# "building excellence in materials supply"



Monthly report for November 2019

# Building the Industry & Building Brands from Knowledge





# GfK Powerful, accurate, continuous insights MRA Experienced industry experts BMF The voice of the industry



Best use of Research & Insight

## Contents - 1

### Click links below to visit pages



Click links to visit pages:	Page
Introduction	<u>5</u>
<u>Overview</u>	<u>6</u>
BMBI Expert Panel	<u>7-8</u>
Monthly data:	
Monthly index chart, unadjusted and adjusted for trading day differences	<u>9</u>
November index chart, by category	<u>10</u>
Monthly year-on-year chart, unadjusted and adjusted for trading day differences	<u>11</u>
November year-on-year sales index chart, by category	<u>12</u>
November year-on-year average sales a day index chart, by category	<u>13</u>
November v October sales index chart, by category	<u>14</u>
November v October average sales a day index chart, by category	<u>15</u>
Monthly BMBI indices, by category	<u>16</u>
Quarterly data:	
Quarterly BMBI indices, by category	<u>17</u>
Quarter 3 index chart, unadjusted and adjusted for trading day differences	<u>18</u>
Quarter 3 index chart, by category	<u>19</u>
Quarterly indices, by category	20-22
Quarter 3 year-on-year chart, unadjusted and adjusted for trading day differences	<u>23</u>
Quarter 3 year-on-year sales index chart, by category	<u>24</u>
Quarter 3 year-on-year average sales a day index chart	<u>25</u>
Quarter 3 v Quarter 2 sales index chart, by category	<u>26</u>
Quarter 3 v Quarter 2 average sales a day index chart, by category	<u>27</u>

Click links on this page and overleaf to visit pages. The 'Contents' link in the footer brings you back to this page.

Continued over the page...

## Contents - 2

### Continued: click links below to visit pages



Click links to visit pages:	Page
Full Year data:	
Rolling 12 months compared with previous 12 months chart, by	28
category	<u>20</u>
Rolling 12 months compared with previous 12 months chart,	29
average sales a day by category	
Year to Date compared same period last year chart, by category	<u>30</u>
Year to Date compared same period last year chart, by category	<u>31</u>
Monthly Category Charts:	
<u>Timber &amp; Joinery Products</u>	<u>32</u>
Heavy Building Materials	<u>32</u>
Decorating	<u>33</u>
<u>Tools</u>	<u>33</u>
Workwear & Safetywear	<u>34</u>
Ironmongery	<u>34</u>
Landscaping	<u>35</u>
Plumbing Heating & Electrical	<u>35</u>
Renewables & Water Saving	<u>36</u>
Kitchens & Bathrooms	<u>36</u>
Miscellaneous	<u>37</u>
<u>Services</u>	<u>37</u>
Trading days	<u>38</u>
Methodology	<u>39 – 41</u>
BMF Sales Forecast report	<u>42</u>
Contacts	<u>43</u>

Quarterly reports contain additional analysis, macroeconomic factors and expert comments. Click the images below to read or download the Q3 report.



# Introduction



This Builders Merchant Building Index (BMBI) report contains data from GfK's ground-breaking Builders Merchants Panel, which analyses data from over 80% of generalist builders' merchants' sales throughout Great Britain. GfK's Builders Merchant Point of Sale Tracking Data sets 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 merchants to builders and other trades. It's therefore a very good proxy for housing RMI.

BMBI trend data is indexed on the 12 month period July 2014 to June 2015. The monthly series tracks what is happening in the market month by month and includes an in-depth review every quarter. This trend series gives the industry access to far more accurate and comprehensive insights than that available to other construction sectors. BMBI data is highlighted by the Department for Business, Energy & Industrial Strategy in its monthly construction update, alongside the ONS, CPA, Experian, IHS Markit and the Bank of England.

MRA Marketing produces the Builders Merchant Building Index, a brand of the BMF, to communicate to the wider market as the voice of the industry as well as the voice of individual Expert Brands: The Crystal Group, Keylite Roof Windows, Timbmet, Alumasc Water Management Solutions, Hanson Cement, IKO PLC, Keystone Lintels, Knauf Insulation, Encon Insulation, Ibstock, Talasey Group, Heatrae Sadia, Dulux Trade and Lakes, who provide valuable commentary on market trends and influences.

#### **Further recognition for BMBI**

One of the aims of BMBI is to reach across and beyond construction. It's now syndicated to a growing number of trade magazines in different sectors on a regular basis. Outside the industry, economists, banks, consultancies, investment bodies and the big accountants regularly refer to it and BMBI is referenced alongside the Office for National Statistics (ONS) data in the Government Department for Business, Energy and Industrial Strategy (BEIS) monthly construction update. From time to time, news outlets, including the BBC will contact BMBI Experts and MRA for commentary on the industry.

#### More data available

This BMBI report provides valuable top-level indices but there's considerably more data available. GfK insights go much deeper and include sales value data. GfK 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 also produce robust like-for-like market comparability tailored to the requirements of an individual business. As more merchants join to submit their monthly sales-out data the quality of this information can only become more extensive and rigorous. Merchants or suppliers who are interested in acquiring data or getting involved should contact Emile van der Ryst at emile.van-der-ryst@gfk.com.

### Overview

#### November merchant sales show pre-election dip

The short trading day month of November saw subdued sales for merchants with the lowest total sales in 10 months.

#### Year-on-Year

Total Builders' Merchant sales in November were down 7.4% compared with the same month in 2018. On one less trading day, average sales a day were 3% down. The best performing sectors in November were Renewables & Water Saving (+5.3%) and Workwear & Safetywear (+3.7%). As average sales a day, Renewables & Water Saving were up 10.3%, Workwear & Safetywear up 8.6%.

Tools (-12.7%), Timber & Joinery (-9.6%), Ironmongery (-8.0%), Heavy Building Materials (-7.9%) and Landscaping (-7.4%) were particularly affected, although a little less dramatically on a sales a day basis (8.5%, -5.3%, -3.6%, -3.5% and -3.0% respectively).

