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# Plumbing & Heating Merchant Index



**Quarterly report for June 2025**

(Published 21 August 2025)

A Builders Merchant Building Index Publication

# Highlights:

## Plumbing & Heating Merchant Index



### PHMI Report

#### Q2 2025 Highlights

(unadjusted for trading days)

### Plumbing & Heating Merchant Index



[www.phmi.co.uk](http://www.phmi.co.uk)

**+2.0%**



Second quarter v last year  
Q2 2025 value sales up +2.0%  
on Q2 2024



Second quarter v previous quarter  
Q2 2025 value sales down -11.9%  
on Q1 2025

**+5.6%**



Latest month v last year  
Jun 2025 value sales up +5.6%  
on Jun 2024

**+2.0%**



Latest 12 months v last year  
Jul 2024 - Jun 2025 value sales up +2.0%  
on Jul 2023 - Jun 2024

**-11.9%**

Total Plumbing & Heating Merchants value sales in the three months April to June 2025 were +2.0% up compared to the same period last year. Total Plumbing & Heating Merchants volume sales were -2.3% down but prices were +4.5% higher.

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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

**June value sales up +5.6% compared to last year. Volume sales up +3.2%. Prices up +2.3%.**

Total Plumbing and Heating value sales, in June 2025, from over 70% of specialist Plumbing & Heating Merchants throughout Great Britain, were up +5.6% compared with June 2024. With one more trading day this year, like-for-like value sales (which take trading day differences into account) were +0.6% higher. Total Plumbing & Heating Merchants volume sales increased by +3.2% and prices rose by +2.3%.

June's Total Plumbing & Heating Merchants value sales were -1.1% down on May's. With one more trading day this year, like-for-like value sales were -5.8% lower. Total Plumbing & Heating Merchants volume sales were -0.5% lower and prices were also down -0.7%.

June's PHMI index was 94.5. There was no difference in trading days this month versus the Index base period.

Total Plumbing & Heating Merchants value sales in the three months April to June 2025 were +2.0% up compared to the same period last year. With one less trading day in the most recent period, like-for-like value sales were +3.7% higher. Total Plumbing & Heating Merchants volume sales were -2.3% down but prices were +4.5% higher.

Total Plumbing & Heating Merchants value sales in the three months April to June 2025 were -11.9% lower compared to the previous three months, January to March 2025. With two less trading days in the most recent period, like-for-like value sales were -9.0% lower. Total Plumbing & Heating Merchants volume sales were -6.1% lower and prices were down -6.1%.

Total Plumbing & Heating Merchants value sales in January to June 2025 were up +3.1% compared to the same period last year. With one less trading day this period, like-for-like value sales were +3.9% higher. Total Plumbing & Heating Merchants volume sales were up +1.7% and prices were up +1.4%.

Total Plumbing & Heating Merchants value sales in the last 12 months were +2.0% up compared to July 2023 to June 2024. With one more trading day this period, like-for-like value sales were +1.5% higher. Total Plumbing & Heating Merchants volume sales were up +3.9% but prices were down -1.9%.

Total Plumbing & Heating Merchants value sales in the last 12 months were +2.0% up compared to July 2023 to June 2024.

Total Plumbing & Heating Merchants volume sales were up +3.9% but prices were down -1.9%.

# Monthly and 3-monthly

Value sales % change

Year-on-year: July 2024 to June 2025

## Plumbing & Heating Merchant Index



**NIQ**



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

Jul 24	Aug 24	Sep 24	Three months
+5.7%	-4.4%	+2.4%	+1.2%
Oct 24	Nov 24	Dec 24	Three months
+6.3%	-3.6%	-1.5%	+0.5%
Jan 25	Feb 25	Mar 25	Three months
+1.6%	-1.2%	+12.1%	+4.0%
Apr 25	May 25	June 25	Three months
+0.7%	+0.1%	+5.6%	+2.0%

Total Plumbing & Heating Merchants value sales in the three months April to June 2025 were +2.0% up compared to the same period last year.

Total Plumbing & Heating Merchants volume sales were -2.3% down but prices were +4.5% higher.

