

“building **excellence**
in materials supply”

Builders Merchant Building Index



Executive Summary - November 2023

(Published 26 January 2024)

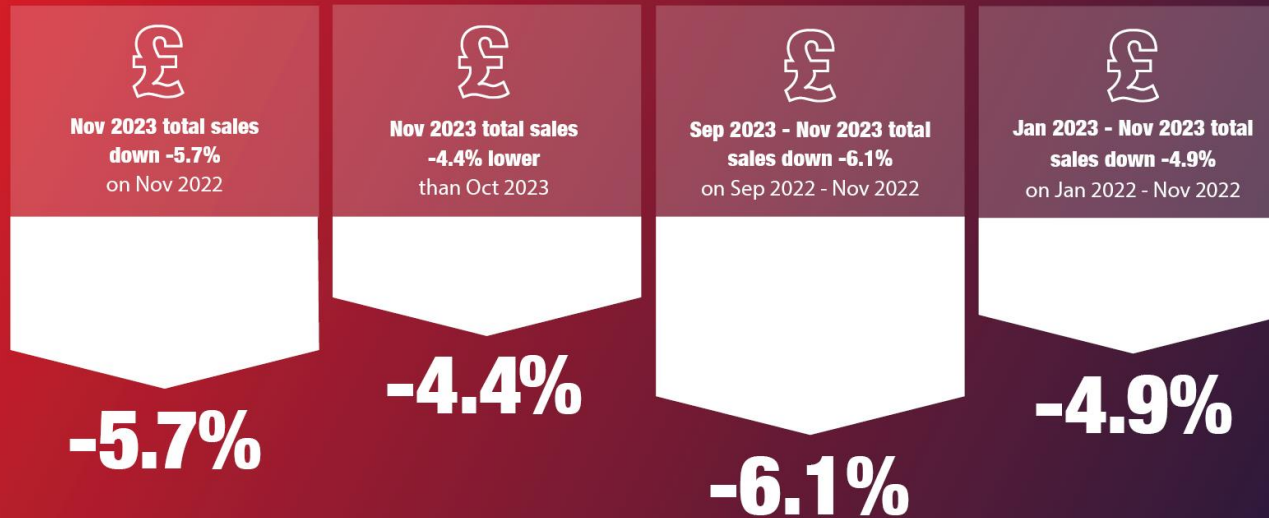
Highlights

Total Builders Merchants value sales were down -5.7% in November 2023 compared with the same month last year. Volume sales were -12.1% lower with prices up +7.2%. Full comment on page [8](#).

BMBI Report November 2023 Highlights

(unadjusted for trading days)

www.bmbi.co.uk



“ Total sales in September to November 2023 were -6.1% lower than in September to November 2022, with volume down -12.7% and prices up +7.5%. ”

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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 92% 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 January 2022 to December 2022.

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 November 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 4 and 5 of this report or read their previous comments [here](#).**

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 [here](#).**



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.

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 2023 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:



Gordon Parnell
Sales Director British
Gypsum

[Read latest comment: Q3 2023 Report](#)

Expert for Bricks & Roof Tiles:



Kevin Tolson
Commercial Director
Wienerberger UK

[Read latest Comment: Q3 2023 Report](#)

Expert for Natural Stone & Porcelain Paving:



Krystal Williams
Managing Director
Pavestone UK Ltd

[Read latest Comment: Q3 2023 Report](#)

Expert for Fasteners and Fixings:



Ian Doherty
Chief Executive
Owlett-Jaton

[Read latest Comment: Q3 2023 Report](#)

Expert for Roof Windows:



Jim Blanthorne
Managing Director
Keylite Roof Windows

[Read latest Comment: Q3 2023 Report](#)

Expert for Wood-Based Panels:



Simon Woods, European Sales Marketing
& Logistics Director
West Fraser (formerly known as Norbord)

[Read latest Comment: Q3 2023 Report](#)

The Expert Panel

Speaking for their markets - 2

Expert for Windows & Doors:



deceuninck

Rob McGlennon
Managing Director
Deceuninck UK

[Read latest Comment: Q3 2023 Report](#)

Expert for Steel Lintels:



Keystone
LINTELS

Derrick McFarland
Managing Director
Keystone Lintels

[Read latest Comment: Q3 2023 Report](#)