#### Month-on-Month

Compared with the previous month, October 2019, November's sales were 10.0% down. However, when adjusted for two less trading days in November, sales were down 1.4%.

All product categories were down month-on-month, including Heavy Building Materials (-10.9%), Timber & Joinery (-10.0%) and Ironmongery (-9.8%). Adjusted for trading days, the strongest performing sectors were Workwear & Safetywear (+9.3%) and Kitchens & Bathrooms (+8.0%).

#### Other periods

Sales in the 12 months December 2018 to November 2019 were down 0.2% on the same period last year. However, adjusting for one less trading day year-to-date sales are slightly ahead at 0.2%.

#### Index

November's BMBI index was 113.4, with Plumbing, Heating & Electrical the highest at 134.6.

Total Builders'
Merchant sales in
November were
down 7.4%
compared with the
same month in 2018.
Average sales a day
were down 3%.

# The Expert Panel Speaking for their markets - 1



The Builders Merchant Building Index (BMBI) includes a growing panel of industry Experts. In each quarterly report they comment on the market, with a particular focus on the story behind the trends. Experts are leading brands, or brands aspiring to become leaders, who are the voice of their markets.

The Q3 2019 report, which includes commentary from our experts is available here

#### **Meet the Builders Merchant Building Index Experts:**



**Kevin Morgan Group Commercial Director** The Crystal Group

**Expert for PVC-U Windows & Doors** 

**Expert for Civils, Metal Rainwater &** John Coe Drainage Commercial Director Alumasc Water Management Systems



Read latest Comment: Q3 2019 Report



ALUMASO



John Duffin Managing Director **Keylite Roof Windows** 

**Expert for Roof Windows** 



**Andrew Simpson** Packed Products Director Hanson Cement



**Expert for Cement & Aggregates** 

Read latest Comment: Q3 2019 Report



Read latest Comment: Q3 2019 Report



Read latest Comment: Q3 2019 Report

**Expert for Roofing Products** 



**Nigel Cox** Managing Director Timbmet

**Expert for Timber & Panel Products** 



Paul Owen Commercial Director Distribution IKO PLC



Read latest Comment: Q3 2019 Report



Read latest Comment: Q3 2019 Report

# The Expert Panel Speaking for their markets - 2





**Derrick McFarland** Managing Director **Keystone Lintels** 

**Expert for Steel Lintels** 

Simon Taylor Director of Sales – Builders Merchants Ibstock

**Expert for Bricks** 

Kevstone

Read latest Comment: Q3 2019 Report



Read latest Comment: Q3 2019 Report



**Neil Hargreaves** Managing Director **Knauf Insulation** 

**Expert for Mineral Wool Insulation** 



Jeff House **Expert for Water Heating** Head of External Affairs Baxi Heating UK (incorporating Heatrae Sadia)



Read latest Comment: Q3 2019 Report



Read latest Comment: Q3 2019 Report



Mike Beard Merchant Development Director Encon Insulation



**Expert for Insulation Products -**Distribution

Read latest Comment: Q3 2019 Report

**Expert for Paint** 



Malcolm Gough **Group Sales & Marketing** Director **Talasey Group** 



**Expert for Natural Stone** Landscaping Products, **Vitrified Paving & Artificial Grass** 





Paul Roughan Trade Merchants Sales Director Dulux Trade



Read latest Comment: Q3 2019 Report



Mike Tattam Sales & Marketing Director Lakes



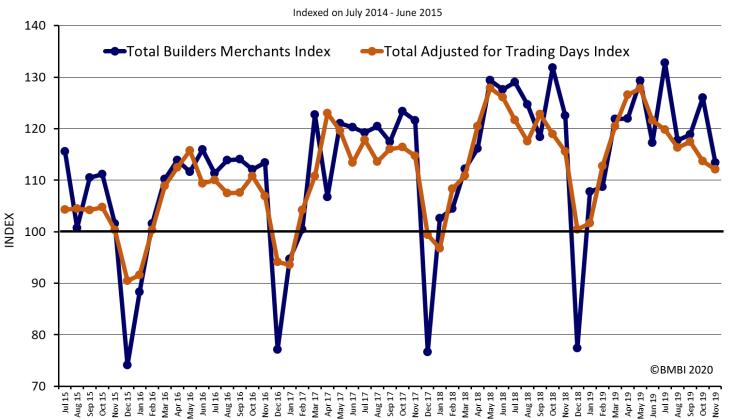
**Expert for Shower Enclosures and** Showering

Read latest Comment: Q3 2019 Report

# Monthly: Index Adjusted and unadjusted for trading days



#### Total Builders Merchants Index v Total Adjusted for Trading Days Index



For number of trading days, see <a href="here">here</a>



# Monthly: Index and Categories November 2018\* – November 2019



(Indexed on monthly average, July 2014 - June 2015)

		2018	2019										
MONTHLY SALES VALUE INDEX	Index	Dec	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep	Oct	Nov
Total Builders Merchants	100	77.4	107.8	108.7	121.9	122.0	129.3	117.2	132.8	117.7	118.9	126.0	113.4
Timber & Joinery Products	100	79.9	114.7	112.2	123.3	122.3	127.9	118.3	130.9	117.0	119.3	127.4	114.7
Heavy Building Materials	100	75.6	106.6	108.1	121.2	121.1	129.2	116.2	132.5	117.3	119.1	125.9	112.2
Decorating	100	78.9	104.7	103.4	114.8	109.7	115.1	108.1	124.2	113.2	112.5	122.1	113.1
Tools	100	73.0	100.3	99.8	108.8	99.5	104.5	96.7	106.7	97.3	100.0	111.8	102.8
Workwear & Safetywear	100	79.9	111.5	96.8	101.5	95.5	100.1	99.3	108.8	95.5	110.9	134.6	134.3
Ironmongery	100	84.5	120.8	115.5	125.2	122.5	127.6	117.7	133.1	120.6	120.7	131.9	118.9
Landscaping	100	64.0	87.1	98.2	131.6	154.5	171.1	146.6	165.4	136.7	125.3	119.1	98.2
Plumbing, Heating & Electrical	100	96.9	130.8	125.7	131.2	117.6	120.2	109.7	123.8	111.8	124.6	141.5	134.6
Renewables & Water Saving	100	45.8	69.3	65.7	78.5	64.5	61.4	73.1	76.1	78.0	76.0	74.6	72.2
Kitchens & Bathrooms	100	81.2	109.5	115.3	122.8	115.2	116.5	112.7	129.2	116.4	118.5	127.6	125.8
Miscellaneous	100	85.1	122.7	111.6	115.1	113.6	122.5	113.7	135.8	118.5	128.0	131.6	121.1
Services	100	79.9	94.5	99.7	110.0	113.6	121.8	106.4	125.6	116.0	113.2	122.6	112.9

<sup>\*</sup>Click the web link below to see the complete series of indices from July 2015.

