# Excellence in building materials supply



Monthly report for August 2024

(Published 30 October 2024)

# **Highlights**



Total value sales in January to August 2024 were -5.4% lower than the same period last year. Volume sales were -6.5% down with prices up +1.2%. Full comment on page 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 88% 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 2019 to December 2019.

#### **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 August 2024 <a href="here">here</a>.

#### **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 on pages 5 and 6 of this report or read their previous comments** here.

#### BMBI - the best proxy there is for RMI

One of the aims of BMBI is to reach across and beyond construction. It's syndicated monthly to a growing number of trade magazines in different sectors. Outside the industry, economists, banks, consultancies, investment bodies, advisors and accountants refer to it. BMBI is featured alongside the BoE and Office for National Statistics (ONS) data in the Government **Department for Business & Trade's 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.vanderryst@nielsenig.com.** 

# The Expert Panel

### Speaking for their markets - 1



The Builders Merchant Building Index (BMBI) includes a 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 Q2 2024 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: Q2 2024 Report

### **Expert for Bricks & Roof Tiles:**



w wienerberger

**Gonzalo Bunse,** Director of Sales and Customer Experience Wienerberger UK

Read latest Comment: Q2 2024 Report

#### **Expert for Natural Stone & Porcelain Paving:**



### PAVESTONE

**Krystal Williams**Managing Director
Pavestone UK Ltd

Read latest Comment: Q2 2024 Report

### **Expert for Fasteners and Fixings:**



Owlett-Jaton

**Ian Doherty**Chief Executive
Owlett-Jaton

Read latest Comment: Q2 2024 Report

### **Expert for Roof Windows:**



Roof Windows

Jim Blanthorne

Managing Director

Keylite Roof Windows

Read latest Comment: Q2 2024 Report

#### **Expert for Wood-Based Panels:**



Illest Fraser

Simon Woods, European Sales Marketing & Logistics Director

West Fraser (formerly known as Norbord)

Read latest Comment: Q2 2024 Report

# The Expert Panel

### Speaking for their markets - 2



### **Expert for Steel Lintels:**



**\***Keystone

Derrick McFarland Managing Director Keystone Lintels

Read latest Comment: Q2 2024 Report

### **Expert for Adhesives & Sealants:**



Bostik

Mathew Whitehouse

Marketing Director

Read latest Comment: Q2 2024 Report

#### **Expert for Mineral Wool Insulation:**



**KNAUF**INSULATION

**Neil Hargreaves**Managing Director
Knauf Insulation

Read latest Comment: Q2 2024 Report

#### **Expert for Cement & Aggregates:**



Heidelberg Materials

**Andrew Simpson**Packed Products Director
Heidelberg Materials

Read latest Comment: Q2 2024 Report

#### **Expert for Paint:**



Dulux TRADE

Bostik UK

**Paul Edworthy** Commercial Lead Dulux Trade

Read latest Comment: Q2 2024 Report

### **Expert for Website & Product Data Management Solutions:**



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

Read latest Comment: Q2 2024 Report

### **Expert for Plumbing & Drainage:**



Brett Martin

**Charles Burns**Divisional Director
Brett Martin

Read latest Comment: Q2 2024 Report

#### **Expert for Heating & Cooling:**





Matt Williams Managing Director Polypipe

Read latest Comment: Q2 2024 Report



# 88% coverage of the market



As part of its ongoing drive to ensure the most accurate and relevant understanding of market coverage GfK conducts universe studies every few years.

These studies aim to understand the number of retailers / merchants and the branches they have in a defined universe - in this case the mainland Great Britain Builders Merchants channel.

The previous iteration of the BMBI used a universe study conducted in 2019, with coverage then estimated at 82% was revised up to 92% in the October 2023 report with the introduction of CMO, Huws Gray and JT Dove.

GfK has since completed its latest universe study for the channel and now estimates coverage to sit at 88%.

For any queries around this, please reach out to Emile van der Ryst at <a href="mailto:emile.vanderryst@nielseniq.com">emile.vanderryst@nielseniq.com</a>.

Based on its latest universe study for the builders' merchant channel, GfK estimates coverage is 88%.