# Latest month v last year

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

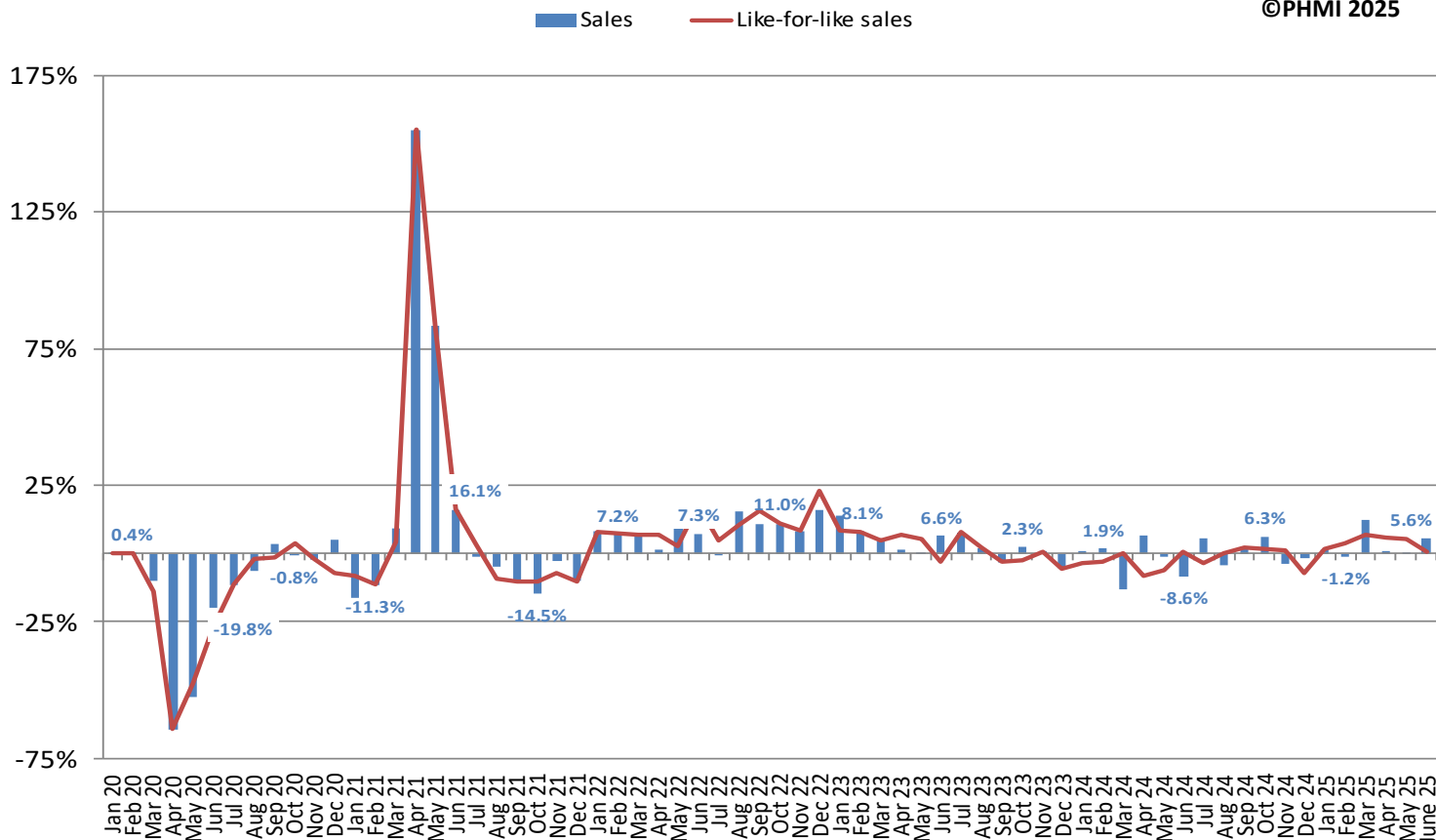
21 trading days this year v 20 trading days last year.\*

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 June 2025

Total Plumbing & Heating Merchants value sales in June 2025 were up +5.6% compared with June 2024.

