"building **excellence** in materials supply"

Builders Merchant Building Index

Monthly report for January 2023

(Published 22 March 2023)





Total Merchants sales in February 2022 to January 2023 were +5.3% higher than in February 2021 to January 2022, with price inflation of (+16.5%), and volume (-9.6%). With two less trading days in the most recent period, like-for-like sales were +6.2% higher. Full comment on pages 7 and 8.



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Introduction:

Builders Merchant Building Index



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.

The monthly series tracks what is happening in the market month by month and includes an in-depth review every quarter. BMBI Index data is calculated on the 12 month base period July 2014 to June 2015. This trend series gives the industry access to far more accurate and comprehensive insights than that available to other construction sectors.

Executive Summary

Short of time and just want to read the headlines? Download an Executive Summary that provides a snapshot of value sales and trends from Britain's Builders' Merchants for January 2023 here.

BMBI Expert Panel

MRA Research 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. **Meet the Experts and read their comments on pages 5 and 6 of this report or read their previous comments <u>here</u>.**

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 & Trade** monthly construction update. **Download the latest update** <u>here</u>. Department for Business, Energy & Industrial Strategy

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** <u>emile.van-der-ryst@gfk.com</u>.

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 Q4 2022 report, which includes commentary from our experts is available here

Meet the Builders Merchant Building Index Experts here and on the next page:

Expert for Drylining Systems:



British Gypsum

Gordon Parnell Sales Director British Gypsum Read latest comment: Q4 2022 Report

Expert for Bricks & Roof Tiles:



Kevin Tolson Commercial Director Wienerberger UK Read latest Comment: Q4 2022 Report

Expert for Roof Windows:



Roof Windows Jim Blanthorne Managing Director Keylite Roof Windows

Read latest Comment: Q4 2022 Report

Expert for Natural Stone & Porcelain Paving:

West Fraser

Formerly known as O Norbord



Expert for Wood-Based Panels:

Krystal Williams Managing Director Pavestone UK Ltd

Read latest Comment: Q4 2022 Report

Expert for Fasteners and Fixings:



Owlett-Jaton





Read latest Comment: Q4 2022 Report



Simon Woods, European Sales Marketing & Logistics Director West Fraser (formerly known as Norbord) Read latest Comment: Q4 2022 Report



The Expert Panel Speaking for their markets - 2



Expert for PVC-U Windows & Doors:



Crystal No.1 for choice . No.1 for colour

Kevin Morgan Group Commercial Director The Crystal Group Read latest Comment: Q4 2022 Report

Expert for Mineral Wool Insulation:



KNAUFINSULATION

Neil Hargreaves Managing Director Knauf Insulation Read latest Comment: Q4 2022 Report

Expert for Website & Product Data Management Solutions:



eCommonSense^{*}

Andy Scothern Managing Director eCommonSense

Read latest Comment: Q4 2022 Report

Expert for Steel Lintels:



Derrick McFarland Managing Director **Keystone Lintels** Read latest Comment: Q4 2022 Report

Keystone

Expert for Cement & Aggregates:



Andrew Simpson Packed Products Director Hanson Cement Read latest Comment: Q4 2022 Report

Expert for Adhesives & Sealants:



Mathew Whitehouse Marketing Director Bostik UK

Bostik

Read latest Comment: Q4 2022 Report

Expert for Paint:



Dulux TRADE

Paul Edworthy Commercial Lead Dulux Trade Read latest Comment: Q4 2022 Report

HEIDELBERGCEMENTGroup

Overview - 1



January sales up + 0.2% year-on-year, with volume down -16.5% and price up +19.9%

Total Builders Merchants value sales were up +0.2% in January 2023 compared with the same month last year. Volume sales were -16.5% lower with price up +19.9%. With one more trading day this year, like-for-like sales (which take trading day differences into account) were -4.6% lower. Nine of the twelve categories sold more. Renewables & Water Saving (+46.0%), Decorating (+20.5%), Plumbing, Heating & Electrical (+17.5%), Workwear & Safetywear (+14.4%) and Kitchens & Bathrooms (+12.4%) grew most. Services (-0.5%), Landscaping (-11.8%) and Timber & Joinery Products (-14.6%) sold less.

January 2023 v December 2022

Total Merchants sales were +31.1% higher in January 2023 than in December 2022. Volume sales were +28.6% higher with price up +1.9%. With five more trading days this month, like-for-like sales were flat (-0.1%). Renewables & Water Saving (+49.6%) was up the most, followed by Ironmongery (+38.0%). Services (+10.2%) was weakest.