### Overview - 1



### August 2024 value sales were -5.6% down compared with August last year

Now based on 88% of actual sales in the market (see page 2), Total Builders Merchants value sales were down -5.6% in August 2024 compared with the same month last year. Volume sales were -5.7% lower and prices flat (+0.2%). Seven of the twelve categories performed better than Total Merchants, led by Services (+2.5%), Workwear & Safetywear (+2.3%) and Decorating (+0.2%). The two largest categories Heavy Building Materials (-6.1%) and Timber & Joinery Products (-8.2%) were weaker than Total Merchants. Renewables & Water Saving (-30.8%) lagged other categories. With one less trading day this year, like-for-like value sales (which take trading day differences into account) were down -1.1%.

#### August 2024 v July 2024

Total Merchants sales were -8.1% lower in August than in July 2024. Volume sales were -9.2% down and prices were +1.2% up. All categories sold less. Services (-4.4%), Timber & Joinery Products (-7.4%) and Decorating (-7.5%) fell less than Total Builders Merchants. Plumbing Heating & Electrical (-10.0%), Renewables & Water Saving (-11.3%) and Workwear & Safetywear (-14.7%) were the worst performing categories. With two less trading days this month, like-for-like value sales were up +0.7%.

### **August Index:**

August's overall BMBI index was 116.8. Eleven of the twelve categories exceeded 100. Seasonal category Landscaping (134.3) was up the most followed by Decorating (122.9), Services (122.0) and Workwear & Safetywear (121.0). Renewables & Water saving (113.5), Tools (111.2), Kitchens & Bathrooms (110.8), Timber & Joinery Products (109.0), Ironmongery (106.7), and Plumbing Heating & Electrical (102.8) indexed less than Total Builders Merchants. There was no difference in trading days.

### Latest three months v last year: June 2024 - August 2024 v June 2023 - August 2023

Total sales in June to August 2024 were -6.6% lower than the same period last year. Volume sales were down -7.6% and prices up +1.1%. Five of the twelve categories sold more, with Workwear & Safetywear (+10.0%) up the most. Renewables & Water Saving (-28.9%) was the weakest performing category. With one less trading day this year, like-for-like sales were down -5.2%.

Total Merchants sales were -8.1% lower in August than in July 2024.

Volume sales were -9.2% down and prices were +1.2% up.

Overview continues on the next page...



### Overview - 2



... continued from the previous page:

#### Latest three months v previous three months: June 2024 - August 2024 v March 2024 - May 2024

Total sales in June to August 2024 were +2.0 higher than in March to May 2024. Volume sales were up +3.6% but prices were down -1.6%. Seven of the twelve categories sold more with Heavy Building Materials (+3.5%), Services (+3.2%) and Decorating (+2.3%) ahead the most. Timber & Joinery Products (+1.9%) performed just below Total Merchants (+2.0%). Workwear & Safetywear (-6.0%) and Plumbing Heating & Electrical (-6.1%) were weakest. With two more trading days this period, like-for-like sales were -1.2% lower.

#### Year-to-date v last year: January 2024 to August 2024 v January 2023 to August 2023

Total sales in January to August 2024 were -5.4% lower than the same period last year. Volume sales were -6.5% down with prices slightly up (+1.2%). Five of the twelve categories sold more with Workwear & Safetywear up most by +13.8%. But the two largest categories Heavy Building Materials (-7.3%) and Timber & Joinery Products (-7.7%) sold less. Renewables & Water Saving (-28.0%) was weakest. With two more trading days this period, like-for-like sales were -6.5% lower.

#### Latest 12 months v last year: September 2023 - August 2024 v September 2022 - August 2023

Total value sales in the last 12 months, September 2023 to August 2024, were -5.7% down on the previous period, September 2022 to August 2023. Volume sales were -8.5% down with prices up +3.1%. Workwear & Safetywear (+10.4%) was up the most, followed by Miscellaneous (+4.6%) and Decorating (+4.5%). The two largest categories Heavy Building Materials (-7.5%) and Timber & Joinery Products (-9.0%) declined more than Total Merchants. Renewables & Water Saving (-19.9%) was weakest. With three more trading days this period, like-for-like sales were -6.8% lower.

Total value sales in the last 12 months, September 2023 to August 2024, were -5.7% down on the previous period, September 2022 to August 2023.

Volume sales were -8.5% down with prices up +3.1%.