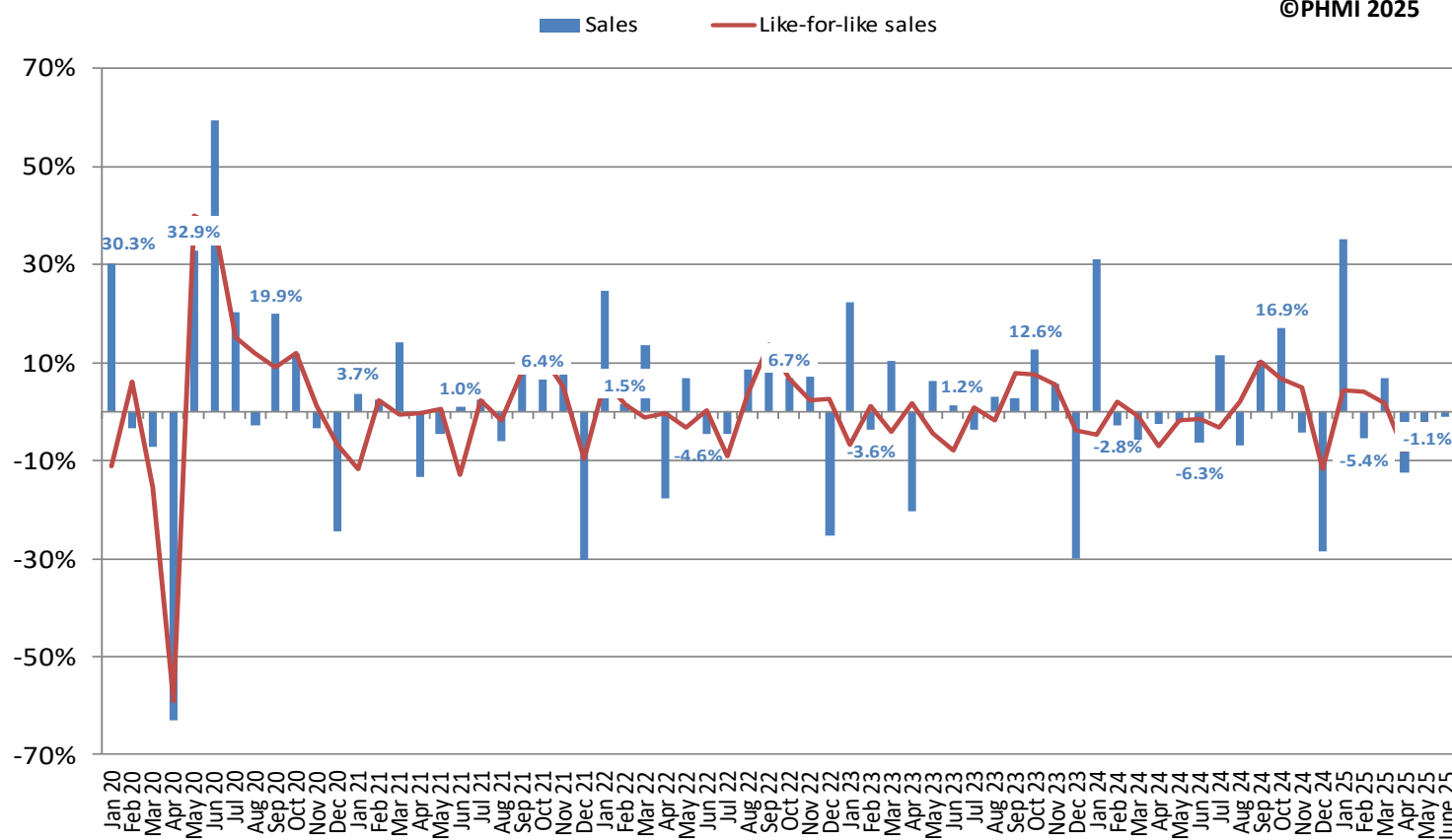
Total Plumbing & Heating Merchants volume sales increased by +3.2% and prices rose by +2.3%.

# Latest month v previous month

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

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

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

June's Total Plumbing & Heating Merchants value sales were -1.1% down on May's.

Total Plumbing & Heating Merchants volume sales were -0.5% lower and prices were also down -0.7%.