January Index

January's overall BMBI index was 125.2, helped by Plumbing, Heating & Electrical (154.4). There were no differences in trading days. Eleven of twelve categories exceeded 100, including Kitchens & Bathrooms (136.6), Ironmongery (135.7) and Timber & Joinery Products (134.9). Tools (99.7) was weakest.

Last three months, year on year

Total sales in November 2022 to January 2023 were +0.2% higher than in November 2021 to January 2022, with price inflation of +18.8%, and volume down -15.7%. There were no differences in trading days. Nine of the twelve categories sold more. Renewables & Water Saving (+42.1%), Plumbing, Heating & Electrical (+17.9%) and Decorating (+16.2%) did best. Timber & Joinery Products (-13.8%) was weakest.

Last three months v previous three months

Total sales in November 2022 to January 2023 were -19.4% lower than in August to October 2022, driven by price inflation (+9.4%) with volume down (-26.3%). With five less trading days this period, like-for-like sales were -12.6% lower. Eleven of the twelve categories sold less. Plumbing, Heating & Electrical (+4.7%) sold more. Services (-17.9%), Heavy Building Materials (-20.5%), Timber & Joinery Products (-21.9%) and Landscaping (-37.9%) being the weakest.

Total sales in November 2022 to January 2023 were +0.2% higher than in November 2021 to January 2022, with price inflation of +18.8%, and volume down -15.7%.

Overview continues on the next page...









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MAT

Total Merchants sales in February 2022 to January 2023 were +5.3% higher than in February 2021 to January 2022, with price inflation of (+16.5%), and volume (-9.6%). With two less trading days in the most recent period, like-for-like sales were +6.2% higher. Ten of the twelve categories sold more. Renewables & Water Saving (+32.5%) and Kitchens & Bathrooms (+17.7%) did best. Plumbing, Heating & Electrical (+14.7%), Workwear & Safetywear (+13.0%), Decorating (+11.4%) and Heavy Building Materials (+10.5%) also did better than merchants overall. Landscaping (-2.5%) and Timber& Joinery Products (-5.0%) sold less.

Emile van der Ryst, Key Account Manager – Trade & DIY, GfK comments: "Market turmoil in the past year has now reached the stage where some of the monthly figures need further context. This month, January-on-January sees a +0.2% value increase, with a -16.5% volume decrease and a +19.9% price increase. Logic dictates that value should therefore be around +3-4% if volume and price are balanced against each other. This month is however affected by Heavy Building Materials, Timber & Joinery and Landscaping distorting the total market view.

"These three categories combined make up around 75% of total market value, and therefore heavily influence topline trends. But they are each quite different in the mix. Heavy Building Materials has one of the lowest average prices of the categories but has seen a larger than market average price growth. At the same time, Timber & Joinery has one of the highest average prices, but has seen lower than market average volume declines, with prices declining against rampant total market inflation. Finally, Landscaping is a key volume driver in the market, but has seen a larger than market average seasonal volume decline. These factors in combination occasionally create hard-tounderstand distortions, unexpected anomalies in topline trends which need to be seen in context.

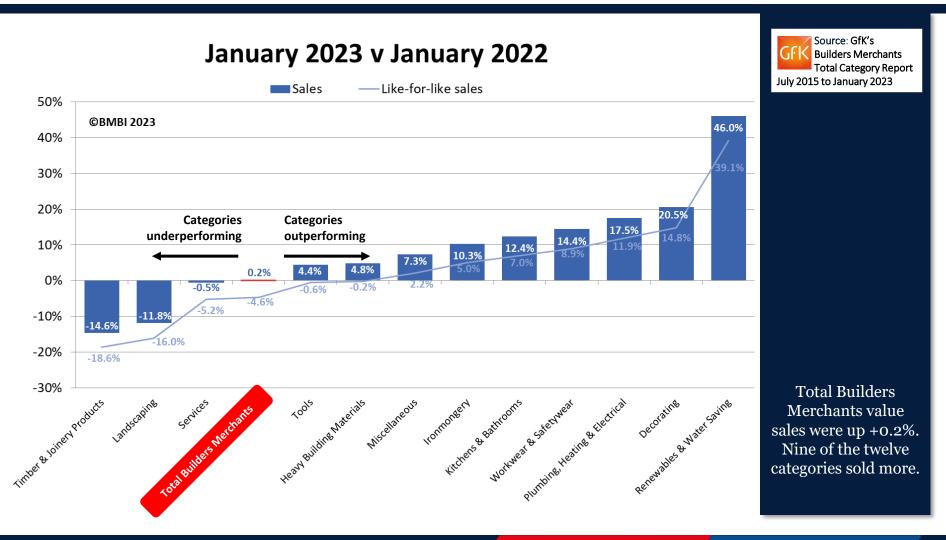
"We expect these trends to continue through 2023 and into the first half of 2024 as inflation, demand and supply gradually return to a more normal stability. Where possible GfK will try to add further context to explain these trends."