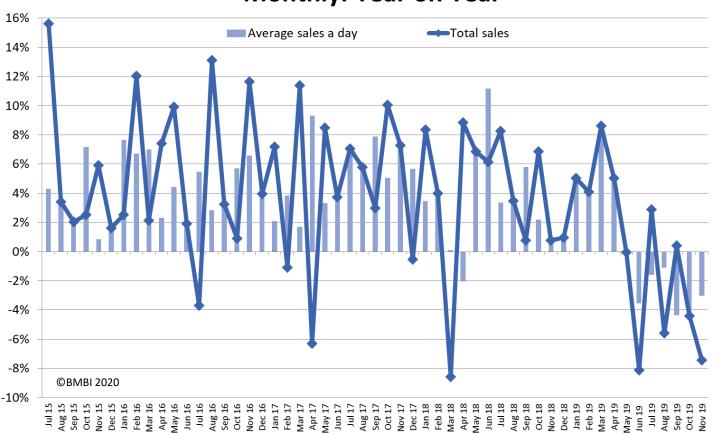




# Monthly: Sales Indices Adjusted and unadjusted for trading days



**Monthly: Year on Year** 



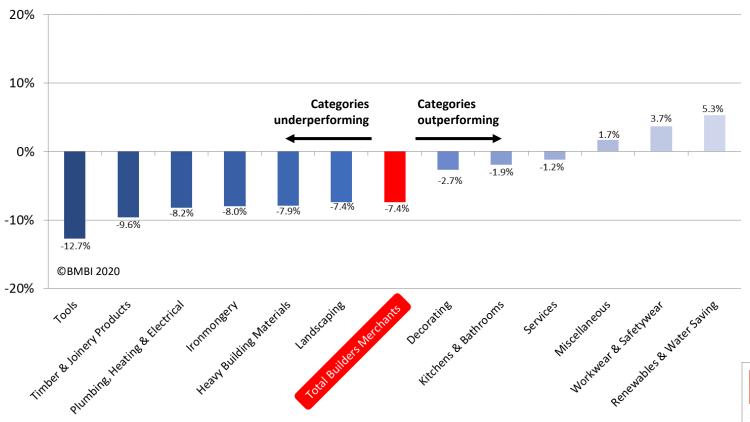
For number of trading days, see <a href="here">here</a>



# Monthly: This Year v Last Year November 2019 sales indices



#### November 2019 index v November 2018 index

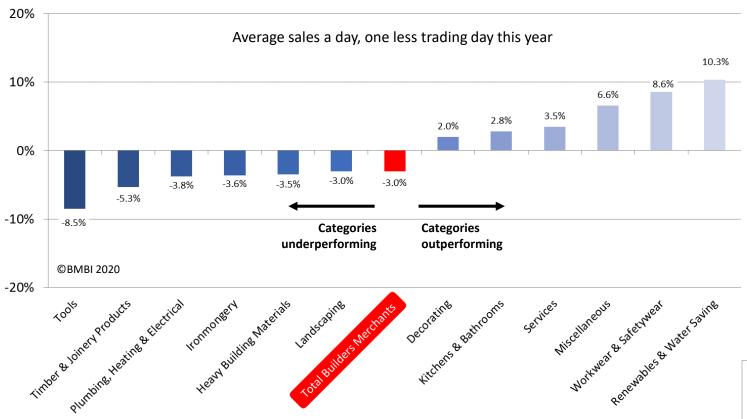




# Monthly: This Year v Last Year November 2019 average sales a day indices



#### November 2019 index v November 2018 index



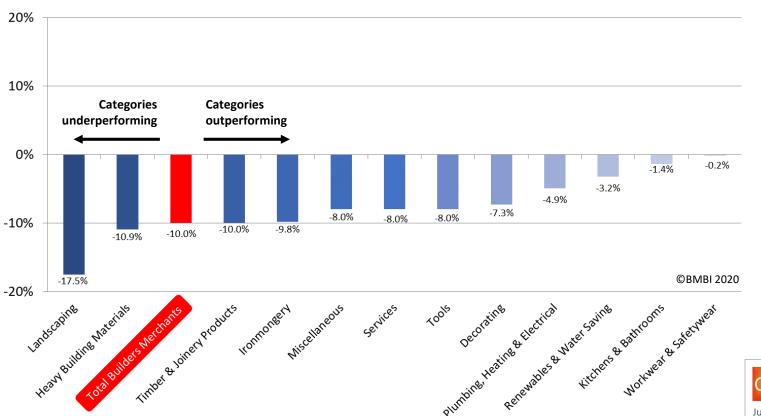


# Monthly: This Month v Last Month

## November 2019 sales indices



#### November 2019 index v October 2019 index





# Monthly: This Month v Last Month

November 2019

average sales a day indices



#### November 2019 index v October 2019 index

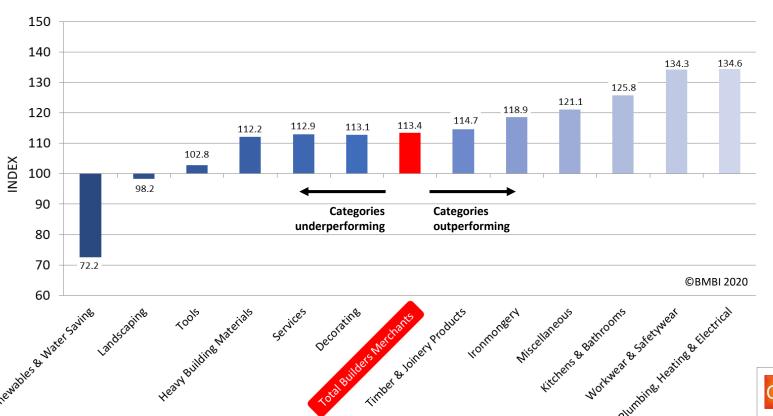




# Monthly: Index and Categories November 2019 index



#### **November 2019 Index**





Quarter 3 2018\* to Quarter 3 2019

(Indexed on July 2014 to June 2015)



