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materials supply

Plumbing & Heating Merchant Index



Monthly report for July 2025

(Published 06 October 2025)

A Builders Merchant Building Index Publication

Highlights:

Plumbing & Heating Merchant Index

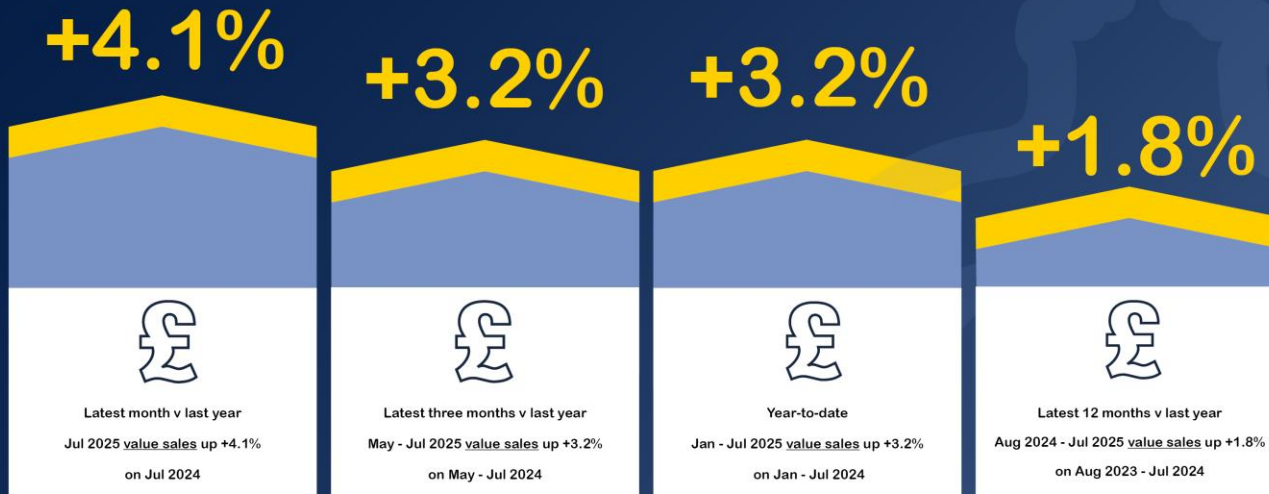


PHMI Report July 2025 Highlights (unadjusted for trading days)

Plumbing & Heating Merchant Index



www.phmi.co.uk



“Total Plumbing & Heating Merchants value sales in July 2025 were up +4.1% compared with July 2024. Volume sales dropped by -2.1% 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 Callum Budd: callum@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

July **value** sales up +4.1% compared to last year. **Volume** sales down -2.1%. Prices up +6.3%.

Total Plumbing and Heating **value** sales, in July 2025, from over 70% of specialist Plumbing & Heating Merchants throughout Great Britain, were up +4.1% compared with July 2024. There was no difference in trading days. Total Plumbing & Heating Merchants **volume** sales dropped by -2.1% but **prices** rose by +6.3%.

July's Total Plumbing & Heating Merchants **value** sales were +9.7% up on June's. With two more trading day this year, like-for-like value sales (which take trading day differences into account) were up just +0.2%. Total Plumbing & Heating Merchants **volume** sales were +10.0% higher but **prices** were down -0.3%.

July's PHMI index was 103.7. With two more trading days this month versus the Index base period, the like-for-like value index was 93.2.

Total Plumbing & Heating Merchants **value** sales in the three months May to July 2025 were +3.2% up compared to the same period last year. There was no difference in trading days. Total Plumbing & Heating Merchants **volume** sales were -1.7% down but **prices** were +5.0% higher.

Total Plumbing & Heating Merchants **value** sales in the three months May to July 2025 were -6.6% lower compared to the previous three months, February to April 2025. With three less trading days in the most recent period, like-for-like value sales were -10.9% lower. Total Plumbing & Heating Merchants **volume** sales were -1.4% lower and **prices** were down -5.2%.

Total **value** sales in the first seven months January to July, year-to-date, were up +3.2%. With one less trading day this period, like-for-like value sales were +3.9% higher. Total Plumbing & Heating Merchants **volume** sales were up +1.1% and **prices** were up +2.1%.

Total Plumbing & Heating Merchants **value** sales in the last 12 months were +1.8% up compared to August 2023 to July 2024. With one less trading day this period, like-for-like value sales were up +2.2%. Total Plumbing & Heating Merchants **volume** sales were up +2.7% but **prices** were down -0.9%.

Total Plumbing & Heating Merchants **value** sales in the last 12 months were +1.8% up compared to August 2023 to July 2024.