Total Merchants sales in February 2022 to January 2023 were +5.3% higher than in February 2021 to January 2022, with price inflation of (+16.5%), and volume (-9.6%).

Monthly: This year v last year January 2023 sales

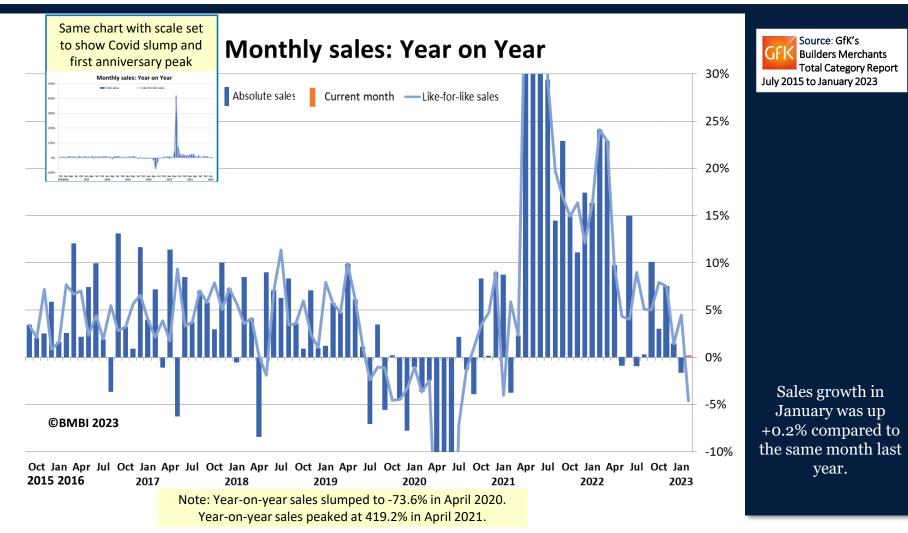
Builders Merchant Building Index

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



Monthly: Year on Year Sales and Like-for-like sales

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

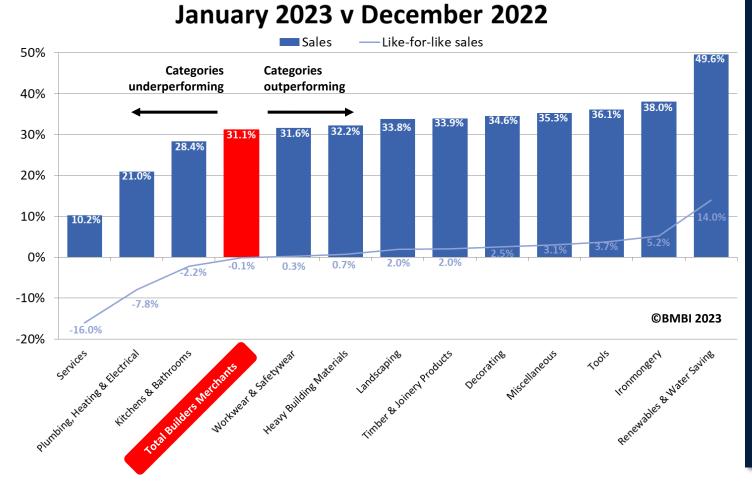




Monthly: This month v last month January 2023 sales

Builders Merchant Building Index

21 trading days this month v 16 trading days last month. Like-for-like sales take trading day differences into account.



Source: GfK's Builders Merchants Total Category Report July 2015 to January 2023

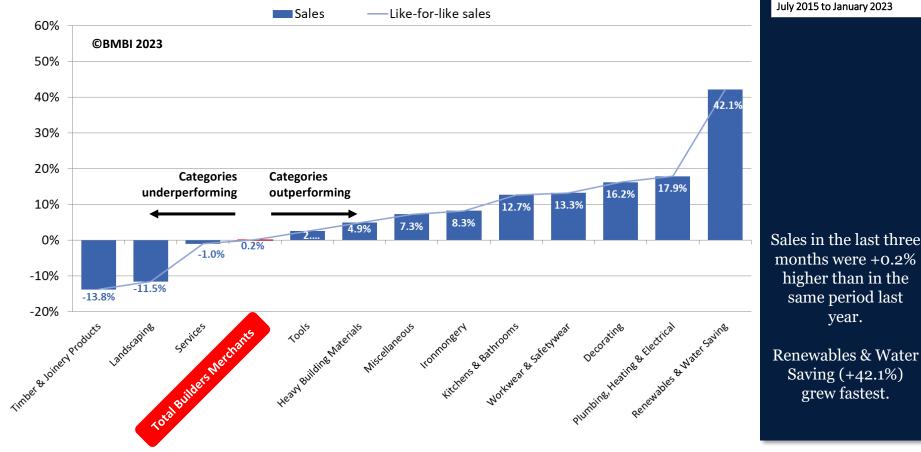
Total January 2023 sales were +31.1% higher than in December 2022.

