Excellence in building materials supply

Plumbing & Heating Merchant Index

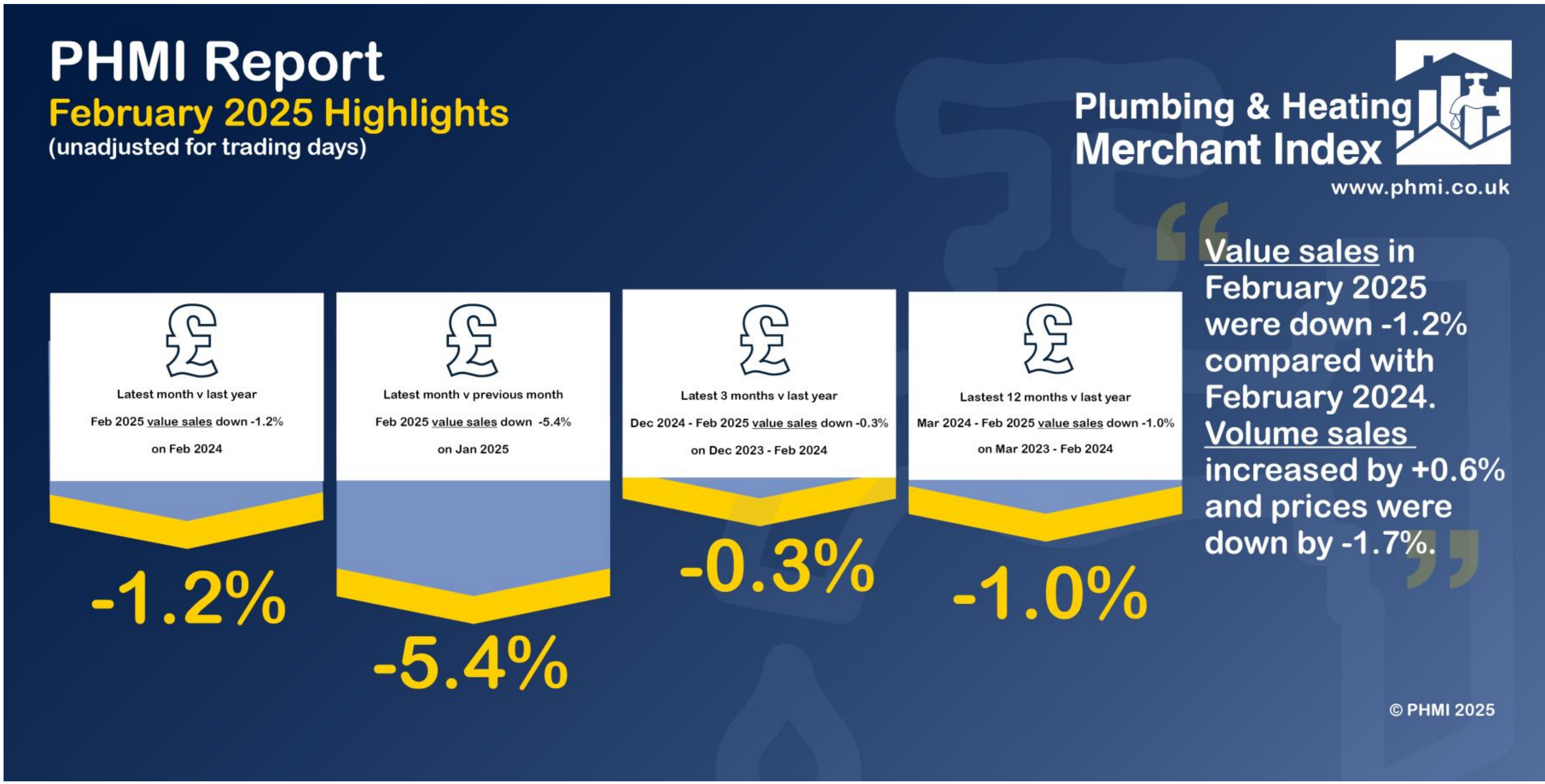
February 2025

(Published 28 April 2025)

A Builders Merchant Building Index Publication

Highlights:

Latest 12 months total value sales were -1.0% down compared to the same period last year. Read the full Overview on page 5.



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Plumbing & Heating Merchant Index

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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

February value sales down -1.2% compared to last year. Volume sales up by +0.6%. Prices down -1.7%.

Total plumbing and heating value sales, from over 70% of specialist Plumbing & Heating Merchants throughout Great Britain, in February 2025 were down -1.2% compared with February 2024. With one less trading day this month, like-for-like value sales (which take trading day differences into account) increased by +3.8%. Volume sales increased by +0.6% and prices were down by -1.7%.

February's value sales were -5.4% down on January's. With two less trading days this month, like-for-like value sales increased by +4.1%. Volume sales were -6.8% lower but prices were up +1.5%.