# Monthly: Index

## Value sales and like-for-like value sales index

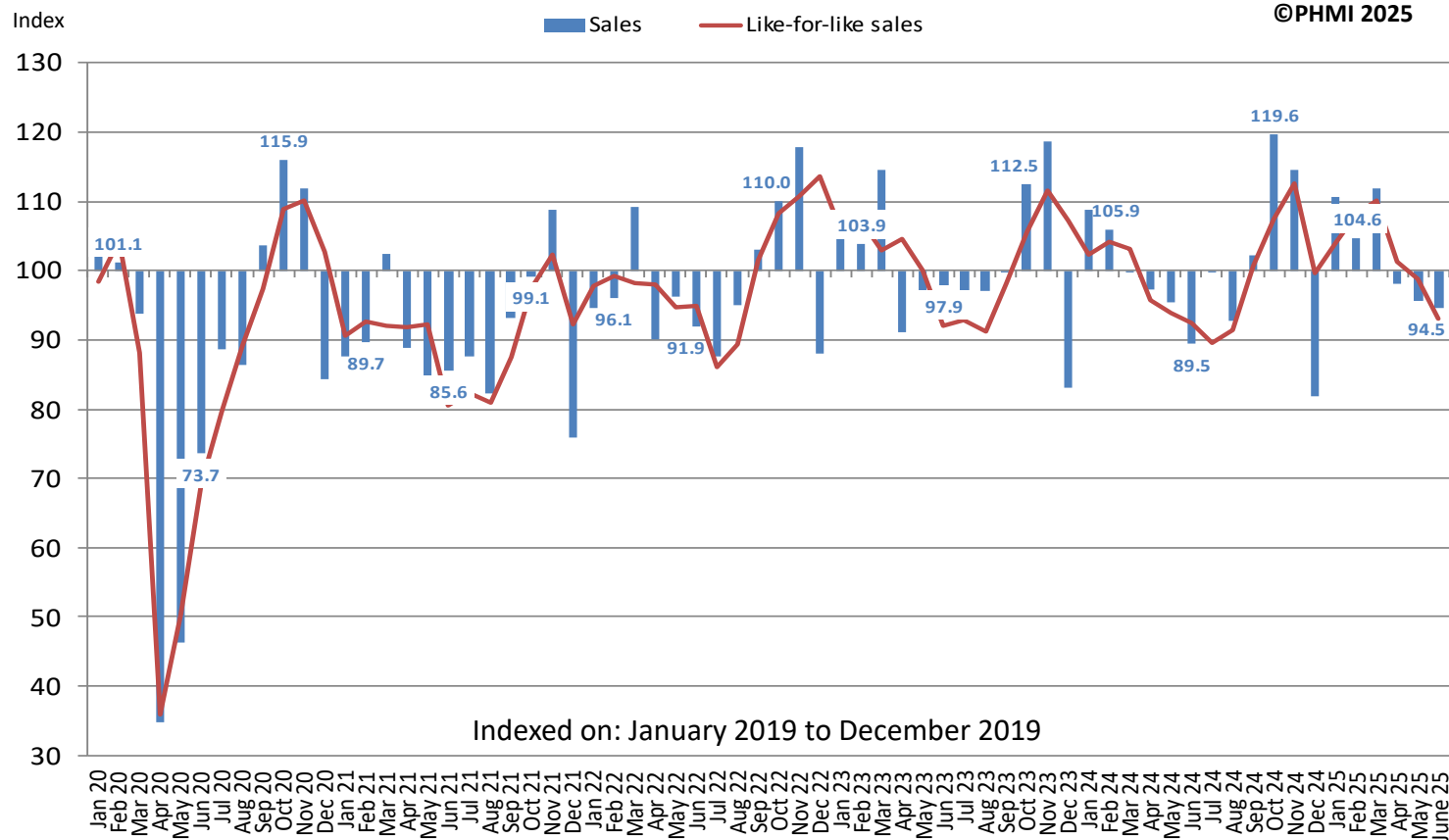
There was no difference in trading days v the Index base period (21).\*

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

## Plumbing & Heating Merchant Index



### Indices: January 2020 to June 2025



NIQ GfK

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

June's PHMI index was  
94.5.

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 quarter 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.