Renewables & Water Saving (+49.6%) grew most followed by Ironmongery (+38.8%).

Latest 3 months: v last year November 2022 to January 2023 sales

There were no differences in trading days. Like-for-like sales take trading day differences into account.

3 months Nov 22 to Jan 23 v 3 months Nov 21 to Jan 22





months were +0.2% higher than in the same period last year.

Source: GfK's

Builders Merchants Total Category Report

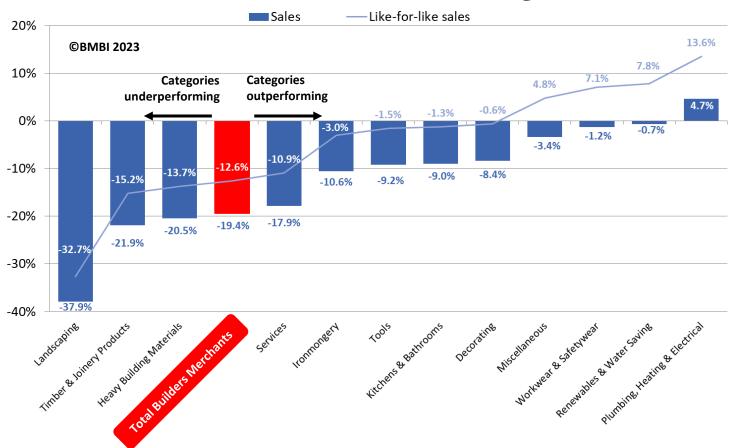
Renewables & Water Saving (+42.1%) grew fastest.

Latest 3 months: v previous 3 months Builders Merchant

November 2022 to January 2023 sales

59 trading days in the latest three months v 64 trading days in the previous three months. Like-for-like sales take trading day differences into account.

3 months Nov 22 to Jan 23 v 3 months Aug 22 to Oct 22



Source: GfK's **Builders Merchants** Total Category Report July 2015 to January 2023

Building Index

Total sales in the last three months were -19.4% lower than in the previous three months.

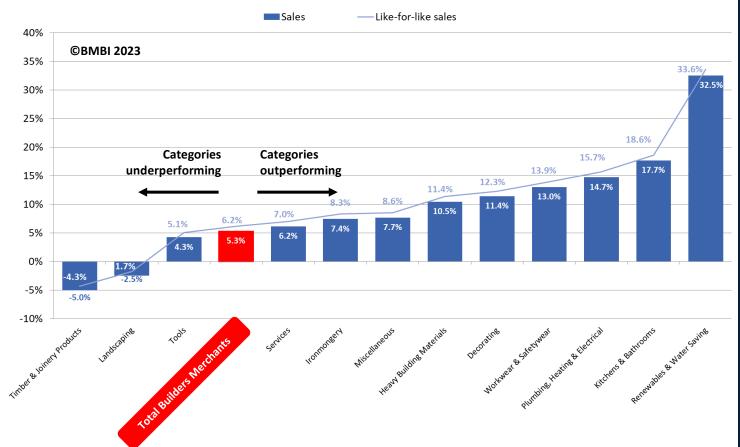
Eleven of the twelve categories sold less.

Last 12 Months: Year on Year

Sales and like-for-like sales

247 trading days this year v 249 trading days last year. Like-for-like sales take trading day differences into account.

