Excellence in building materials supply



Monthly report for November 2024

(Published 30 January 2025)

Highlights



Total value sales in January to November 2024 were -4.5% lower than the same period last year. Volume sales were -4.9% down with prices up slightly (+0.5%). 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 November 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** <u>here</u>.

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 <u>here</u>.**



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 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:



British Gypsum

Gordon Parnell Sales Director British Gypsum

Read latest comment: Q3 2024 Report

Expert for Bricks & Roof Tiles:



w wienerberger

Gonzalo Bunse, Director of Sales and Customer Experience wienerberger UK

Read latest Comment: Q3 2024 Report

Expert for Natural Stone & Porcelain Paving:



PAVESTONE

Krystal WilliamsManaging Director
Pavestone UK Ltd

Read latest Comment: Q3 2024 Report

Expert for Fasteners and Fixings:



Owlett Jaton

Ian DohertyChief Executive
Owlett-Jaton

Read latest Comment: Q3 2024 Report

Expert for Roof Windows:



Roof Windows

Jim Blanthorne

Managing Director

Keylite Roof Windows

Read latest Comment: Q3 2024 Report

Expert for Steel Lintels:



M Keystone

Derrick McFarland Managing Director Keystone Lintels

Read latest Comment: Q3 2024 Report

The Expert Panel

Speaking for their markets - 2



Expert for Mineral Wool Insulation:



KNAUFINSULATION

Neil Hargreaves Managing Director **Knauf Insulation**

Read latest Comment: Q3 2024 Report

Expert for Cement & Aggregates:



Heidelberg **Materials**

Andrew Simpson Packed Products Director Heidelberg Materials

Read latest Comment: Q3 2024 Report

Expert for Paint:



TRADE 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:



Brett

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



November 2024 value sales were -4.6% down compared with November last year

Now based on 88% of actual sales in the market (see page 7), Total Builders Merchants <u>value sales</u> were down -4.6% in November 2024 compared with the same month last year. Tools (+3.5%) was the only category to sell more. Categories performing better than Total Merchants include Landscaping (-0.3%), Services (-0.6%) and Heavy Building Materials (-4.0%). Renewables & Water Saving (-15.1%) was the weakest. With one less trading day this month, like-for-like value sales (which take trading day differences into account) were flat (-0.1%). Total Builders Merchants' <u>volume sales</u> were -1.3% lower and prices were down -3.4%.

November 2024 v October 2024

Total Merchants <u>value sales</u> were -10.0% lower in November than in October 2024. All twelve categories sold less. Six of the twelve categories performed better than Total Builders Merchants: Kitchens & Bathrooms (-2.6%), Plumbing Heating & Electrical (-7.0%), Workwear & Safetywear (-7.7%), Miscellaneous (-8.2%), Tools (-9.6%) and Timber & Joinery Products (-9.9%). Heavy Building Materials fell slightly behind Total Builders Merchants, at -10.4%. Renewables & Water Saving (-17.1%) declined the most. With two less trading days this month, like-for-like value sales were down -1.4%. Total Merchants' volume sales were -11.2% down and prices were up +1.3%.

November Index:

November's overall BMBI index was 110.9. Eleven of the twelve categories exceeded 100. Workwear & Safetywear (149.7) had the highest index versus the 2019 base period, followed by Renewables & Water Saving (123.2), Kitchens & Bathrooms (121.2), Plumbing Heating & Electrical (120.9) and Decorating (118.4). Timber & Joinery Products (105.0), Ironmongery (104.4) and seasonal category Landscaping (97.1) indexed less than Total Builders Merchants. There was no difference in trading days.

Latest three months v last year: September 2024 - November 2024 v September 2023 - November 2023

Total <u>value sales</u> in September to November 2024 were -2.3% lower than the same period last year. Three of the twelve categories sold more, with Tools (+8.5%) up the most. Renewables & Water Saving (-14.6%) was the weakest performing category. There was no difference in trading days. Total <u>volume sales</u> were slightly down (-0.7%) and prices were down -1.6%.