Expert for Adhesives & Sealants:



Bostik

Mathew Whitehouse
Marketing Director
Bostik UK

[Read latest Comment: Q3 2023 Report](#)

Expert for Mineral Wool Insulation:

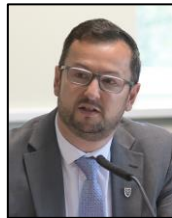


KNAUF INSULATION

Neil Hargreaves
Managing Director
Knauf Insulation

[Read latest Comment: Q3 2023 Report](#)

Expert for Cement & Aggregates:



Heidelberg
Materials

Andrew Simpson
Packed Products Director
Heidelberg Materials

[Read latest Comment: Q3 2023 Report](#)

Expert for Paint:



Dulux
TRADE

Paul Edworthy
Commercial Lead
Dulux Trade

[Read latest Comment: Q3 2023 Report](#)

Expert for Website & Product Data Management Solutions:



eci

Chris Fisher
Vice President of the EMEA lumber,
building material and hardware
(LBMH) division

[Read latest Comment: Q3 2023 Report](#)

Expert for Plumbing & Drainage is:



Brett
Martin

Charles Burns
Divisional Director
Brett Martin

[Read latest Comment: Q3 2023 Report](#)

Expert for Heating & Cooling is:



Polypipe
Building Products

Matt Williams
Managing Director
Polypipe

[Read latest Comment: Q3 2023 Report](#)

From 80% to 92% of the market



The year 2023 is rounding off with a significant relaunch of the Builders Merchant Building Index (BMBI) report, now featuring builders' merchants' sales data to builders and trades people covering 92 percent of GB national sales, up from just over 80%.

Launched in 2015 as a brand of the Builders Merchants Federation (BMF), BMBI uses data from GfK's ground-breaking Builders Merchants Panel, The panel captures generalist builders' merchants' sales throughout Great Britain to builders and trades people who are directly involved in repairing, maintaining, and improving Britain's 27.7 million homes. The recent addition to the panel of Huws Gray, JT Dove and CMO Stores, mean the data now tracks the sales of 92 percent of builders' merchant branches making it the most accurate, comprehensive monitor of market performance available.

The monthly BMBI report is well used by merchants, their larger customers and suppliers and is used by construction generally. It has also caught the attention of companies and organisations outside construction, who want to know what's happening, what's important and why. The why is provided by leading brands of building materials, components and software – the BMBI Experts - who make sense of the trends and issues for readers.

The website is regularly visited by economists and advisors, the national media, the big banks, big six accountants, management consultants, private equity, investors and funds, financial institutions and Government departments, anyone in fact who needs to know the trends and what is driving the trends in a complicated and fragmented industry.

In the EU and across the pond, readership is growing rapidly, and the BMBI website gets regular hits from the US Senate, US State Department, individual senators, and the Bill & Melinda Gates Foundation to name a few.

"Since its inception in 2014 GfK's Builders Merchants leaderpanel has become a key market barometer through its usage in the BMBI," says **Emile van der Ryst, Key Account Manager – Trade & DIY at GfK – an NiQ company**. "It's become a reference point for industry leaders, financial institutions, and government organisations.

"After a relaunch of the data in 2020 we are now pleased to announce the latest relaunch, which came into effect with the October 2023 dataset. The key missing market contributor, Huws Gray, is included for the first time alongside CMO Stores and JT Dove, both well-known market players.

"This is an exciting new chapter for the service which we believe is a crucial step in providing a relevant and important view of the market, especially in these challenging economic conditions."

"Since its inception in 2014 GfK's Builders Merchants leaderpanel has become a key market barometer through its usage in the BMBI," says Emile van der Ryst, Key Account Manager – Trade & DIY at GfK – an NiQ company

“As accurate a measure of RMI as it’s possible to get.”



“The relaunch in the October BMBI report,” says **BMF Chief Executive John Newcomb**, “was a significant step forward in establishing reliable statistics across construction. The BMF’s Builders Merchant Building Index (BMBI) is the closest measure there is of Britain’s small builder and trades market, and the best proxy we have to the important residential RMI (Repair, Maintain, and Improve) market.