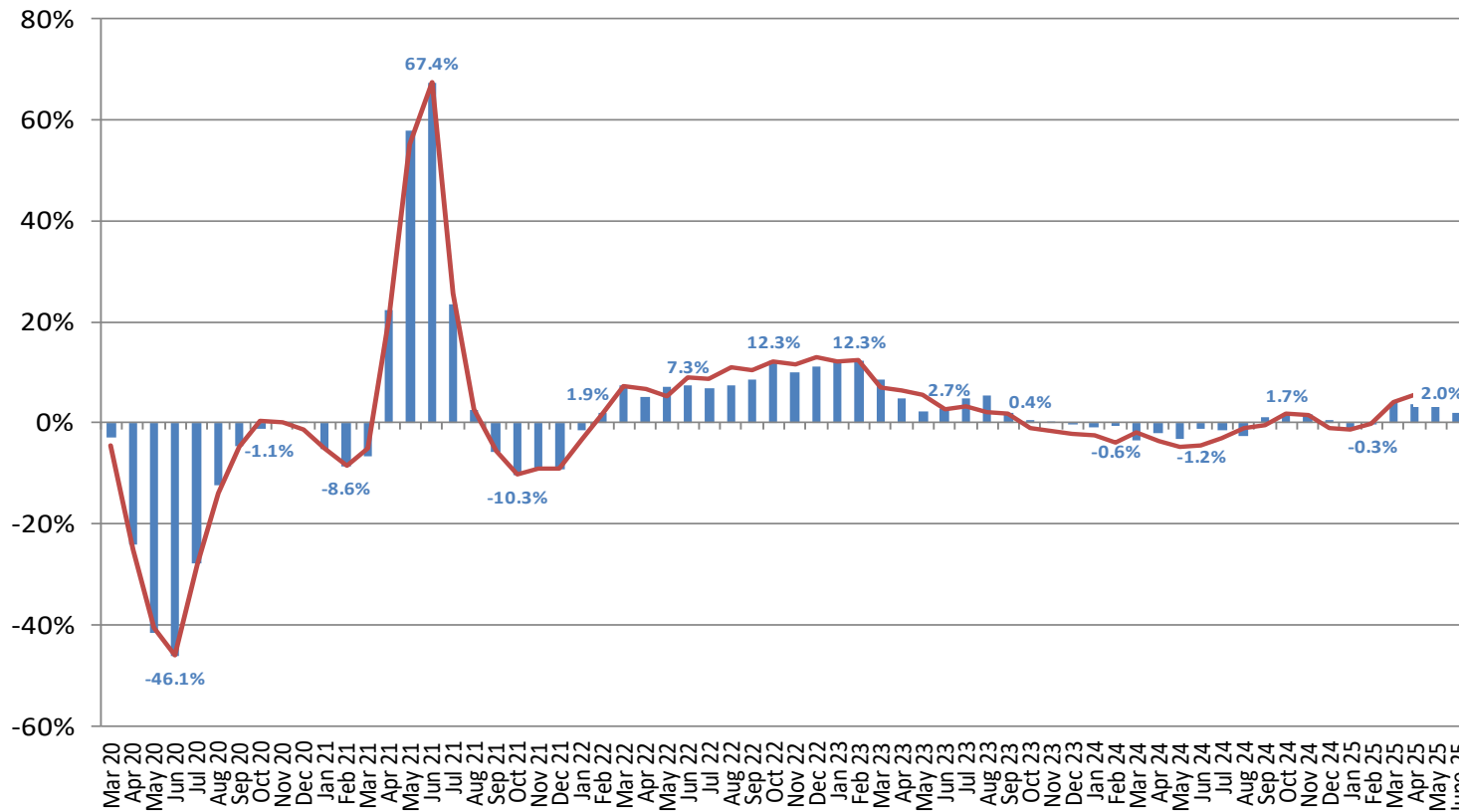
## Plumbing & Heating Merchant Index



### Q2 2025 v Q2 2024

Sales Like-for-like sales

©PHMI 2025



NIQ GfK

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

Total Plumbing & Heating Merchants value sales in the three months April to June 2025 were +2.0% up compared to the same period last year.

Total Plumbing & Heating Merchants volume sales were -2.3% down but prices were +4.5% higher.

