

Excellence in building
materials supply

Plumbing & Heating Merchant Index



Monthly report for October 2025

(Published 09 January 2026)

A Builders Merchant Building Index Publication

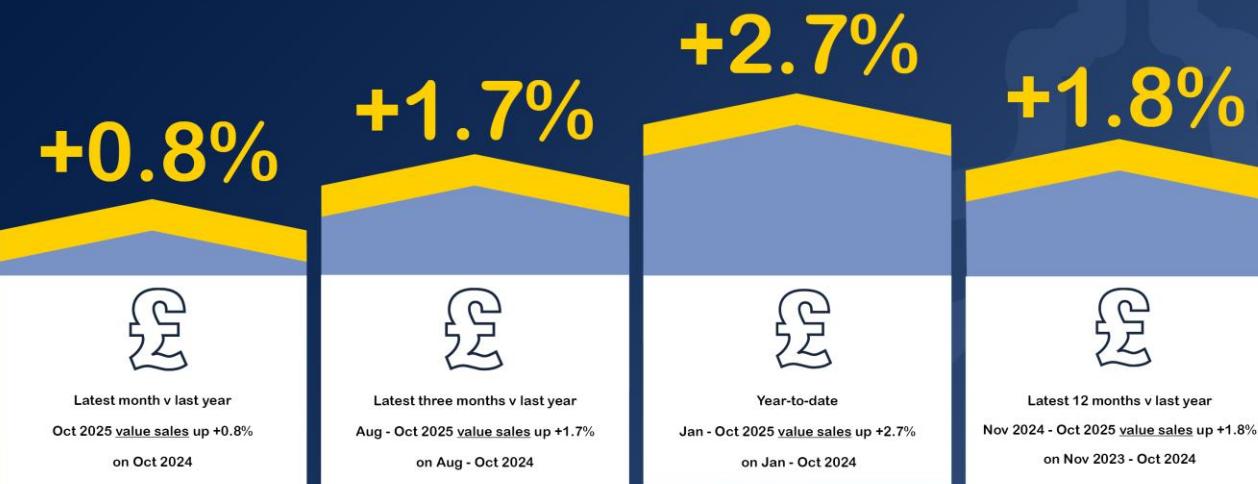
Highlights:

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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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 GfK