“BMBI is as accurate a measure of the market as it’s possible to get. That’s one reason we call GfK’s Builders Merchants leaderpanel, ‘gold standard’ data. And why so many decision makers and influencers regularly spend so much time poring over the reports and video debates from the BMBI Experts on www.bmbi.co.uk.”

Mike Rigby, Managing Director of MRA Research which produces the BMBI report says: “Once you track over 90% of builders’ merchants’ sales of building materials to builders and tradespeople the numbers are, practically speaking, the market itself, not an estimate or approximation of it. That’s a crucial distinction.

“It’s not like a survey or poll which takes a small slice of the market, which is intended to represent the market, and then scales up. However sound your sampling and rigorous your methodology, there’s a world of difference between scaling up from a small sample, and reporting on 92% of actual sales to the market.”

“The relaunch in the October BMBI report... is a significant step forward in establishing reliable statistics across construction.”

BMF Chief Executive
John Newcomb

Overview - 1

November value sales were -5.7% down from November 2022. Prices rose +7.2%

Now based on 92% of actual sales in the market (up from 80%, see page 7), Total Builders Merchants value sales were down -5.7% in November 2023 compared with the same month last year. Volume sales were -12.1% lower with prices up +7.2%. There was no difference in trading days. Six of the twelve categories sold more than in November 2022, but the three largest categories, Heavy Building Materials (-7%), Landscaping (-7.4%) and Timber & Joinery Products (-10.9%) sold less.

November v October 2023

Total Merchants sales were -4.4% lower in November than in October 2023. Volume sales fell -7.5% with prices up +3.4%. There was no difference in trading days. Landscaping (-14.2%) was weakest.

November Index:

November's overall BMBI index was 94.6. With one more trading day, the like-for-like Index was 88.2. Nine of the twelve categories exceeded 100, with Workwear & Safetywear (140.6) ahead the most, followed by Decorating and Plumbing Heating & Electrical (both on 119.2) and Renewables & Water Saving (118.9). Seasonal category Landscaping (71.1) indexed the least.

Last three months year-on-year

Total sales in September to November 2023 were -6.1% lower than the same period last year, with volume down -12.7% and prices up +7.5%. With one more trading day this year, like-for-like sales (which take trading day differences into account) were down -7.6%. Eight of the twelve categories sold more led by Miscellaneous (+10.1%) and Decorating (+7.2%). The three largest categories, Heavy Building Materials (-7.2%), Landscaping (-7.8%) and Timber & Joinery Products (-11.7%) were weakest.

Total Merchants sales were -4.4% lower in November 2023 than in October 2023.

Volume sales were -7.5% lower with prices up +3.4%.

Overview continues on the next page...

Overview - 2

... continued from the previous page:

Last three months v previous three months:

Total sales in September to November 2023 were -6.8% lower than in June to August 2023, with volume down -9.9% and prices up +3.4%. There was no difference in trading days. Six of the twelve categories sold more led by Workwear & Safetywear (+25.3%) and Plumbing Heating & Electrical (+10.6%). The three largest categories, Timber & Joinery Products (-4.7%), Heavy Building Materials (-7.9%) and Landscaping (-26.2%) were among the weakest.

Year to date

Total value sales in the year to date, January to November 2023 were -4.9% down on the previous period, January to November 2022. Volume sales were -13.8% lower with prices up +10.3%. With two more trading days this period, like-for-like sales were -5.7% lower. Nine categories sold more, but only Renewables & Water Saving (+31.2%) stood out. The three largest categories, Heavy Building Materials (-2.8%), Landscaping (-12.2%) and Timber & Joinery Products (-14.6%) sold less.

Total value sales in the year to date, January to November 2023 were -4.9% on the previous period, January to November 2022.

Volume sales were -13.8% with prices up +10.3%.