Total Merchants
value sales were
-10.0% lower in
November than in
October 2024.

Total Merchants'
volume sales were
-11.2% down and
prices were
up +1.3%.

Overview continues on the next page...



Overview - 2



... continued from the previous page:

Latest three months v previous three months: September 2024 - November 2024 v June 2024 - August 2024

Total <u>value sales</u> in September to November 2024 were -2.5% lower than in June to August 2024. Seven of the twelve categories sold more with Workwear & Safetywear (+20.7%), Plumbing Heating & Electrical (+15.0%) and Renewables & Water Saving (+8.2%) ahead the most. Timber & Joinery Products (-0.5%) and Heavy building materials (-2.2%) performed slightly better than Total Merchants. Seasonal category Landscaping (-23.0%) was weakest. With one more trading day this period, like-for-like value sales were -4.0% lower. Total volume sales were down -3.1% with prices slightly up (+0.7%).

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

Total <u>value sales</u> in January to November 2024 were -4.5% lower than the same period last year. Five of the twelve categories sold more with Workwear & Safetywear up most at +11.3%. But the two largest categories Heavy Building Materials (-6.0%) and Timber & Joinery Products (-6.8%) sold less. Renewables & Water Saving (-24.6%) was weakest. With two more trading days this period, like-for-like value sales were -5.3% lower. Total <u>volume sales</u> were -4.9% down with prices slightly up (+0.5%).

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

Total <u>value sales</u> in the last 12 months, December 2023 to November 2024, were -4.7% down on the previous period, December 2022 to November 2023. Workwear & Safetywear (+10.9%) was up the most, followed by Tools (+6.1%) and Decorating (+2.1%). The two largest categories Heavy Building Materials (-6.3%) and Timber & Joinery Products (-7.0%) declined more than Total Merchants. Renewables & Water Saving (-23.6%) was weakest. With two more trading days this period, like-for-like value sales were -5.5% lower. Total volume sales were -5.3% down with prices slightly up (+0.7%).

Total <u>value sales</u> in the last 12 months, December 2023 to November 2024, were -4.7% down on the previous period, December 2022 to November 2023.

Total <u>volume sales</u> were -5.3% down with prices slightly up (+0.7%).

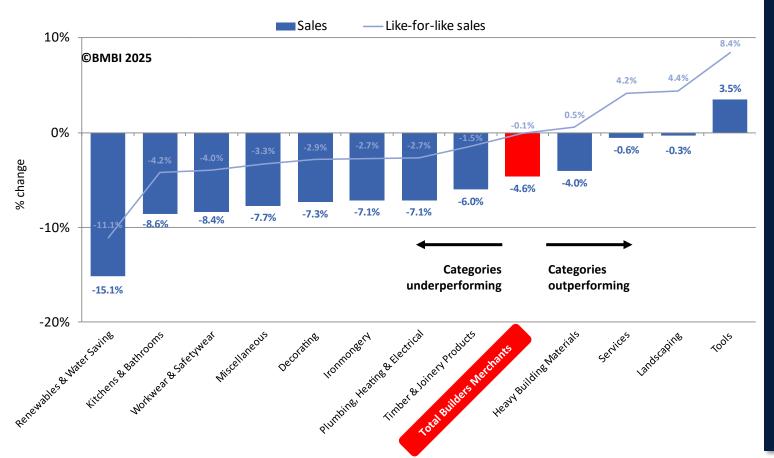
Latest month v last year

Value sales and like-for-like value sales % change

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



November 2024 v November 2023



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

Total Builders Merchants value sales were down -4.6% in November 2024 compared with the same month last year.

Total Builders Merchants' volume sales were -1.3% lower and prices were down -3.4%.

