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Plumbing & Heating Merchant Index



Monthly report for October 2025

(Published 09 January 2026)

A Builders Merchant Building Index Publication

Highlights:

Plumbing & Heating Merchant Index

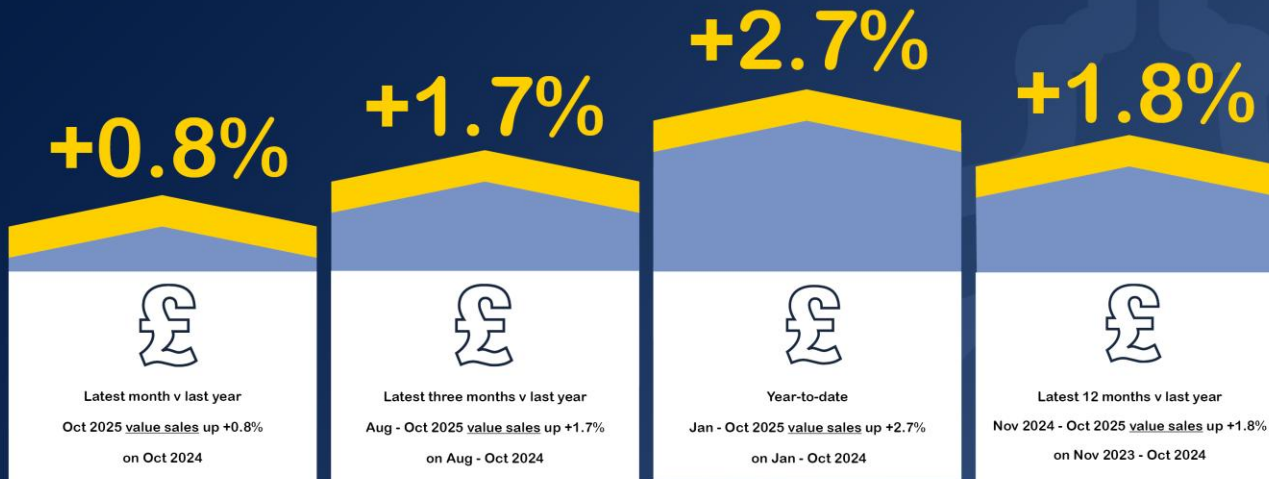


PHMI Report October 2025 Highlights (unadjusted for trading days)

Plumbing & Heating Merchant Index



www.phmi.co.uk



“Total Plumbing & Heating Merchants value sales in October 2025 were up +0.8% compared with October 2024. Volume sales decreased by -2.1% and prices increased by +2.9%.”

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Contents:

Click links below to visit pages

| | |
|---|-----------------------|
| Plumbing & Heating Merchant Index: | |
| Highlights | 2 |
| Contents | 3 |
| Introduction | 4 |
| Overview | 5 |
| Month and 3-month table, year-on-year | 6 |
| Latest month v last year | 7 |
| Latest month v previous month | 8 |
| Monthly PHMI Index | 9 |
| Latest 3 months v last year | 10 |
| Latest 3 months v previous 3 months | 11 |
| Year-to-date v last year | 12 |
| Latest 12 months v last year | 13 |
| Trading days | 14 |
| Plumbing & Heating channel definition and merchants | 15 |
| Brands behind PHMI | 16 |
| Contacting PHMI | 17-18 |

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

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).

NiQ 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. NiQ 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.

NiQ 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



October value sales up +0.8% compared to last year. Volume sales down -2.1% but prices up +2.9%.

October's total **value** sales from over 70% of specialist Plumbing & Heating Merchants throughout Great Britain were +0.8% higher than October 2024. There was no difference in trading days. **Volume** sales decreased by -2.1% but **prices** increased by +2.9%.

With one more trading day this month, Plumbing & Heating Merchants' **like-for-like value** sales (which take trading day differences into account) increased +5.8% in October compared to September. **Total (unadjusted) value** sales were up +10.6%, with **volume** sales up +7.7% and **prices** up +2.7%.

October's PHMI **like-for-like value** sales Index was 108.3, with two more trading days this month versus the Index base period. **Total (unadjusted) value** sales Index was 120.6

Total Plumbing & Heating Merchants **value** sales in the three months August to October 2025 were +1.7% up compared to the same period last year. Total Plumbing & Heating Merchants **volume** sales were -2.4% down but **prices** were up +4.2%. There was no difference in trading days.

With one more trading day in the most recent period, Plumbing & Heating Merchants' **like-for-like value** sales increased +7.2% in the three months August to October 2025 compared to the previous three months, May to July 2025. **Total (unadjusted) value** sales were up +8.9%, with **volume** sales up +3.8% and **prices** also up +4.9%.