Total Plumbing & Heating Merchants **volume** sales were up +2.7% but **prices** were down -0.9%.

Monthly and 3-monthly

Value sales % change

Year-on-year: August 2024 to July 2025

Plumbing & Heating Merchant Index



NIQ **GfK**

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

| Aug 24 | Sep 24 | Oct 24 | Three months |
|--------|---------|---------|--------------|
| -4.4% | +2.4% | +6.3% | +1.7% |
| Nov 24 | Dec 24 | Jan 25 | Three months |
| -3.6% | -1.5% | +1.6% | -1.2% |
| Feb 25 | Mar 25 | Apr 25 | Three months |
| -1.2% | +12.1% | +0.7% | +3.8% |
| May 25 | June 25 | July 25 | Three months |
| +0.1% | +5.6% | +4.1% | +3.2% |

Total Plumbing & Heating Merchants value sales in the three months May to July 2025 were +3.2% up compared to the same period last year.

Total Plumbing & Heating Merchants volume sales were -1.7% down but prices were +5.0% higher.

Latest month v last year

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

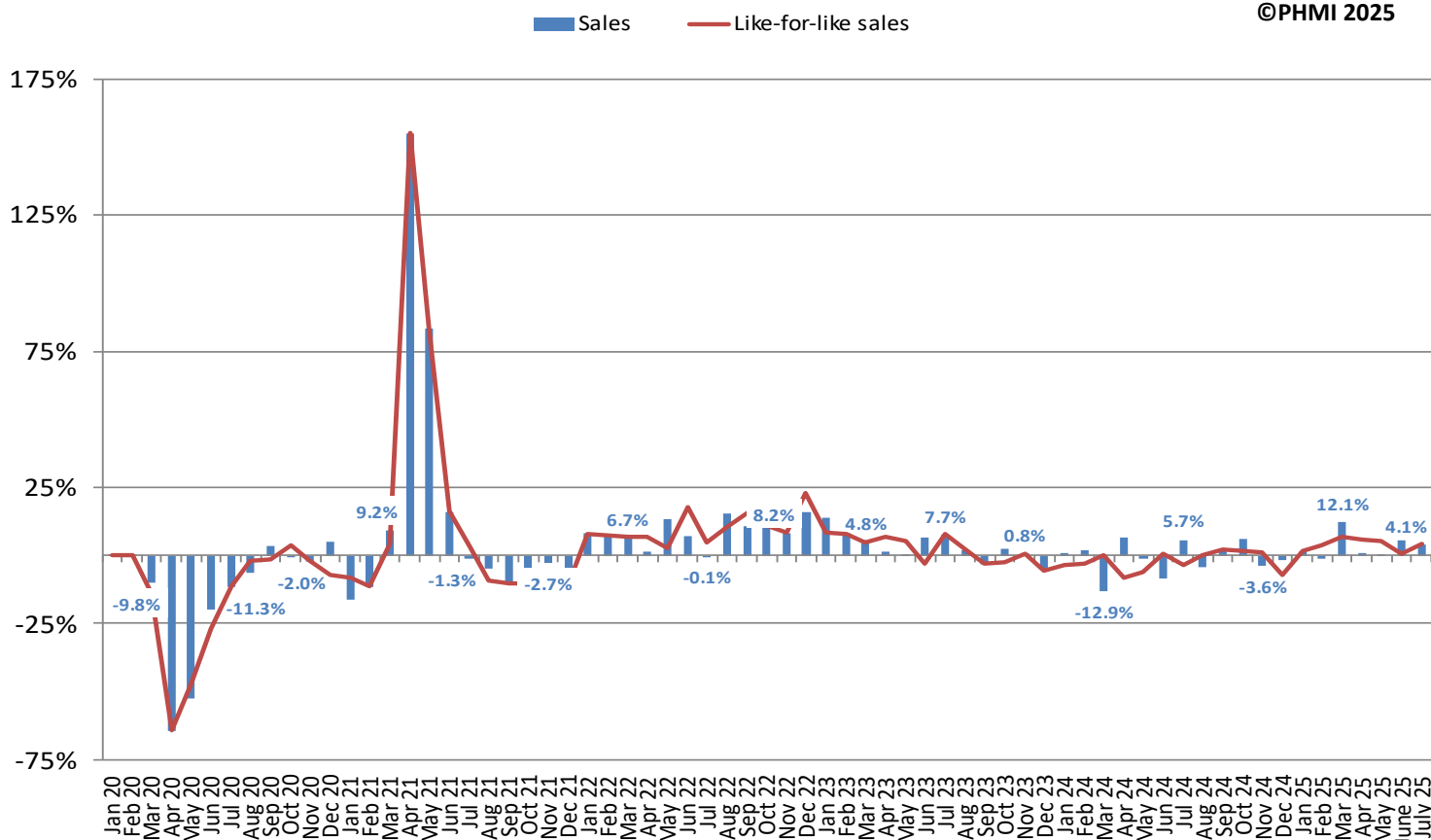
There was no difference in trading days (23).*

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 July 2025

Total Plumbing & Heating Merchants **value** sales in July 2025 were up +4.1% compared with July 2024.