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).*

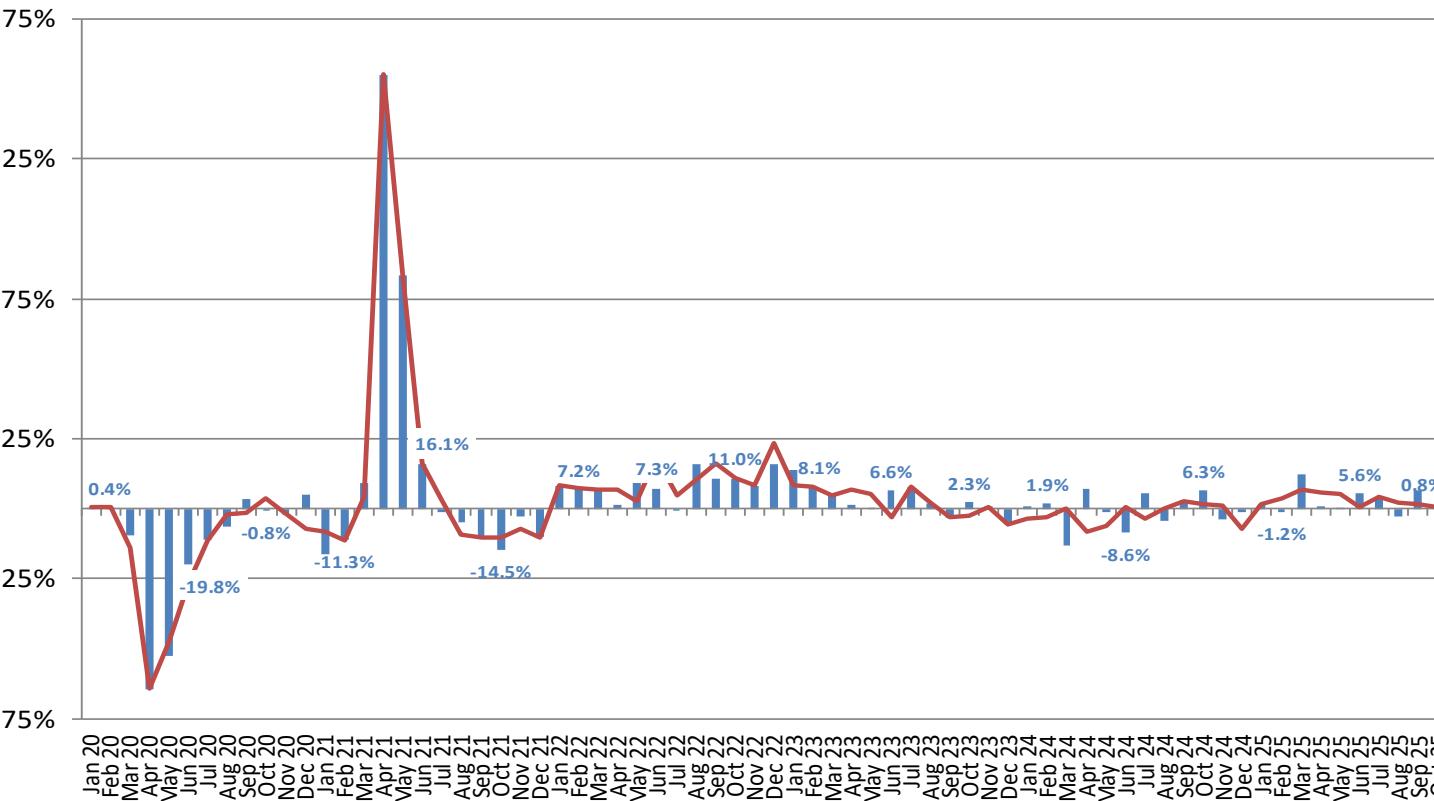
Like-for-like sales take trading day differences into account.



Latest month v last year

Sales Like-for-like sales

©PHMI 2025



*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 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.*