Plumbing & Heating Merchants' **like-for-like value** sales increased +3.2% in the year to date, January to October 2025, compared to the same ten months in 2024, with one less trading day this year. **Total (unadjusted) value** sales were up +2.7%, with **volume** sales flat and **prices** also up +2.7%.

With one less trading day in the latest 12 months, Plumbing & Heating Merchants' **like-for-like value** sales increased +2.2% in the latest 12 months, November 2024 to October 2025, compared to the 12 months November 2023 to October 2024. **Total (unadjusted) value** sales were up +1.8%, with **volume** sales up +0.5% and **prices** up +1.3%.

With one less trading day in the latest 12 months, Plumbing & Heating Merchants' **like-for-like value** sales were up +2.2% compared with the 12 months November 2023 to October 2024.

Total value sales were up +1.8%, with **volume** sales up 0.5% and **prices** up +1.3%.

Monthly and 3-monthly

Value sales % change

Year-on-year: November 2024 to October 2025

Plumbing & Heating Merchant Index



NIQ



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

| 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% | +12.3% | +0.7% | +3.8% |
| | | | |
| May 25 | Jun 25 | Jul 25 | Three months |
| +0.1% | +5.6% | +4.1% | +3.2% |
| | | | |
| Aug 25 | Sep 25 | Oct 25 | Three months |
| -2.6% | +6.6% | +0.8% | +1.7% |

Total Plumbing & Heating Merchants **value** sales in the three months August to October 2025 were +1.7% up compared to the same period last year - with no difference in trading days.

Total volume sales were -2.4% down but **prices** were up +4.2%.

Latest month v last year

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

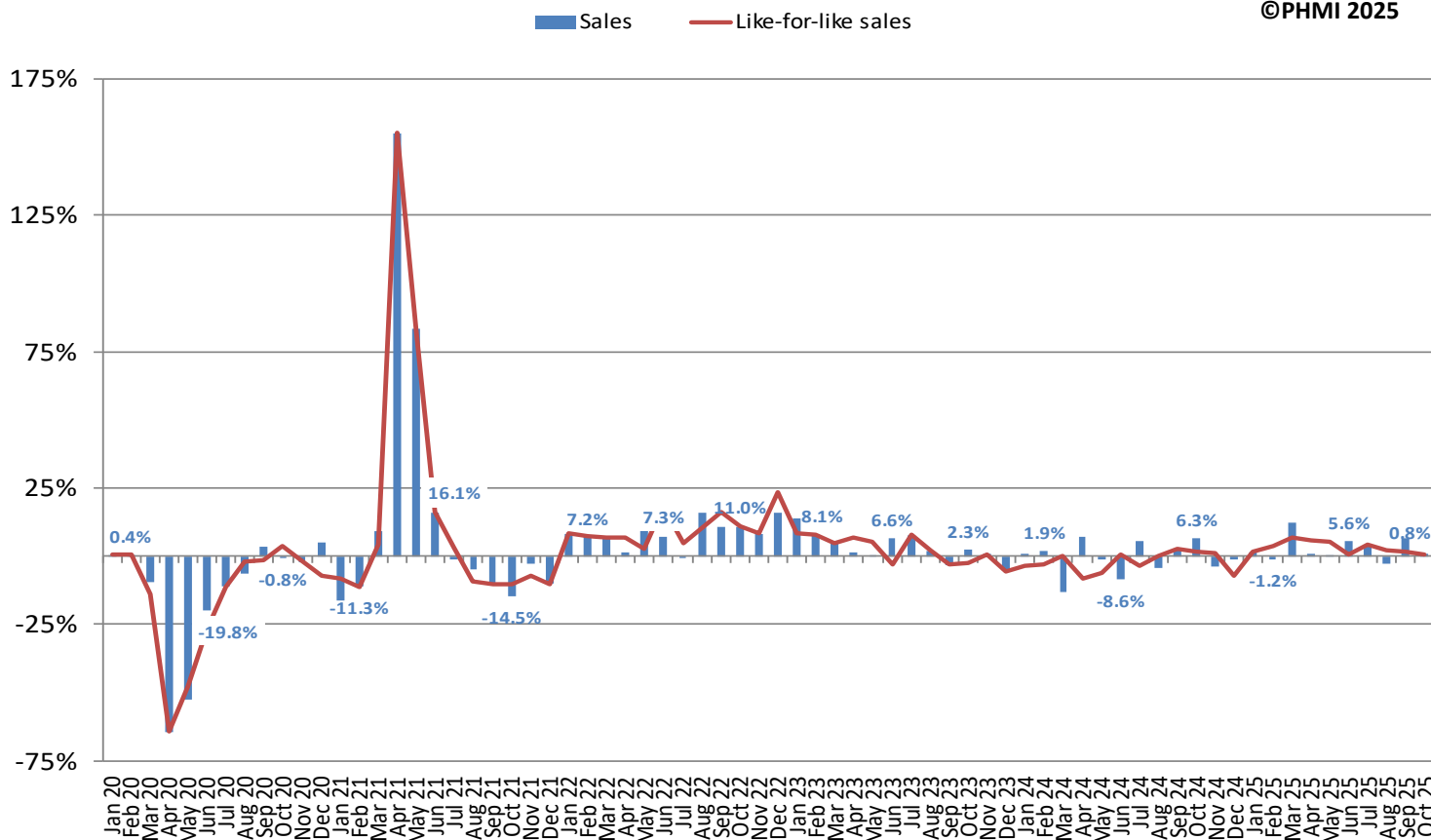
There was no difference in trading days (23).*

