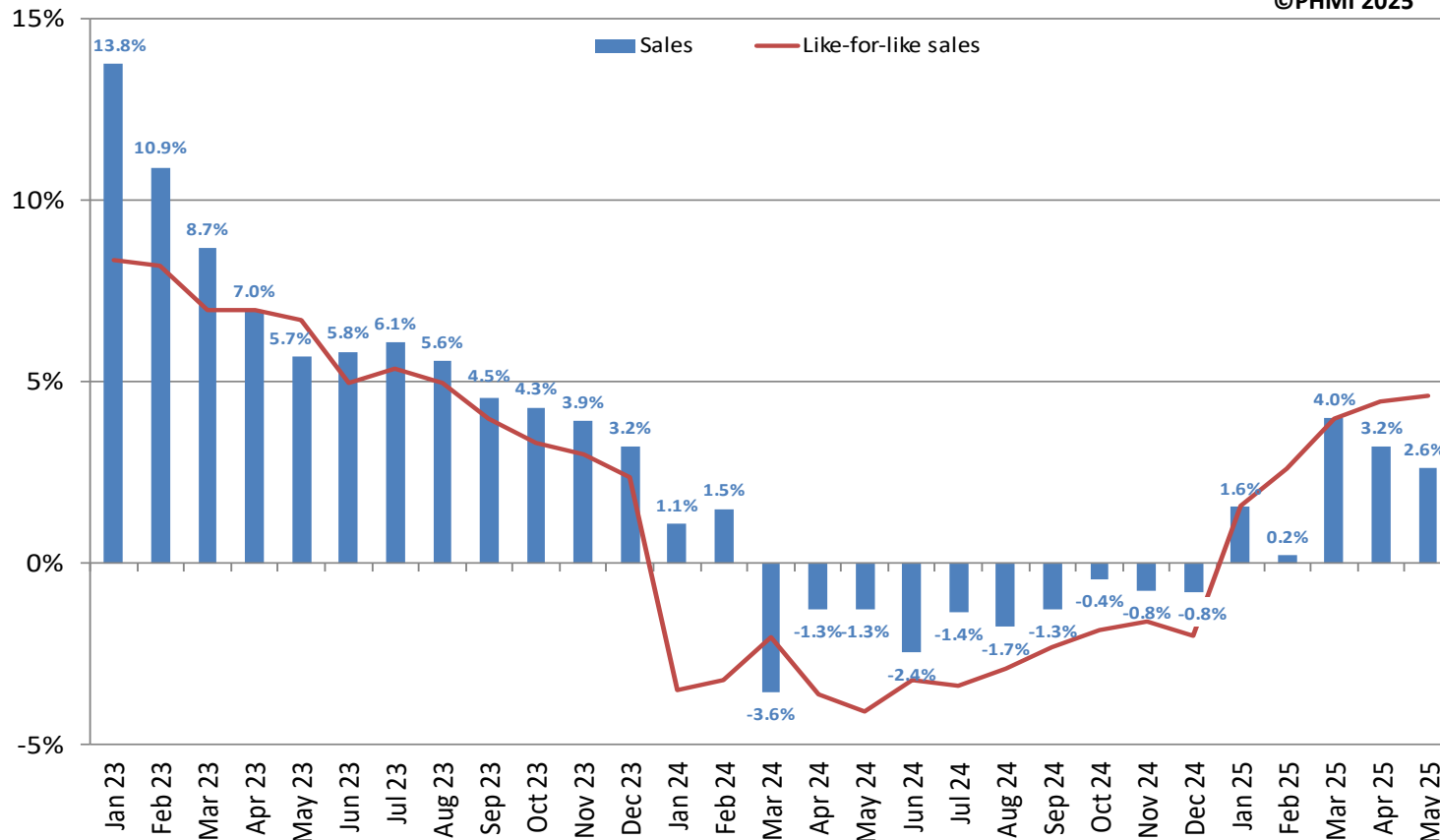
Like-for-like sales take trading day differences into account.

Plumbing & Heating Merchant Index



Year to date: Jan 25 to May 25 v last year

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

Total Plumbing & Heating Merchants value sales in January to May 2025 were up +2.6% compared to the same period last year.

Total Plumbing & Heating Merchants volume sales were up +1.4%. Prices were also up +1.2%.