February's PHMI index was 104.6. With one less trading day this month versus the Index base period, the like-for-like value sales Index was 108.1.

Value sales in the three months December 2024 to February 2025 were -0.3% down compared to the same period last year. There was no difference in trading days. Volume sales were up +4.8% but prices were -4.8% lower.

Value sales in the three months December 2024 to February 2025 were -11.7% lower compared to the previous three months, September 2024 to November 2024. With six less trading day in the most recent period, like-for-like value sales were -2.7% lower. Volume sales were -14.1% lower and prices were up +2.9%.

Total value sales in January 2025 to February 2025 were up +0.2% on January 2024 to February 2024. With one less trading day this period, like-for-like value sales were +2.6% higher. Volume sales were up +3.9% but prices were -3.5% lower.

Total value sales in the last 12 months were -1.0% down compared to March 2023 to February 2024. There was no difference in trading days. Volume sales were up +3.6% but prices were -4.5% lower.

Total value sales in the last 12 months were -1.0% down compared to March 2023 to February 2024.

Volume sales were up +3.6% but prices were -4.5% lower.

Monthly and 3-monthly

Value sales % change
Year-on-year: March 2024 to February 2025

Plumbing & Heating Merchant Index

NIQ GfK

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

Mar 24	Apr 24	May 24	Three months
-12.9%	+6.9%	-1.3%	-3.2%
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%

Value sales in the three months December 2024 to February 2025 were -0.3% down compared to the same period last year.

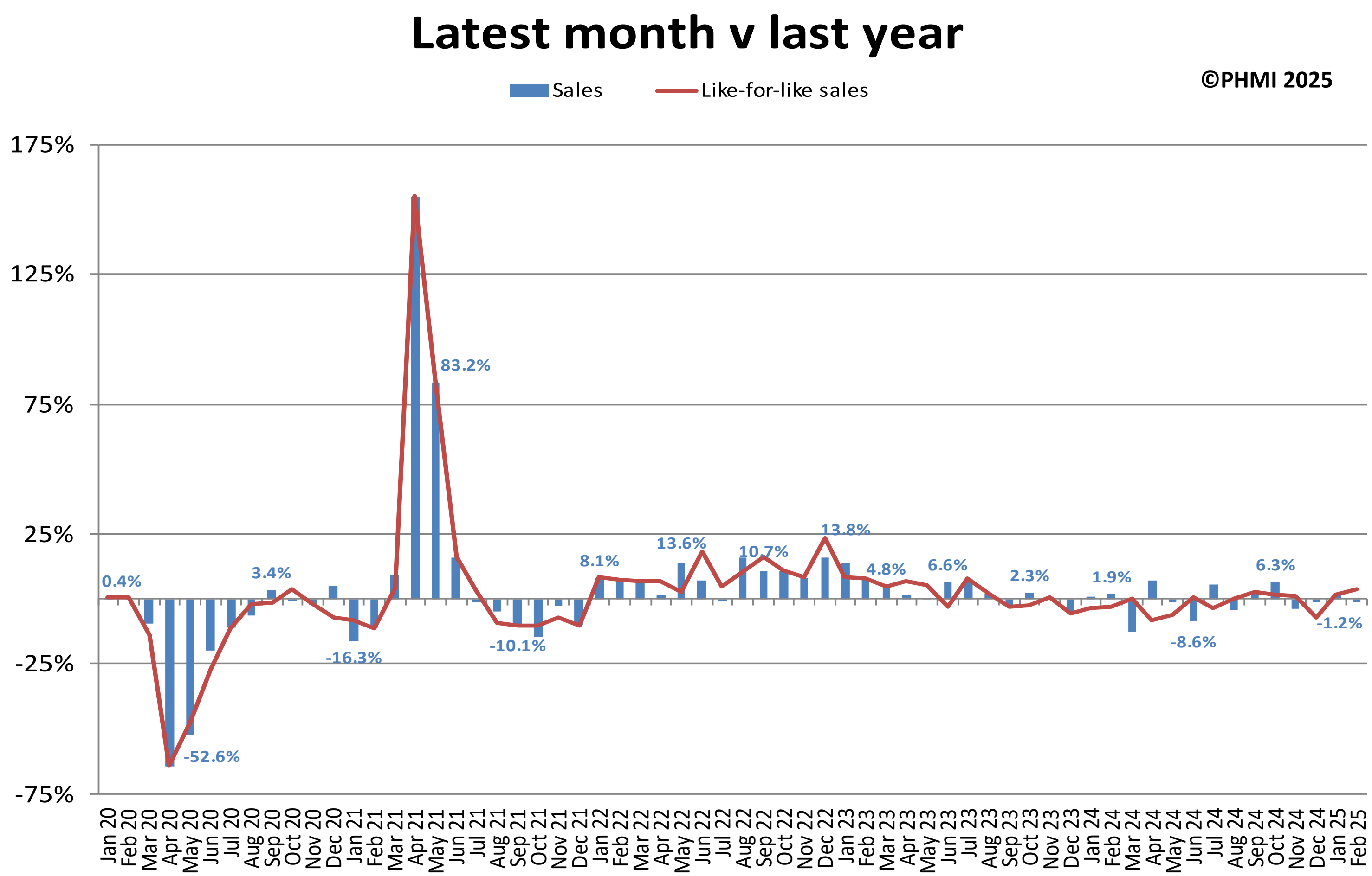
Volume sales were up +4.8% but prices were -4.8% lower.