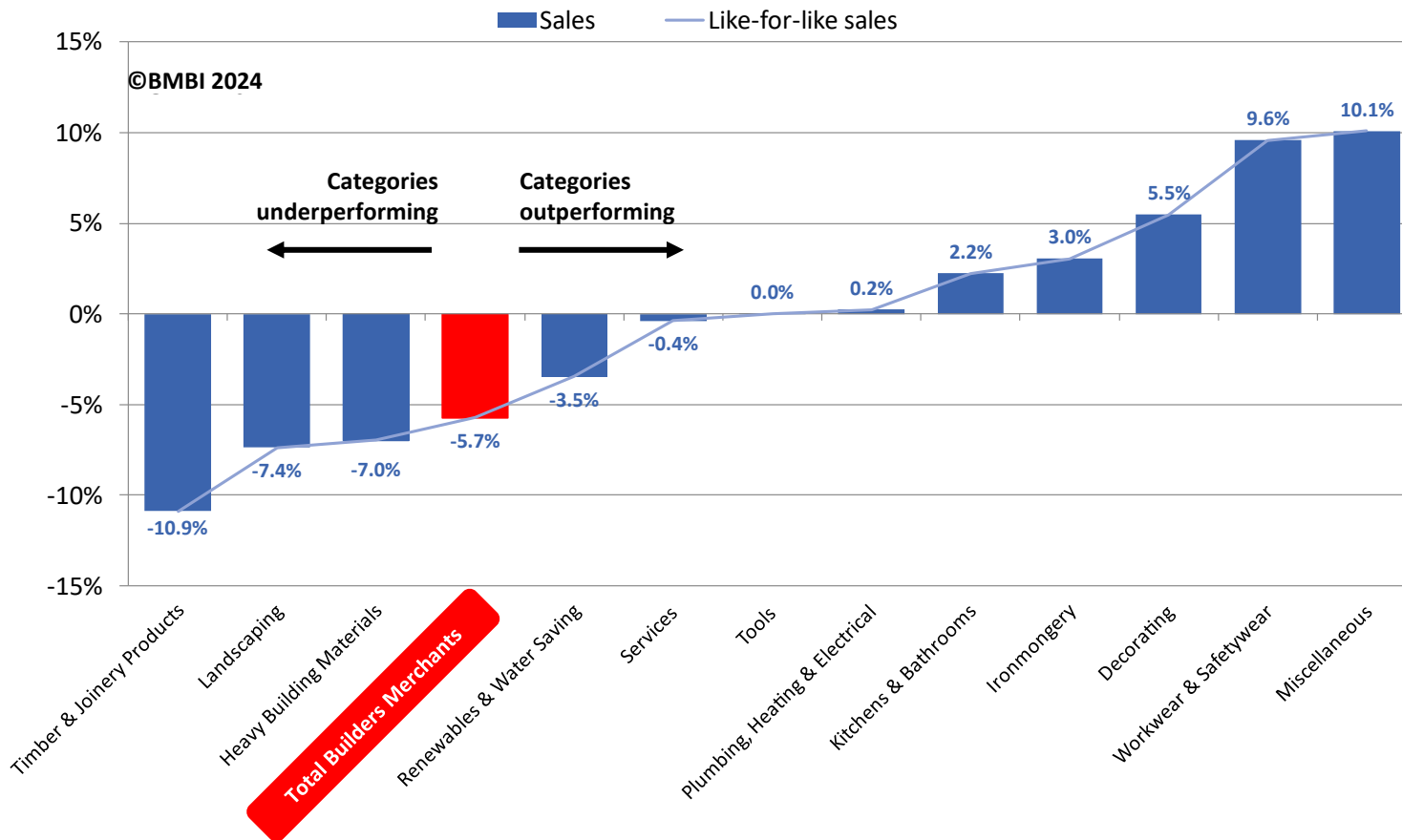
Monthly: This year v last year

Sales and Like-for-like sales

There was no difference in trading days (22).
Like-for-like sales take trading day differences into account.



November 2023 v November 2022



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

Six of the twelve categories sold more than in November 2022.

The three largest categories, Heavy Building Materials (-7%), Landscaping (-7.4%) and Timber & Joinery Products (-10.9%) sold less.