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

# Latest quarter v previous quarter

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

61 trading days in the most recent period v 63 trading days last period.\*

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

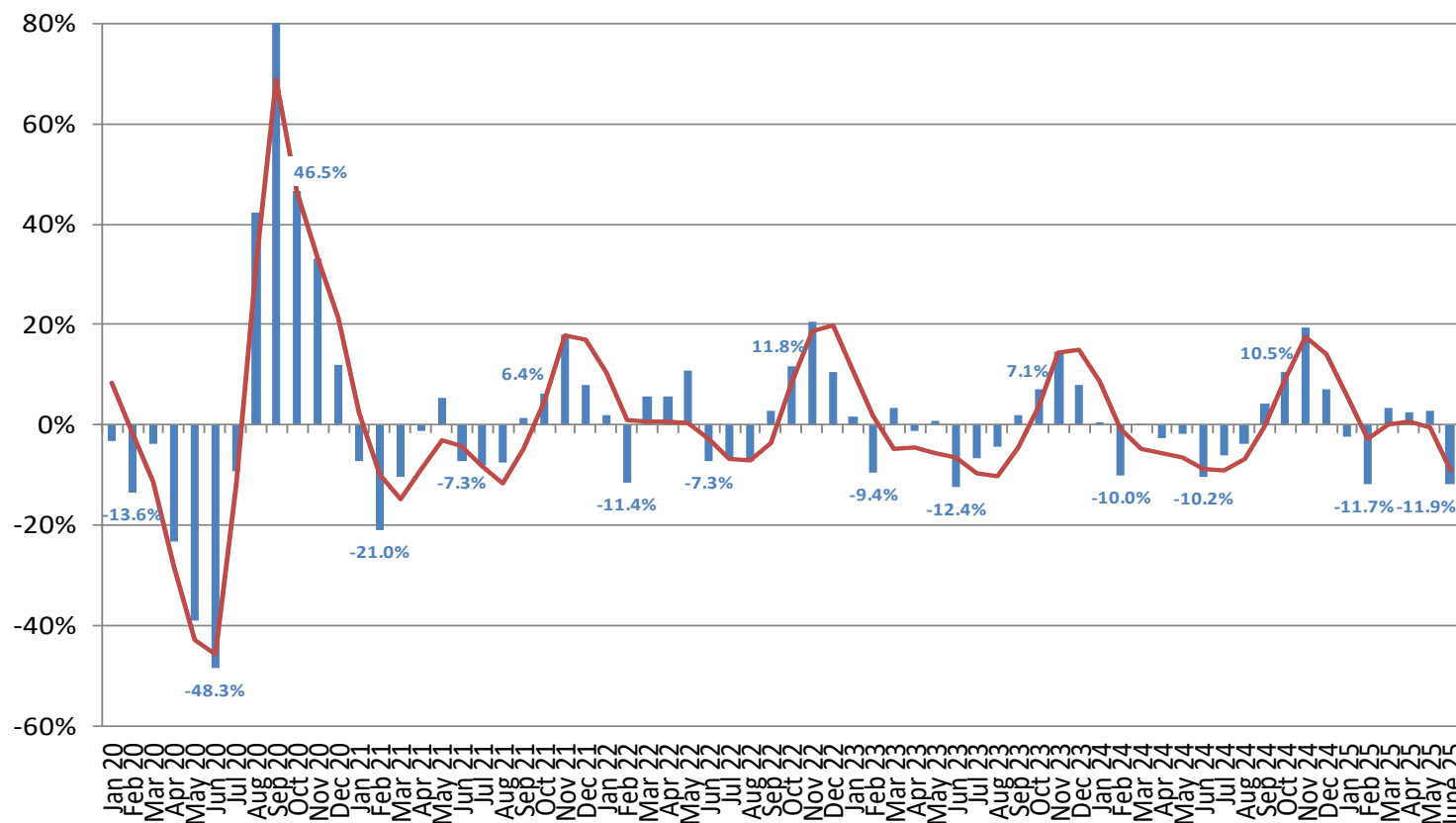
## Plumbing & Heating Merchant Index



### Q2 2025 v Q1 2025

Sales Like-for-like sales

©PHMI 2025



NIQ GfK

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

Total Plumbing & Heating Merchants value sales in the three months April to June 2025 were -11.9% lower compared to the previous three months, January to March 2025.

Total Plumbing & Heating Merchants volume sales were -6.1% lower and prices were down -6.1%.

\*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

124 trading days this year v 125 trading days last year.