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



*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 February 2025

Value sales in February 2025 were down -1.2% compared with February 2024.

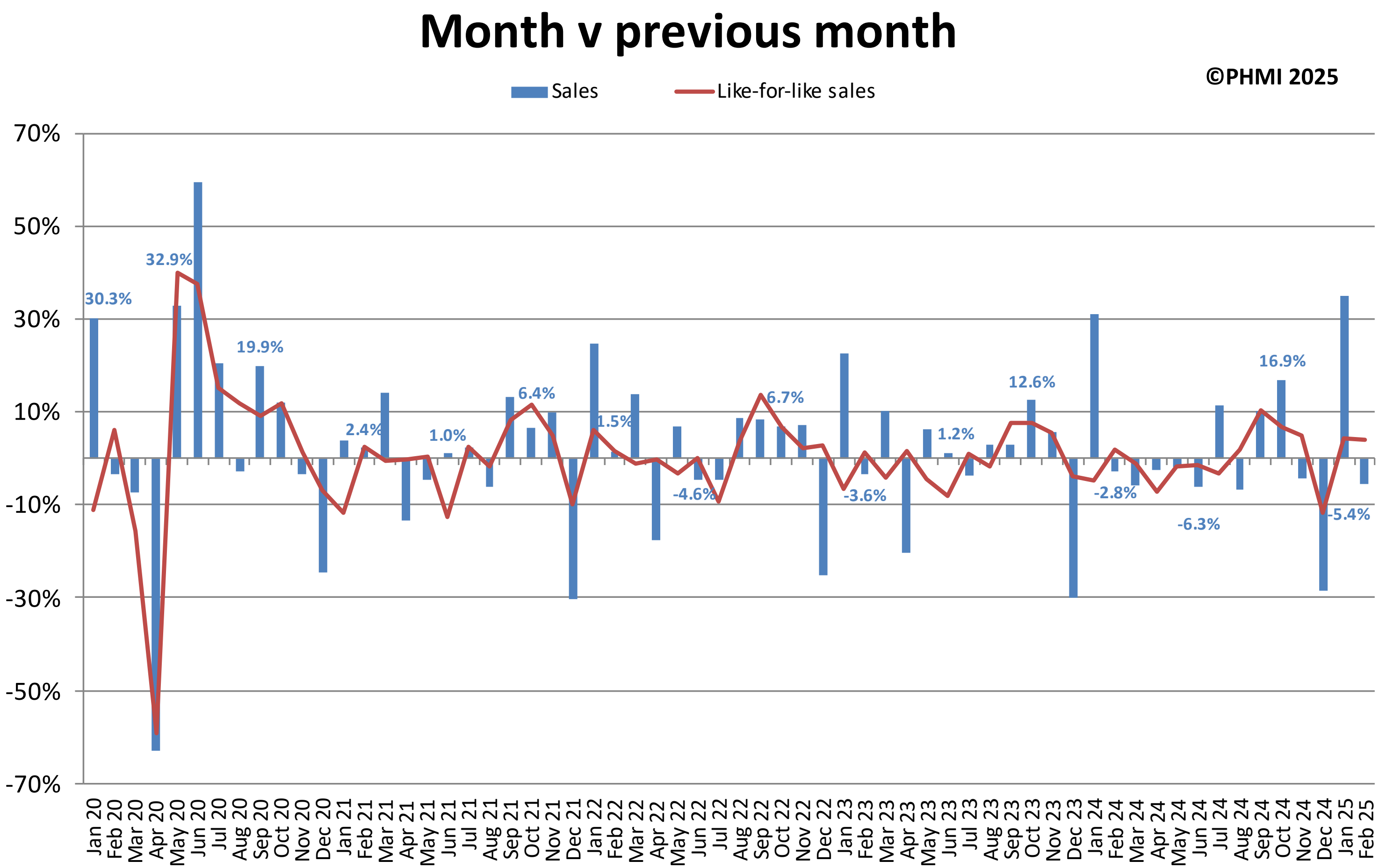
Volume sales increased by +0.6% and prices were down by -1.7%.

Latest month v previous month

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

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

Plumbing & Heating Merchant Index



NIQ GfK

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

February's value sales were -5.4% down on January's.