Latest 12 months v last year

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

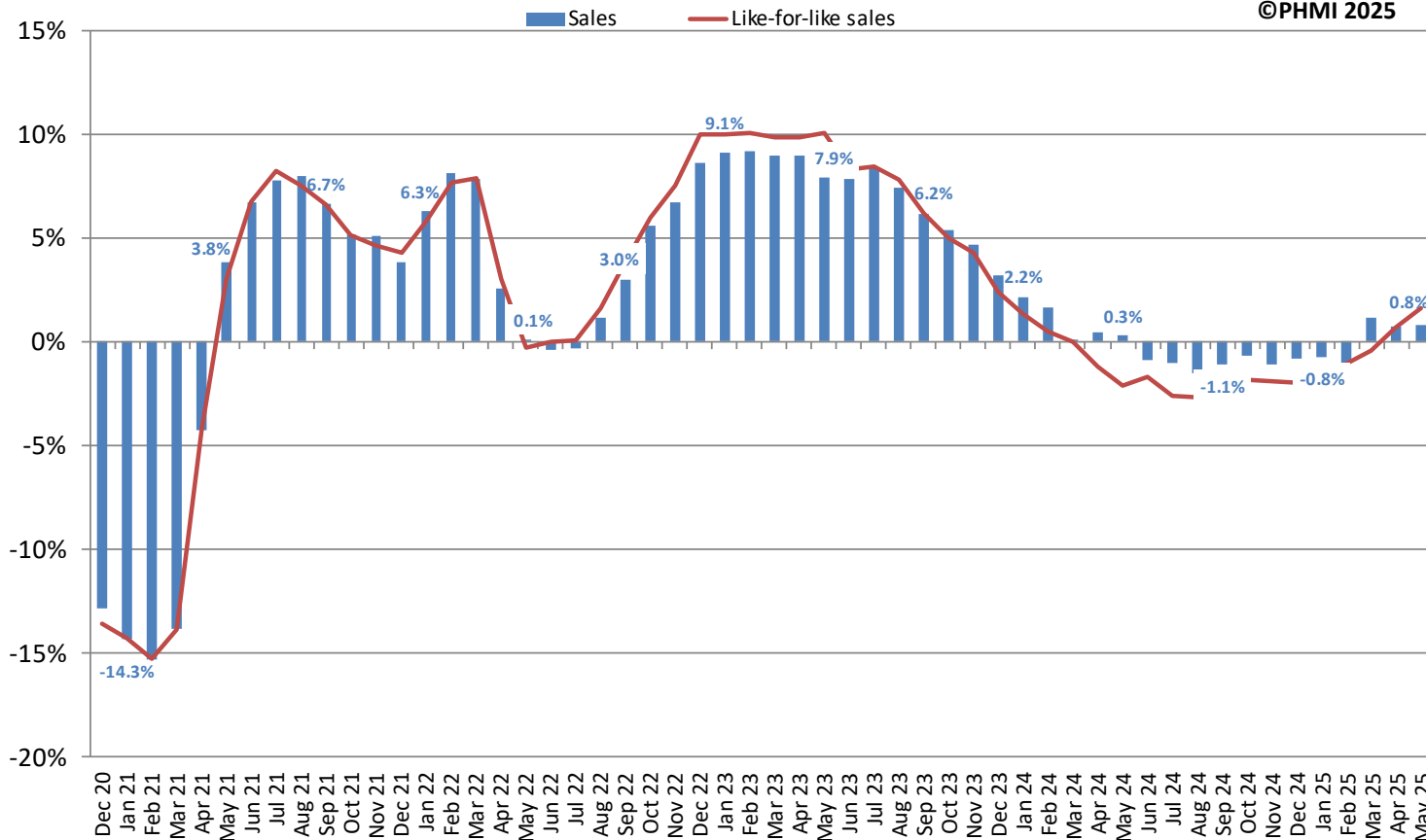
249 trading days in the latest 12 months v 251 trading days last year.

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

Plumbing & Heating Merchant Index



Latest 12 months v last year



NIQ GfK

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

Total Plumbing & Heating Merchants value sales in the last 12 months were +0.8% up compared to June 2023 to May 2024.

Total Plumbing & Heating Merchants volume sales were up +3.2% but prices were down -2.3%.

PHMI Trading Days



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

Monthly

Index: 20.7

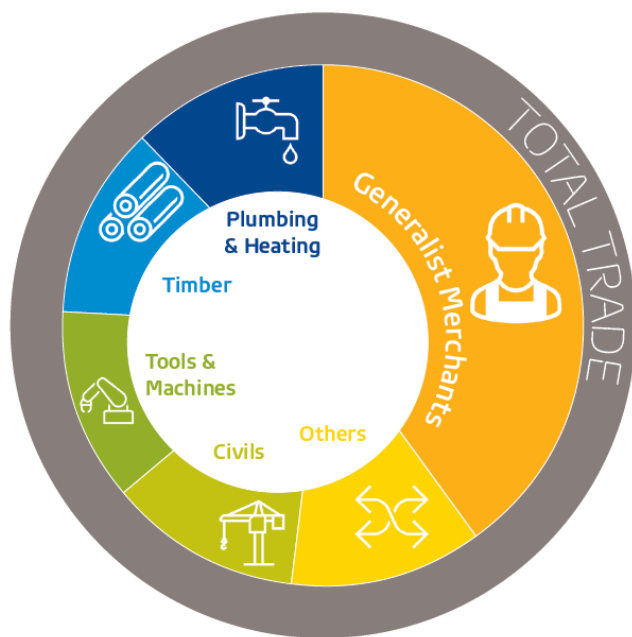
2023											
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
21	20	23	18	20	22	21	22	21	22	22	16
2024											
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
22	21	20	21	21	20	23	21	21	23	21	17
2025											
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
22	20	21	20	20							

Quarterly

Index: 62.0

2023				2023		2023
Q1	Q2	Q3	Q4	H1	H2	
64	60	64	60	124	124	248
2024				2024		2024
Q1	Q2	Q3	Q4	H1	H2	
63	62	65	61	125	126	251
2025				2025		2025
Q1	Q2	Q3	Q4	H1	H2	
63						

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:



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