Total Plumbing & Heating Merchants **volume** sales dropped by -2.1% but **prices** rose by +6.3%.

Latest month v previous month

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

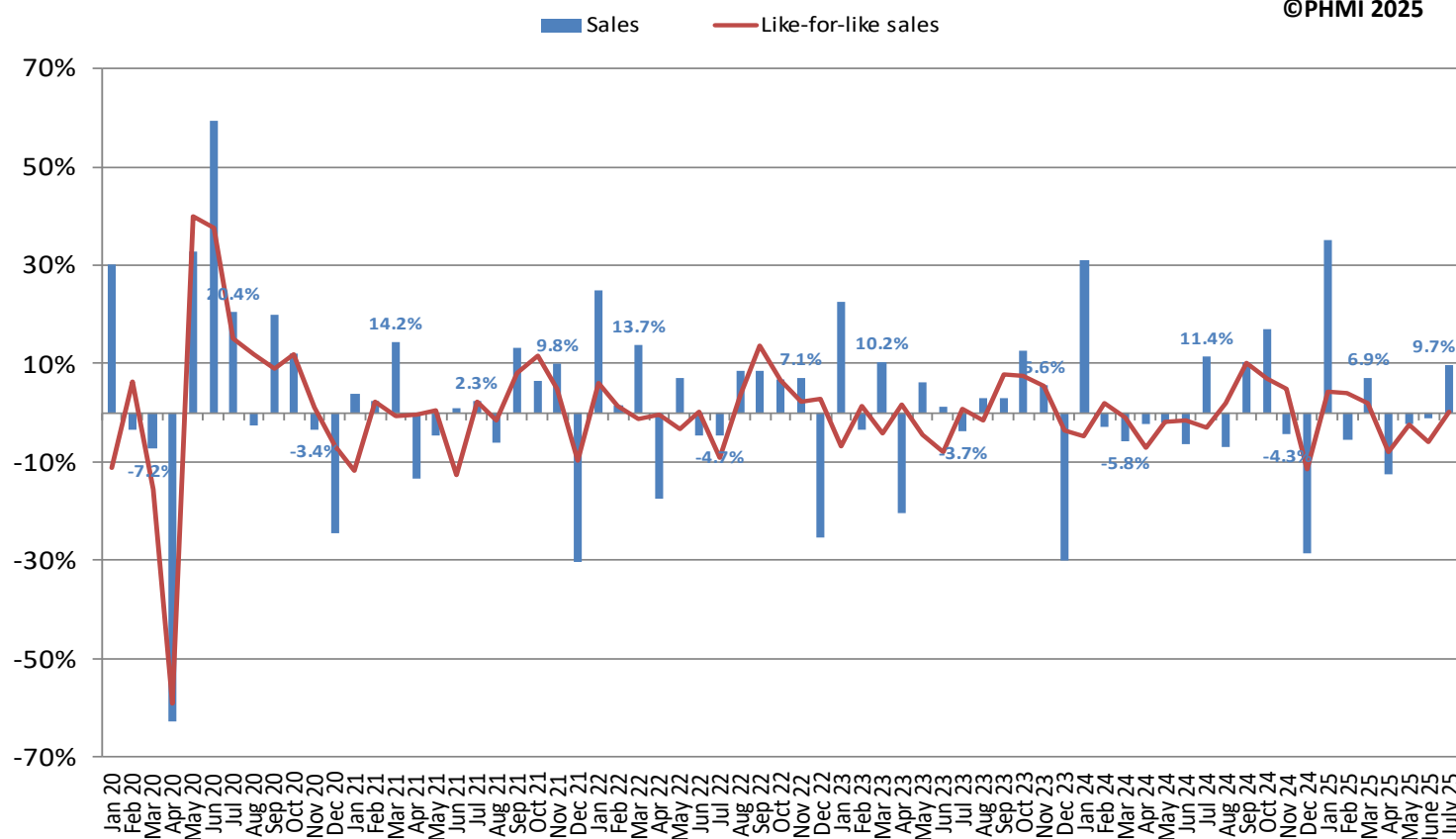
23 trading days this year v 21 trading days last year.*

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

Plumbing & Heating Merchant Index



Month v previous month



NIQ GfK

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

July's Total Plumbing & Heating Merchants **value** sales were +9.7% up on June's.