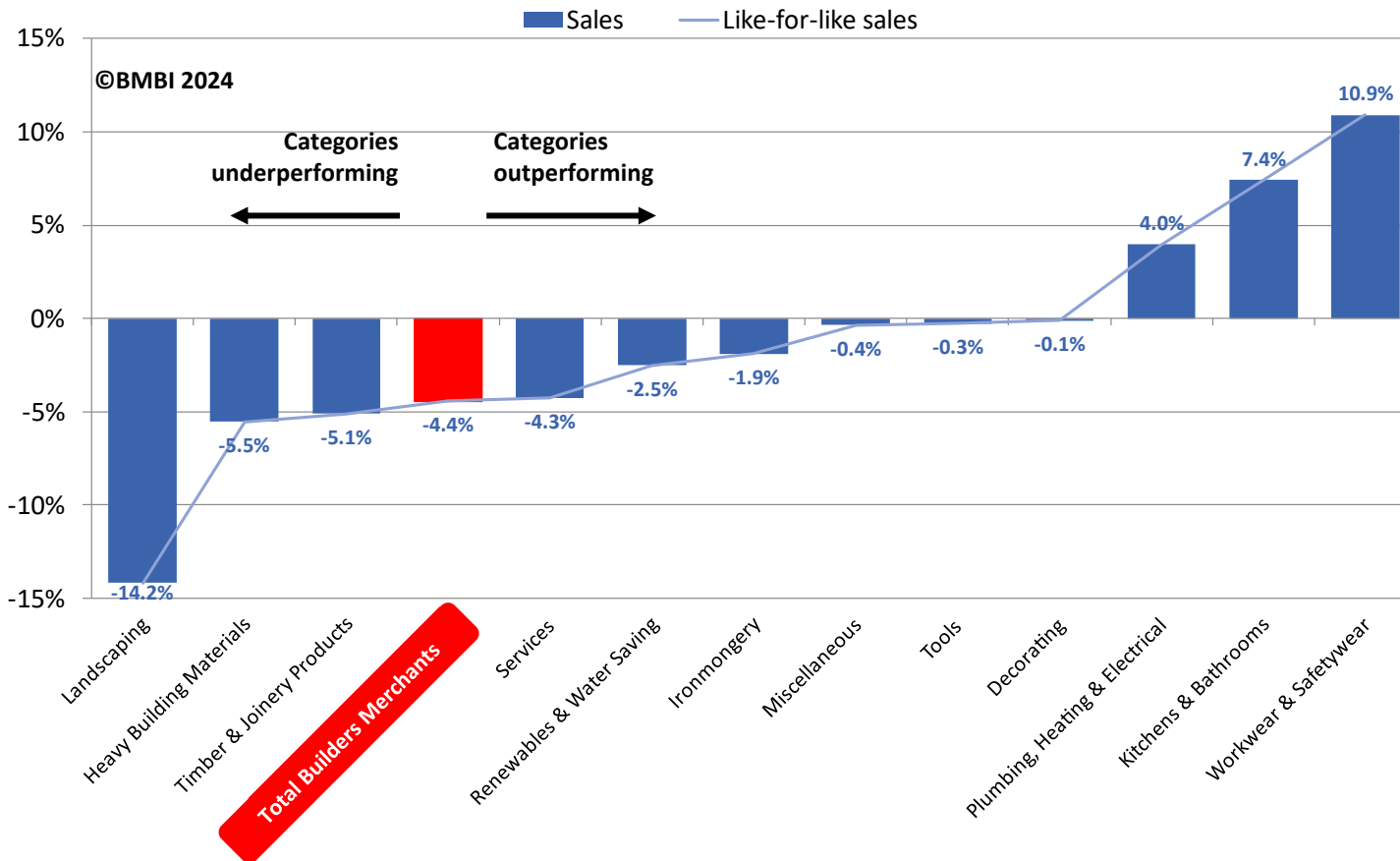
Monthly: This month v last month

Sales and Like-for-like sales

There was no difference in trading days (22).
Like-for-like sales take trading day differences into account.



November 2023 v October 2023



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

Total Merchants sales were -4.4% in November 2023 than in October 2023.

Volumes were -7.5% with prices up +3.4%.