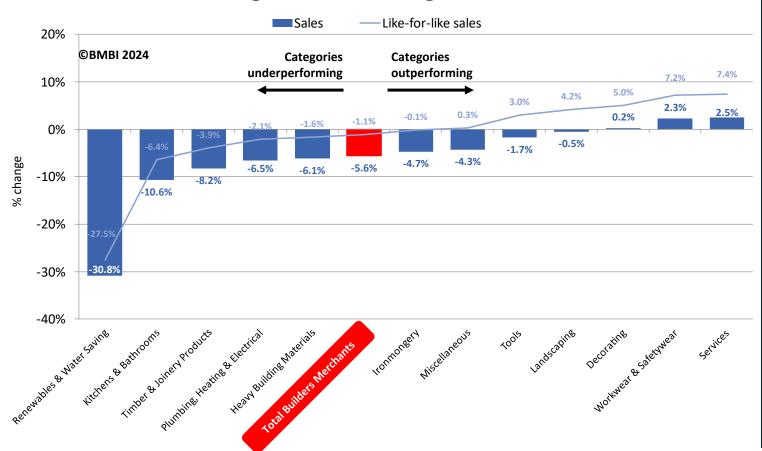
# Latest month v last year

### Sales and Like-for-like sales

21 trading days this year v 22 trading days last year. Like-for-like sales take trading day differences into account.



### August 2024 v August 2023



Source: GfK's
Builders Merchants
Total Category Report
January 2019 to August 2024

Total value sales
were down
-5.6% in August
2024 compared with
the same month
last year.

# Latest month v previous month

### Sales and Like-for-like sales

21 trading days this month v 23 trading days last month. Like-for-like sales take trading day differences into account.



### August 2024 v July 2024



Source: GfK's
Builders Merchants
Total Category Report
January 2019 to August 2024

Total sales were -8.1% lower in August than in July 2024.

Volume sales were -9.2% down and prices were +1.2% up.

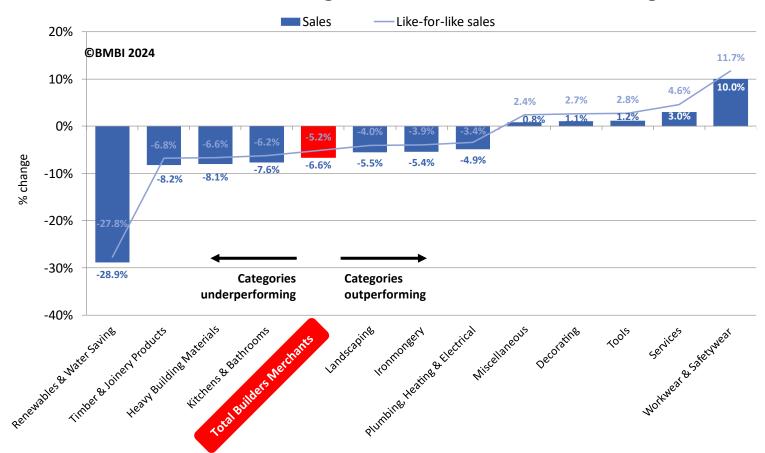
# Latest 3 months v last year

### Sales and Like-for-like sales



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

### 3 months June 24 to August 24 v 3 months Jun 23 to Aug 23



Source: GfK's
Builders Merchants
Total Category Report
January 2019 to August 2024

Total sales in June to August 2024 were -6.6% lower than the same period last year.

Volume sales were down -7.6% and prices up +1.1%.

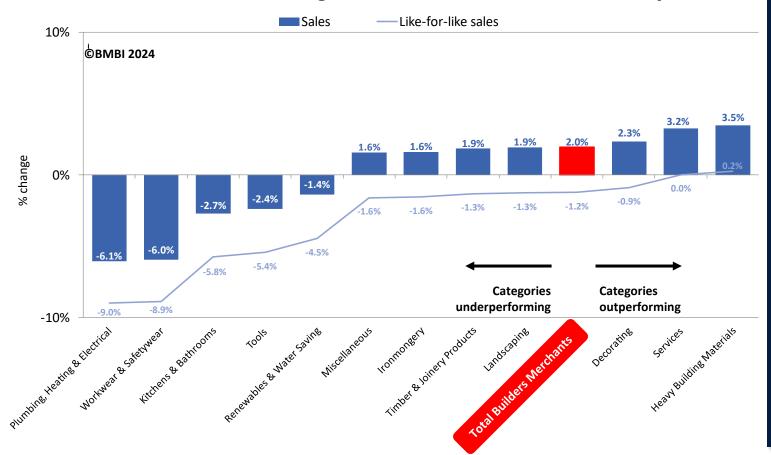
# Latest 3 months v previous 3 months

### Sales and Like-for-like sales



64 trading days this recent period v 62 trading days in the previous period. Like-for-like sales take trading day differences into account.

