

Excellence in building
materials supply

Builders Merchant Building Index



Monthly report for October 2024

(Published 20 December 2024)

Highlights

Total value sales in January to October 2024 were -4.5% lower than the same period last year. Volume sales were -5.2% down with prices up slightly (+0.8%). Full comment on page [8](#).

BMBI Report

October 2024 Highlights

(unadjusted for trading days)

www.bmbi.co.uk

+1.2%



Latest month v last year
Oct 2024 sales up +1.2%
on Oct 2023

+7.3%



Latest month v previous month
Oct 2024 sales up +7.3%
on Sep 2024



Latest three months v last year
Aug 2024 - Oct 2024 sales down -2.6%
on Aug 2023 - Oct 2023

-2.6%



Year-to-date v last year
Jan 2024 - Oct 2024 sales down -4.5% on
Jan 2023 - Oct 2023

-4.5%

“ Total Builders Merchants value sales were up +1.2% in October 2024 compared with the same month last year. Volume sales were +2.7% higher and prices down -1.4%.”

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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 October 2024 [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 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@nielseniq.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 Q3 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:



Gordon Parnell
Sales Director British Gypsum

[Read latest comment: Q3 2024 Report](#)

Expert for Bricks & Roof Tiles:



Gonzalo Bunse, Director of Sales and Customer Experience
wienerberger UK

[Read latest Comment: Q3 2024 Report](#)

Expert for Natural Stone & Porcelain Paving:



Krystal Williams
Managing Director
Pavestone UK Ltd

[Read latest Comment: Q3 2024 Report](#)

Expert for Fasteners and Fixings:



Ian Doherty
Chief Executive
Owlett-Jaton

[Read latest Comment: Q3 2024 Report](#)

Expert for Roof Windows:



Jim Blanthorne
Managing Director
Keylite Roof Windows

[Read latest Comment: Q3 2024 Report](#)

Expert for Wood-Based Panels:



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

[Read latest Comment: Q3 2024 Report](#)

The Expert Panel

Speaking for their markets - 2

Expert for Steel Lintels:



Derrick McFarland
Managing Director
Keystone Lintels

[Read latest Comment: Q3 2024 Report](#)

Expert for Adhesives & Sealants:



Mathew Whitehouse
Marketing Director
Bostik UK

[Read latest Comment: Q3 2024 Report](#)

Expert for Mineral Wool Insulation:



Neil Hargreaves
Managing Director
Knauf Insulation

[Read latest Comment: Q3 2024 Report](#)

Expert for Cement & Aggregates:



Andrew Simpson
Packed Products Director
Heidelberg Materials

[Read latest Comment: Q3 2024 Report](#)

Expert for Paint:



Paul Edworthy
Commercial Lead
Dulux Trade

[Read latest Comment: Q3 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: Q3 2024 Report](#)

Expert for Plumbing & Drainage:



Charles Burns
Divisional Director
Brett Martin

[Read latest Comment: Q3 2024 Report](#)

Expert for Heating & Cooling:



Matt Williams
Managing Director
Polypipe

[Read latest Comment: Q3 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 emile.vanderryst@nielseniq.com.

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

Overview - 1

October 2024 value sales were +1.2% up compared with October last year

Now based on 88% of actual sales in the market (see page 7), Total Builders Merchants value sales were up +1.2% in October 2024 compared with the same month last year. Volume sales were +2.7% higher and prices down -1.4%. Nine of the twelve categories have seen higher value sales. Six of the twelve categories performed better than Total Merchants: Tools (+14.3%), Workwear & Safetywear (+10.1%) and Services (+6.0%) led the field. Heavy Building Materials (+1.1%) performed slightly below Total Merchants. Timber & Joinery Products (-1.0%) was the weakest. With one more trading day this year, like-for-like value sales (which take trading day differences into account) were down -3.2%.

October 2024 v September 2024

Total Merchants' value sales were +7.3% higher in October than in September 2024. Volume sales were +6.5% up and prices were slightly up (+0.7%). Eleven of the twelve categories sold more. Ten of the twelve categories performed better than Total Builders Merchants: Renewables & Water Saving (+33.3%), Miscellaneous (+16.0%) and Plumbing Heating & Electrical (+15.3%) were the top performing categories. Heavy building materials and Timber & Joinery products, the two largest categories, were only marginally ahead of Total Builders Merchants, at +7.4%. Landscaping (-2.9%) was the only category to see lower value sales. With two more trading days this month, like-for-like value sales were down -2.1%.

October Index:

October's overall BMBI index was 123.2. All categories exceeded 100. Workwear & Safetywear (162.2) was up the most, followed by Renewables & Water Saving (148.6), Decorating (131.5) and Plumbing Heating & Electrical (130.0). Timber & Joinery Products (116.4), Ironmongery (116.2), seasonal category Landscaping (113.5) and Miscellaneous (112.0) indexed less than Total Builders Merchants. With two more trading days this month, like-for-like sales Index was 110.7.

Latest three months v last year: August 2024 - October 2024 v August 2023 - October 2023

Total sales in August to October 2024 were -2.6% lower than the same period last year. Volume sales were down -2.2% and prices down slightly (-0.4%). Four of the twelve categories sold more, with Workwear & Safetywear (+10.9%) up the most. Renewables & Water Saving (-20.2%) was the weakest performing category. There was no difference in trading days.

Total Merchants
sales were +7.3%
higher in October
than in
September 2024.

Volume sales were
+6.5% up and prices
were slightly
up (+0.7%).

Overview continues on the next page...

Overview - 2

... continued from the previous page:

Latest three months v previous three months: August 2024 - October 2024 v May 2024 - July 2024

Total sales in August to October 2024 were -2.0% lower than in May to July 2024. Volume sales were down -2.1% with prices flat (+0.1%). Eight of the twelve categories sold more with Workwear & Safetywear (+9.0%), Plumbing Heating & Electrical (+7.8%) and Renewables & Water Saving (+7.6%) ahead the most. Timber & Joinery Products (+0.2%) and Heavy building materials (-1.2%) performed slightly better than Total Merchants. Seasonal category Landscaping (-18.7%) was weakest. With one more trading day this period, like-for-like sales were -3.5% lower.

Year-to-date v last year: January 2024 to October 2024 v January 2023 to October 2023

Total sales in January to October 2024 were -4.5% lower than the same period last year. Volume sales were -5.2% down with prices slightly up (+0.8%). Five of the twelve categories sold more with Workwear & Safetywear up most at +14.0%. But the two largest categories Heavy Building Materials (-6.2%) and Timber & Joinery Products (-6.8%) sold less. Renewables & Water Saving (-25.5%) was weakest. With three more trading days this period, like-for-like sales were -5.8% lower.

Latest 12 months v last year: November 2023 - October 2024 v November 2022 - October 2023

Total value sales in the last 12 months, November 2023 to October 2024, were -4.8% down on the previous period, November 2022 to October 2023. Volume sales were -6.3% down with prices up +1.6%. Workwear & Safetywear (+12.9%) was up the most, followed by Tools (+5.8%) and Decorating (+3.3%). The two largest categories Heavy Building Materials (-6.5%) and Timber & Joinery Products (-7.4%) declined more than Total Merchants. Renewables & Water Saving (-22.7%) was weakest. With three more trading days this period, like-for-like sales were -5.9% lower.

Total value sales in the last 12 months, November 2023 to October 2024, were -4.8% down on the previous period, November 2022 to October 2023.

Volume sales were -6.3% down with prices up +1.6%.