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 October 2025

Total value sales in October 2025 were up +0.8% compared with October 2024 - with no difference in trading days.

Volume sales decreased by -2.1% and **prices** increased by +2.9%.

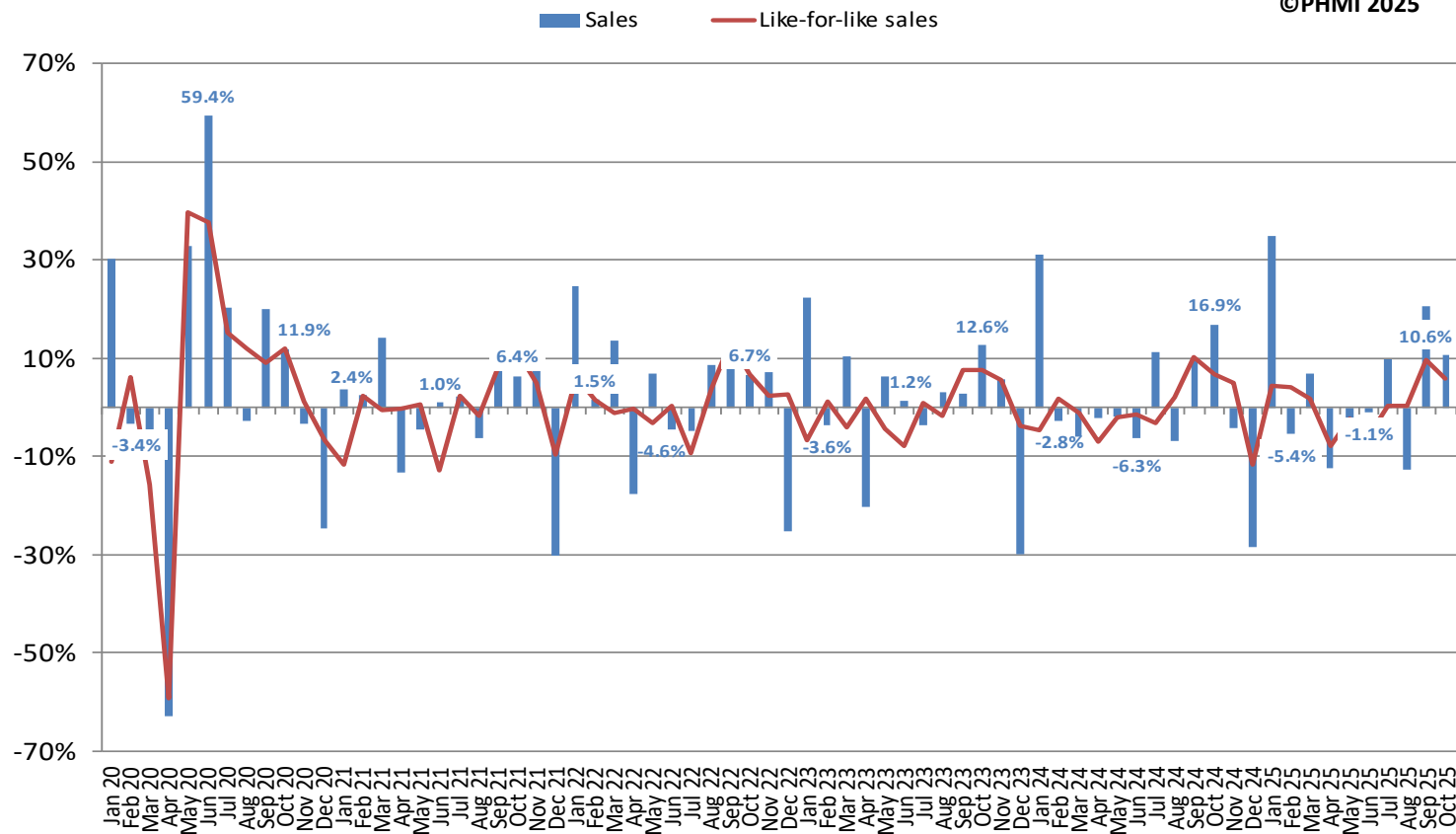
Latest month v previous month

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

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



Month v previous month



NIQ GfK

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

With one more trading day this month, Plumbing & Heating merchants' **like-for-like value sales** were up +5.8% compared with September 2025.