Total Plumbing & Heating Merchants **volume** sales were +10.0% higher but and **prices** were down -0.3%.

*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

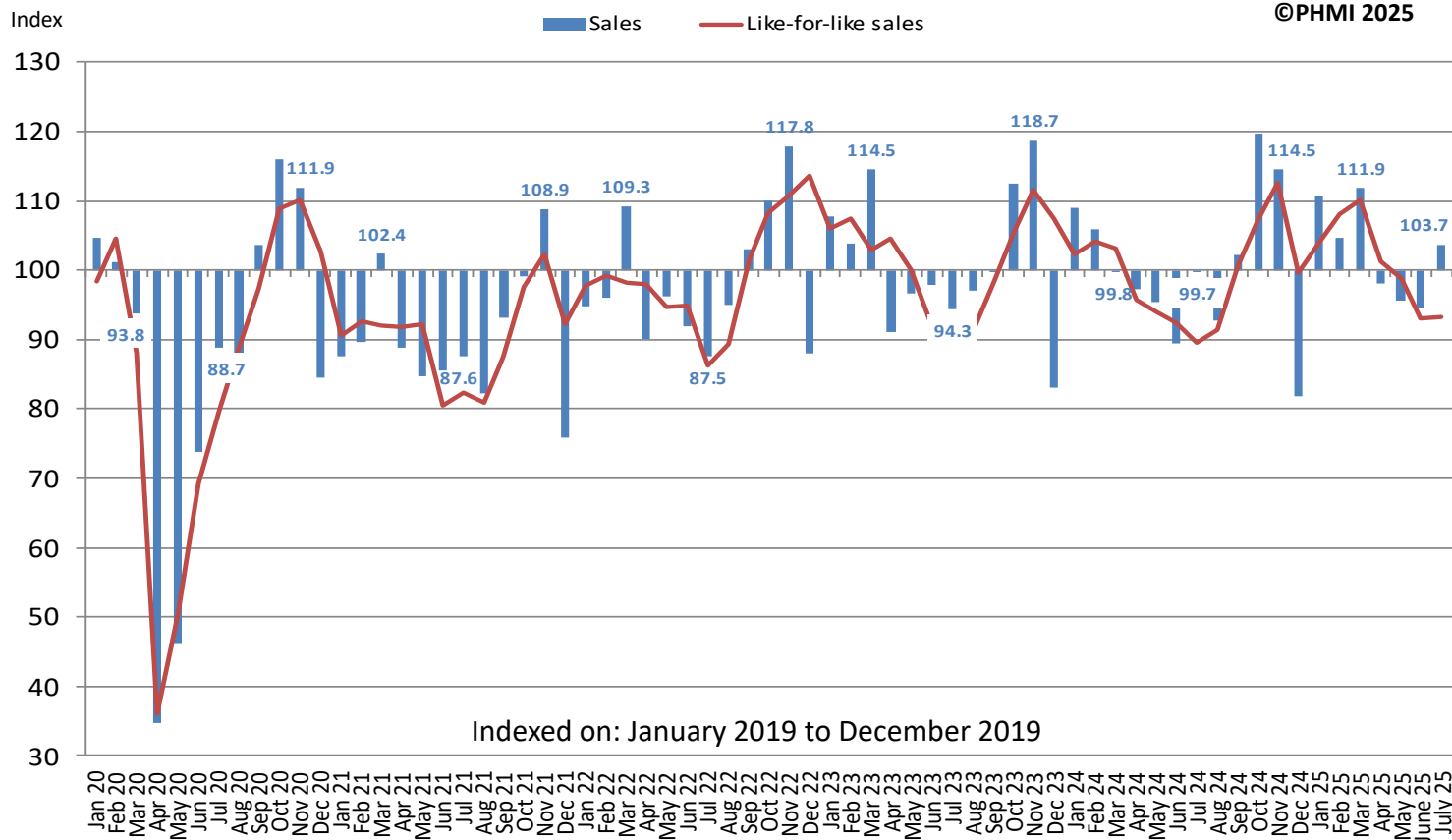
23 trading days this month v 21 trading days in the Index base period.*

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

Plumbing & Heating Merchant Index



Indices: January 2020 to July 2025



NIQ GfK

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

July's PHMI index was
103.7.

With two more trading
days this month versus
the Index base period,
the like-for-like value
index was 93.2.