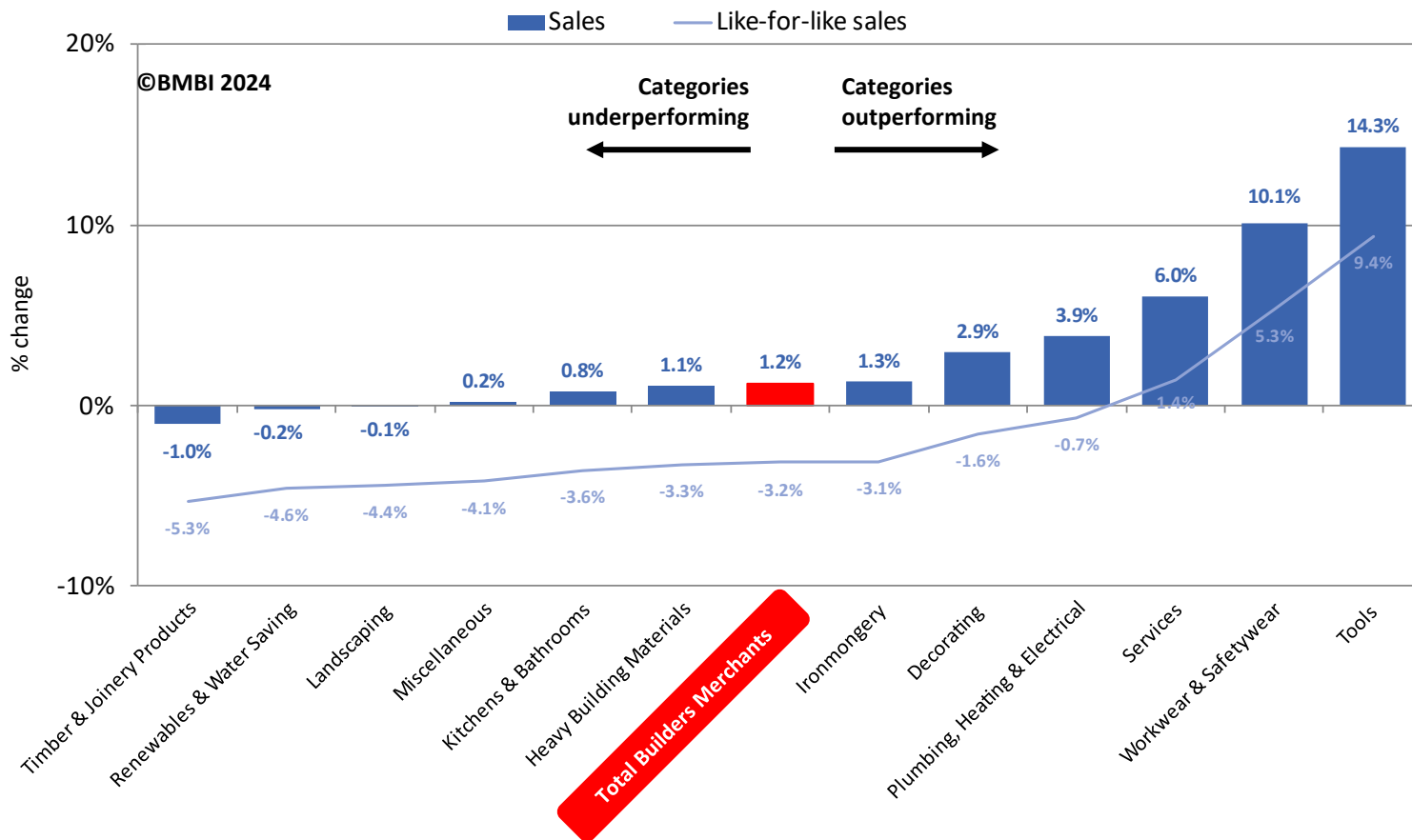
Latest month v last year

Sales and Like-for-like sales

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



October 2024 v October 2023



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

Total Builders Merchants value sales were up +1.2% in October 2024 compared with the same month last year.

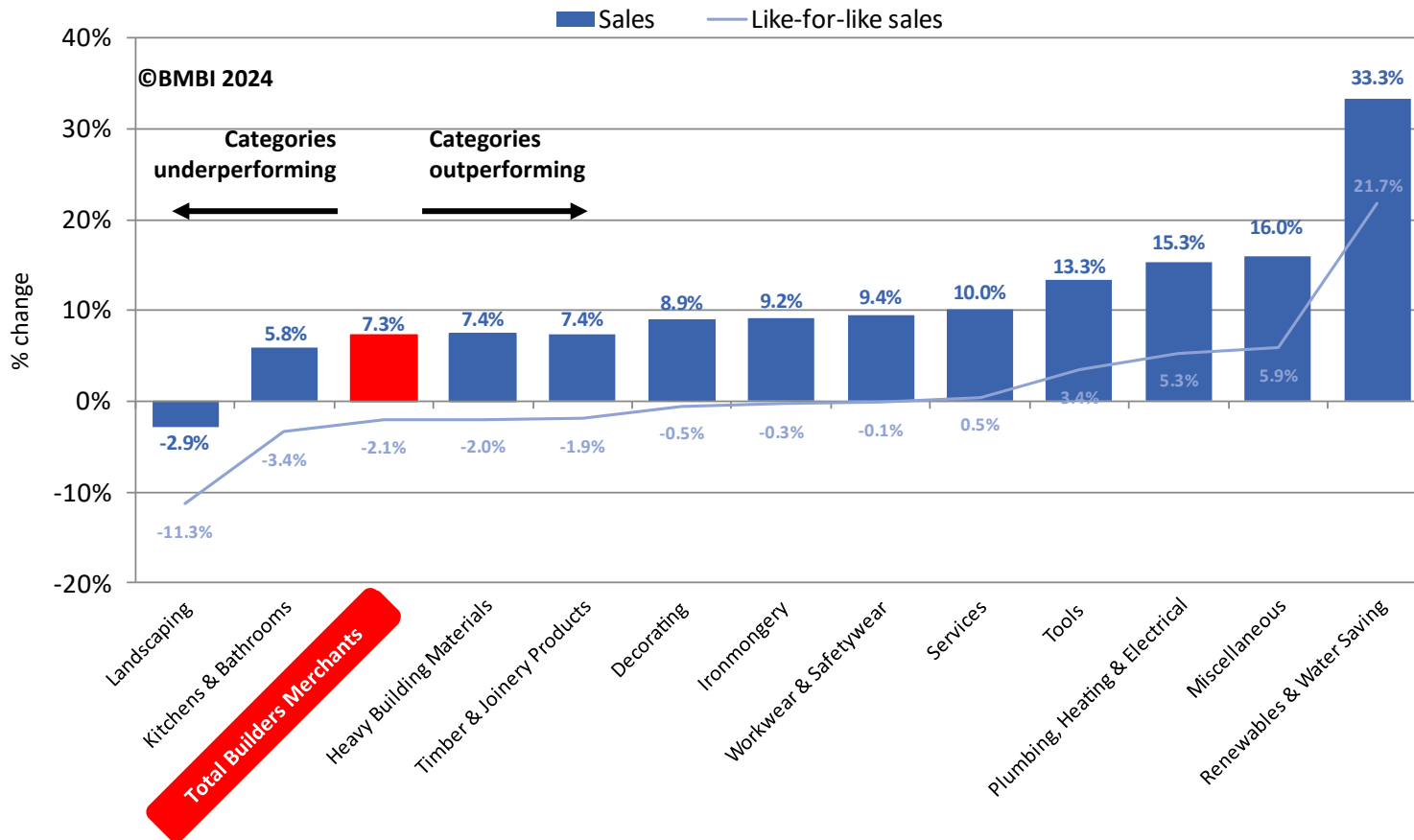
Latest month v previous month

Sales and Like-for-like sales

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



October 2024 v September 2024



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

Total Merchants sales were +7.3% higher in October than in September 2024.

Volume sales were +6.5% up and prices were slightly up (+0.7%).