12 months Feb 22 to Jan 23 v 12 months Feb 21 to Jan 22



GFK Source: GFK's Builders Merchants Total Category Report July 2015 to January 2023

Builders Merchant

Building Index

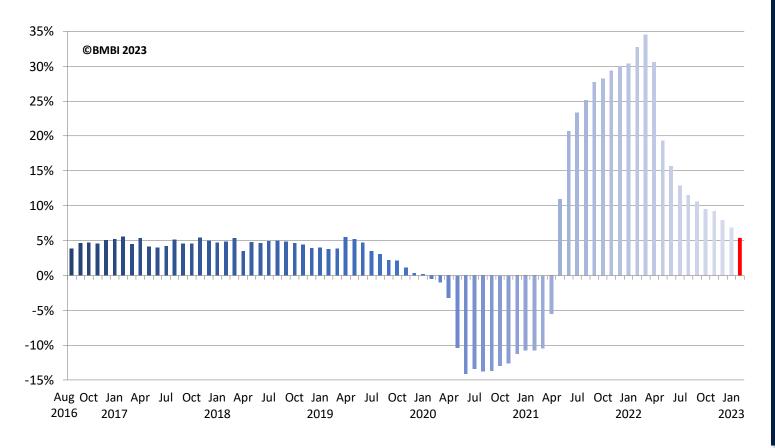
Sales in the twelve months to January 2023 were +5.3% higher than Covidaffected February 2021 to January 2022.

Ten of the twelve categories sold more led by Renewables & Water Saving (+32.5%).

12 months: Year on Year MAT sales



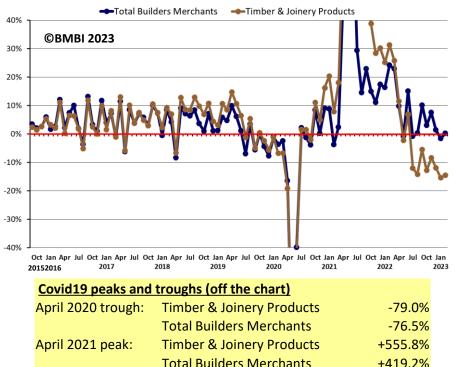
MAT: Total Builders Merchants August 2016 to January 2023



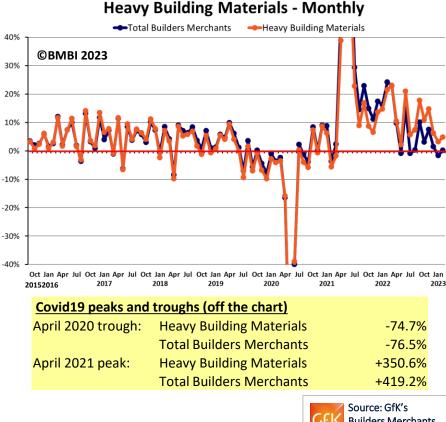
Source: GfK's Builders Merchants Total Category Report July 2015 to January 2023

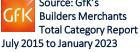
Sales in the past 12 months February 2022 to January 2023 were +5.3% higher than in February 2021 to January 2022, although the rate of growth continued to reduce.