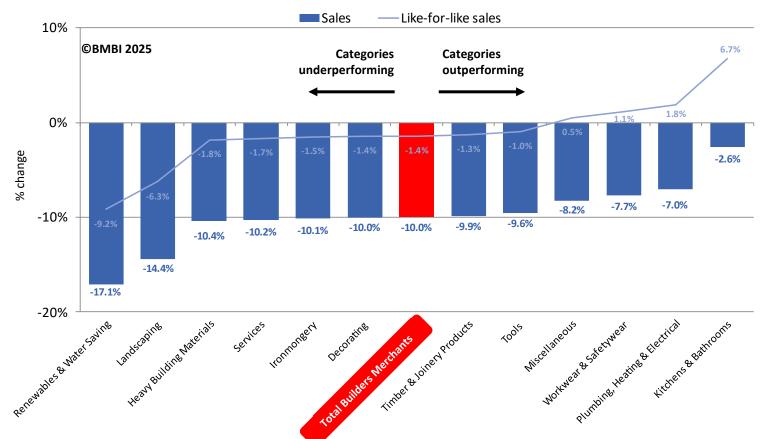
Latest month v previous month

Value sales and like-for-like value sales % change

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



November 2024 v October 2024



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

Total Merchants value sales were -10.0% lower in November than in October 2024.

Total Merchants' volume sales were -11.2% down and prices were up +1.3%.

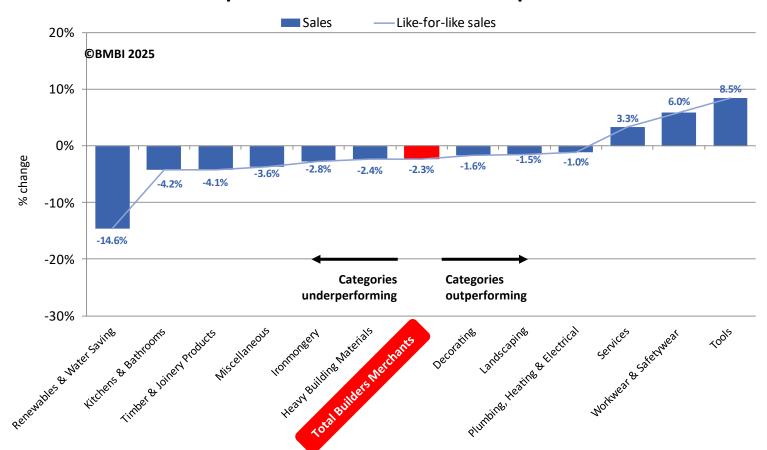
Latest 3 months v last year

Value sales and like-for-like value sales % change



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

3 months Sep 24 to Nov 24 v 3 months Sep 23 to Nov 23



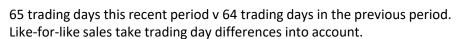
Source: GfK's Builders Merchants Total Category Report: January 2019 to November 2024

Total <u>value sales</u> in September to November 2024 were -2.3% lower than the same period last year.

Total <u>volume sales</u> were slightly down (-0.7%) and prices were down -1.6%.

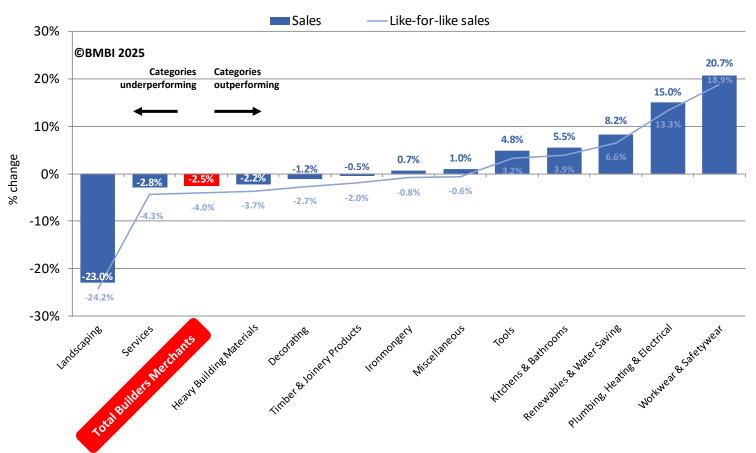
Latest 3 months v previous 3 months

Value sales and like-for-like value sales % change





3 months Sep 24 to Nov 24 v 3 months Jun 24 to Aug 24



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

Total <u>value sales</u> in September to November 2024 were -2.5% lower than in June to August 2024.