### 3 months June 24 to August 24 v 3 months Mar 24 to May 24





Total sales in June to August 2024 were +2.0 higher than in March to May 2024.

Volume sales were up +3.6% but prices were down -1.6%.

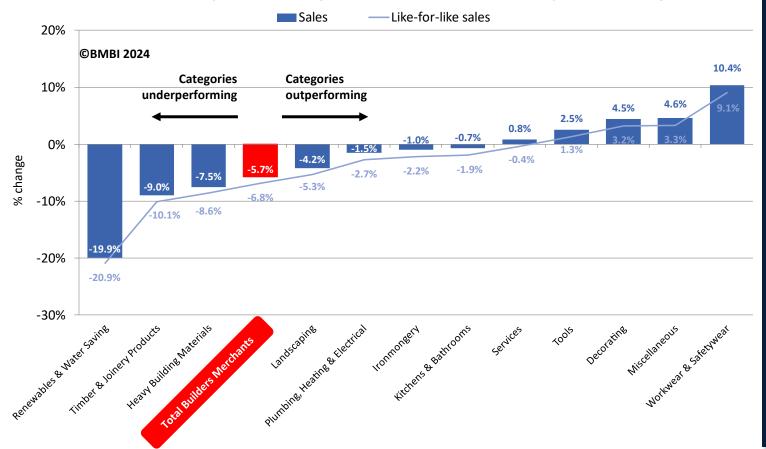
# Latest 12 months v last year

### Sales and Like-for-like sales

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



### 12 months Sep 23 to August 24 v 12 months Sep 22 to Aug 23



@theBMBI

Source: GfK's
Builders Merchants
Total Category Report
January 2019 to August 2024

The two largest categories Heavy Building Materials (-7.5%) and Timber & Joinery Products (-9.0%) declined more than Total Merchants.

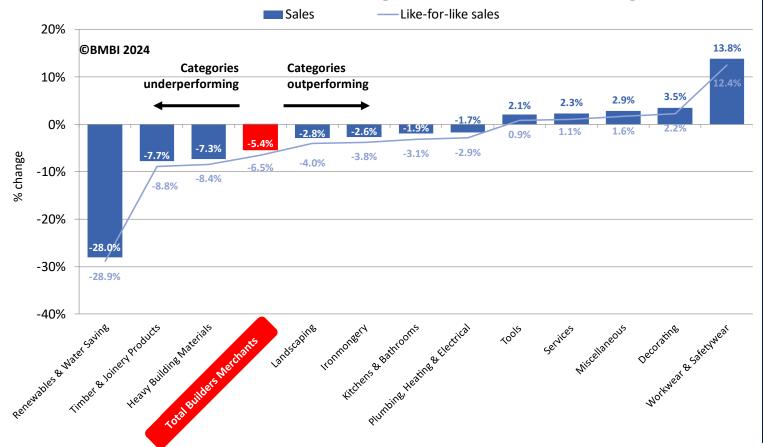
# **Year-to-date** v last year

### Sales and Like-for-like sales

169 trading days this year v 167 trading days last year. Like-for-like sales take trading day differences into account.



### Year to date: Jan 24 to August 24 v Jan 23 v Aug 23





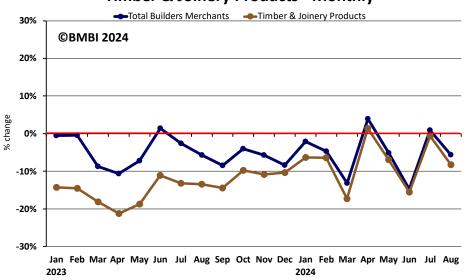
Five of the twelve categories sold more with Workwear & Safetywear up most.

But the two largest categories Heavy Building Materials (-7.3%) and Timber & Joinery Products (-7.7%) sold less.