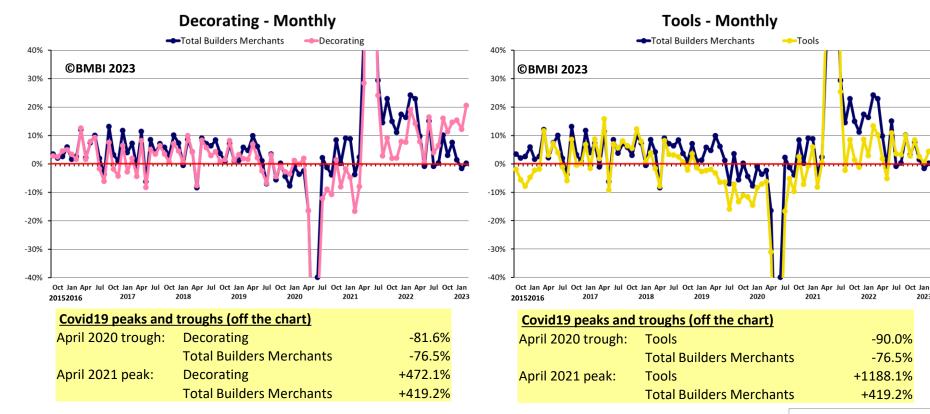


Timber & Joinery Products - Monthly





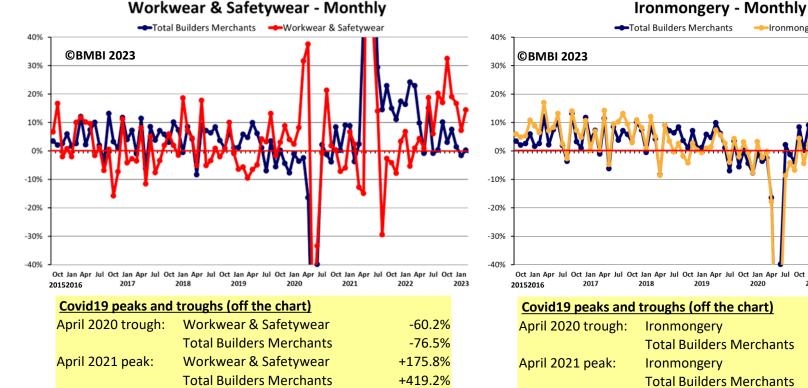


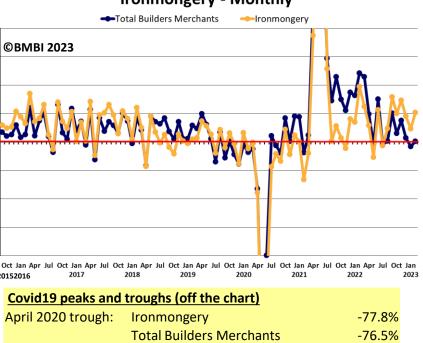


Source: GfK's **Builders Merchants Total Category Report** July 2015 to January 2023

2023





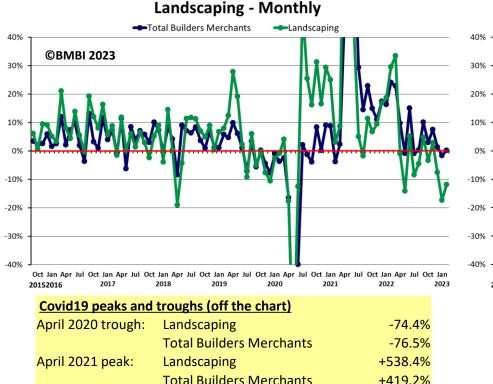


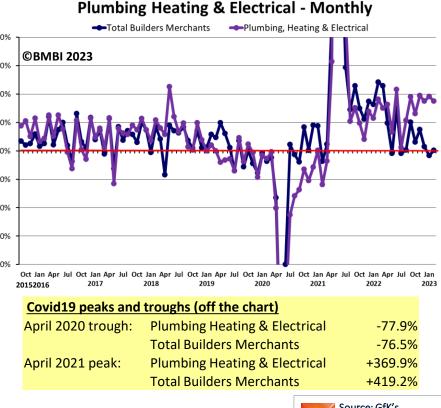
Source: GfK's **Builders Merchants Total Category Report** July 2015 to January 2023

+403.2%

+419.2%



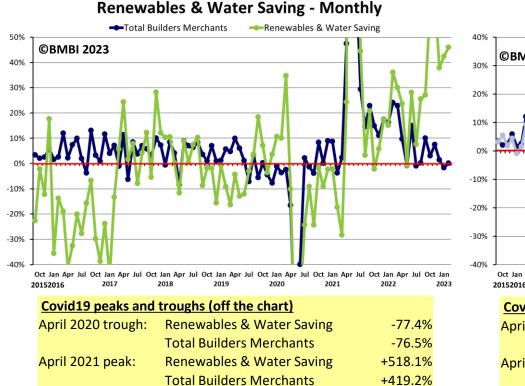




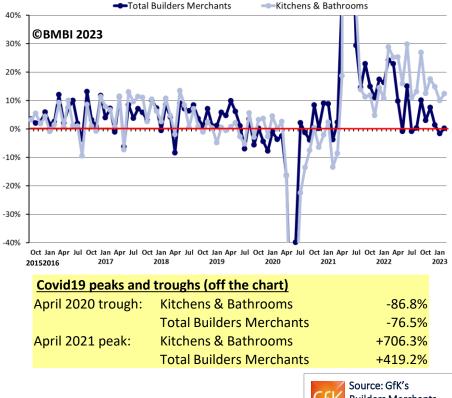
Source: GfK's Builders Merchants Total Category Report July 2015 to January 2023

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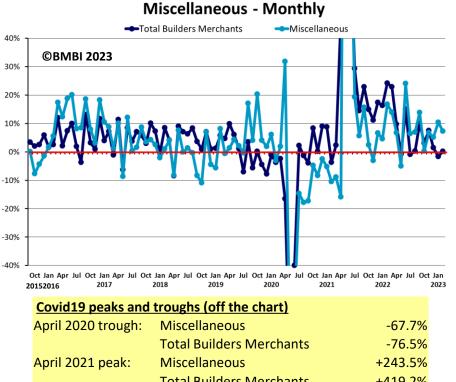