Total **value sales** were up +10.6%, with **volume sales** up +7.7% and **prices** up +2.7%.

*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

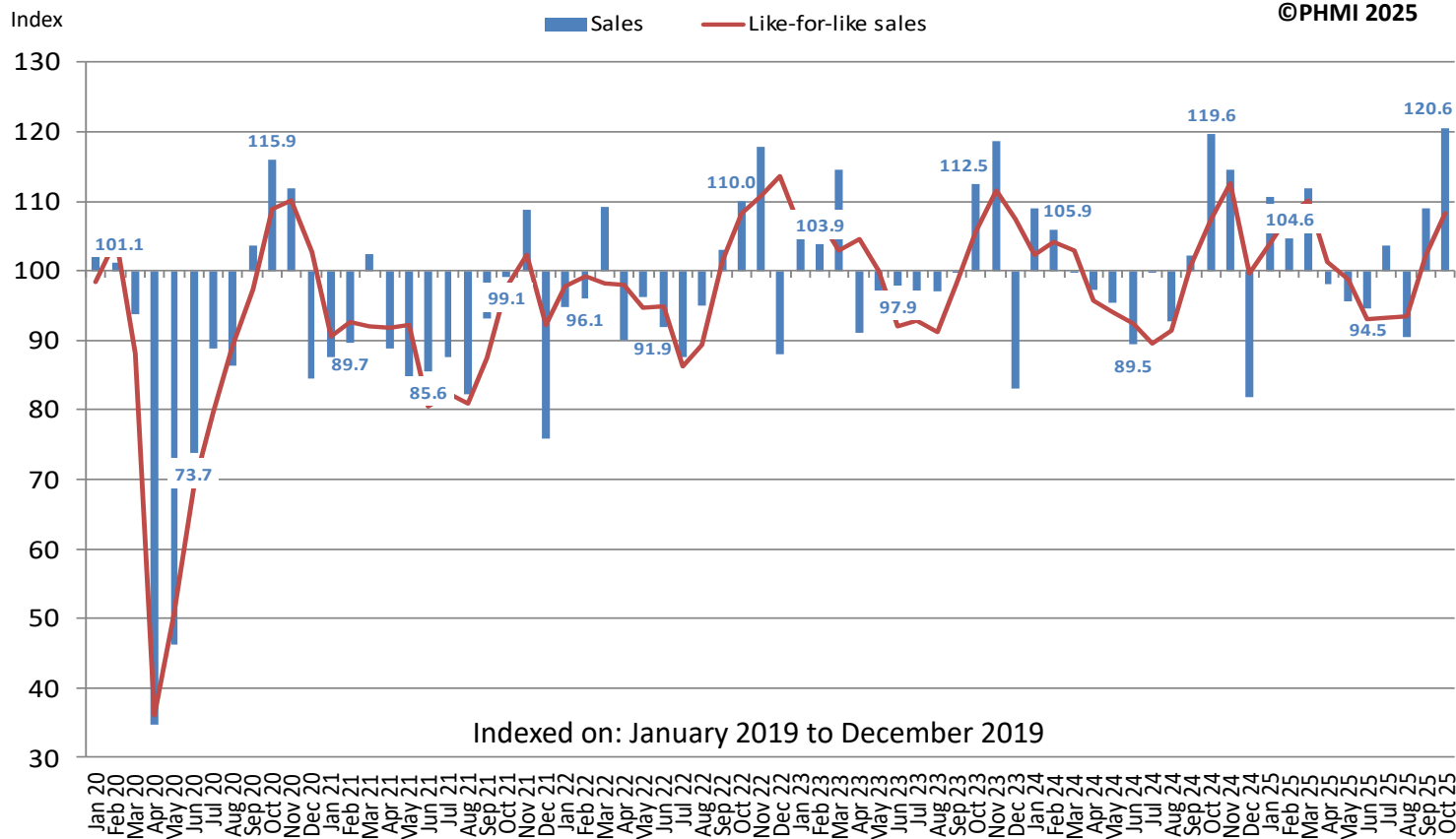
23 trading days this month v 21 trading days in the Index base period.*

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

Plumbing & Heating Merchant Index



Indices: January 2020 to October 2025



NIQ GfK

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

October's PHMI like-for-like value sales Index was 108.3, with two more trading days this month versus the Index base period.