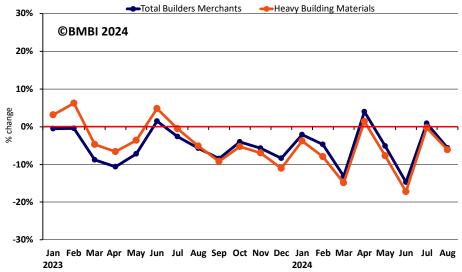
August 2024



### **Timber & Joinery Products - Monthly**

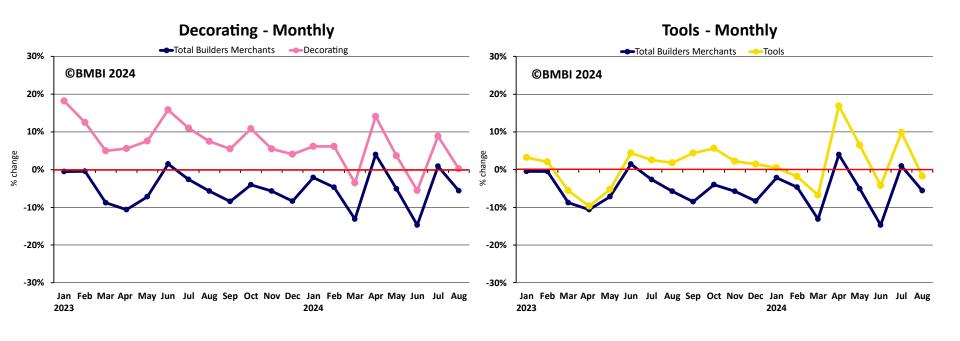


### **Heavy Building Materials - Monthly**



August 2024

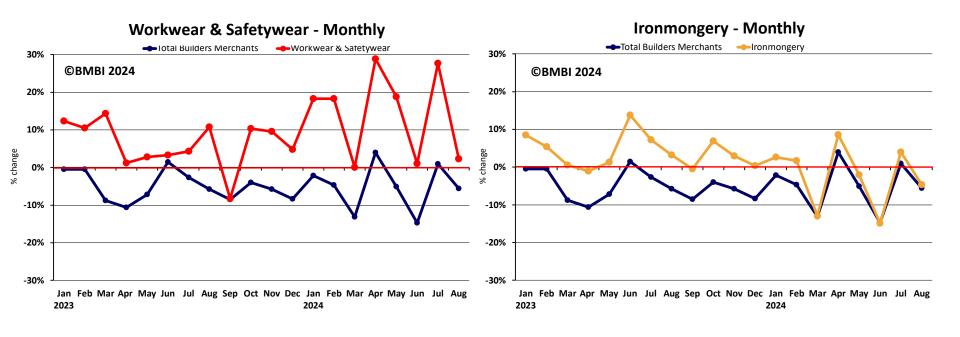






August 2024

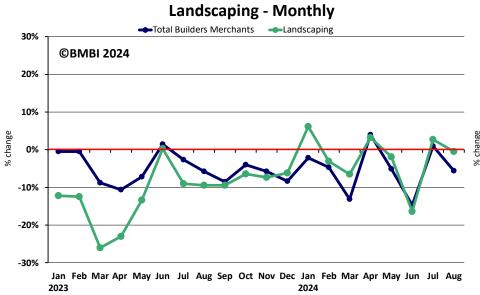


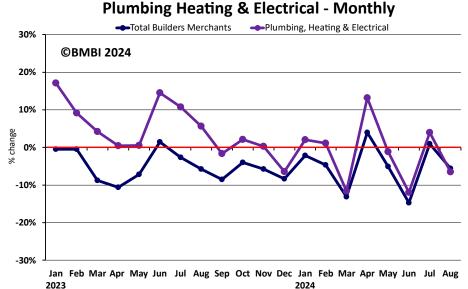




August 2024



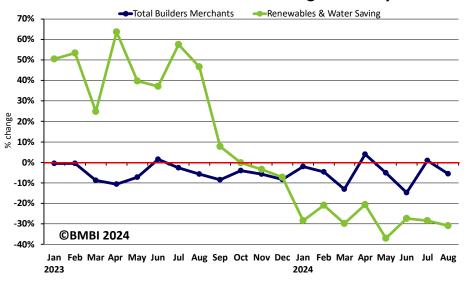




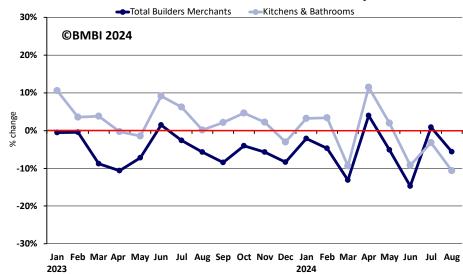
August 2024



### **Renewables & Water Saving - Monthly**

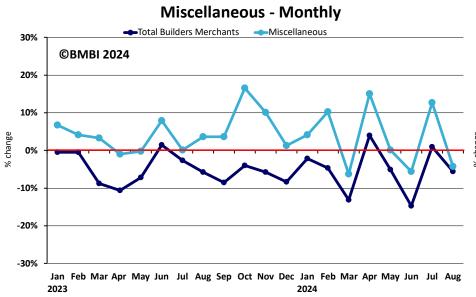


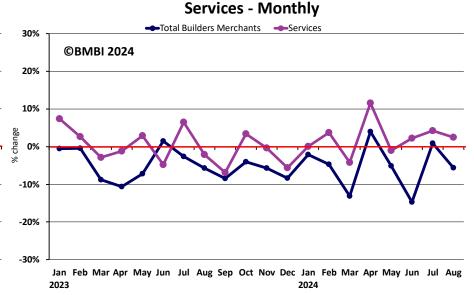
### **Kitchens & Bathrooms - Monthly**



August 2024







# Monthly: Index by Categories

August 2023\* - August 2024

(Indexed on monthly average, January 2019 – December 2019)



		2023					2024							
MONTHLY SALES VALUE INDEX	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
Total Builders Merchants	100	123.8	119.2	121.9	116.4	72.7	102.7	107.6	111.6	117.7	121.2	113.9	127.1	116.8
Timber & Joinery Products	100	118.8	114.8	117.6	111.6	69.6	100.1	102.4	104.7	109.1	110.9	104.6	117.7	109.0