Latest 3 months: v last year

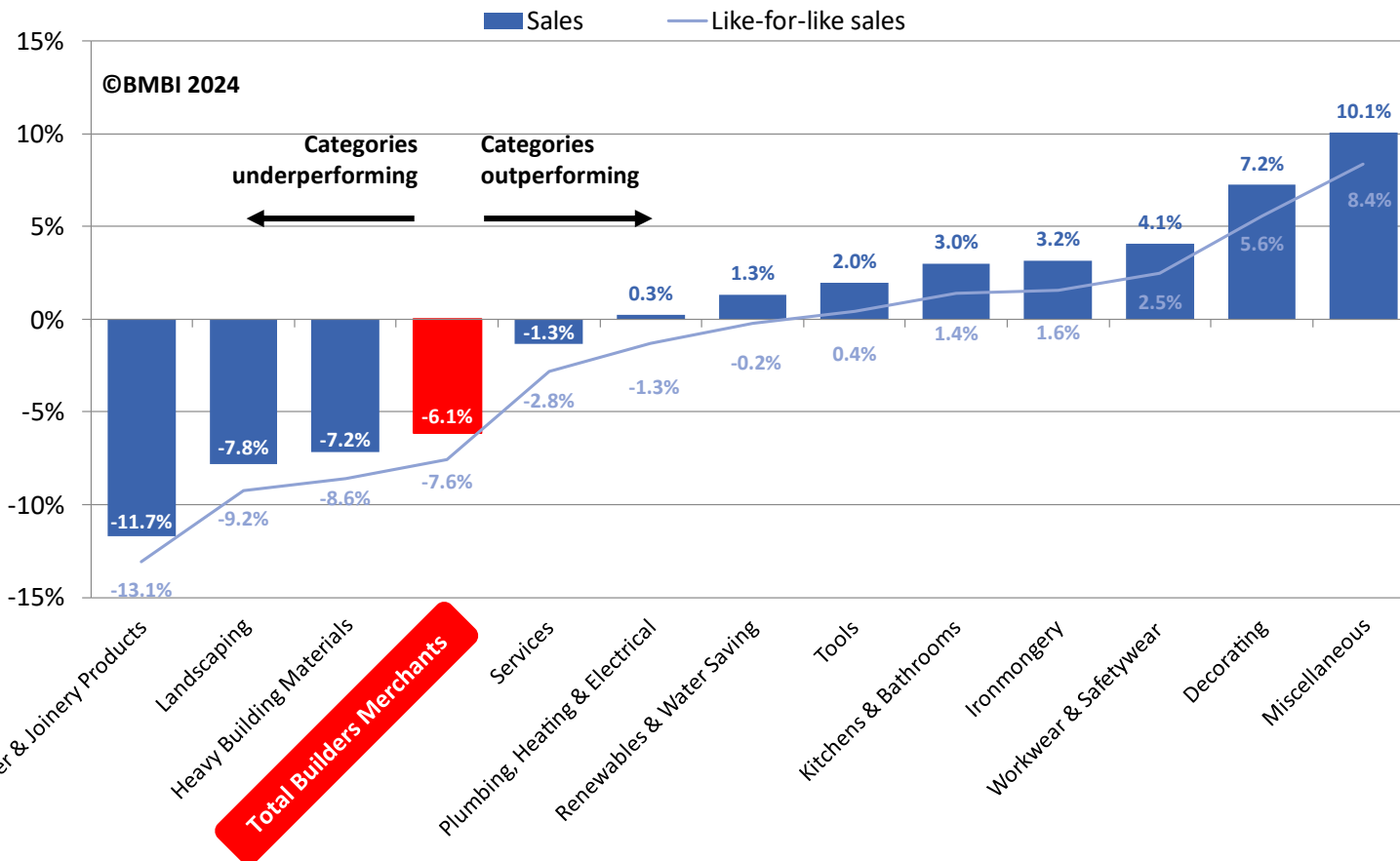
Sales and Like-for-like sales

65 trading days in the last three months v 64 in the same three months last year.
Like-for-like sales take trading day differences into account.



3 months Sep 23 to Nov 23 v 3 months Sep 22 to Nov 22

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



Total sales in September to November 2023 were -6.1% than the same period last year, with volume down -12.7% and prices up +7.5%.

With one more trading day this year, like-for-like sales were down -7.6%.