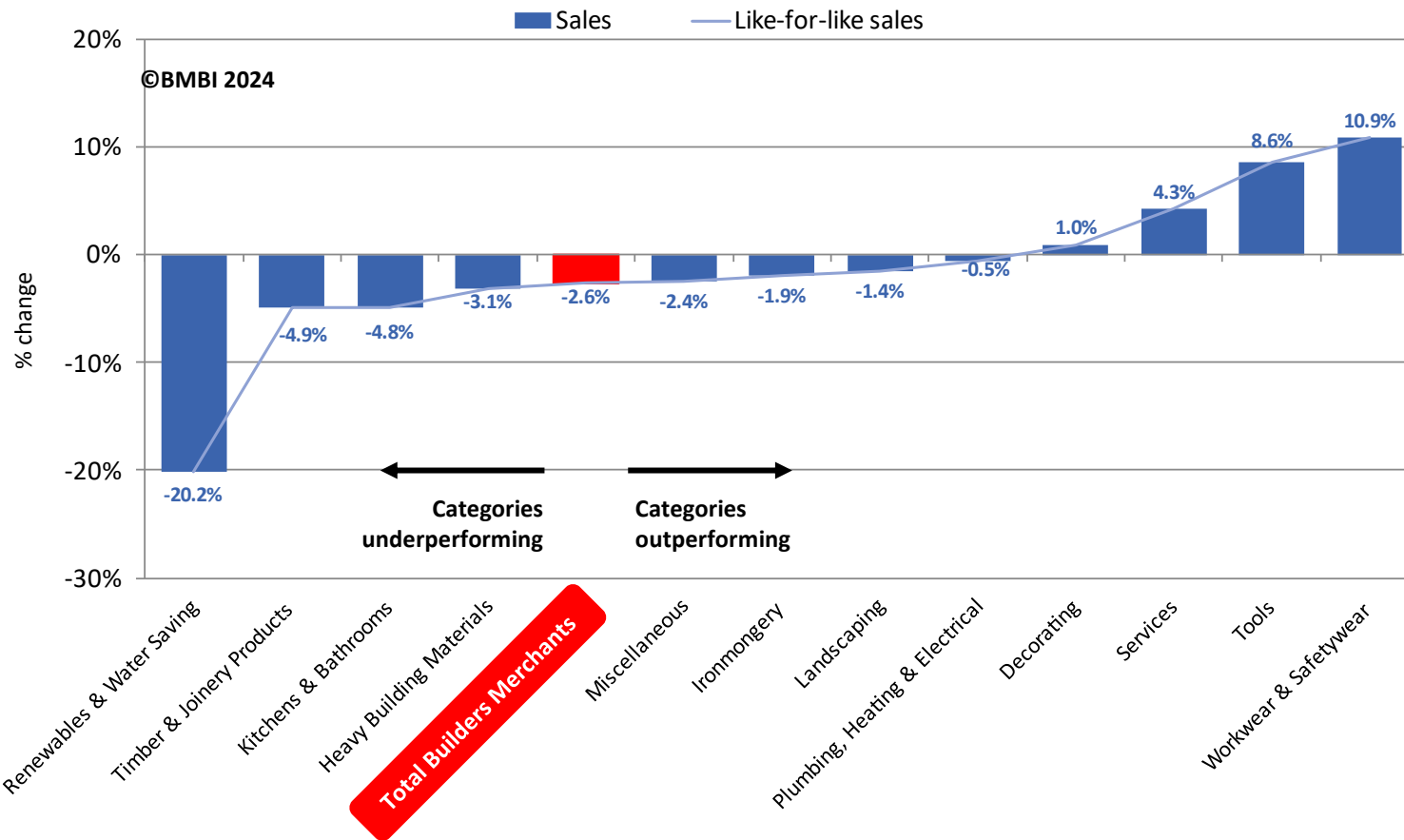
Latest 3 months v last year

Sales and Like-for-like sales

There was no difference in trading days (65).
Like-for-like sales take trading day differences into account.



3 months Aug 24 to Oct 24 v 3 months Aug 23 to Oct 23



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

Total sales in August to October 2024 were -2.6% lower than the same period last year.

Volume sales were down -2.2% and prices down slightly (-0.4%).

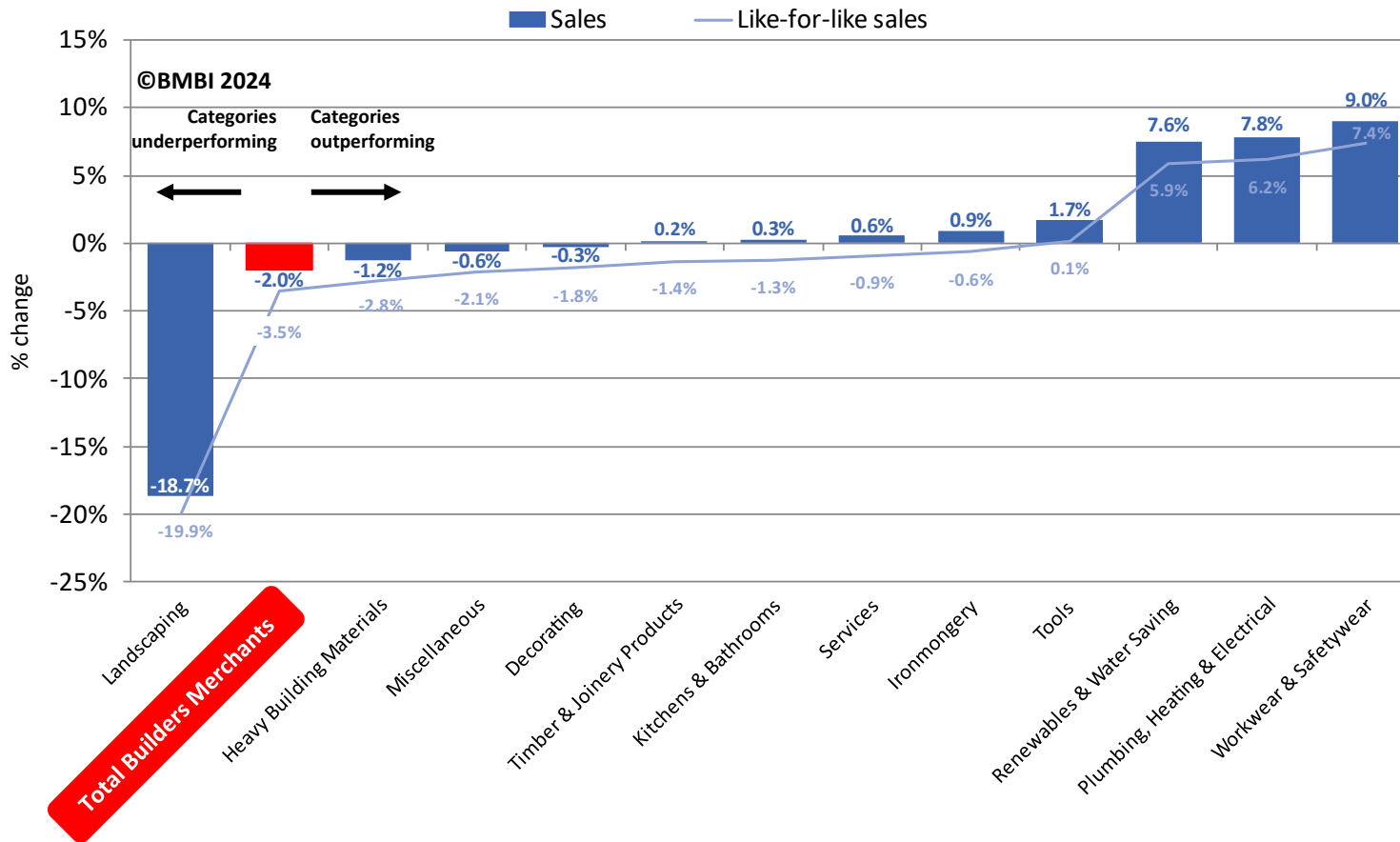
Latest 3 months v previous 3 months

Sales and Like-for-like sales

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



3 months Aug 24 to Oct 24 v 3 months May 24 to Jul 24



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

Total sales in August to October 2024 were -2.0% lower than in May to July 2024.

Volume sales were down -2.1% with prices were flat (+0.1%).