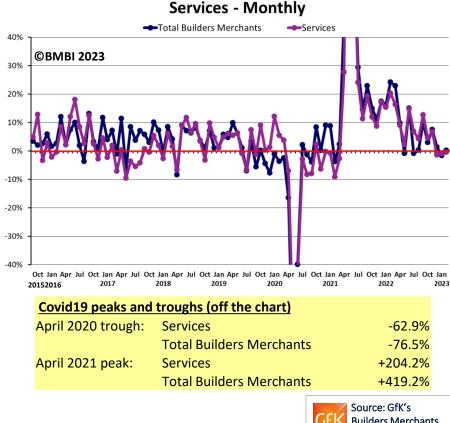
Kitchens & Bathrooms - Monthly



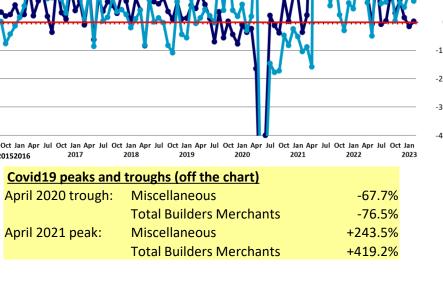
GFK Builders Merchants Total Category Report July 2015 to January 2023







Builders Merchants Total Category Report July 2015 to January 2023



Monthly: Index and Categories

January 2022* – January 2023

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



		2022											2023	
MONTHLY SALES VALUE INDEX	Index	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Total Builders Merchants	100	125.0	134.4	166.8	149.3	162.4	155.6	151.5	153.1	152.4	151.0	147.1	95.5	125.2
Timber & Joinery Products	100	157.8	161.8	195.6	172.3	185.0	175.2	171.0	172.2	168.5	165.9	160.4	100.7	134.9
Heavy Building Materials	100	116.5	125.4	156.2	140.4	155.1	150.8	147.0	149.4	151.3	150.1	144.0	92.4	122.2
Decorating	100	102.2	109.3	131.2	114.0	124.2	122.0	122.1	126.2	127.8	130.6	137.4	92.0	123.7
Tools	100	95.7	101.9	124.2	104.6	109.9	103.7	100.3	102.7	102.9	108.2	111.3	73.2	99.7
Workwear & Safetywear	100	115.7	112.4	123.3	104.9	113.7	118.5	111.5	112.0	141.0	137.3	152.6	100.5	132.3
Ironmongery	100	123.2	125.5	151.5	130.1	141.3	135.2	135.3	139.2	141.9	142.6	144.7	98.3	135.7
Landscaping	100	116.2	149.5	220.0	220.8	231.7	215.1	195.5	183.5	166.1	152.6	132.7	76.5	102.4
Plumbing, Heating & Electrical	100	131.4	138.3	159.4	127.1	137.3	125.1	125.9	130.5	143.3	156.6	168.4	127.6	154.4
Renewables & Water Saving	100	85.1	80.9	106.8	78.6	93.3	86.3	90.4	89.9	115.3	118.1	113.8	82.6	123.5
Kitchens & Bathrooms	100	121.6	134.5	151.1	131.5	144.6	138.7	143.1	150.1	147.5	146.7	161.4	106.4	136.6
Miscellaneous	100	128.0	122.4	141.7	119.9	137.9	127.1	130.6	132.4	128.6	125.0	133.3	99.4	134.5
Services	100	112.5	120.1	146.6	131.7	141.8	140.5	138.4	146.6	139.4	136.3	133.2	101.6	112.0

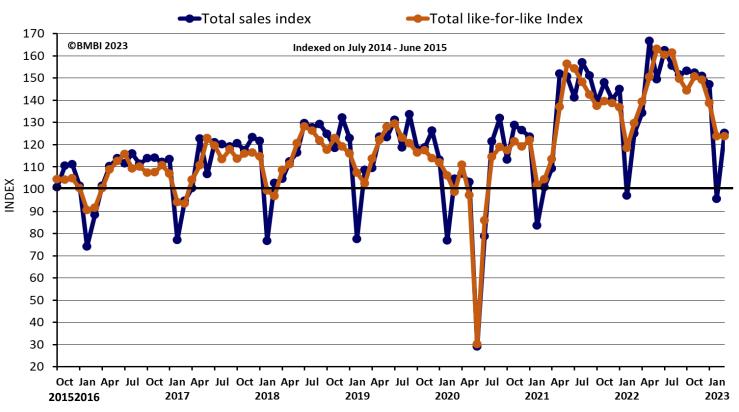
*Click the web link below to see the complete series of indices from July 2015.



Monthly: Index Sales and like-for-like sales

There were no differences in trading days. Like-for-like sales take trading day differences into account.