Total <u>volume sales</u> were down -3.1% with prices slightly up (+0.7%).

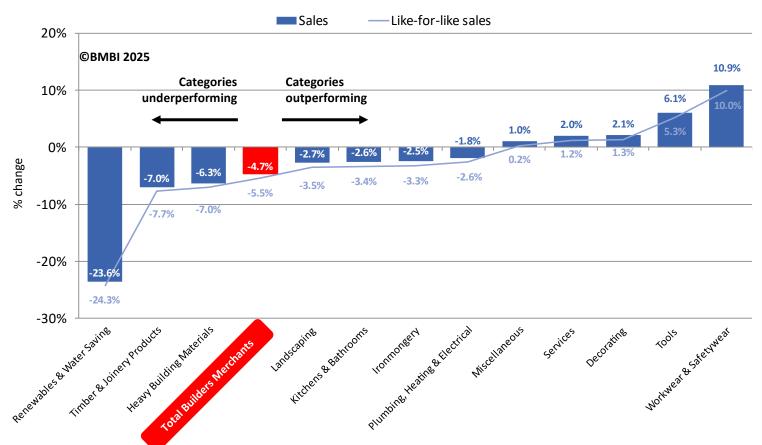
Latest 12 months v last year

Value sales and like-for-like value sales % change



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

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





The two largest categories Heavy Building Materials (-6.3%) and Timber & Joinery Products (-7.0%) declined more than Total Merchants.

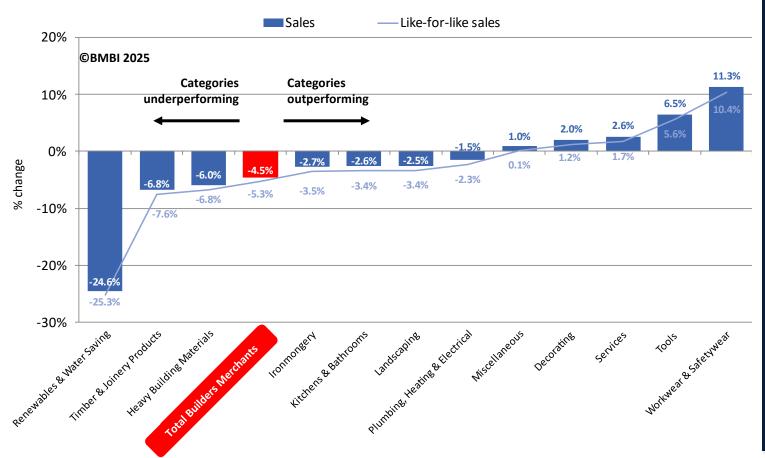
Year-to-date v last year

Value sales and like-for-like value sales % change



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

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



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

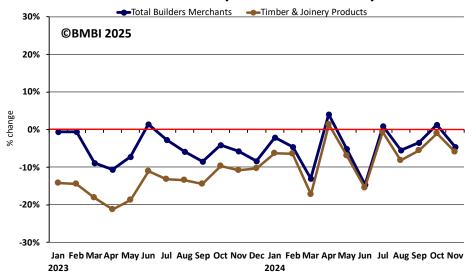
Five of the twelve categories sold more with Workwear & Safetywear up most at +11.3%.

But the two largest categories Heavy Building Materials (-6.0%) and Timber & Joinery Products (-6.8%) sold less.