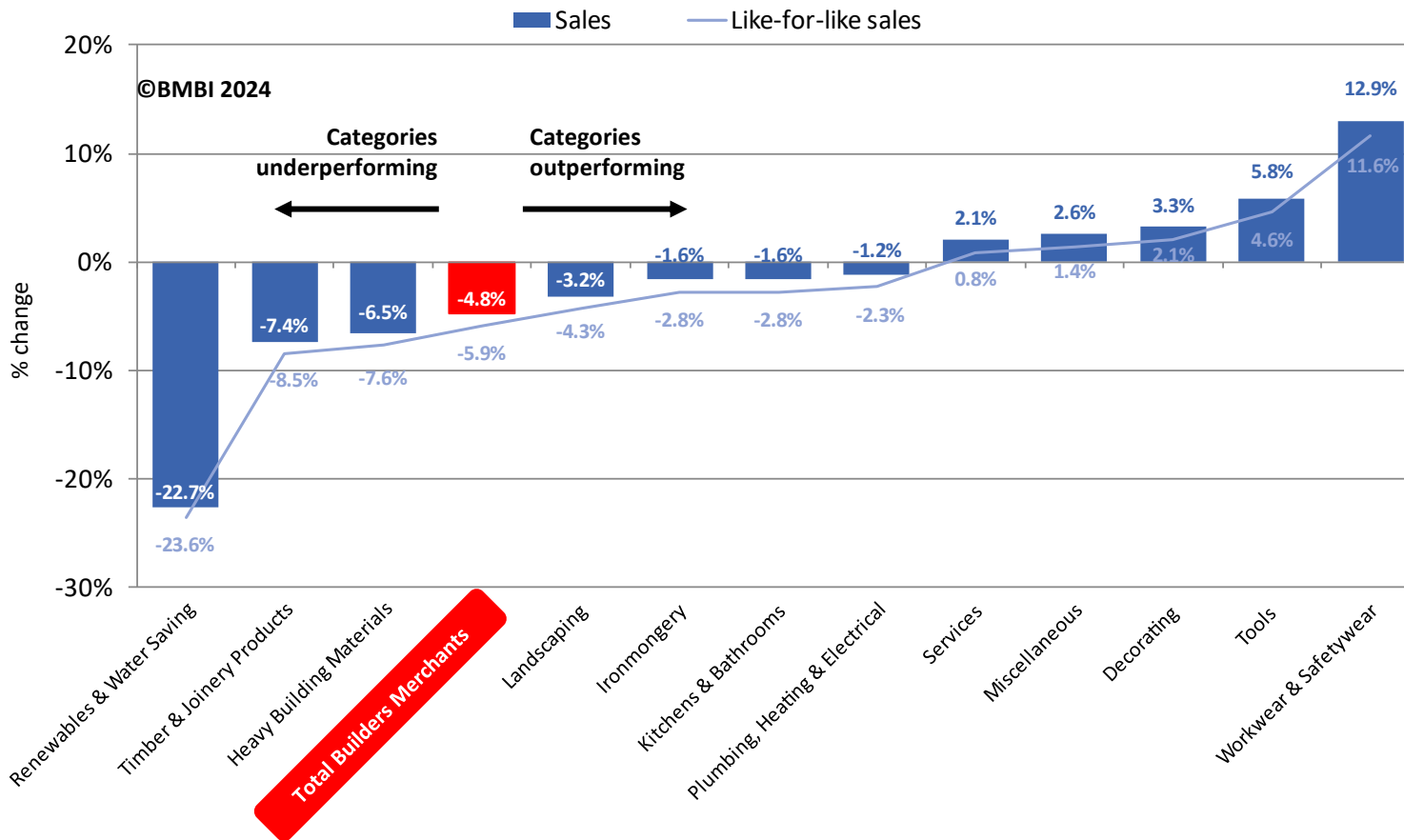
Latest 12 months v last year

Sales and Like-for-like sales

251 trading days this year v 248 trading days last year.
Like-for-like sales take trading day differences into account.



12 months Nov 23 to Oct 24 v 12 months Nov 22 to Oct 23



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

The two largest categories Heavy Building Materials (-6.5%) and Timber & Joinery Products (-7.4%) declined more than Total Merchants.

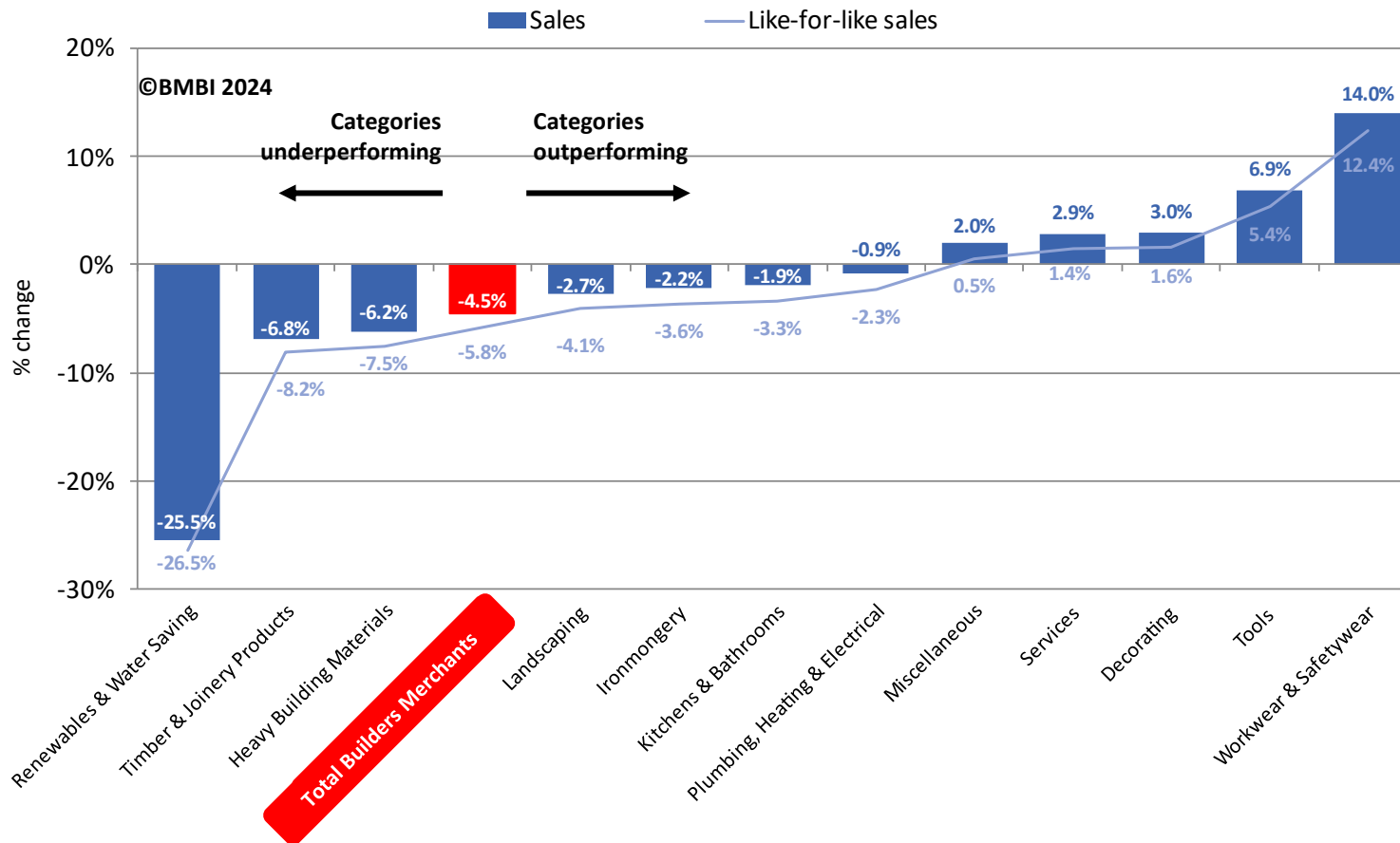
Year-to-date v last year

Sales and Like-for-like sales

213 trading days this year v 210 trading days last year.
Like-for-like sales take trading day differences into account.



Year to date: Jan 24 to Oct 24 v Jan 23 v Oct 23



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

Five of the twelve categories sold more with Workwear & Safetywear up most at +14.0%.

But the two largest categories Heavy Building Materials (-6.2%) and Timber & Joinery Products (-6.8%) sold less.

Monthly Year-on-year

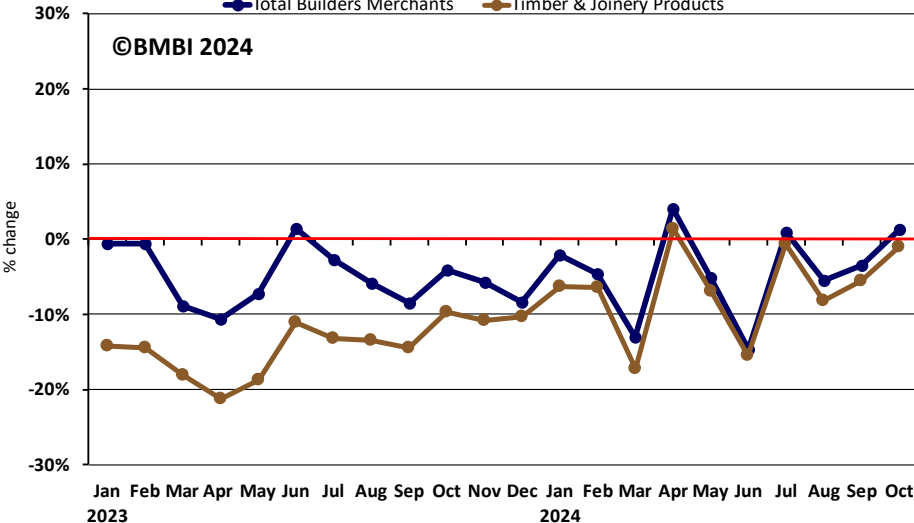
October 2024



Timber & Joinery Products - Monthly

● Total Builders Merchants ● Timber & Joinery Products

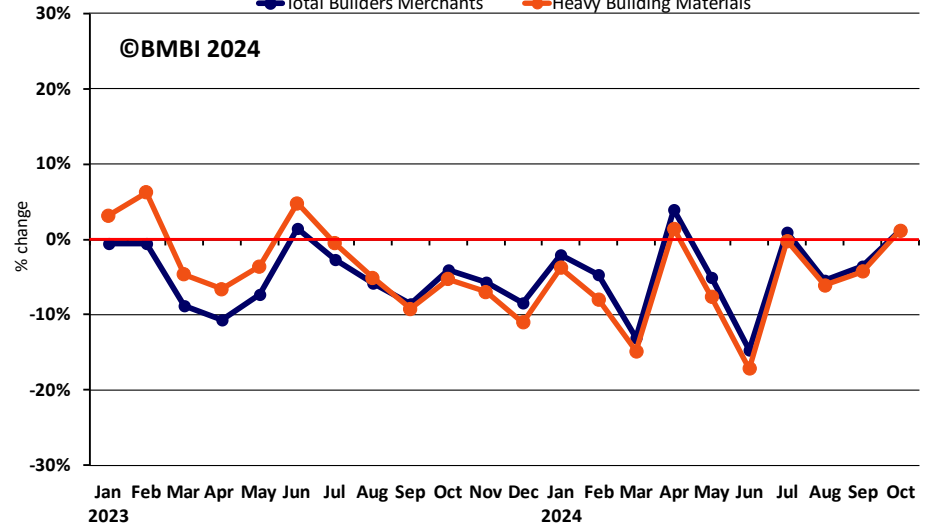
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Heavy Building Materials - Monthly