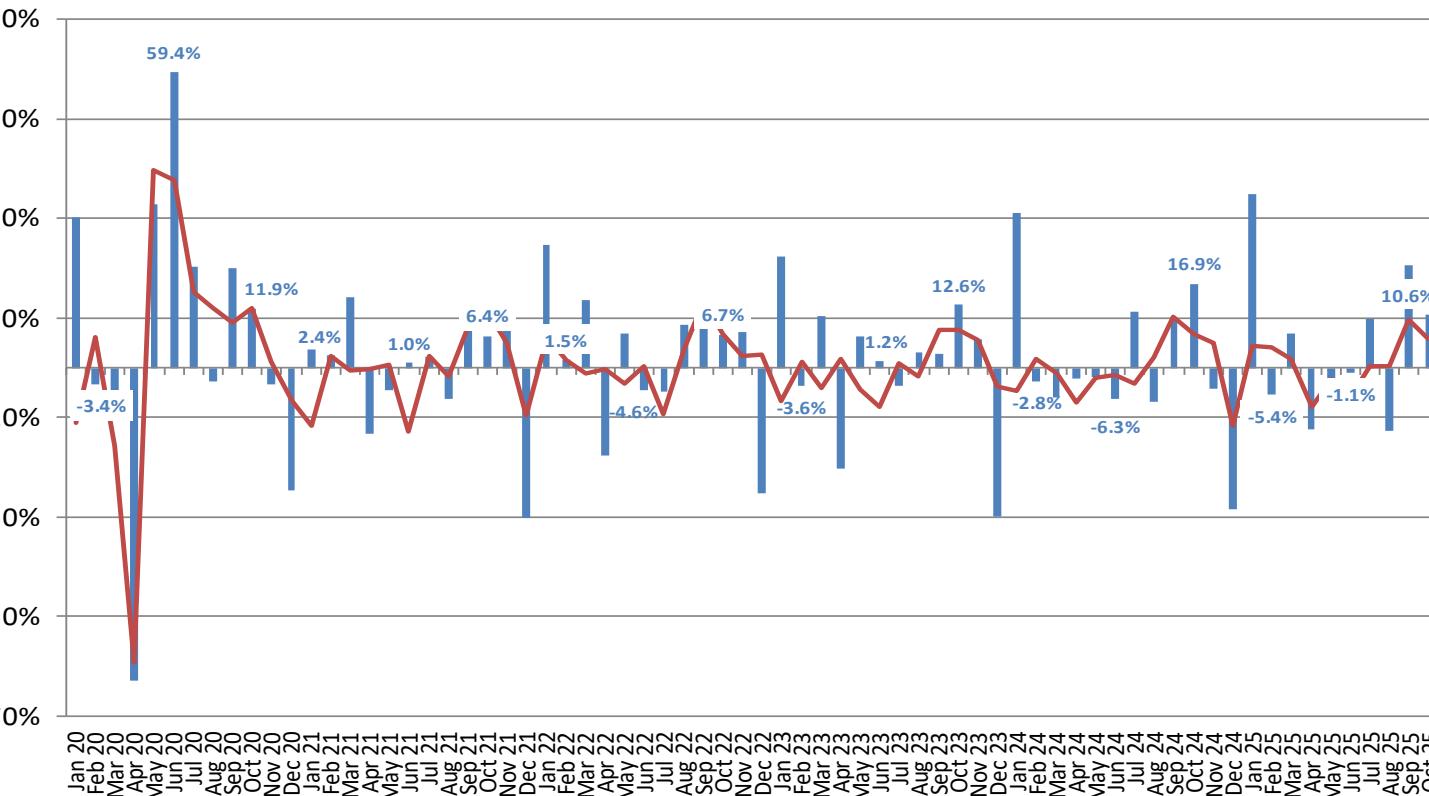
Like-for-like sales take trading day differences into account.



Month v previous month

█ Sales █ Like-for-like sales

©PHMI 2025



*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 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%.