*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 (64).*

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

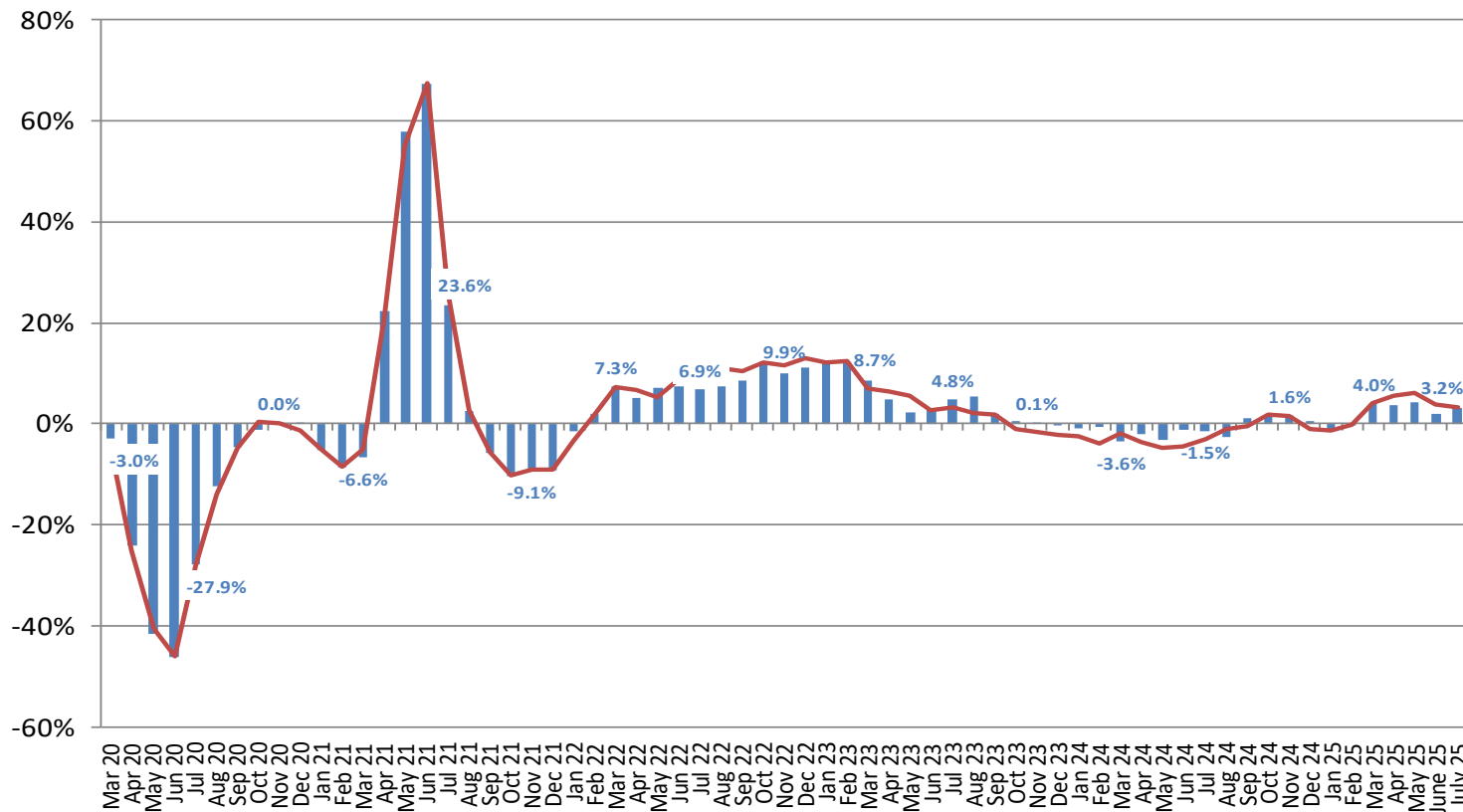
Plumbing & Heating Merchant Index



Latest 3 months v last year

Sales Like-for-like sales

©PHMI 2025



NIQ



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

Total Plumbing & Heating Merchants **value** sales in the three months May to July 2025 were +3.2% up compared to the same period last year.

Total Plumbing & Heating Merchants **volume** sales were -1.7% down but **prices** were +5.0% higher.