● Total Builders Merchants ● Heavy Building Materials

©BMBI 2024



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

Monthly Year-on-year

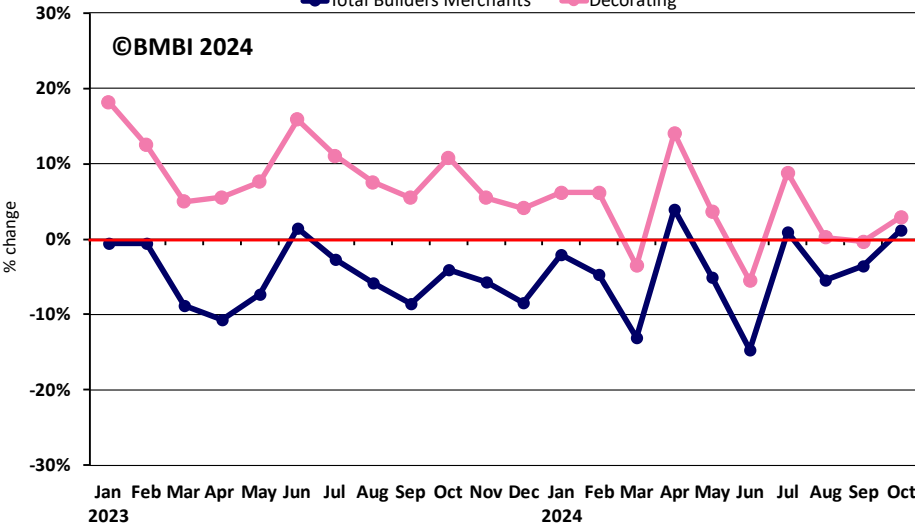
October 2024



Decorating - Monthly

● Total Builders Merchants ● Decorating

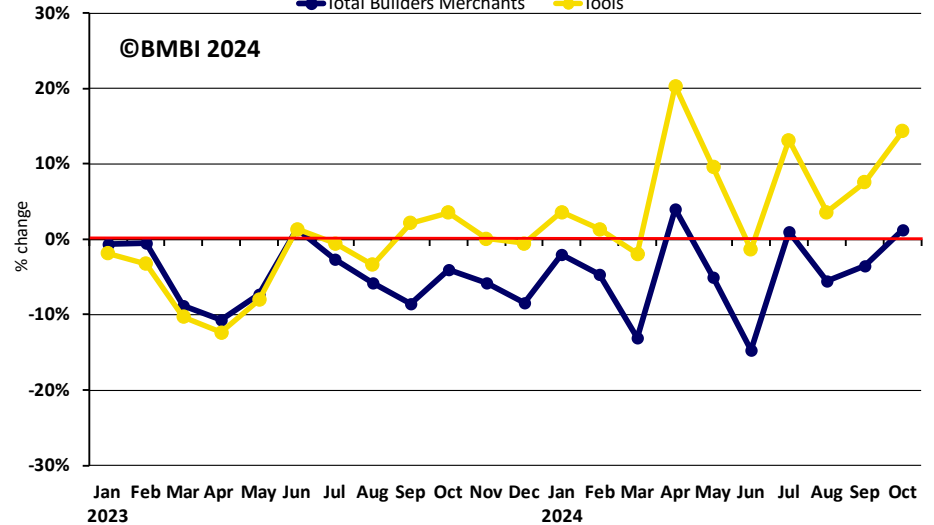
©BMBI 2024



Tools - Monthly

● Total Builders Merchants ● Tools

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

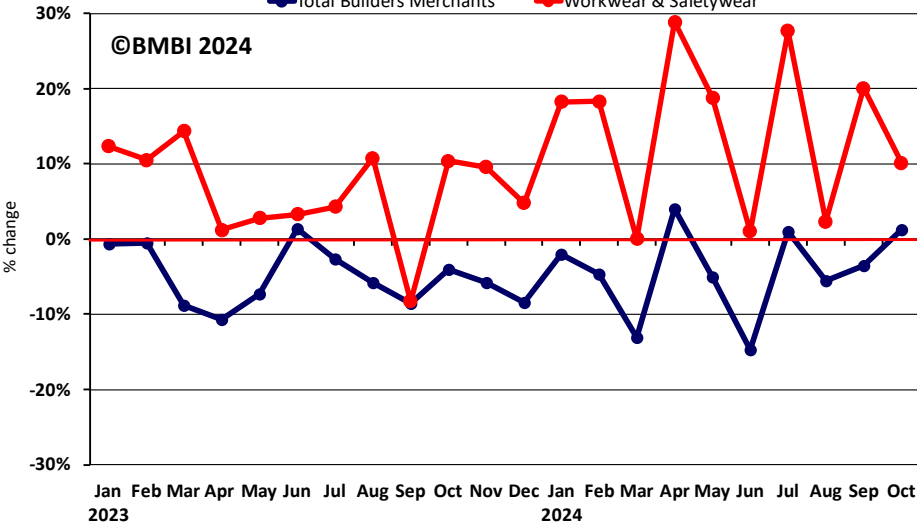
Monthly Year-on-year

October 2024

Workwear & Safetywear - Monthly

● Total Builders Merchants ● Workwear & Safetywear

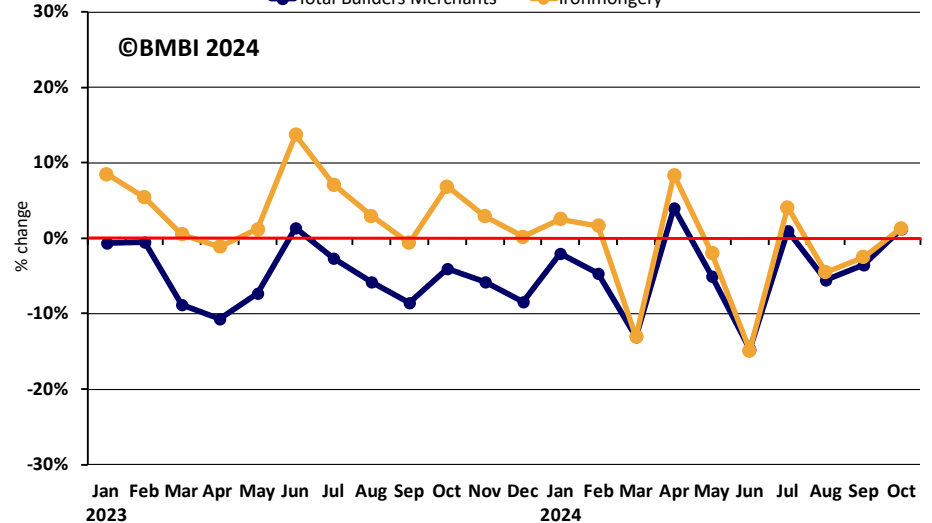
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Ironmongery - Monthly