QUARTERLY SALES VALUE INDEX	Index	Q3 2018	Q4 2018	Q1 2019	Q2 2019	Q3 2019
Total Builders Merchants	100	124.0	110.6	112.7	122.9	123.1
Timber & Joinery Products	100	128.3	114.7	116.7	122.8	122.4
Heavy Building Materials	100	123.5	109.9	112.0	122.2	123.0
Decorating	100	116.5	106.5	107.5	111.0	116.6
Tools	100	110.1	104.7	103.0	100.2	101.4
Workwear & Safetywear	100	100.6	110.9	103.2	98.3	105.0
Ironmongery	100	123.7	115.8	120.5	122.6	124.8
Landscaping	100	140.6	98.7	105.6	157.4	142.5
Plumbing, Heating & Electrical	100	117.2	128.1	129.2	115.8	120.1
Renewables & Water Saving	100	68.7	63.6	71.2	66.3	76.7
Kitchens & Bathrooms	100	117.6	110.6	115.9	114.8	121.4
Miscellaneous	100	112.4	110.1	116.5	116.6	127.4
Services	100	116.1	106.4	98.8	113.9	118.3

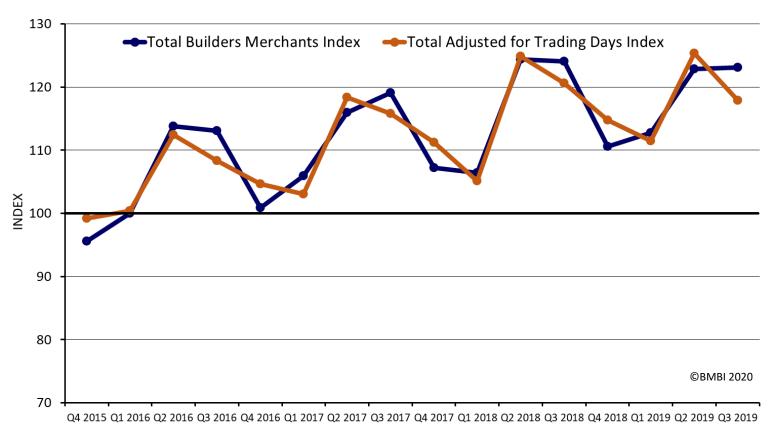
<sup>\*</sup>Click the web link below to see the complete series of quarterly indices from Q2, 2015.



# **Quarterly**: Index

### Adjusted and unadjusted for trading days



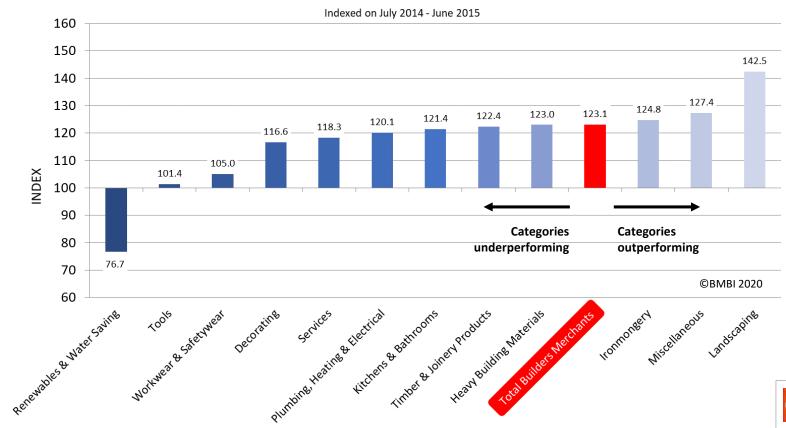




Q3 2019 index



### **Quarter 3 2019**



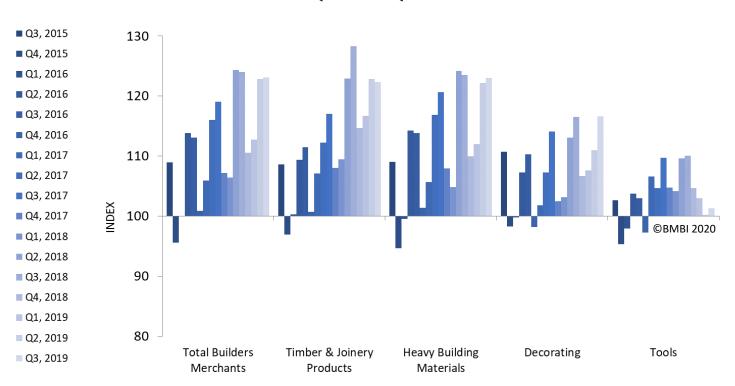


**Quarterly indices** 



### **Quarterly Indices**

Q3 2015 to Q3 2019



Source: GfK's
Builders Merchants
Total Category Report
July 2015 to September 2019