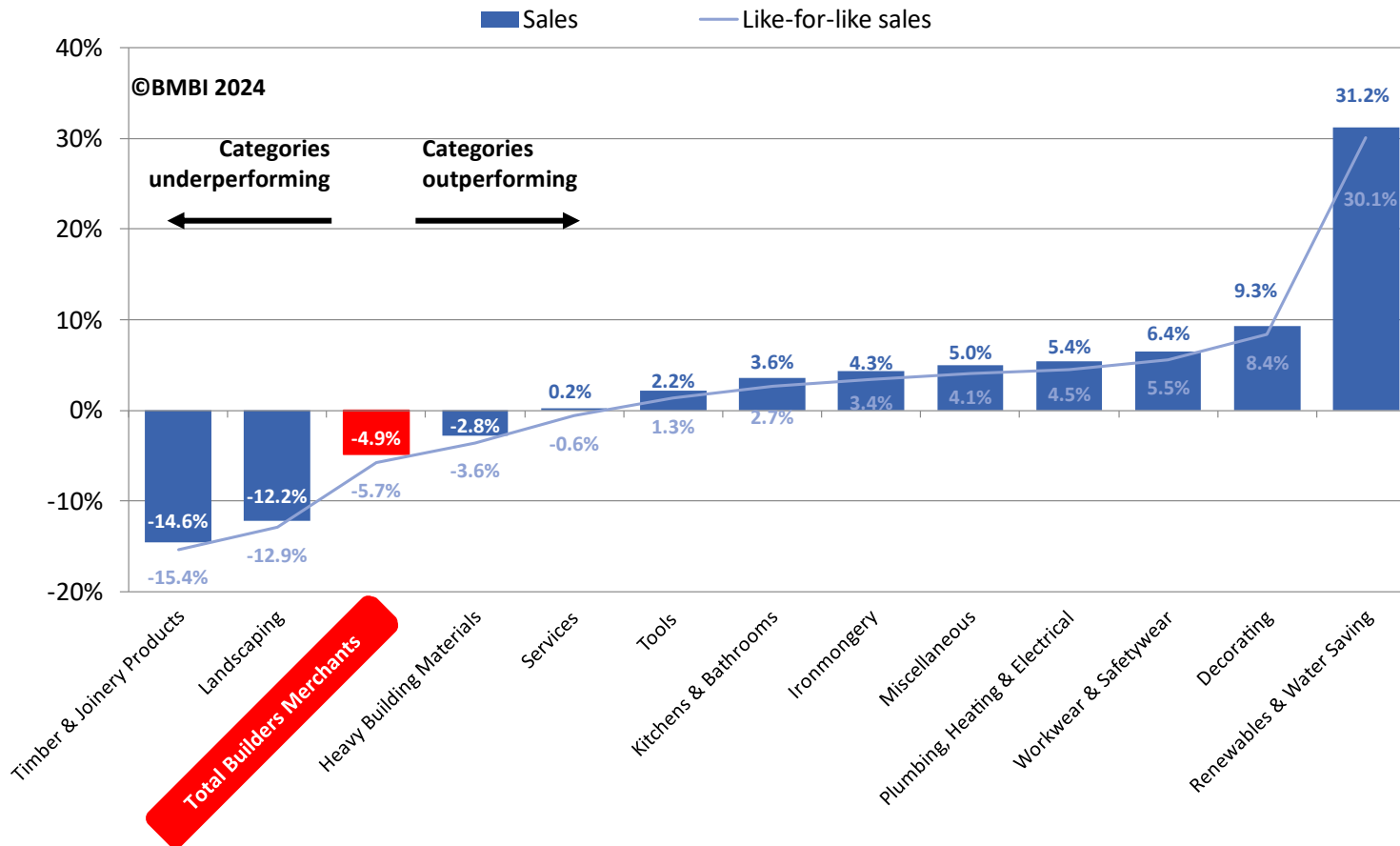
Year to date v 2022

Sales and Like-for-like sales

232 trading days this year v 230 trading days last year.
Like-for-like sales take trading day differences into account.



Year to date: Jan 23 to Nov 23 v Jan 22 v Nov 22



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

Nine categories sold more, but only Renewables & Water Saving (+31.2%) stood out.

The three largest categories, Heavy Building Materials (-2.8%), Landscaping (-12.2%) and Timber & Joinery Products (-14.6%) sold less.