Heavy Building Materials	100	127.3	122.9	124.9	118.0	71.6	102.0	108.0	112.2	118.0	122.4	115.5	130.2	119.5
Decorating	100	122.6	121.2	127.8	127.7	83.7	114.7	116.8	117.7	122.9	124.2	119.3	132.8	122.9
Tools	100	115.6	113.9	121.1	120.7	79.1	111.0	114.1	114.8	118.8	116.6	110.2	121.2	111.2
Workwear & Safetywear	100	118.3	123.5	147.3	163.4	102.2	148.2	141.9	137.5	131.8	135.5	118.4	141.8	121.0
Ironmongery	100	111.9	109.4	114.9	112.7	74.1	105.7	104.5	102.8	108.4	108.2	101.3	116.7	106.7
Landscaping	100	134.9	121.4	113.6	97.5	56.3	85.7	100.2	120.4	139.5	157.1	143.2	148.0	134.3
Plumbing, Heating & Electrical	100	110.0	112.2	125.2	130.1	91.6	122.5	119.9	115.1	113.8	107.2	98.9	114.3	102.8
Renewables & Water Saving	100	164.1	154.9	148.9	145.2	99.6	118.9	127.4	121.4	130.8	106.8	112.6	128.0	113.5
Kitchens & Bathrooms	100	124.0	123.1	123.4	132.5	82.2	113.4	117.6	115.6	119.1	118.5	112.1	121.1	110.8
Miscellaneous	100	104.2	99.9	111.7	111.3	76.4	105.6	104.0	99.9	101.4	101.5	96.3	112.4	99.7
Services	100	119.0	109.2	118.3	113.2	82.7	98.6	105.1	112.0	119.6	118.9	112.6	127.6	122.0

<sup>\*</sup>Click the web link below to see the complete series of indices from August 2023.