Total value sales Index
was 120.6.

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

Latest three months v last year

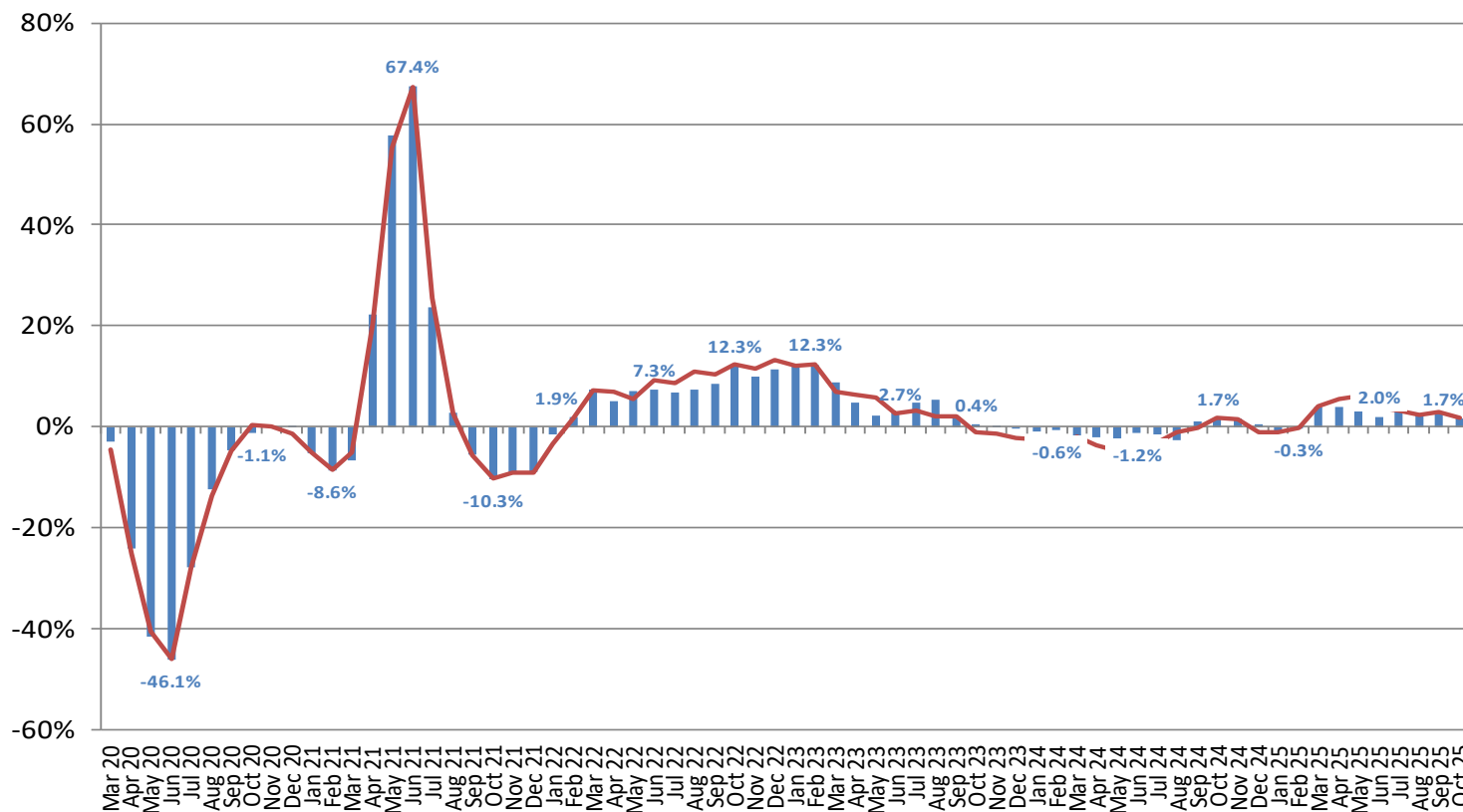
Value sales and like-for-like value sales % change

There was no difference in trading days (65).*
Like-for-like sales take trading day differences into account.

Latest three months v last year

Sales Like-for-like sales

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NIQ GfK

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

Total value sales in the three months August to October 2025 were +1.7% up compared to the same period last year - with no difference in trading days.

Volume sales were -2.4% down but **prices** were up +4.2%.