Volume sales were -6.8% lower but prices were up +1.5%.

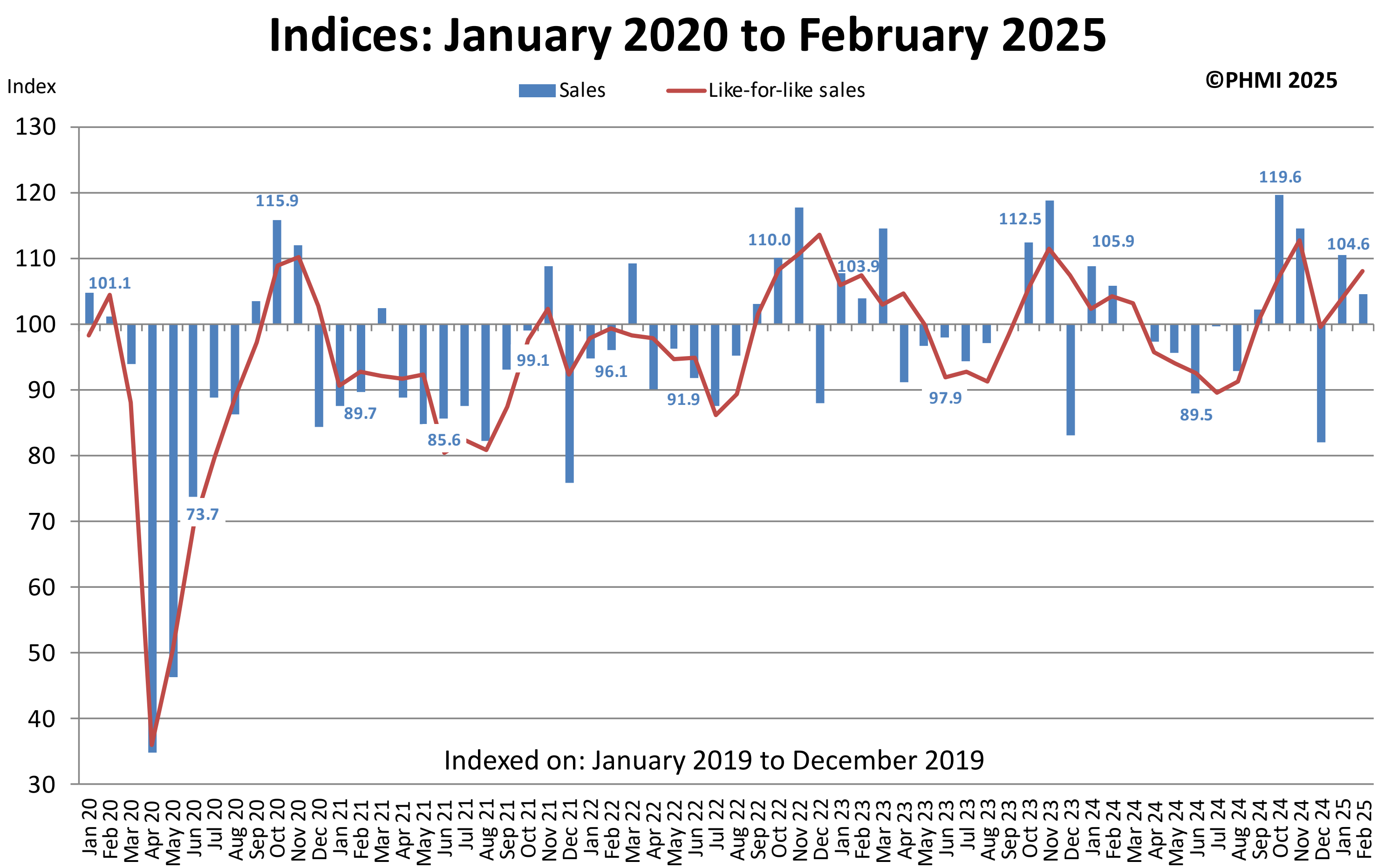
*Some merchants temporarily closed branches between March and May 2020 which will have affected trading day comparisons.

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



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

January's PHMI index was 104.6.