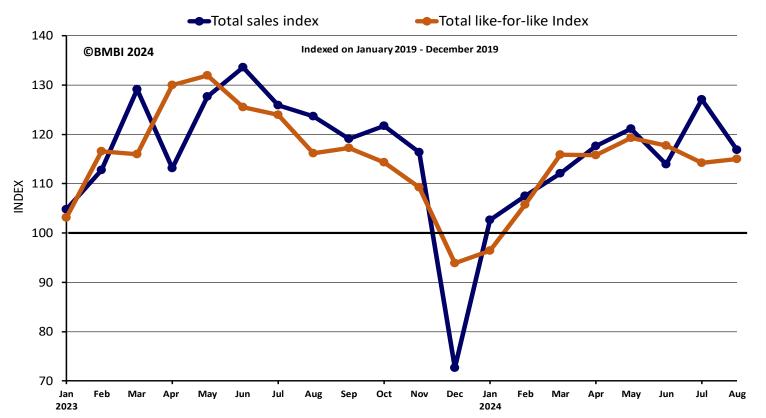
# Monthly: Index

### Sales and like-for-like sales

There was no difference in trading days (21). Like-for-like sales take trading day differences into account.



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





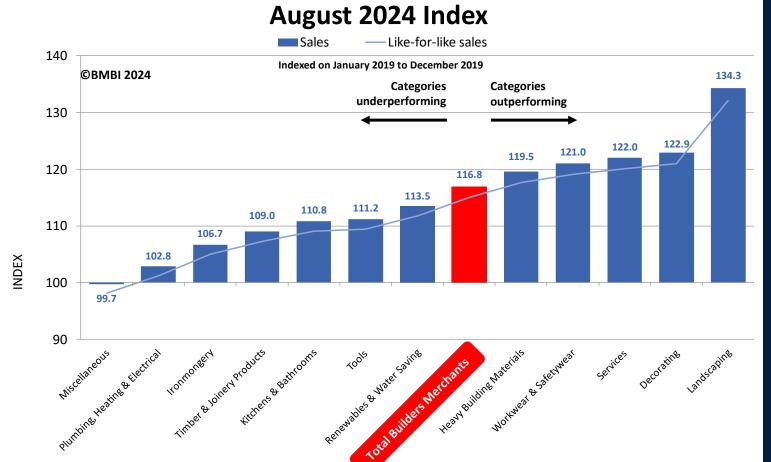
August's overall BMBI index was 116.8.

# Latest month: Index by Categories

### Sales and Like-for-like sales index

There was no difference in trading days (21). Like-for-like sales take trading day differences into account.





Source: GfK's
Builders Merchants
Total Category Report
January 2019 to August 2024

Seasonal category Landscaping (134.3) was up the most followed by Decorating (122.9), Services (122.0) and Workwear & Safetywear (121.0).

# **Trading Days**

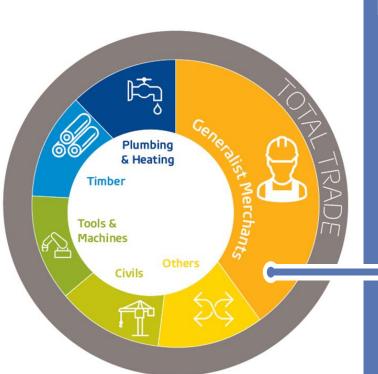


Month	ıly		Quarterly					Half Year		Full Year								
Index:	20.7											Index:	62					
2022												2022				2022		2022
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Q1	Q2	Q3	Q4	H1	H2	246
20	20	23	19	21	20	21	22	21	21	22	16	63	60	64	59	123	123	246
2023												2023				2023		2023
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Q1	Q2	Q3	Q4	H1	H2	248
21	20	23	18	20	22	21	22	21	22	22	16	64	60	64	60	124	124	240
2024												2024				2024		2024
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Q1	Q2	Q3	Q4	H1	H2	
22	21	20	21	21	20	23	21					63	62			125		



# 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 88%.

### **Examples include:**

























# 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

### 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.vanderryst@nielsenig.com

### **Available categories:**

#### Heavyside

Bricks

Insulation

Emulsion Paints (incl. Masonry & Base)

Trim Paints

Primers/Undercoats

Woodcare

Adhesives

Sealants

Fillers/PU Foam

Tile Fixing (Adhesives/Grout)



# Excellence in building materials supply



# BMF (Builders Merchant Federation) Forecast Report

## BMF Forecast Report Summer / Autumn 2024 Edition



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

The latest forecast report of the BMF's Builders Merchants Industry Forecast, covering Summer/Autumn 2024 onwards, is available.

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 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



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### Contact us

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