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

Latest 3 v previous 3 months

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

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

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

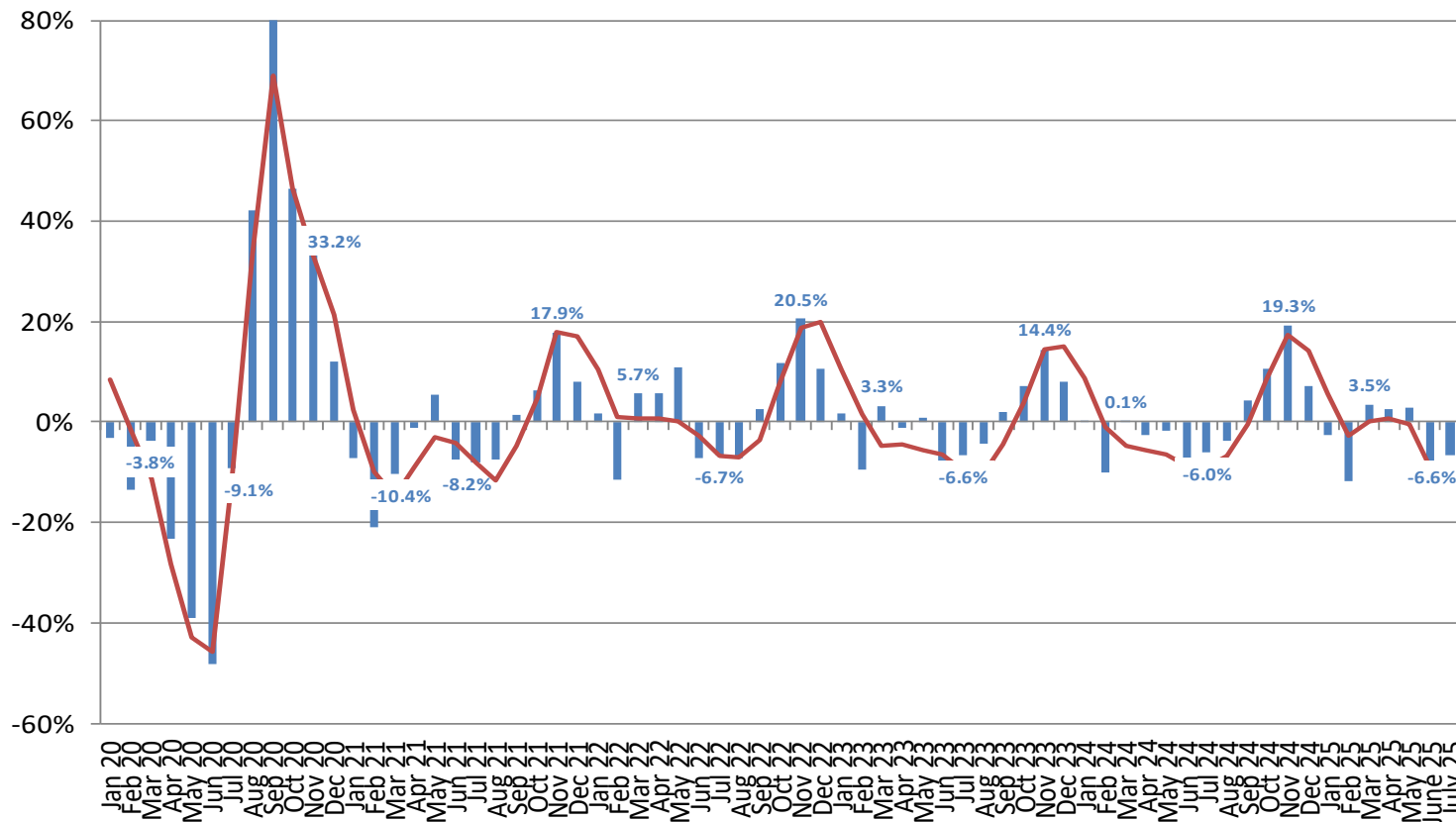
Plumbing & Heating Merchant Index



Latest 3 months v previous 3 months

Sales Like-for-like sales

©PHMI 2025



NIQ GfK

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

Total Plumbing & Heating Merchants **value** sales in the three months May to July 2025 were -6.6% lower compared to the previous three months, February to April 2025.

Total Plumbing & Heating Merchants **volume** sales were -1.4% lower and **prices** were down -5.2%.

*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

147 trading days this year v 148 trading days last year.