Total Builders Merchants sales v like-for-like sales index



GFK Source: GFK's Builders Merchants Total Category Report July 2015 to January 2023

> January's overall BMBI Index was 125.2.



Monthly: Index and Categories January 2023 index

Builders Merchant Building Index

There were no differences in trading days. Like-for-like sales take trading day differences into account.



Source: GfK's Builders Merchants Total Category Report July 2015 to January 2023

Eleven of twelve categories indexed above 100 in January with Plumbing, Heating & Electrical (154.4) doing best.

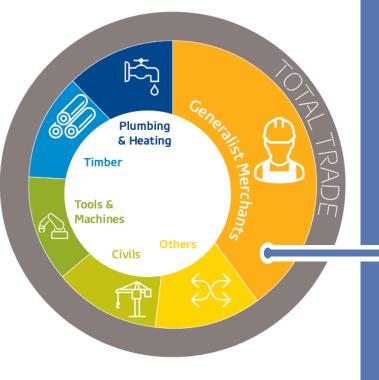
Trading Days



Month Index:								Quarterly Index: 62.3								Half Ye	ear	Full Year
2021												2021				2021		2021
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Q1	Q2	Q3	Q4	H1	H2	249
20	20	23	20	19	22	22	21	22	21	22	17	63	61	65	60	124	125	243
2022												2022				2022		2022
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Q1	Q2	Q3	Q4	H1	H2	246
20	20	23	19	21	20	21	22	21	21	22	16	63	60	64	59	123	123	240
2023												2023				2023		2023
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Q1	Q2	Q3	Q4	H1	H2	
21																		



GfK's Definition of Builders Merchant Panel



Generalist Builders Merchants definition:

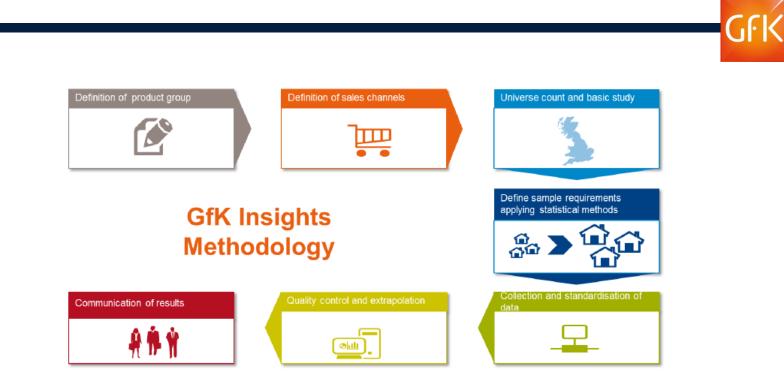
- Builder Merchants handle an extended range of building materials and components (e.g. doors. windows. interior furnishing materials, insulation materials, tiles, cement, mortar, adhesives, sealants, nails, hardware products, pipes, ironware, paint) and generate their turnover with professional end users. Only multiple merchants are considered; they are defined as having more than 3 outlets or a turnover of greater than £3m p.a.
- This excludes branches that generate all their sales from specialized areas such as Civils, Tiles and Tools. Estimated coverage of this channel sits at 82%.







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

Headline values available

Timber & Joinery Products

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

Heavy Building Materials

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 Builders Metalwork Other Heavy Building Equipment/Material

Decorating

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

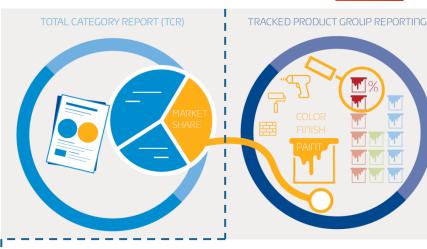
Bathroom (Including Showering) Fitted Kitchens Major Appliances

Miscellaneous

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

0....

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 Emile van der Ryst at GfK <u>emile.van-der-ryst@gfk.com</u>

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)



"building **excellence** in materials supply"



"building **excellence** in materials supply"

BMF (Builders Merchant Federation) Forecast Report



BMF Forecast Report Winter 2022 edition



Builders Merchants Industry Forecast Report

The sixteenth edition of the BMF's Builders Merchants Industry Forecast, covering Winter 2022 onwards, is available now.

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 has 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 Winter 2022 edition now available. The forecast report can be downloaded by BMF members free of charge - once logged in - <u>here</u>.

Non-members can purchase the report by contacting Thomas Lowe on 024 7685 4994 or email: <u>thomas.lowe@bmf.org.uk</u>



Building the Industry & Building Brands from Knowledge





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



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"building **excellence** in materials supply"



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