Indexed on July 2014 to June 2015

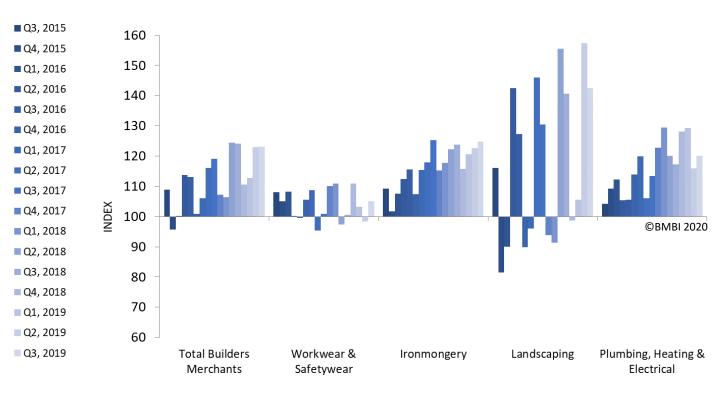


**Quarterly indices** 



### **Quarterly Indices**

Q3 2015 to Q3 2019



Source: GfK's
Builders Merchants
Total Category Report
July 2015 to September 2019

Indexed on July 2014 to June 2015

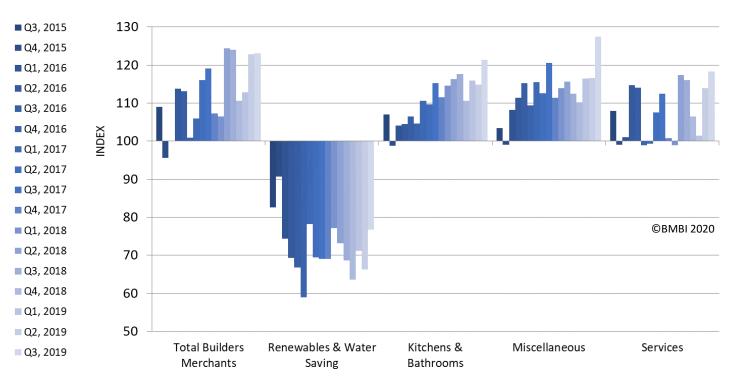


**Quarterly indices** 



### **Quarterly Indices**

Q3 2015 to Q3 2019





Indexed on July 2014 to June 2015

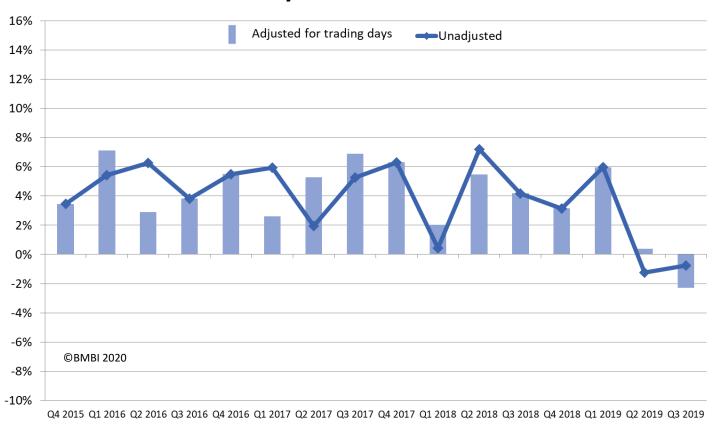


# **Quarterly**: Sales Indices

Adjusted and unadjusted for trading days



#### **Quarterly Indices: Year on Year**



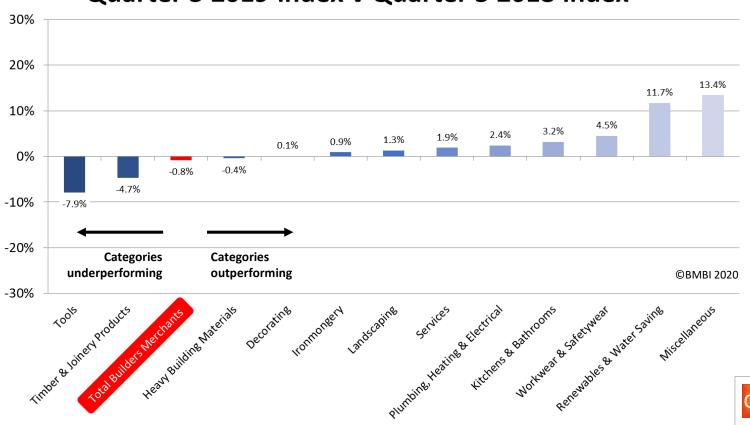


# **Quarterly**: This Year v Last Year

Q3 2019 sales indices



### Quarter 3 2019 index v Quarter 3 2018 index



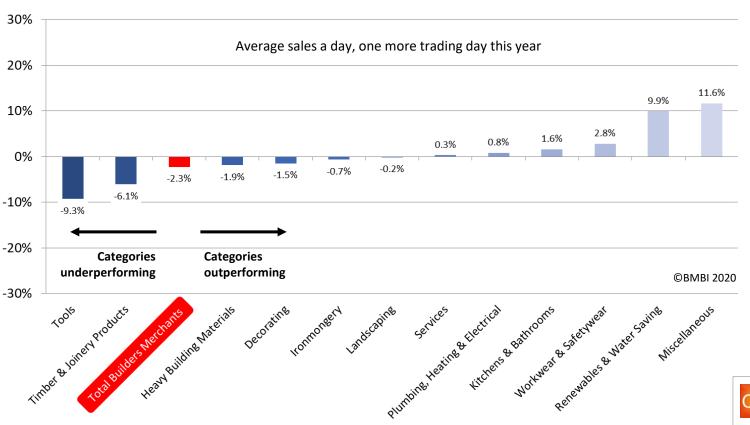


# **Quarterly**: This Year v Last Year

Q3 2019 average sales a day indices



#### Quarter 3 2019 index v Quarter 3 2018 index



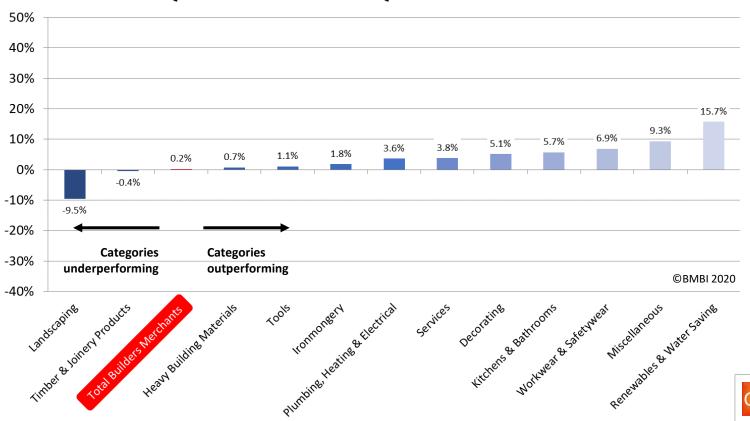


# **Quarterly**: Quarter on Quarter

Q3 2019 sales indices



#### **Quarter 3 2019 v Quarter 2 2019**



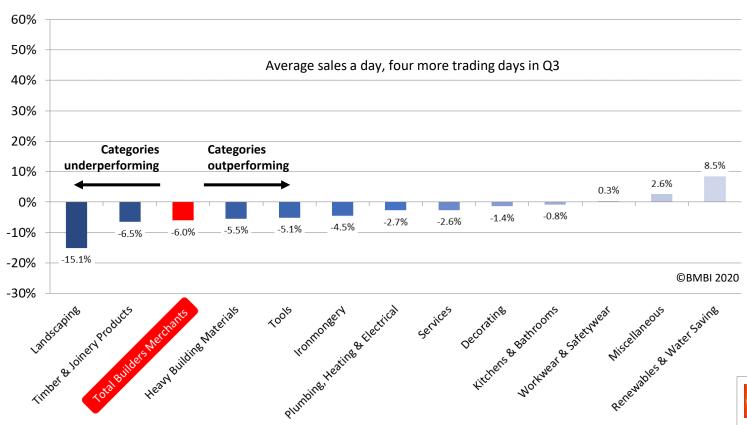


# **Quarterly**: Quarter on Quarter

Q3 2019 average sales a day indices