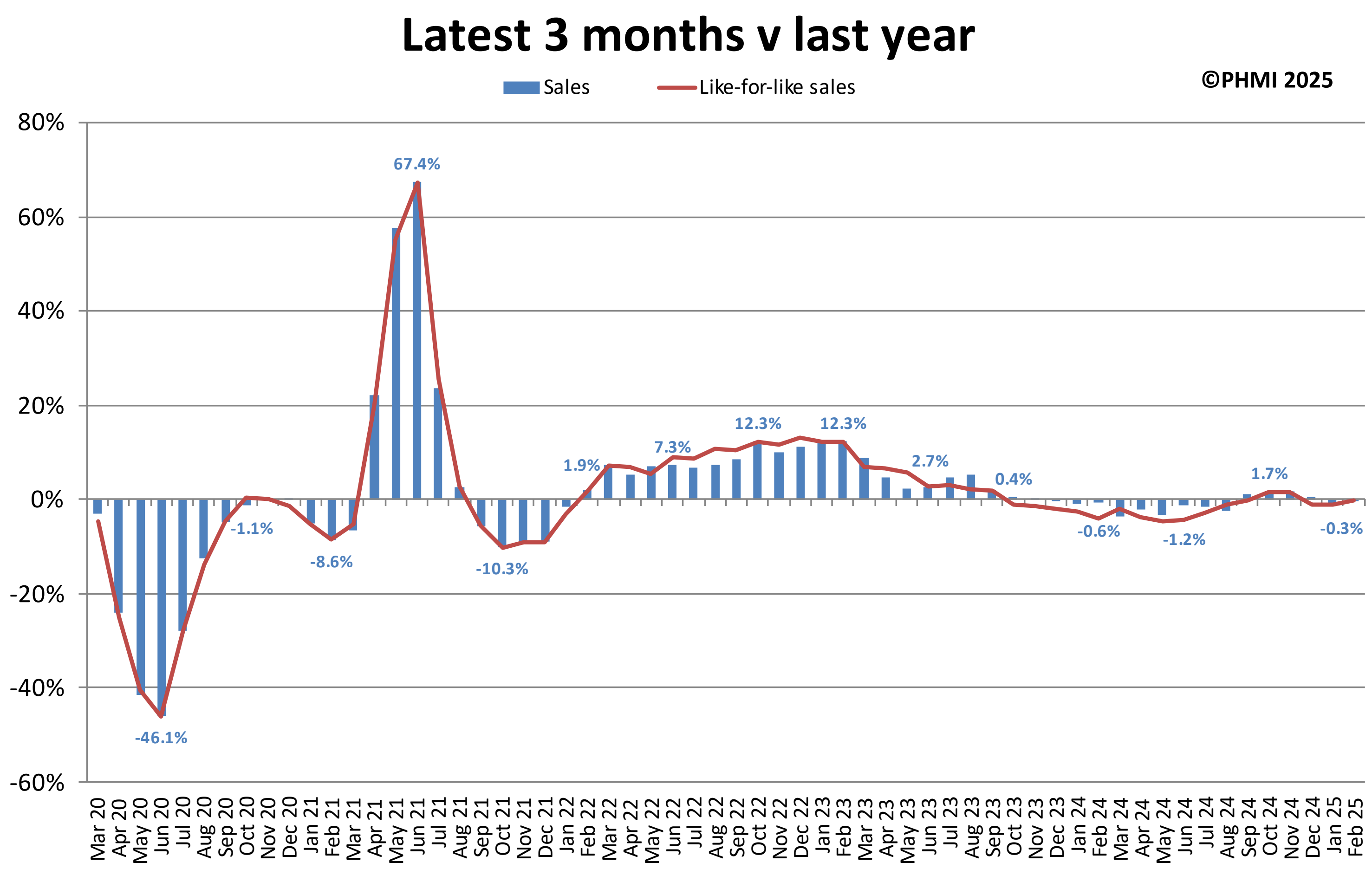
*Some merchants temporarily closed branches between March and May 2020 which will have affected trading day comparisons.

Latest 3 months v last year

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

Plumbing & Heating Merchant Index

There was no difference in trading days in the most recent period v last year (59).*
Like-for-like sales take trading day differences into account.



NIQ GfK

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

Value sales in the three months December 2024 to February 2025 were -0.3% down compared to the same period last year.