● Total Builders Merchants ● Ironmongery

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

Monthly Year-on-year

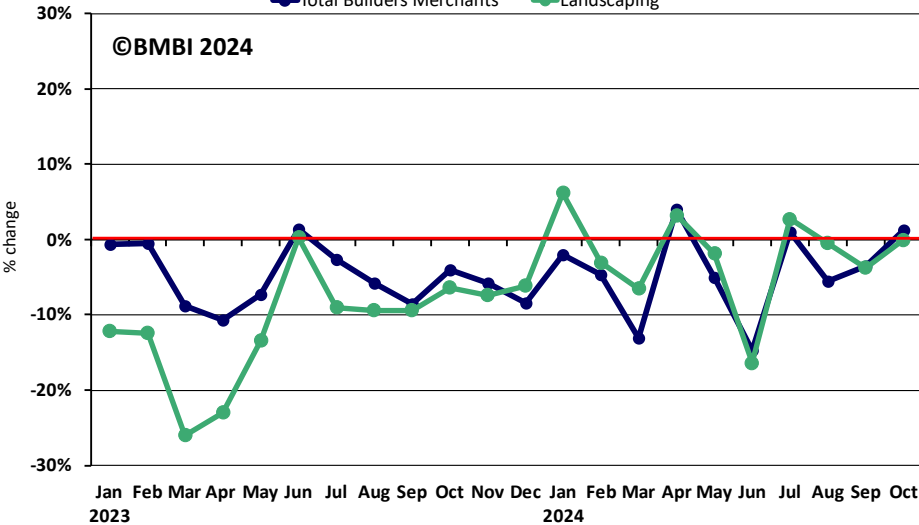
October 2024



Landscaping - Monthly

● Total Builders Merchants ● Landscaping

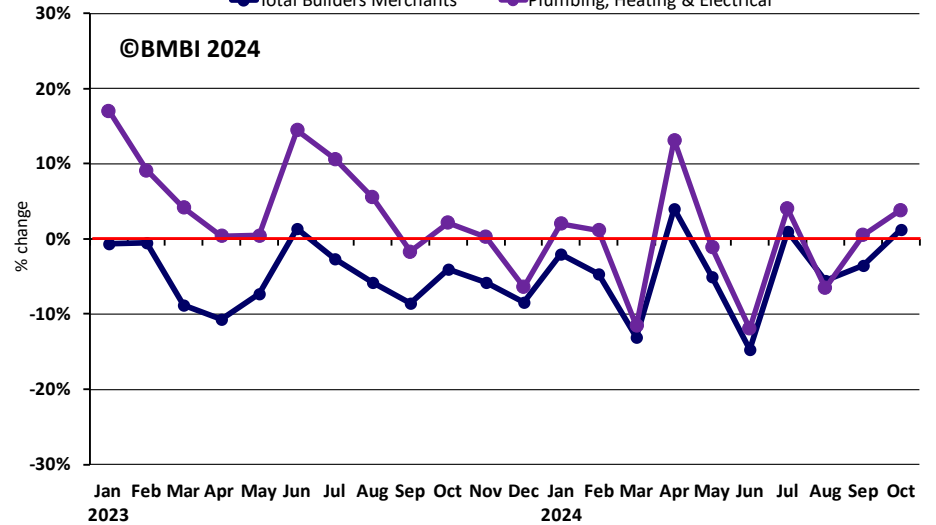
©BMBI 2024



Plumbing Heating & Electrical - Monthly

● Total Builders Merchants ● Plumbing, Heating & Electrical

©BMBI 2024



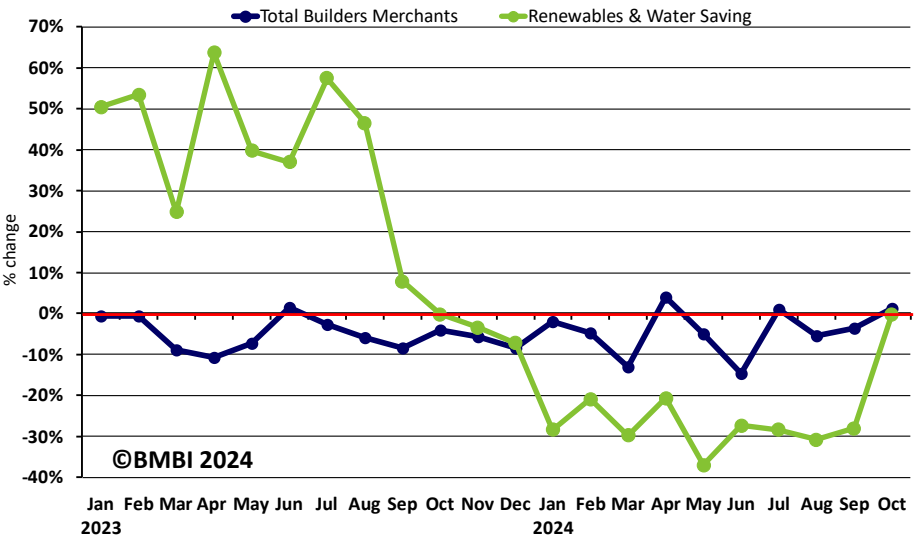
Source: GfK's
Builders Merchants
Total Category Report
January 2019 to October 2024

Monthly Year-on-year

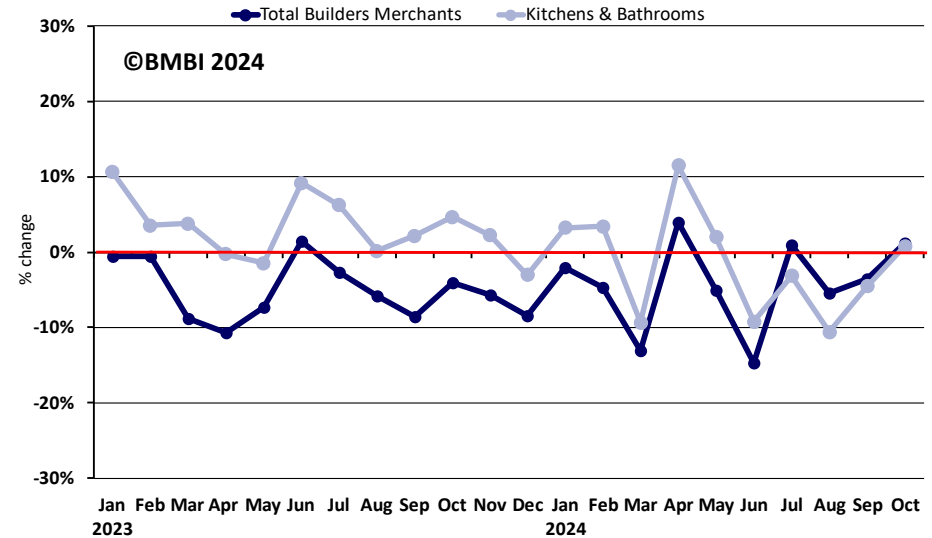
October 2024



Renewables & Water Saving - Monthly



Kitchens & Bathrooms - Monthly



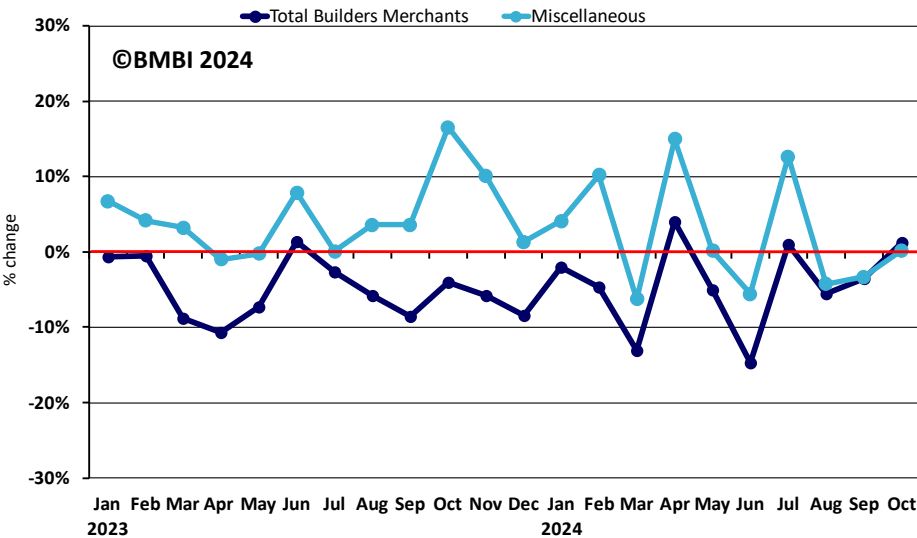
Source: GfK's Builders Merchants Total Category Report January 2019 to October 2024