Monthly: Index

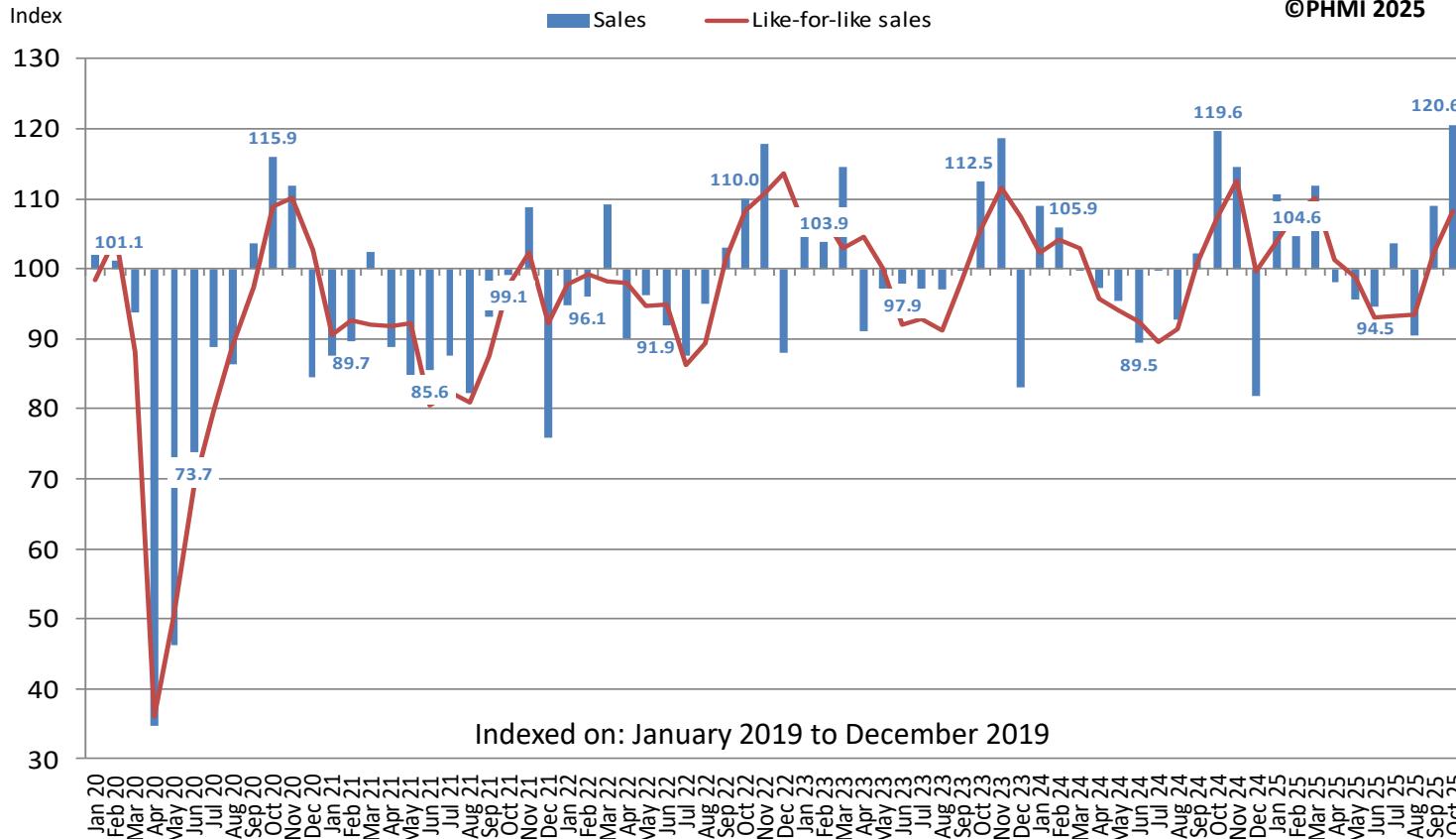
Value sales and like-for-like value sales index