### **Quarter 3 2019 v Quarter 2 2019**



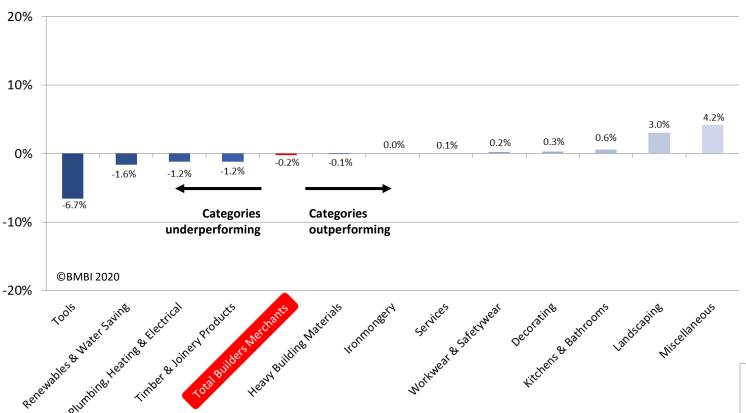


## Last 12 Months: Year on Year

Rolling 12 months sales indices



#### 12 months Dec 18 to Nov 19 v 12 months Dec 17 to Nov 18





# Last 12 Months: Year on Year

Rolling 12 months average sales a day indices



#### 12 months Dec 18 to Nov 19 v 12 months Dec 17 to Nov 18



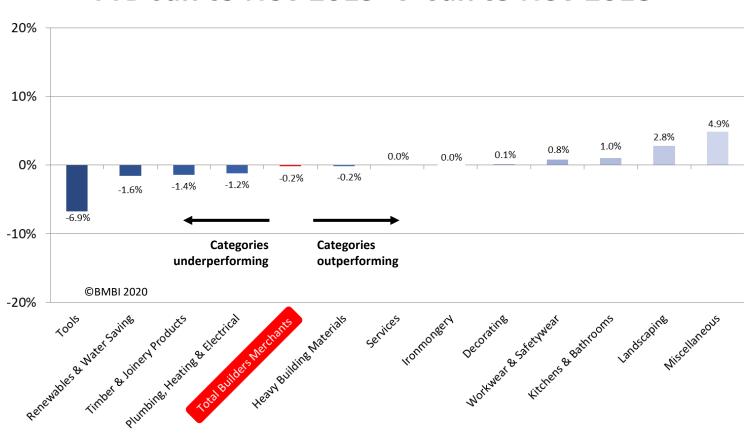


## **Year to Date:** Year on Year

January to November



#### YTD Jan to Nov 2019 -v- Jan to Nov 2018



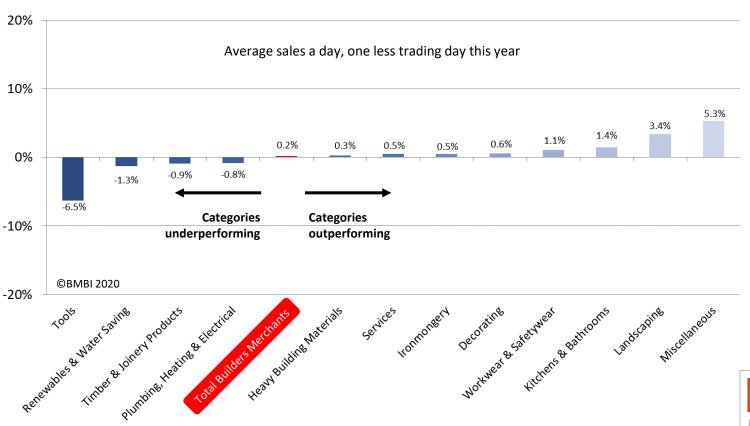


## **Year to Date:** Year on Year

January to November average sales a day



#### YTD Jan to Nov 2019 -v- Jan to Nov 2018

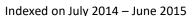




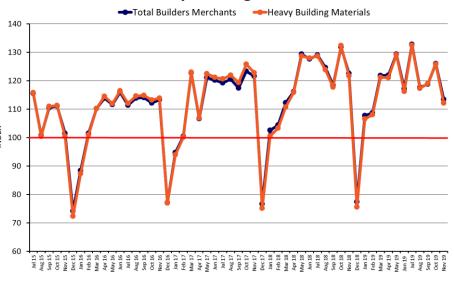


#### **Timber & Joinery Products** ◆Total Builders Merchants

### Timber & Joinery Products 140 130 120 110 INDEX INDEX 90 80 70



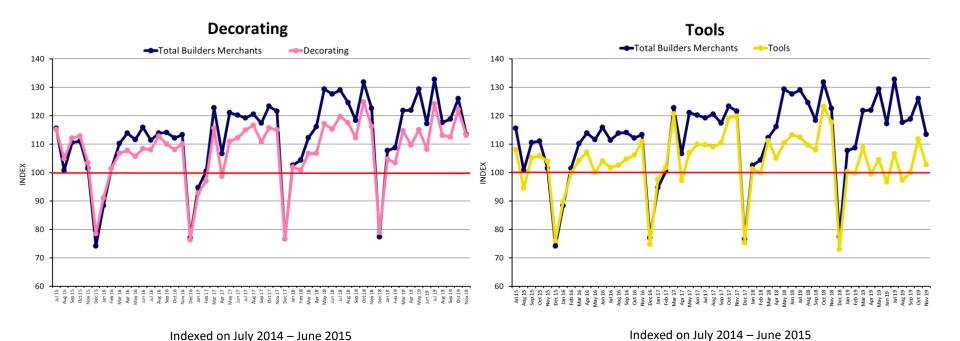
#### **Heavy Building Materials**



Indexed on July 2014 – June 2015

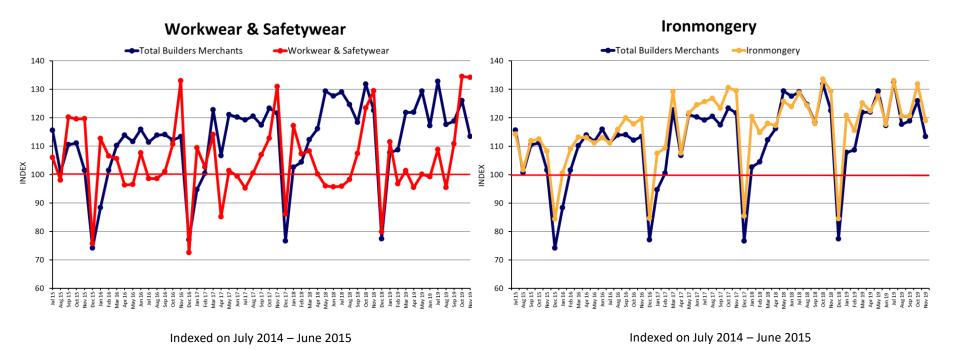








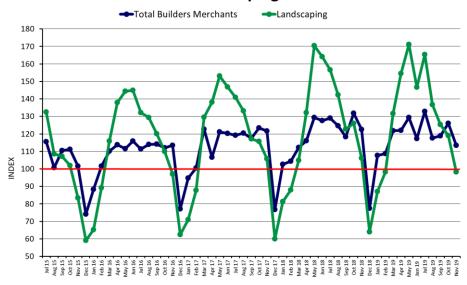




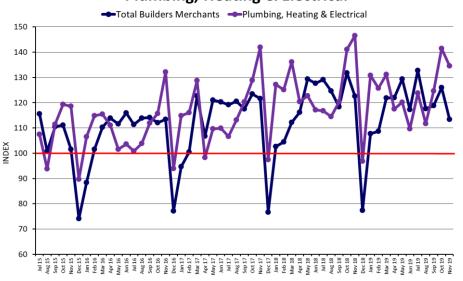




#### Landscaping



#### Plumbing, Heating & Electrical



Indexed on July 2014 – June 2015