Monthly Year-on-year

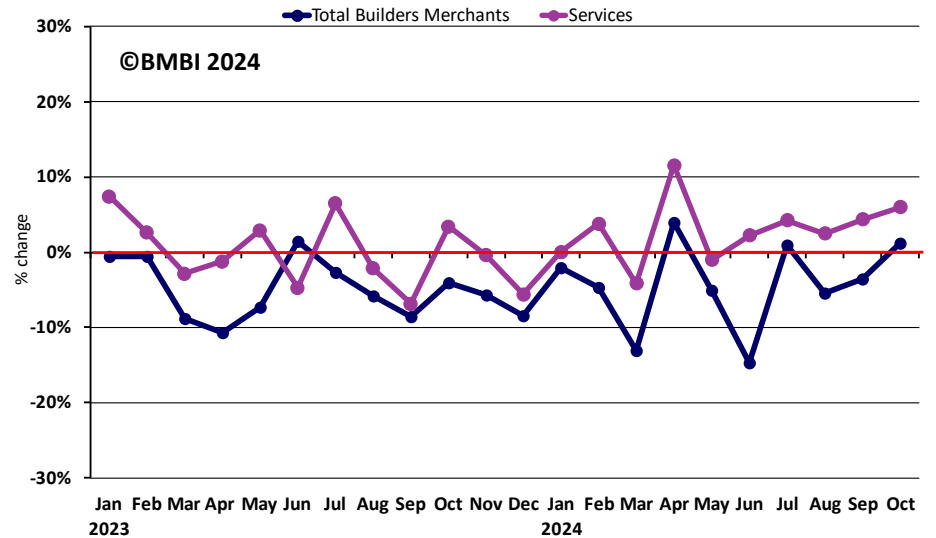
October 2024



Miscellaneous - Monthly



Services - Monthly



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

Monthly: Index by Categories

October 2023* - October 2024

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



		2023			2024									
MONTHLY SALES VALUE INDEX	Index	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
Total Builders Merchants	100	121.7	116.3	72.7	102.6	107.4	112.1	117.7	121.2	113.9	127.1	116.8	114.9	123.2
Timber & Joinery Products	100	117.6	111.6	69.6	100.1	102.4	105.3	109.1	110.9	104.6	117.7	109.0	108.4	116.4
Heavy Building Materials	100	124.9	118.0	71.6	102.0	108.0	112.6	118.0	122.4	115.5	130.2	119.5	117.6	126.3
Decorating	100	127.8	127.7	83.7	114.7	116.8	119.5	122.9	124.2	119.3	132.8	122.9	120.8	131.5
Tools	100	112.7	112.6	74.1	104.1	107.0	115.6	118.7	116.5	110.2	121.2	111.2	113.8	128.9
Workwear & Safetywear	100	147.3	163.4	102.2	148.2	141.9	138.2	131.8	135.5	118.4	141.8	121.0	148.3	162.2
Ironmongery	100	114.6	112.5	74.0	105.5	104.4	102.8	108.2	108.2	101.3	116.7	106.7	106.4	116.2
Landscaping	100	113.6	97.5	56.3	85.7	100.2	120.8	139.5	157.1	143.2	148.0	134.3	116.9	113.5
Plumbing, Heating & Electrical	100	125.1	130.1	91.5	122.5	119.9	115.5	113.8	107.2	98.9	114.3	102.8	112.7	130.0
Renewables & Water Saving	100	148.9	145.2	99.6	118.9	127.4	121.5	130.8	106.8	112.6	128.0	113.5	111.5	148.6
Kitchens & Bathrooms	100	123.4	132.5	82.2	113.4	117.6	116.1	119.1	118.5	112.1	121.1	110.8	117.5	124.4
Miscellaneous	100	111.7	111.3	76.4	105.6	104.0	100.7	101.4	101.5	96.3	112.4	99.7	96.6	112.0
Services	100	118.3	113.2	82.7	98.6	105.1	112.4	119.6	118.9	112.6	127.6	122.0	113.9	125.4

*Click the web link below to see the complete series of indices from October 2023.

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

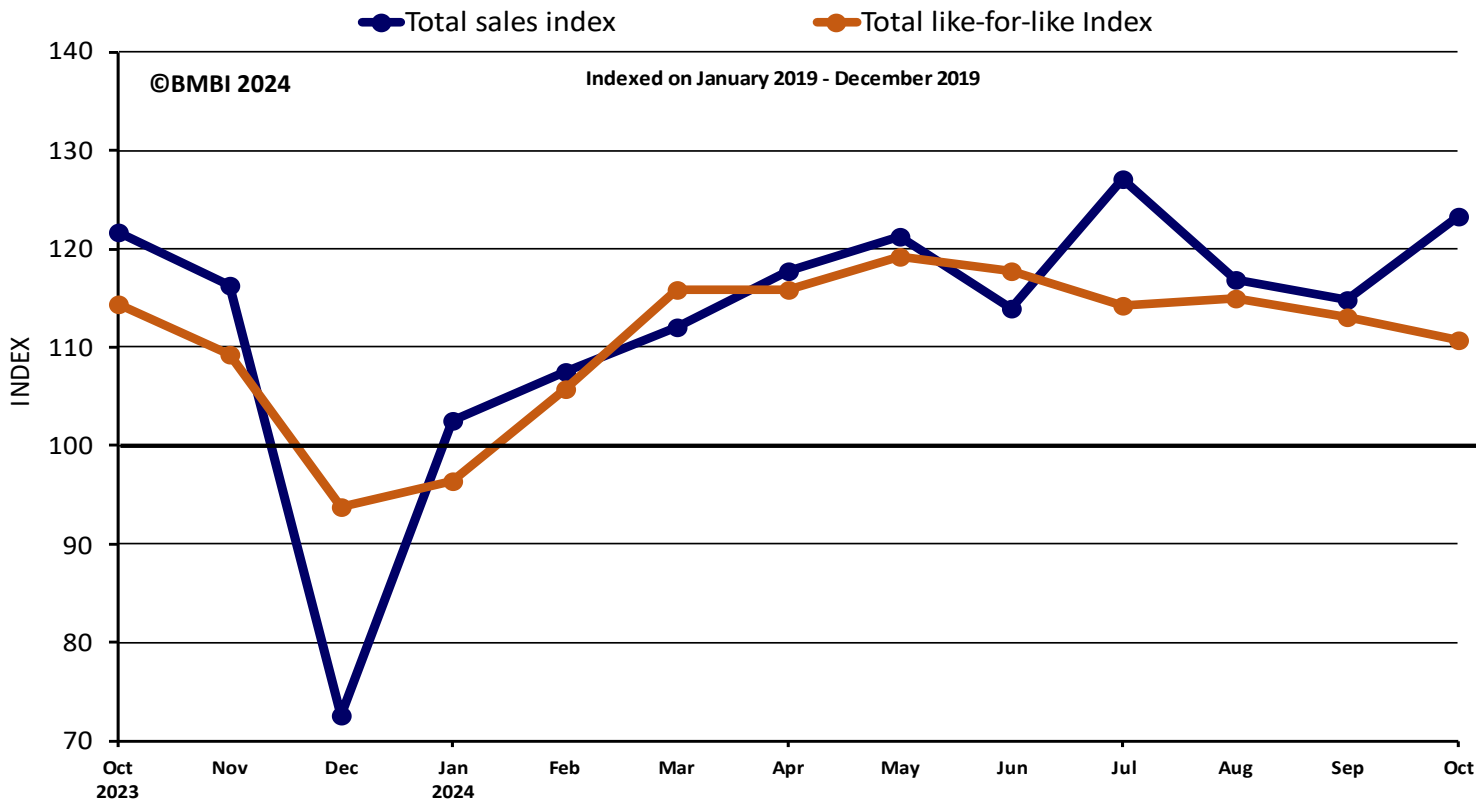
Monthly: Index

Sales and like-for-like sales

23 trading days this month v 21 trading days in the Index base period.
Like-for-like sales take trading day differences into account.



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



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

October's overall
BMBI index
was 123.2.