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

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



Indices: January 2020 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).*

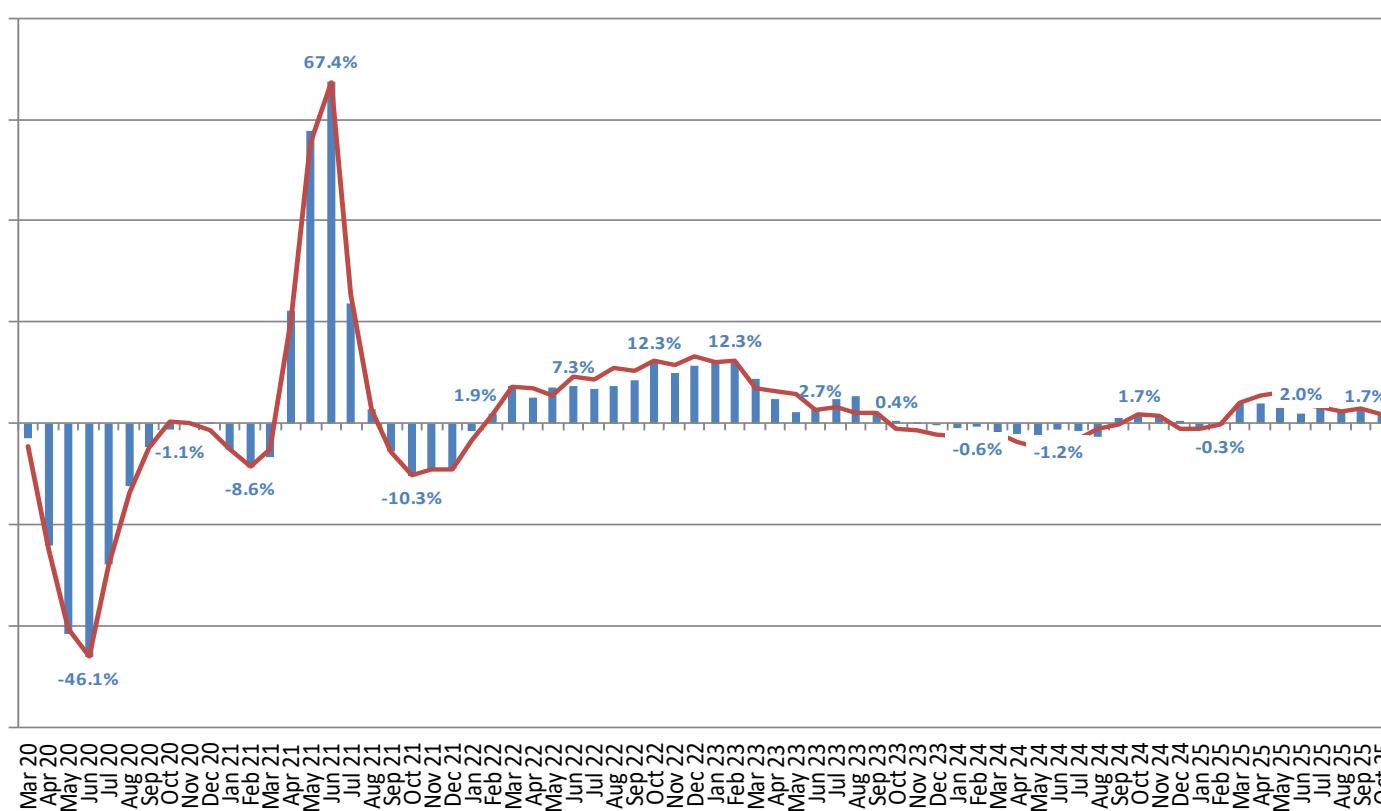
Like-for-like sales take trading day differences into account.