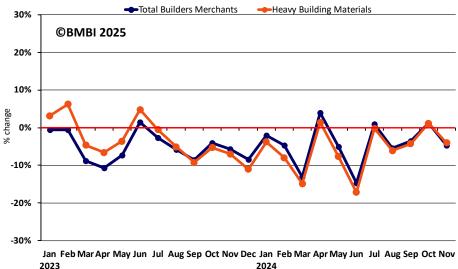
Value sales % change November 2024



Timber & Joinery Products - Monthly



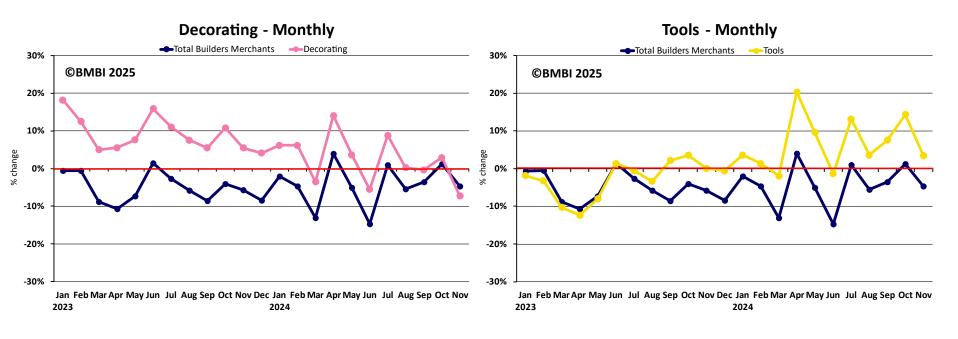
Heavy Building Materials - Monthly



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

Value sales % change November 2024

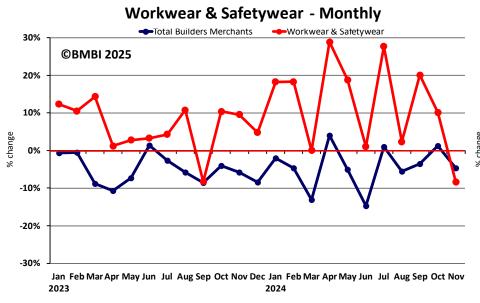


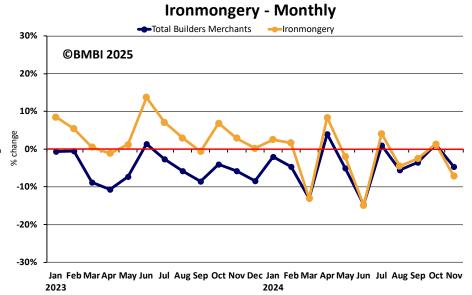




Value sales % change November 2024









Value sales % change November 2024



Landscaping - Monthly ◆Total Builders Merchants 30% **©BMBI 2025** 20% 10% -10% -10% -20% -20% -30% -30% Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov 2023 2024

◆Total Builders Merchants -Plumbing, Heating & Electrical **©BMBI 2025**

Plumbing Heating & Electrical - Monthly

30%

20%

10%

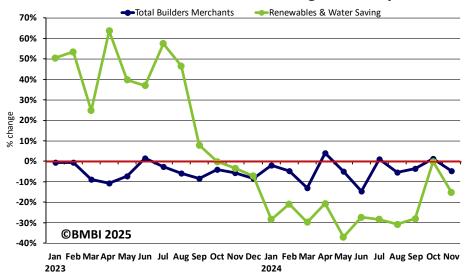
Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov 2023 2024