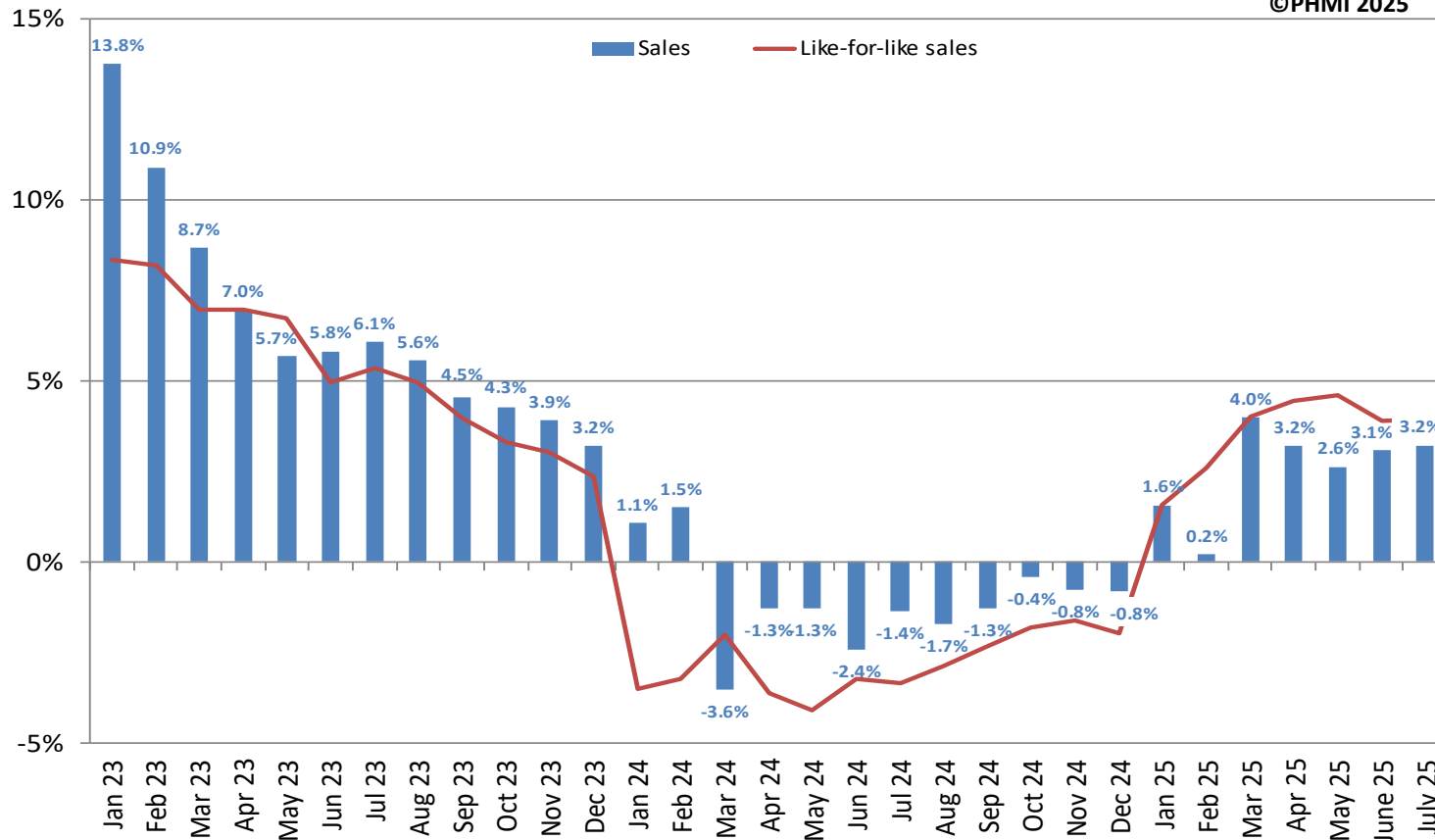
Like-for-like sales take trading day differences into account.

Plumbing & Heating Merchant Index



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

©PHMI 2025



NIQ GfK

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

Total Plumbing & Heating Merchants **value** sales in January to July 2025 were up +3.2% compared to the same period last year.

Total Plumbing & Heating Merchants **volume** sales were up +1.1% and **prices** were up +2.1%.