Latest three months v last year

█ Sales █ Like-for-like sales

©PHMI 2025



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

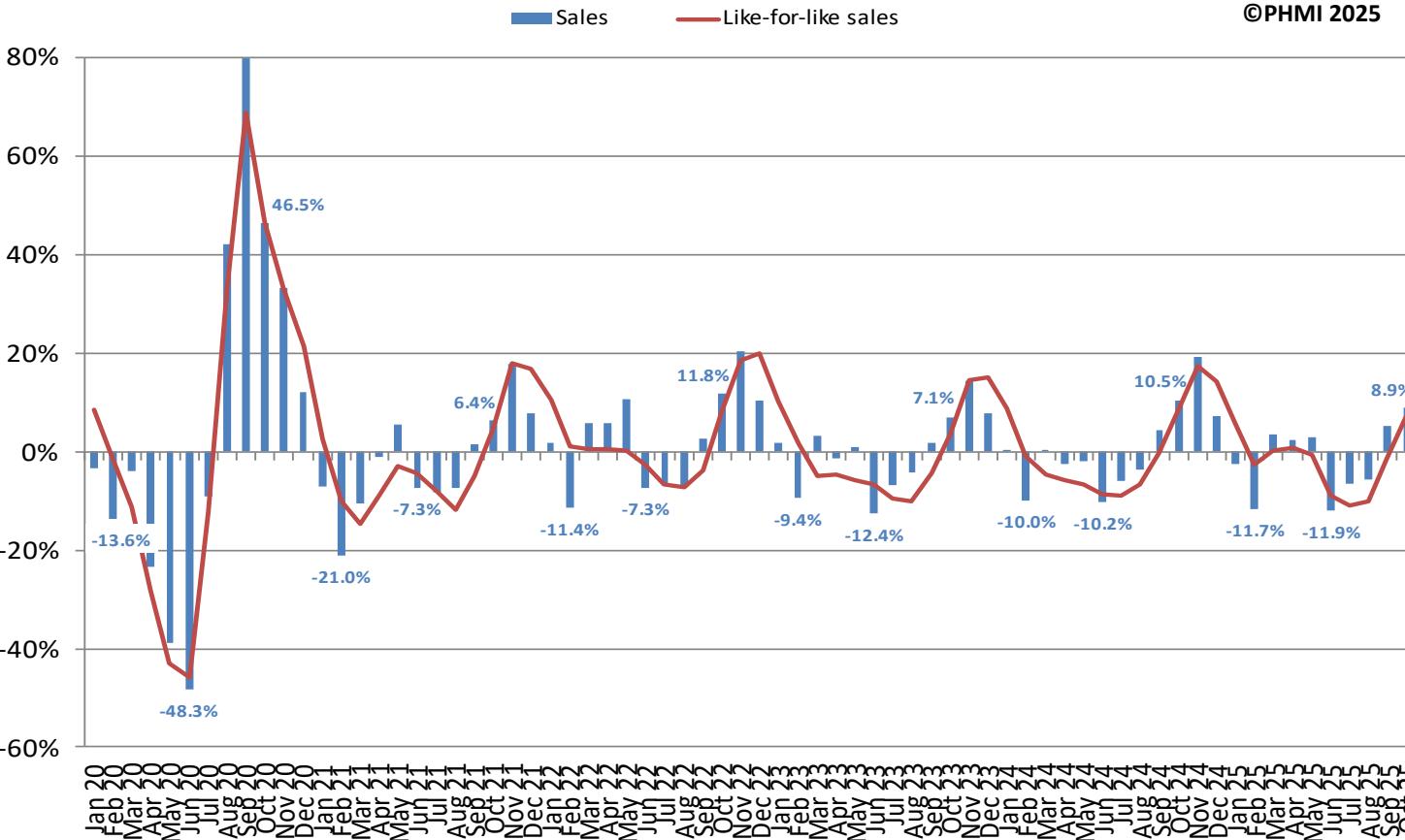
Value sales and like-for-like value sales % change