Indexed on July 2014 - June 2015

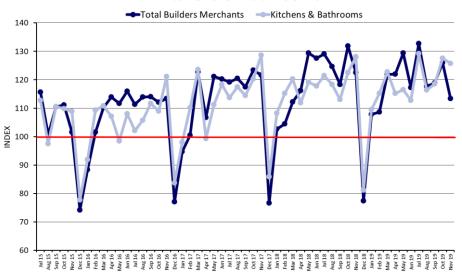




#### Renewables & Water Saving

#### 

#### Kitchens & Bathrooms

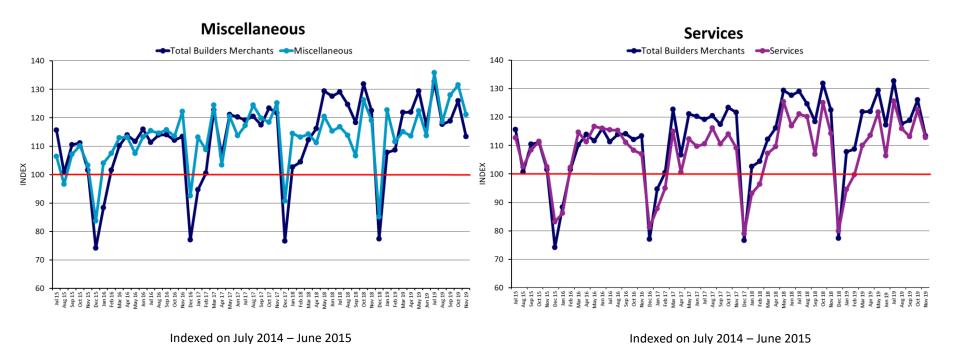


Indexed on July 2014 – June 2015

Indexed on July 2014 – June 2015







# **Trading Days**



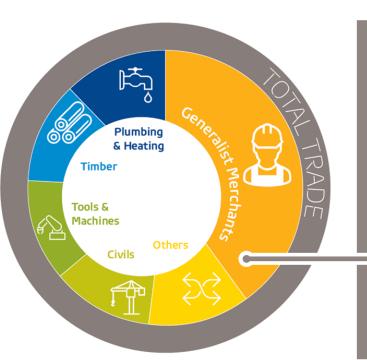
Month Index:												Quarterly Index: 62.4				Half Year Index: 125		Full Year Index: 250
2015												2015						
						Jul	Aug	Sep	Oct	Nov	Dec				Q4			
						22	20	22	22	21	17				60			
2016												2016				2016		2016
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Q1	Q2	Q3	Q4	H1	H2	250
20	21	21	21	20	22	21	22	22	21	22	17	62	63	65	60	125	125	250
2017												2017				2017		2017
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Q1	Q2	Q3	Q4	H1	H2	249
21	20	23	18	21	22	21	22	21	22	22	16	64	61	64	60	125	124	249
2018												2018				2018		2018
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Q1	Q2	Q3	Q4	H1	H2	250
22	20	21	20	21	21	22	22	20	23	22	16	63	62	64	61	125	125	250
2019												2019				2019		2019
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov		Q1	Q2	Q3		H1	H2	
22	20	21	20	21	20	23	21	21	23	21		63	61	65		124		