*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

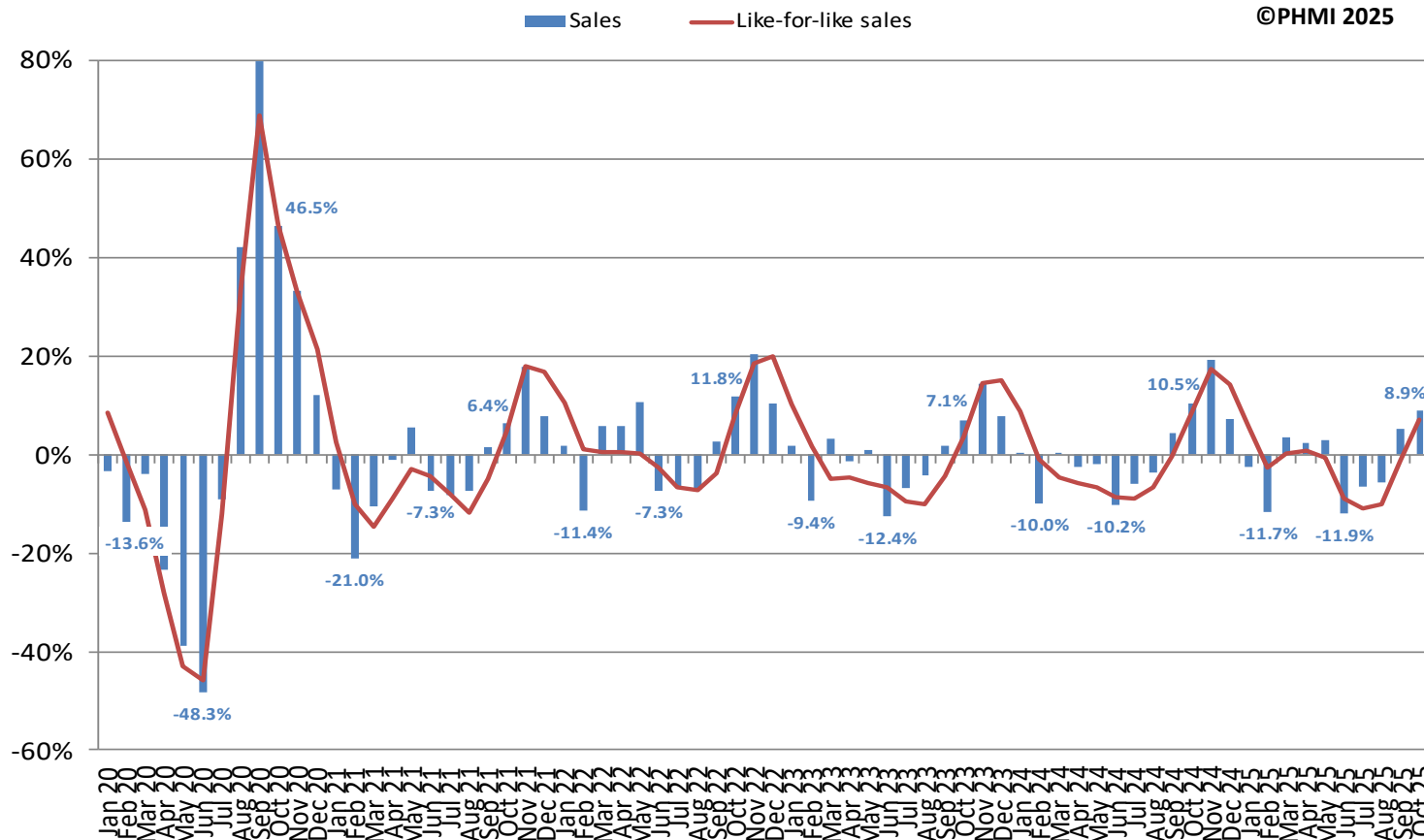
65 trading days in the most recent period v 64 trading days last period.*

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

Plumbing & Heating Merchant Index



Latest three months v previous three months



NIQ GfK

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

Like-for-like value sales in the three months August to October 2025 up +7.2% on the previous three months, May to July 2025.

Total value sales were up +8.9% higher while **volume sales** were +3.8% higher and **prices** were also up +4.9%.

*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

212 trading days this year v 213 trading days last year.