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

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



Latest three months v previous three months



Year-to-date v last year

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

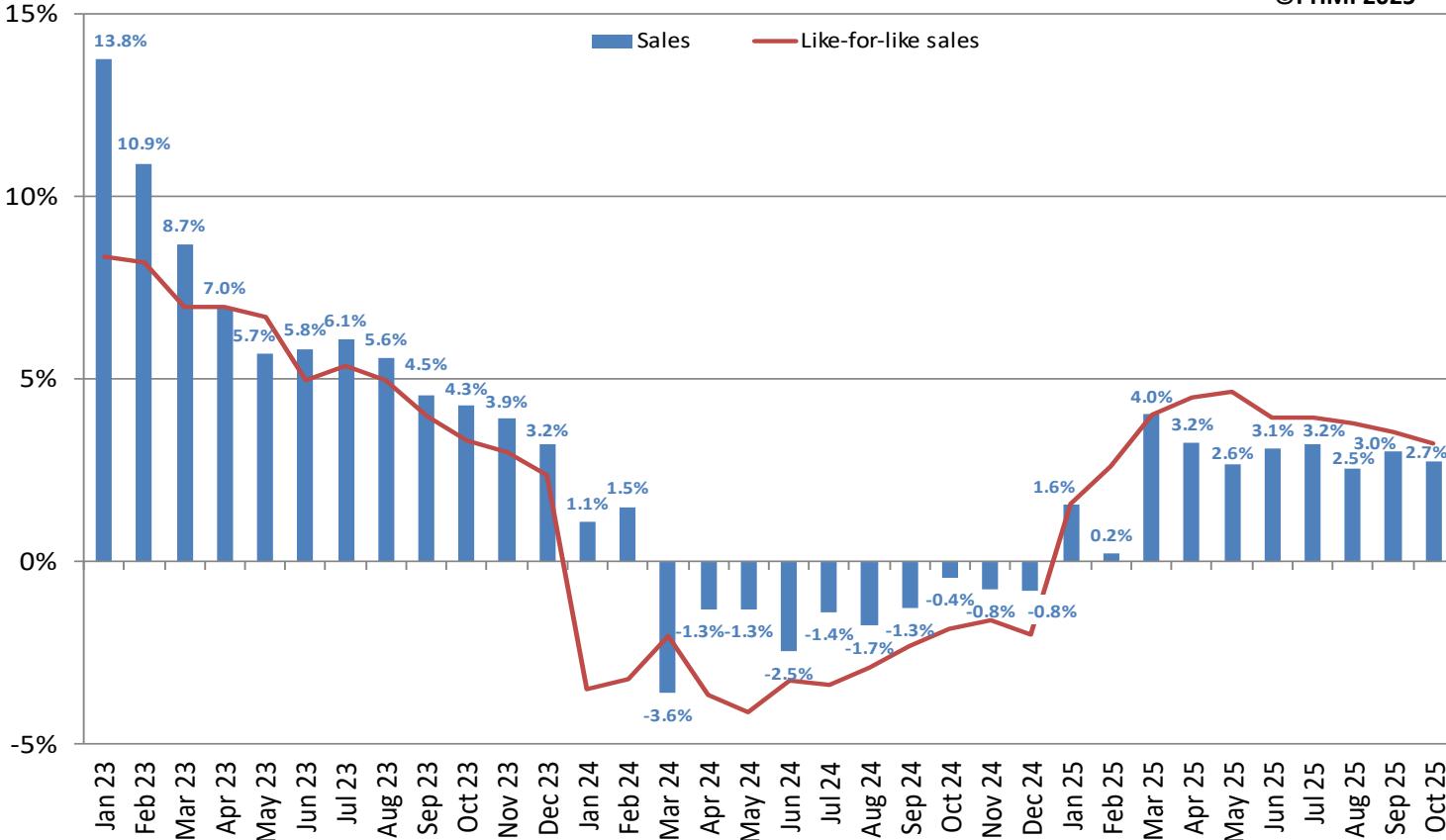
212 trading days this year v 213 trading days last year.