# GfK's Panel Generalist Builders Merchant Panel (GBM's)

# GFK

#### The Multiple Generalist Builders Merchants Channel



#### **Generalist Builders Merchants**

Builder Merchants handle an extended range of building materials and components (e.g. doors, windows, interior furnishing materials, insulation materials, tiles, cement, mortar, adhesives, sealants, nails, hardware products, pipes, ironware, paint) and generate their turnover with professional end users.

Multiple merchants are those defined as having more than 3 outlets or a turnover of greater than £3m p.a.

#### **Examples include:**





















© GfK

# GfK Insights Methodology









### **GfK Insights** Methodology









GfK collect live sales-out data from our panel of merchant partners.

We add value to that data through the application of each sold product's unique technical features. We compare like-for-like products and categories from like-for-like merchants and aggregate this within our reports.

Our international methodology is based on robust scientific principles and delivers continuous, reliable information that can be applied to your business requirements.

# GfK's Product Categories

# Reports cover category headline values & in-depth, brand-level insights

@theBMBI

#### Headline values available

#### **Timber & Joinery Products**

Timber Sheet Materials Cladding Flooring & Flooring Accessories Mouldings Stairs & Stairparts Window & Frames

#### **Heavy Building Materials**

Doors/Door Frames

Bricks Blocks & Damp Proofing Drainage/Civils/Guttering Lintels Cement/Aggregate/Cement Accs Concrete Mix/Products Plasters Plasterboards and Accessories Roofing Products Insulation Cement Mixers/Mixing Buckets Products

Other Heavy Building Equipment/Material

#### Decorating

**Builders Metalwork** 

Paint/Woodcare Paint Brushes Rollers & Pads Adhesives/Sealants/Fillers Tiles And Tiling Accessories **Decoration Preparation & Decorating Sundries** Wall Coverings

#### Tools

Hand Tools Power Tools Power Tool Accessories Ladders & Access Equipment

#### Workwear And Safetywear

Clothing Safety Equipment

#### Ironmongery

Fixings And Fastenings Security Other Ironmongery

#### Landscaping

Garden Walling/Paving Driveways/Block Paving/Kerbs **Decorative Aggregates** Fencing And Gates Decking Other Gardening Equipment

#### Plumbing Heating & Electrical

Plumbing Equipment **Boilers Tanks & Accessories** Heating Equipment/Water Heaters/Temperature Control/Air Treatment Radiators And Accessories Electrical Equipment Lighting And Light Bulbs

#### Renewables And Water Management

Water Saving Renewables & Ventilation

#### Kitchens & Bathrooms

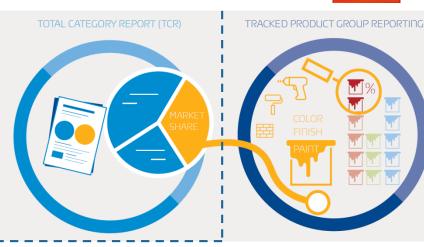
Bathroom (Including Showering) Fitted Kitchens Major Appliances

#### Miscellaneous

Cleaning/Domestic/Personal Automotive Glass Other Furniture & Shelving Other Misc

#### Services

Toolhire / Hire Services Other Services



### In-depth product group reporting

Monthly sales values, volumes, pricing analysis & distribution facts available by brand and key product features.

For insights on your product group please contact Pete Church at GfK (pete.church@gfk.com).

#### **Available categories:**

#### Heavyside

Bricks Insulation

#### Lightside

Emulsion Paints (incl. Masonry & Base)

Trim Paints

Primers/Undercoats

Woodcare

Adhesives

Sealants

Fillers/PU Foam

Tile Fixing (Adhesives/Grout)

# BMF Forecast Report Q3 2019 edition



#### **Builders Merchants Industry Forecast Report**

The BMF have released the Q3 edition of their Builders Merchants Industry Forecast.

While Builders Merchants Building Index (BMBI) data, which is provided by GfK and is based on actual sales category performance, has enabled users to see which products and regions are currently growing, the forecast report takes this one stage further to meet the industry's need for accurate forecasting.

The BMF forecast model incorporates several lead indicators to signal future events that will impact our markets.

Using BMBI data coupled with advanced modelling techniques the BMF have developed a channel specific forecasting model to show what is likely to happen in the next 12 months, making it possible for merchants and suppliers to forecast their customers' requirements more accurately.

The report is updated on a quarterly basis, with the Q3 edition available now. The forecast report can be downloaded by BMF members free of charge - once logged in - here.

Non-members can purchase the report by contacting Nyssa Patel on 024 7685 4994 or email nyssa.patel@bmf.org.uk



**Builders Merchants Industry Forecast** 2019 - 2021

Winter edition - £195

The BMF. Building your people. Building your skills. Building your business. Building your voice.

Building excellence.



# Contact us For further information







Emile van der Ryst
Senior Client Insight Manager - Trade
Emile.van-der-ryst@gfk.com

+44 (0) 20 7890 9615



Neil Frackiewicz

Head of Retail UK

Neil.frackiewicz@gfk.com

+44 (0) 20 7890 9123





Nyssa Patel
Industry Analyst / Economist
nyssa.patel@bmf.org.uk

+44 (0) 24 7685 4994





Lucia Di Stazio

Managing Director

<u>lucia@mra-marketing.com</u>

+44 (0) 1453 521621



Tom Rigby

Commercial Manager

tom@mra-marketing.com

+44 (0) 7392 081276