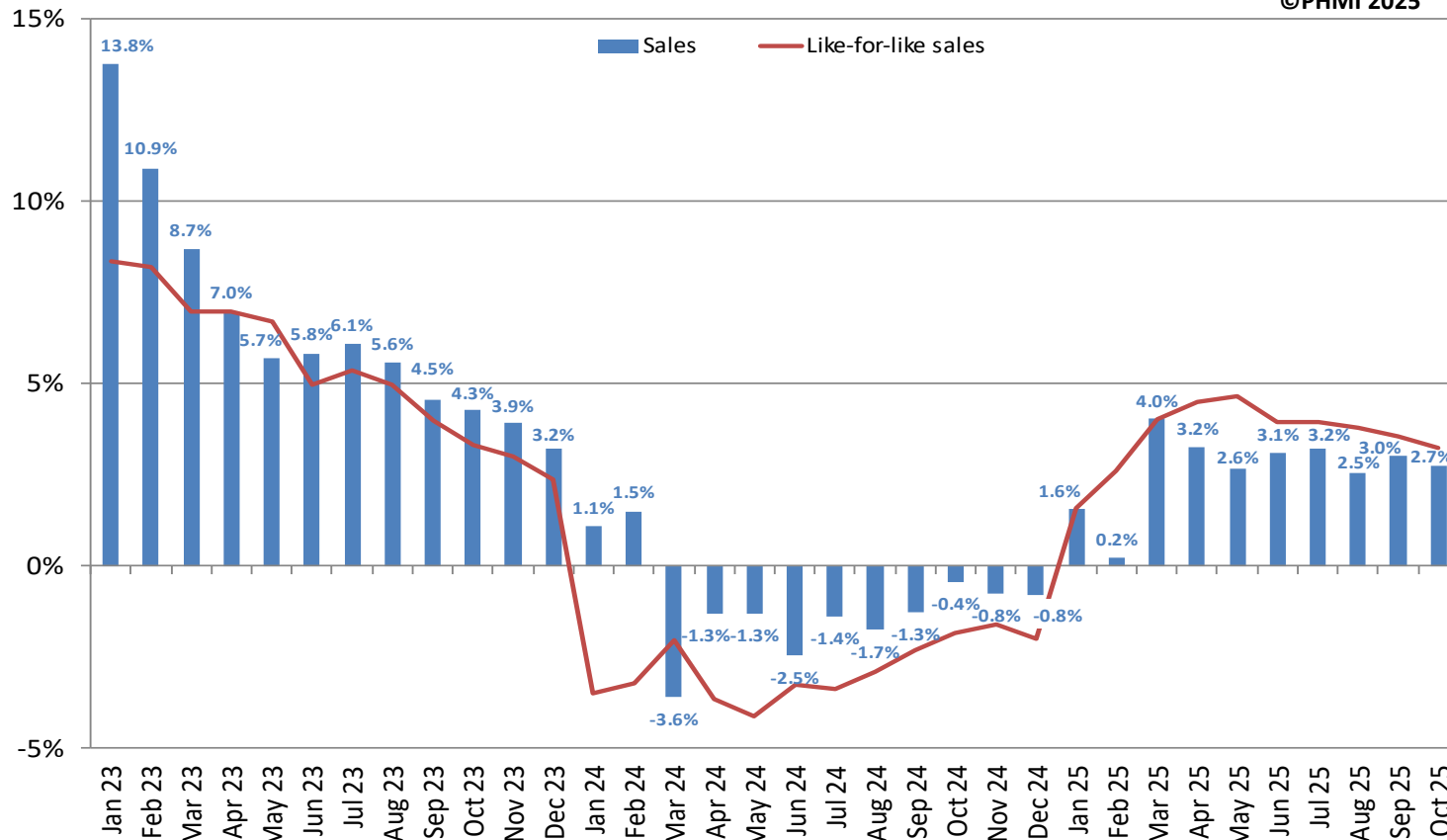
Like-for-like sales take trading day differences into account.

Plumbing & Heating Merchant Index



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

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NIQ GfK

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

Like-for-like value
sales in ten months
January to October
2025 up +3.2%
compared to last year.

Total value sales were
up +2.7% while
volume sales were flat
and **prices** were
up +2.7%.