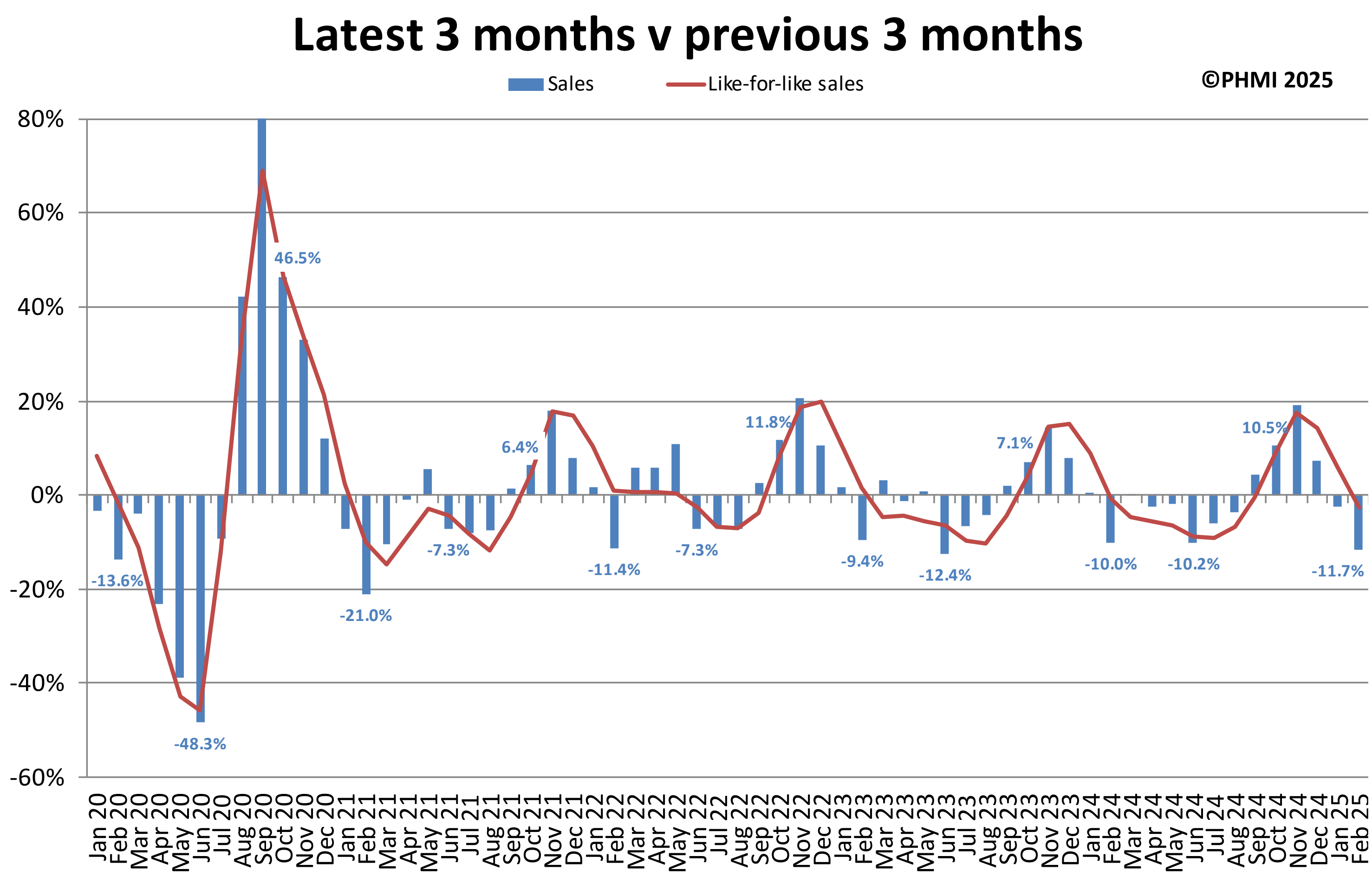
Volume sales were up +4.8% but prices were -4.8% lower.

*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

59 trading days in the most recent period v 65 trading days last period.*
Like-for-like sales take trading day differences into account.



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

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

Value sales in the three months December 2024 to February 2025 were -11.7% lower compared to the previous three months, September 2024 to November 2024.