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



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

©PHMI 2025



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

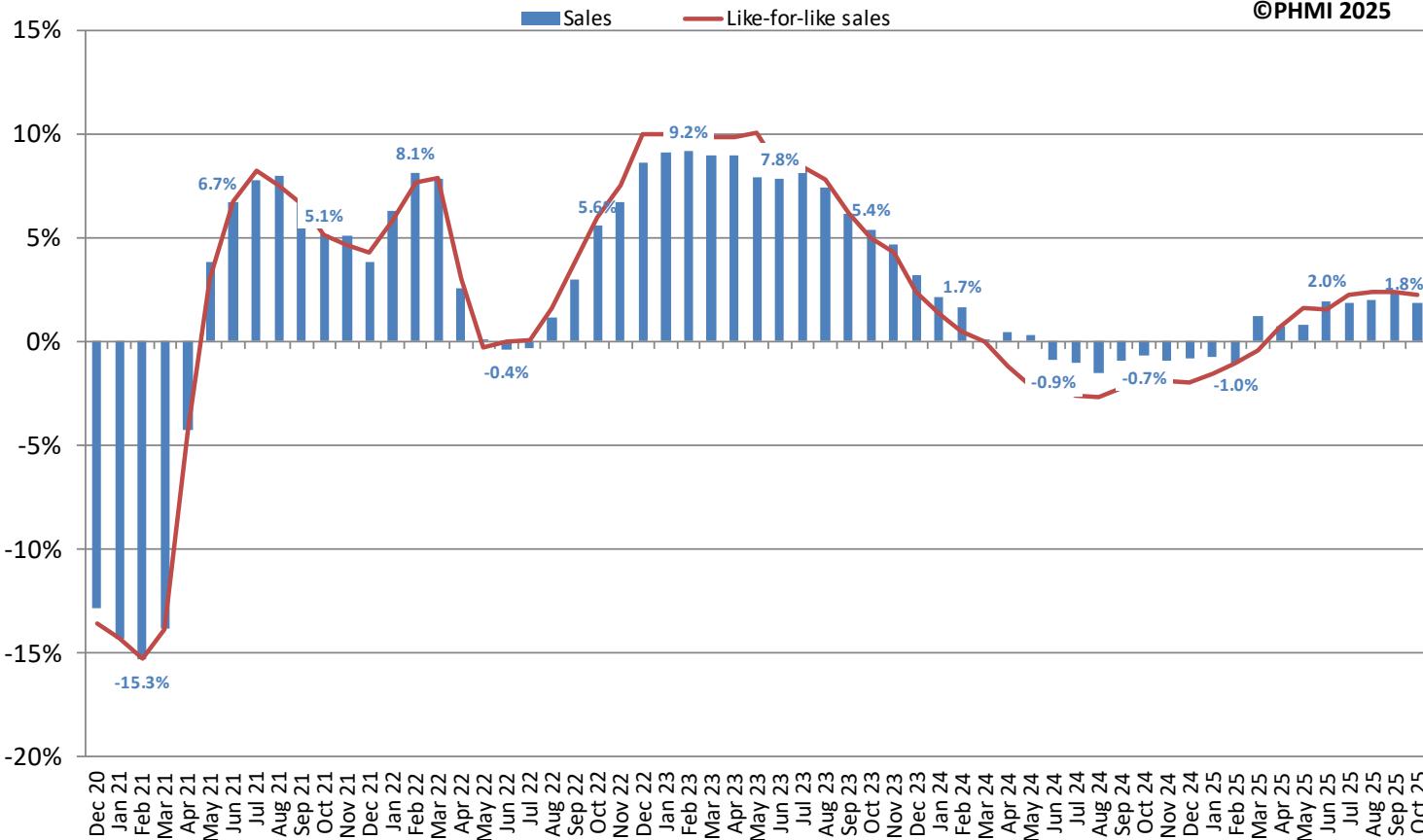
250 trading days in the latest 12 months v 251 trading days last year.

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



Plumbing & Heating Merchant Index

Latest 12 months v last year



Lke-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



Source: GfK's Builders Merchants
Total Category Report: January 2019 to October 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	20	22	23		

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
63	61	65	

Half Year

2023

H1	H2
124	124

2024

H1	H2
125	126

2025

H1	H2
124	

Full Year

2023

2023
248

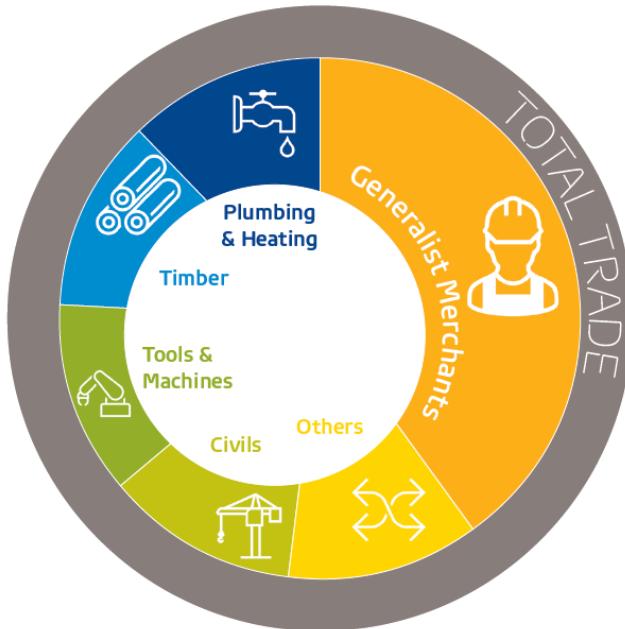
2024

2024
251

2025

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).



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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