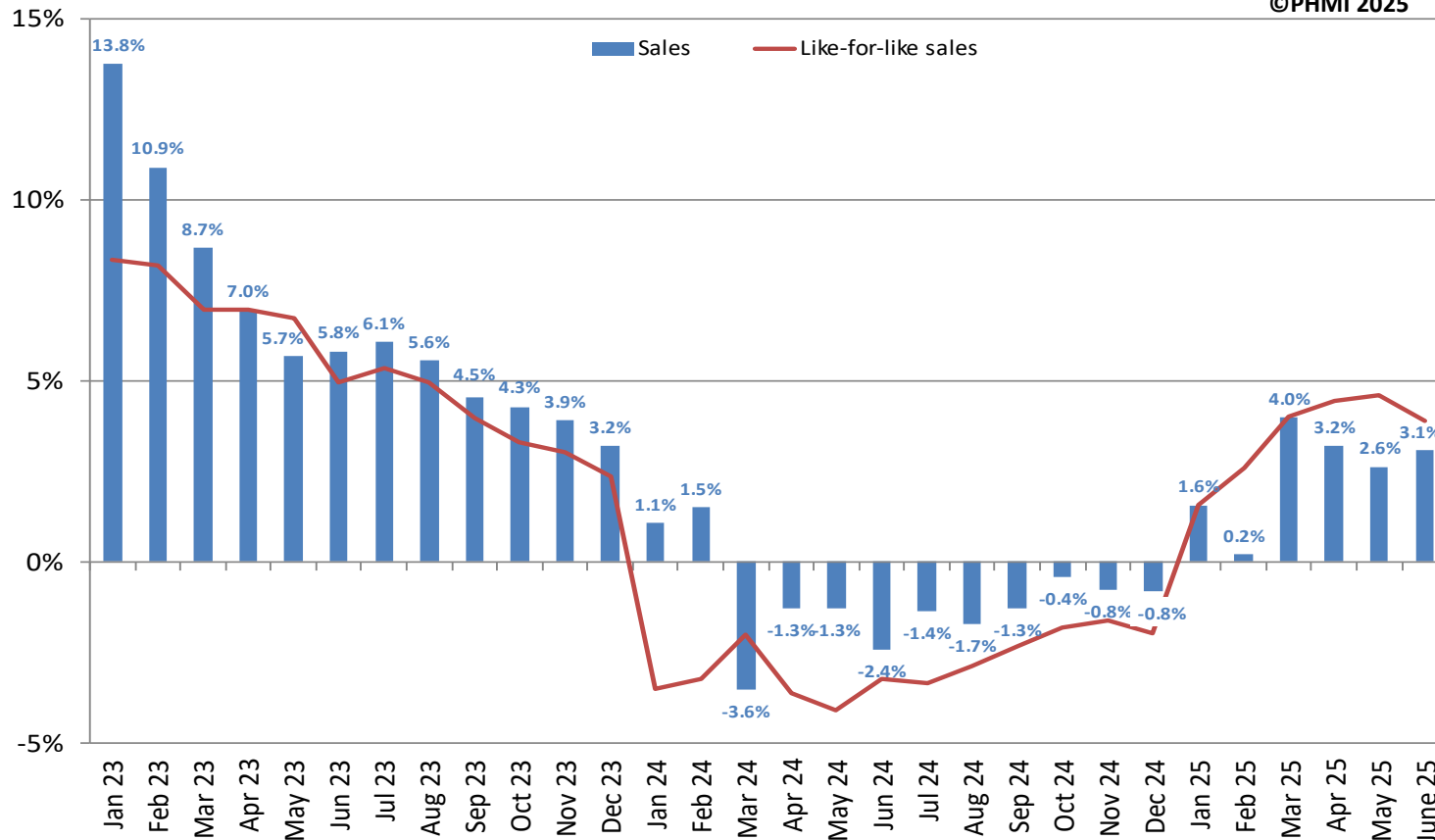
Like-for-like sales take trading day differences into account.

## Plumbing & Heating Merchant Index



### Year to date: Jan 25 to June 25 v last year

©PHMI 2025



NIQ GfK

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

Total Plumbing & Heating Merchants value sales in January to June 2025 were up +3.1% compared to the same period last year.

Total Plumbing & Heating Merchants volume sales were up +1.7% and prices were up +1.4%.