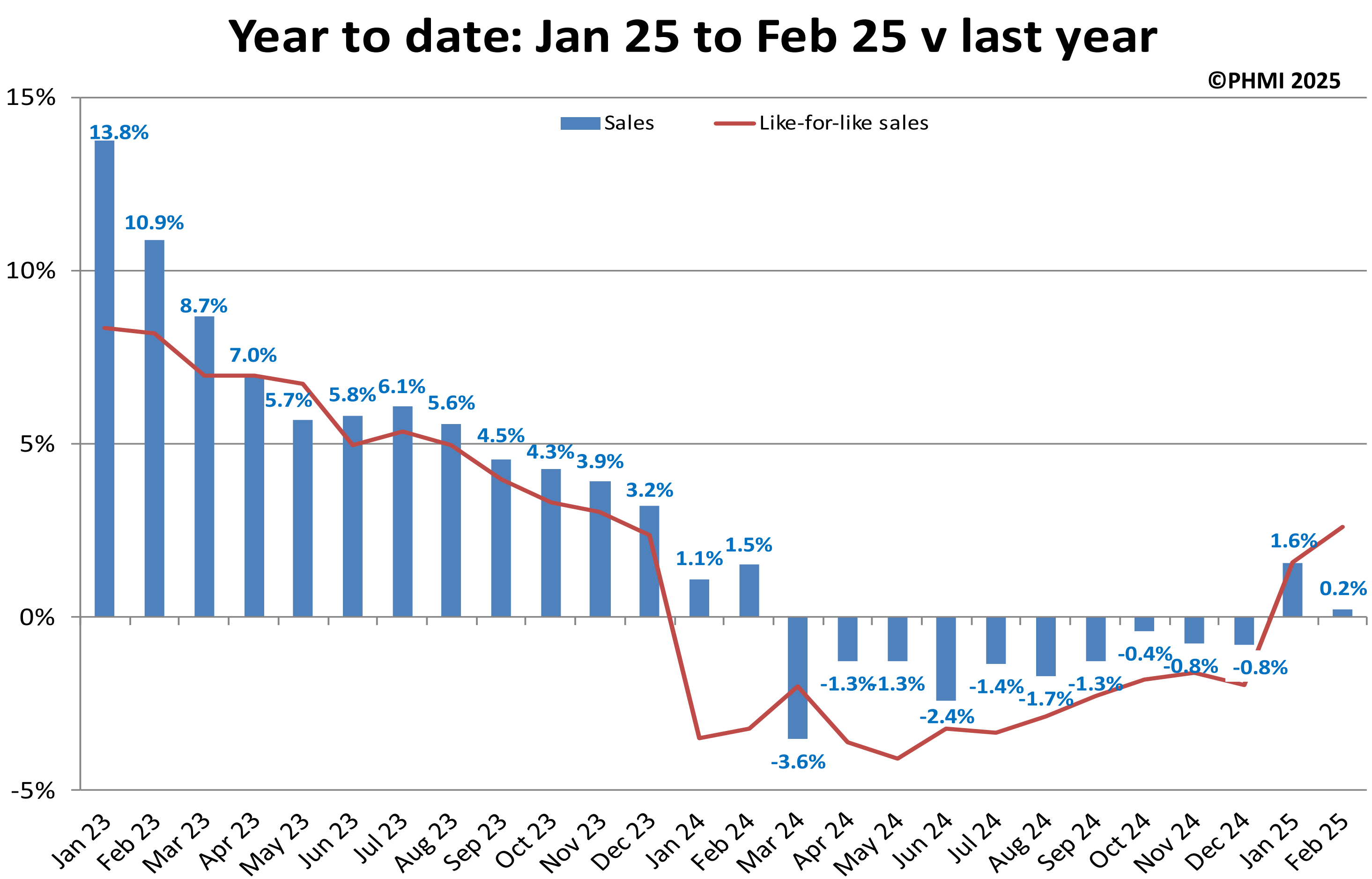
Volume sales were -14.1% lower and prices were up +2.9%.

Year-to-date v last year

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

42 trading days this year v 43 trading days last year.
Like-for-like sales take trading day differences into account

Plumbing & Heating Merchant Index



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

Total value sales in January 2025 to February 2025 were up +0.2% on January 2024 to February 2024.

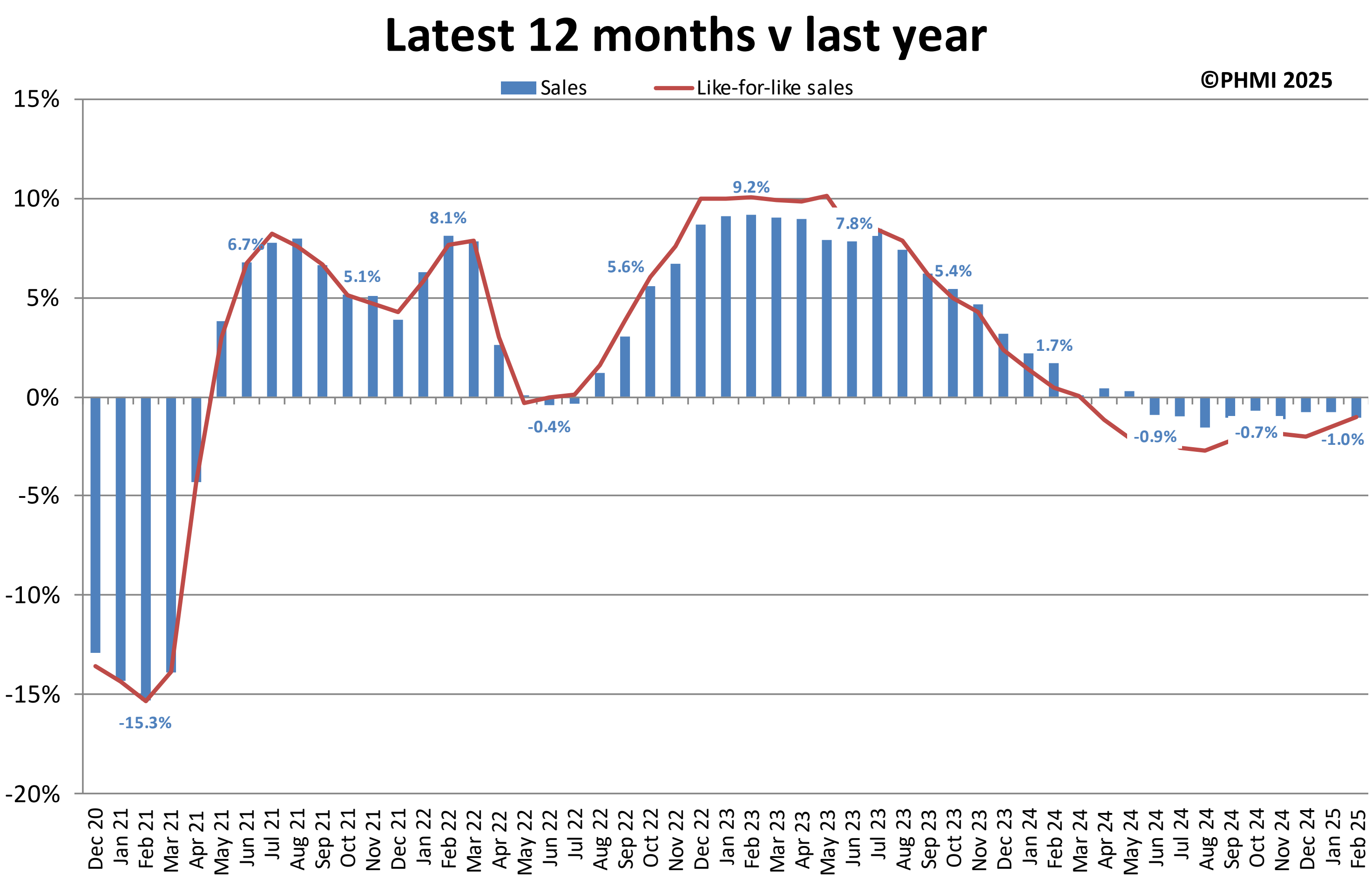
Volume sales were up +3.9% but prices were -3.5% lower.