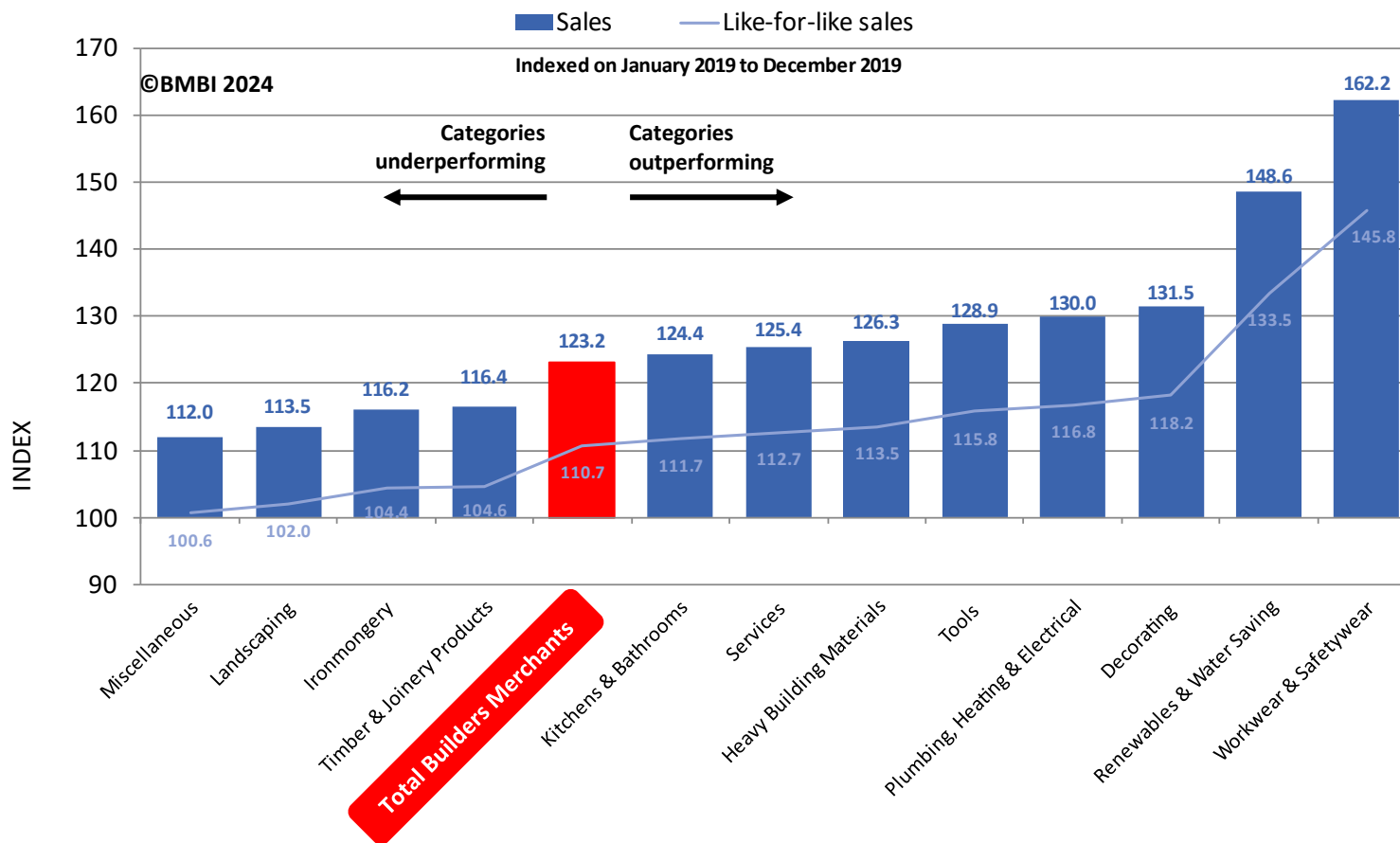
Latest month: Index by Categories

Sales and Like-for-like sales index

23 trading days this month v 21 trading days in the Index base period.
Like-for-like sales take trading day differences into account.



October 2024 Index



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

Workwear & Safetywear (162.2) was up the most, followed by Renewables & Water Saving (148.6), Decorating (131.5) and Plumbing Heating & Electrical (130.0).

Trading Days

Monthly

Index: 20.7

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	16
2024											
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
22	21	20	21	21	20	23	21	21	23		

Quarterly

Index: 62

2022			
Q1	Q2	Q3	Q4
63	60	64	59
2023			
Q1	Q2	Q3	Q4
64	60	64	60
2024			
Q1	Q2	Q3	Q4
63	62	65	

Half Year

2022	
H1	H2
123	123
2023	
H1	H2
124	124
2024	
H1	H2
125	

Full Year

2022
246
2023
248
2024

GfK's Definition of Builders Merchant Panel



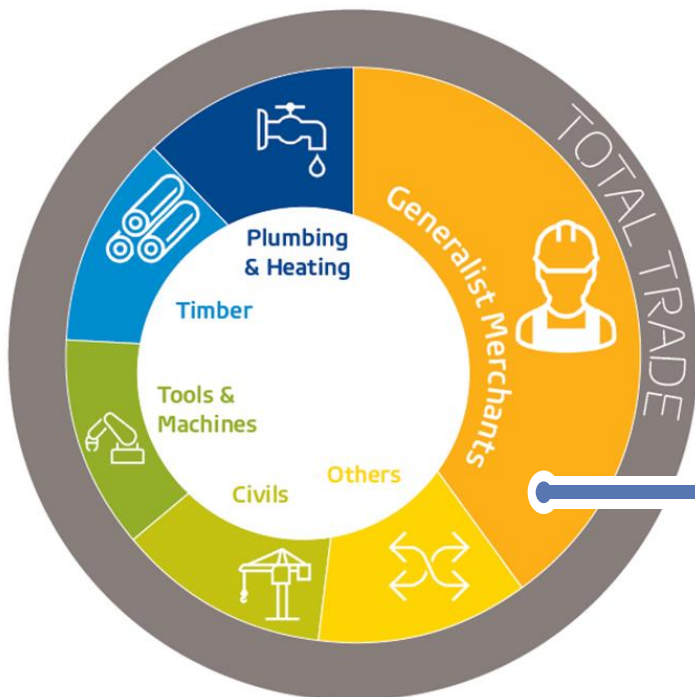
Generalist Builders Merchants definition:

- 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%.

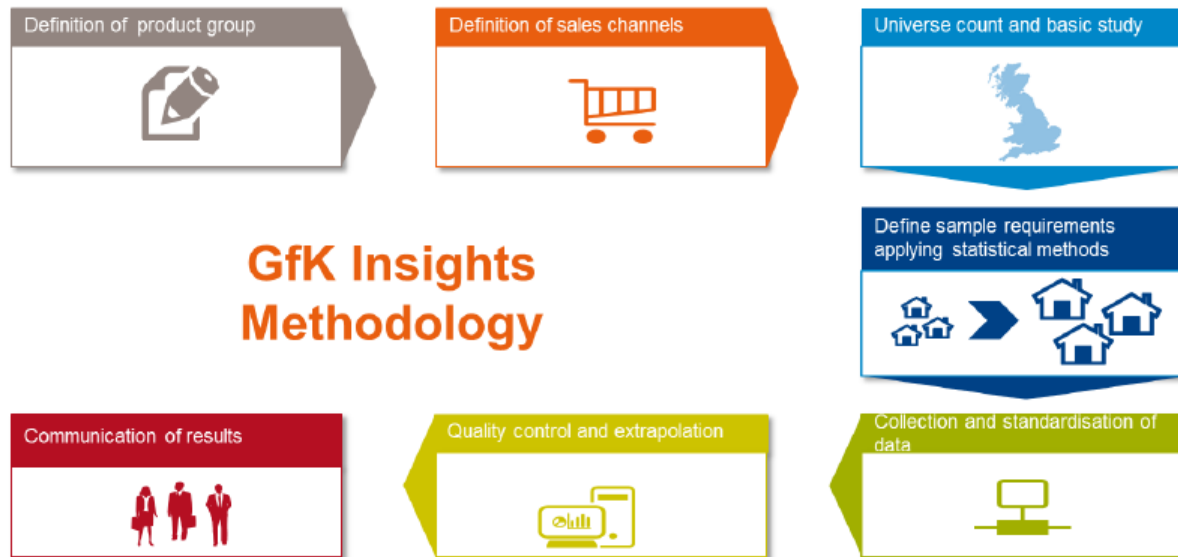
Examples include:



INDEPENDENT BUILDERS MERCHANT GROUP



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

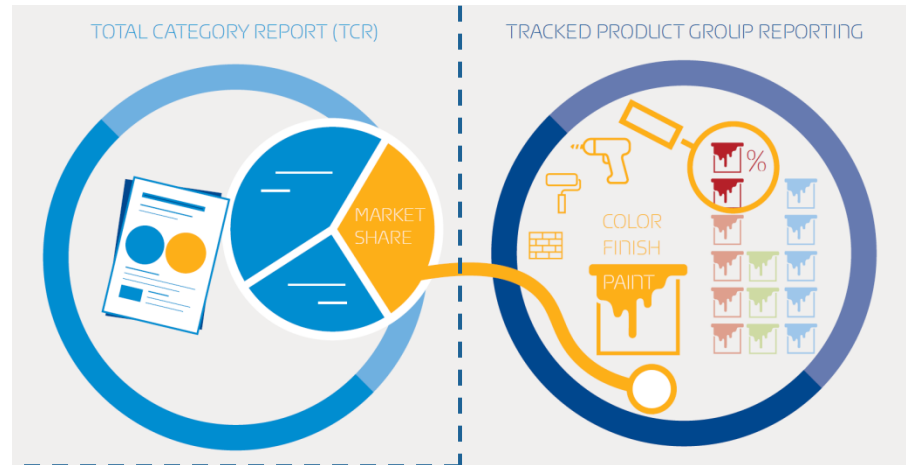
Bathroom (Including Showering)
Fitted Kitchens
Major Appliances

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@nielseniq.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)

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.

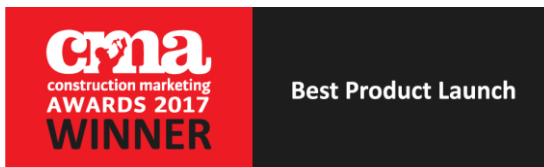
Using BMBI data coupled with advanced modelling techniques the BMF has developed a channel-specific forecasting model to show what is likely to happen in the next 12 months, making it possible for merchants and suppliers to forecast their customers' requirements more accurately.

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



Building the Industry & Building Brands from Knowledge



Contact us

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