# Latest 12 months v last year

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

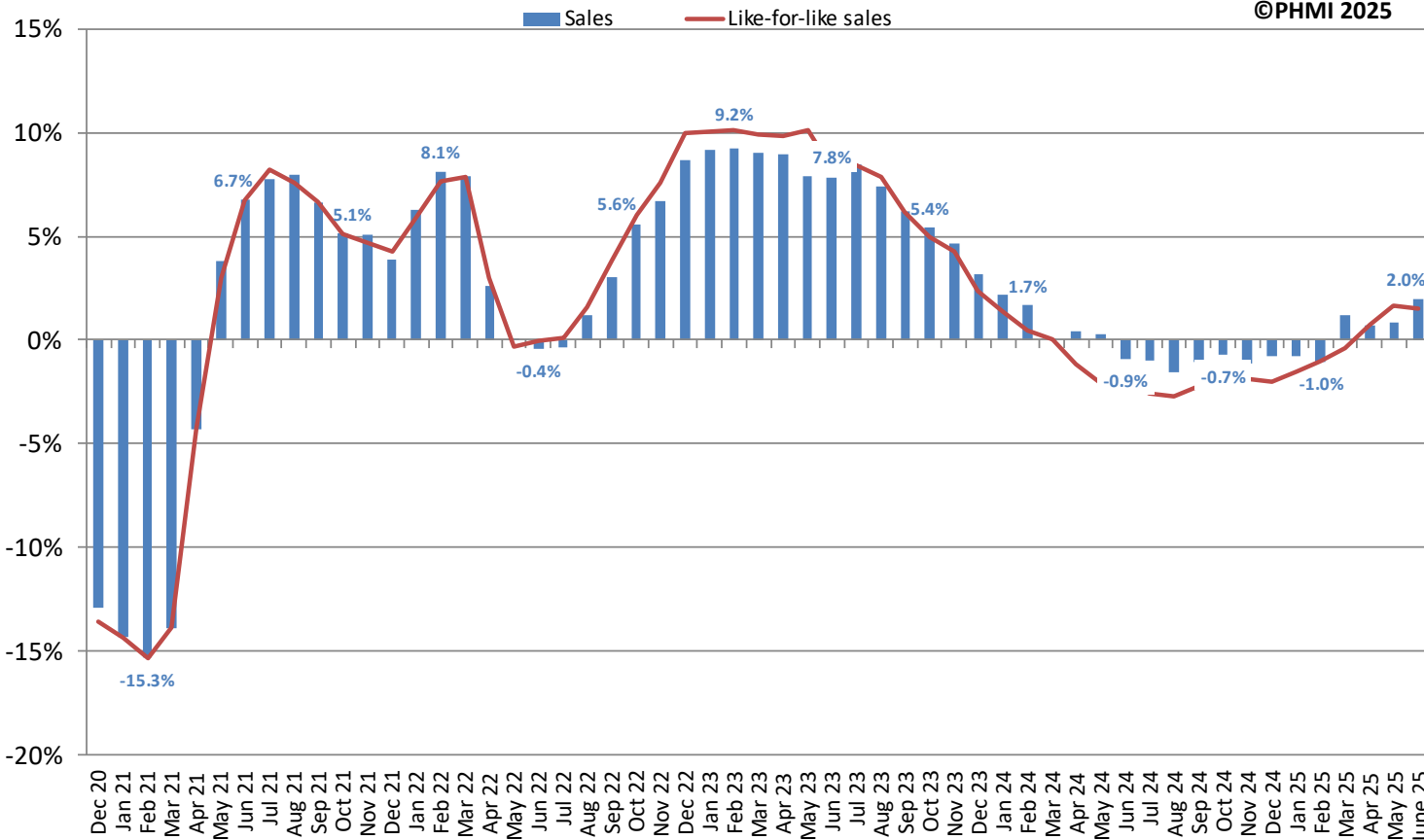
250 trading days in the latest 12 months v 249 trading days last year.

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 June 2025

Total Plumbing & Heating Merchants value sales in the last 12 months were +2.0% up compared to July 2023 to June 2024.

Total Plumbing & Heating Merchants volume sales were up +3.9% but prices were down -1.9%.

# PHMI Trading Days



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

## Monthly

Index: 20.7

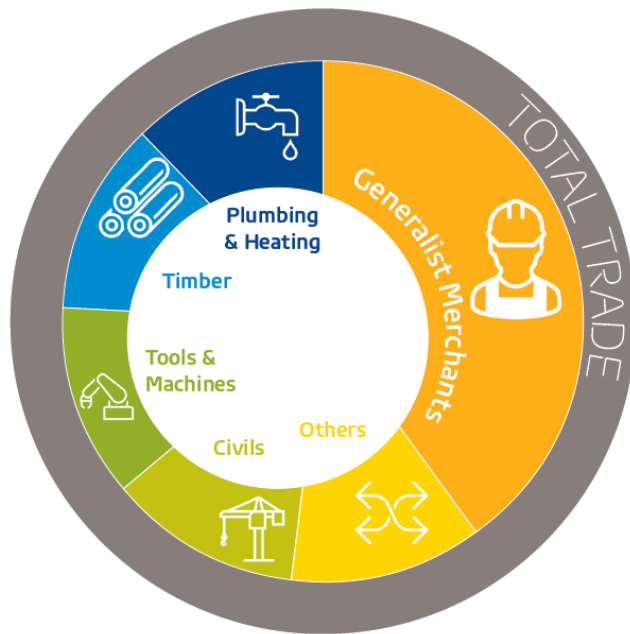
2023											
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
21	20	23	18	20	22	21	22	21	22	22	16
2024											
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
22	21	20	21	21	20	23	21	21	23	21	17
2025											
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
22	20	21	20	20	21						

## 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	61			124		

# 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**

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## More data available

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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:



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