Appendix

Trading Days



Monthly

Index: 20.8

2021											
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
20	20	23	20	19	22	22	21	22	21	22	17
2022											
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
20	20	23	19	21	20	21	22	21	21	22	16
2023											
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
21	20	23	18	20	22	21	22	21	22	22	

Quarterly

Index: 62.3

2021			
Q1	Q2	Q3	Q4
63	61	65	60
2022			
Q1	Q2	Q3	Q4
63	60	64	59
2023			
Q1	Q2	Q3	Q4
64	60	64	

Half Year

2021	
H1	H2
124	125
2022	
H1	H2
123	123
2023	
H1	H2
124	

Full Year

2021
249
2022
246
2023

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

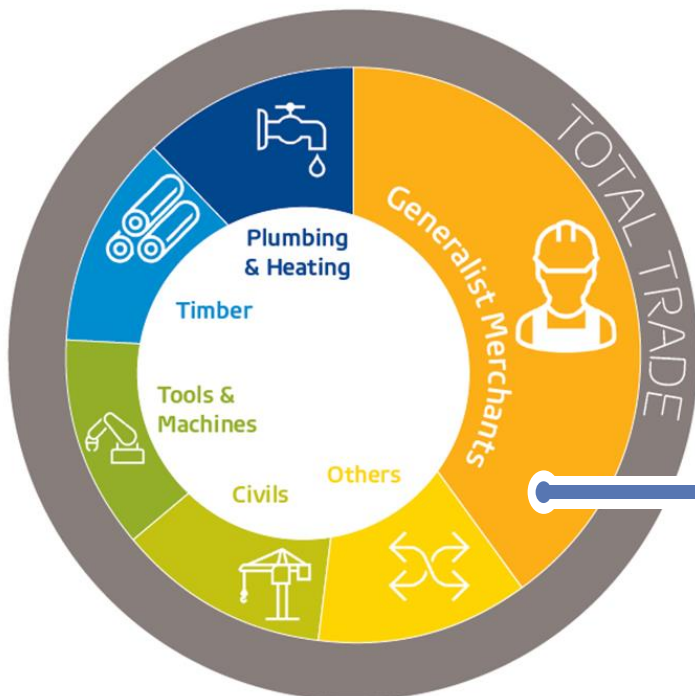
GfK's Definition of Builders Merchant Panel



Generalist Builders Merchants definition:

- Builders 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 and 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 92%.

Examples include:



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

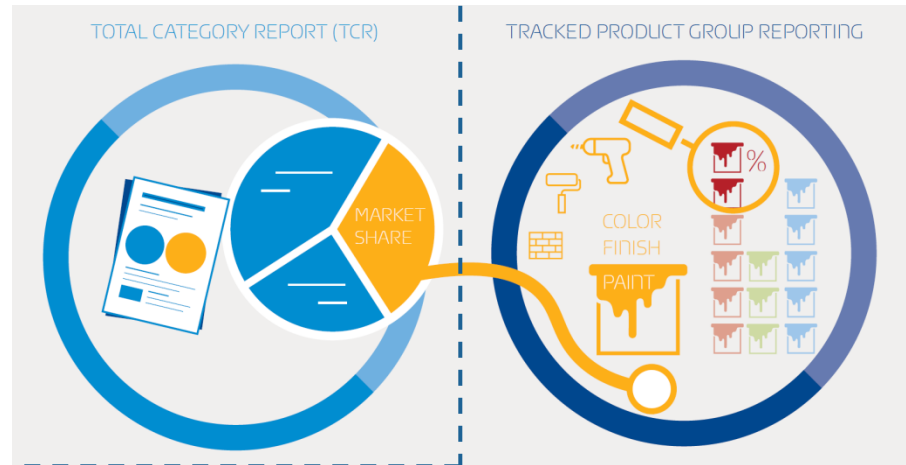
- Bathroom (Including Showering)
- Fitted Kitchens
- Major Appliances

Miscellaneous

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

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
emile.van-der-ryst@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)

Building the Industry & Building Brands from Knowledge



“building **excellence**
in materials supply”



“building **excellence**
in materials supply”

BMF (Builders Merchant Federation) Forecast Report

BMF Forecast Report

Winter 2023 edition



Builders Merchants Industry Forecast Report

The latest forecast report of the BMF's Builders Merchants Industry Forecast, covering Winter 2023 onwards, is set to be released in the coming weeks.

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 2023 edition set to be released soon. The forecast report and its previous editions can be downloaded by BMF members free of charge – once logged in – [here](#).

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



Contact us

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