Latest 12 months v last year

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

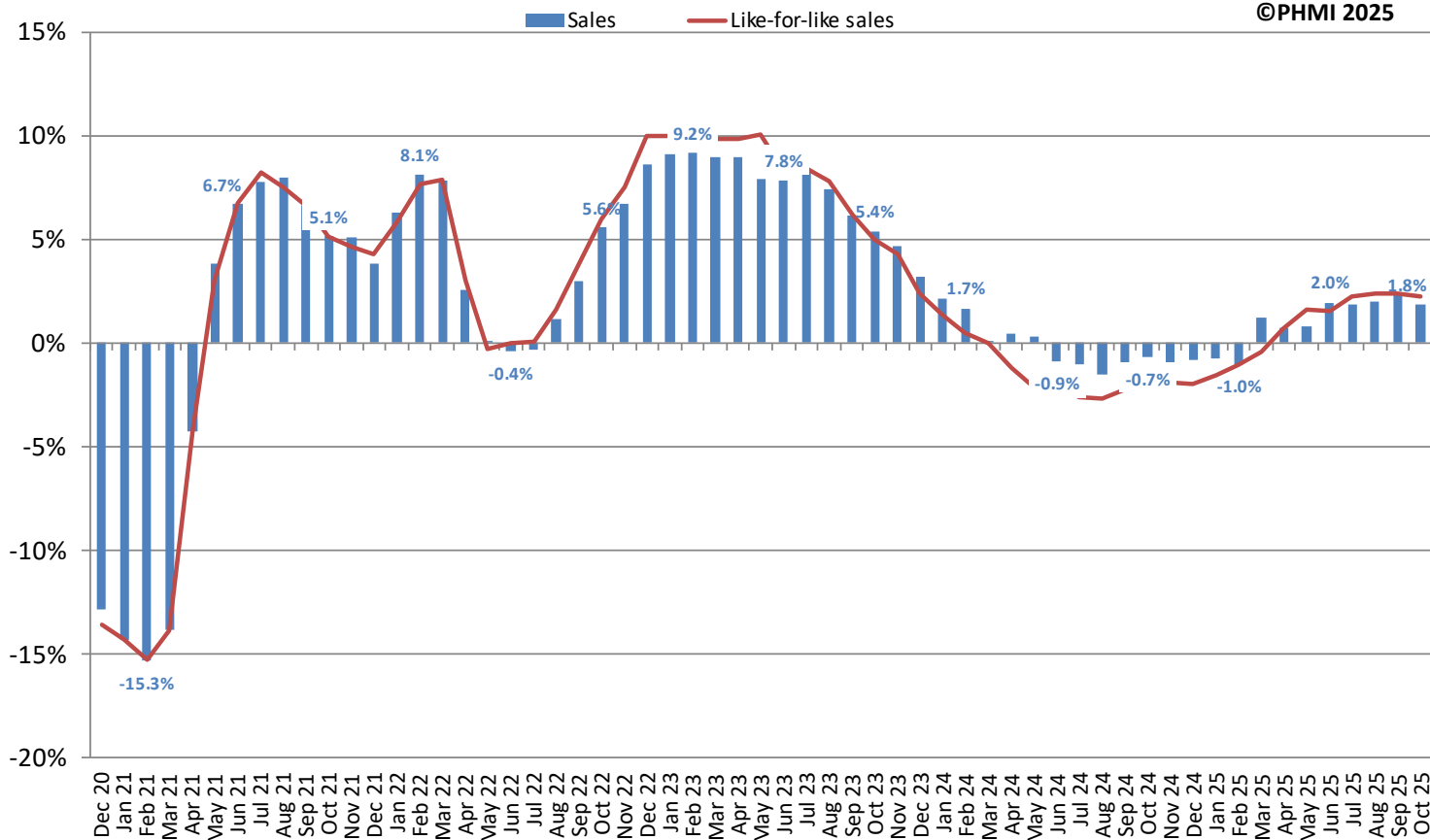
250 trading days in the latest 12 months v 251 trading days last year.

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 October 2025

Like-for-like value sales in the latest 12 months November 2024 to October 2025 were up +2.2% on the previous three months, November 2023 to October 2024.

Total value sales were up +1.8% while **volume sales** were up +0.5% and **prices** were up +1.3%.

PHMI Trading Days

Monthly

Index: 20.7

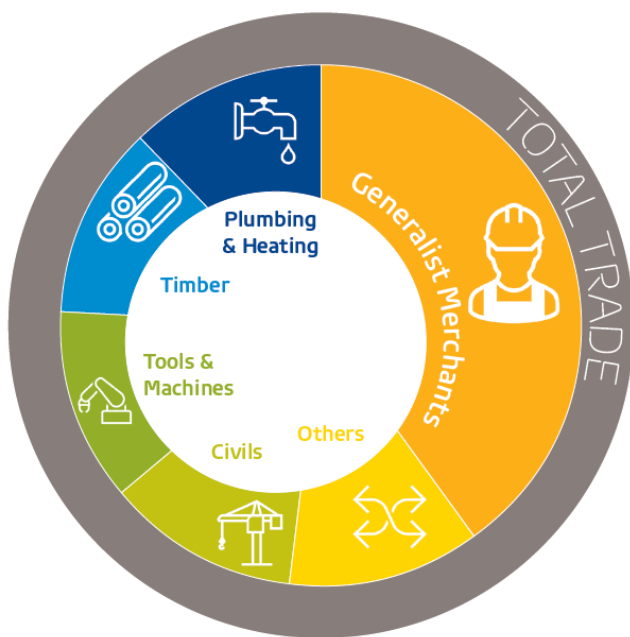
| 2023 | | | | | | | | | | | |
|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
| 21 | 20 | 23 | 18 | 20 | 22 | 21 | 22 | 21 | 22 | 22 | 16 |
| 2024 | | | | | | | | | | | |
| Jan | Feb | Mar | Apr | May | 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 | 20 | 22 | 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 | 65 | | 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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