Latest 12 months v last year

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

There was no difference in trading days (250).
Like-for-like sales take trading day differences into account

Plumbing & Heating Merchant Index



NIQ GfK

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

Total value sales in the last 12 months were -1.0% down compared to March 2023 to February 2024.

Volume sales were up +3.6% but prices were -4.5% lower.

PHMI Trading Days

Plumbing & Heating Merchant Index

NIQ GfK
Source: GfK's Builders Merchants Total Category Report: January 2019 to February 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**										

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

Half Year

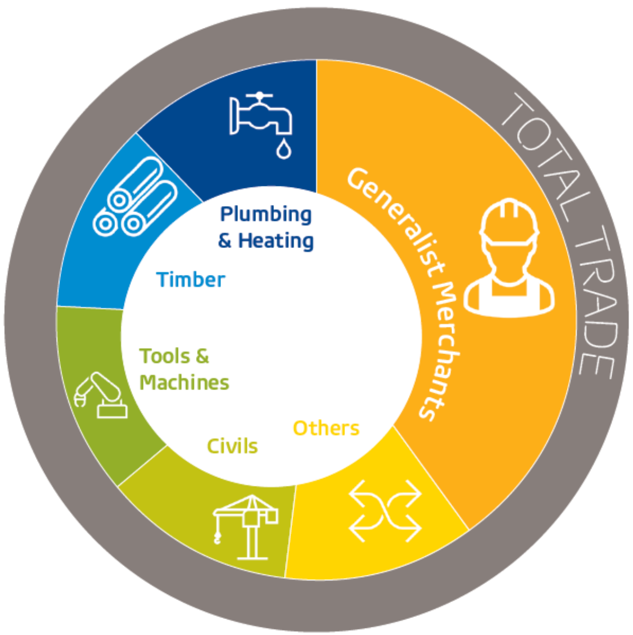
2023	
H1	H2
124	**124**
2024	
H1	H2
125	**126**
2025	
H1	H2

Full Year

2023
248
2024
251
2025

Plumbing & Heating channel definition and merchants

Plumbing & Heating Merchant Index



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 GfK

Merchant partners include:

City Plumbing Supplies

PTS Plumbing Trade Supplies

Wolseley

Plumbfix

Williams & Co

James Hargreaves Plumbing Depot

Building the Industry & Building Brands from Knowledge

Plumbing & Heating Merchant Index

BMF
Excellence in building materials supply

mra research
Market insight & strategy

NIQ GfK

GfK
Powerful, accurate, continuous insights

MRA
Experienced industry experts

BMF
The voice of the industry

Contacting PHMI

Plumbing & Heating Merchant Index

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

MD – MRA Research

mike@mra-research.co.uk

+44 (0) 1453 521621

More data available

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Emile van der Ryst

Senior Client Insight Manager - Trade

emile.vanderryst@nielseniq.com

+44 (0) 20 7890 9615

Contact us

For further information

Emile van der Ryst

Senior Client Insight Manager - Trade

emile.vanderryst@nielseniq.com

+44 (0) 20 7890 9615

Thomas Lowe

Industry Analyst / Economist

thomas.lowe@bmf.org.uk

+44 (0) 24 7685 4994

Mike Rigby

MD – MRA Research

mike@mra-research.co.uk

+44 (0) 1453 521621