Latest 12 months v last year

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

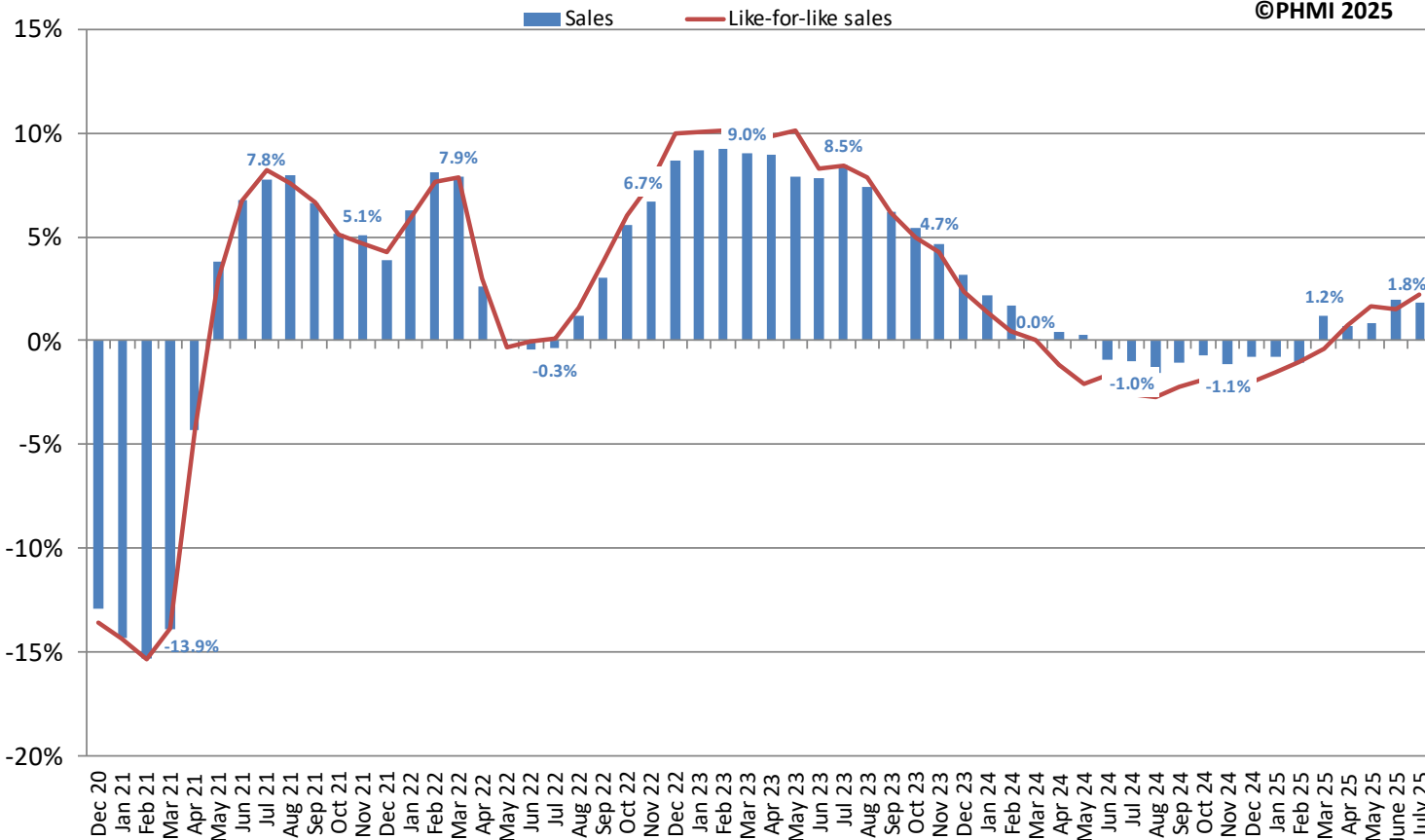
250 trading days in the latest 12 months v 251 trading days last year.

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 July 2025

Total Plumbing & Heating Merchants **value** sales in the last 12 months were +1.8% up compared to August 2023 to July 2024.

Total Plumbing & Heating Merchants **volume** sales were up +2.7% but **prices** were down -0.9%.

PHMI Trading Days



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

Monthly

Index: 20.7

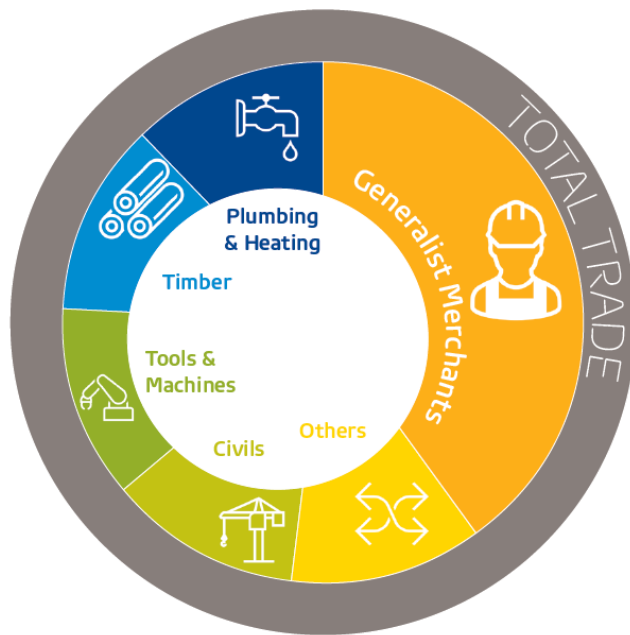
| 2023 | | | | | | | | | | | |
|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
| 21 | 20 | 23 | 18 | 20 | 22 | 21 | 22 | 21 | 22 | 22 | 16 |
| 2024 | | | | | | | | | | | |
| Jan | Feb | Mar | Apr | May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

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 Callum Budd:



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More data available

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