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

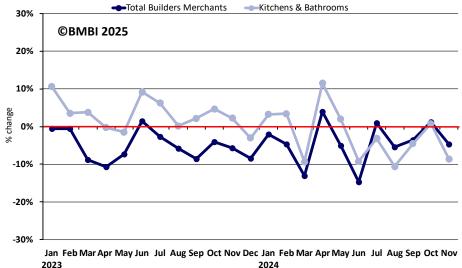
Value sales % change November 2024



Renewables & Water Saving - Monthly



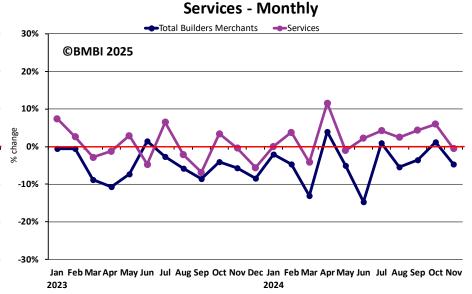
Kitchens & Bathrooms - Monthly



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

Value sales % change November 2024







Monthly: Index by Categories

November 2023* - November 2024

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



		2023		2024										
MONTHLY SALES VALUE INDEX	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	
Total Builders Merchants	100	116.3	72.7	102.6	107.4	112.1	117.7	121.2	113.9	127.1	116.8	114.9	123.2	110.9
Timber & Joinery Products	100	111.6	69.6	100.1	102.4	105.3	109.1	110.9	104.6	117.7	109.0	108.4	116.4	105.0
Heavy Building Materials	100	118.0	71.6	102.0	108.0	112.6	118.0	122.4	115.5	130.2	119.5	117.6	126.3	113.2
Decorating	100	127.7	83.7	114.7	116.8	119.5	122.9	124.2	119.3	132.8	122.9	120.8	131.5	118.4
Tools	100	112.6	74.1	104.1	107.0	115.6	118.7	116.5	110.2	121.2	111.2	113.8	128.9	116.5
Workwear & Safetywear	100	163.4	102.2	148.2	141.9	138.2	131.8	135.5	118.4	141.8	121.0	148.3	162.2	149.7
Ironmongery	100	112.5	74.0	105.5	104.4	102.8	108.2	108.2	101.3	116.7	106.7	106.4	116.2	104.4
Landscaping	100	97.5	56.3	85.7	100.2	120.8	139.5	157.1	143.2	148.0	134.3	116.9	113.5	97.1
Plumbing, Heating & Electrical	100	130.1	91.5	122.5	119.9	115.5	113.8	107.2	98.9	114.3	102.8	112.7	130.0	120.9
Renewables & Water Saving	100	145.2	99.6	118.9	127.4	121.5	130.8	106.8	112.6	128.0	113.5	111.5	148.6	123.2
Kitchens & Bathrooms	100	132.5	82.2	113.4	117.6	116.1	119.1	118.5	112.1	121.1	110.8	117.5	124.4	121.2
Miscellaneous	100	111.3	76.4	105.6	104.0	100.7	101.4	101.5	96.3	112.4	99.7	96.6	112.0	102.8
Services	100	113.2	82.7	98.6	105.1	112.4	119.6	118.9	112.6	127.6	122.0	113.9	125.4	112.6

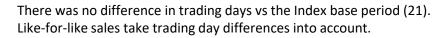
^{*}Click the web link below to see the complete series of indices from November 2023.

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



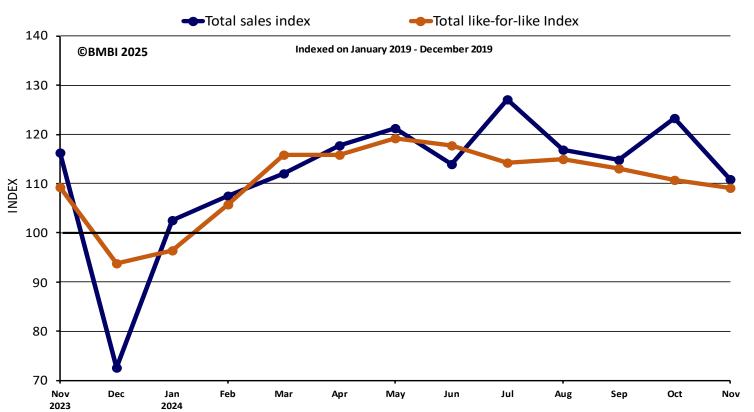
Monthly: Index

Value sales and like-for-like value sales index





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



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

November's overall BMBI index was 110.9.

Please note there were 21 trading days in the latest month vs 20.7 days in the index base, which is based on the average monthly trading days across 2019. Hence the slight difference in the 'Sales' and 'Like-for-like' index in the latest month.

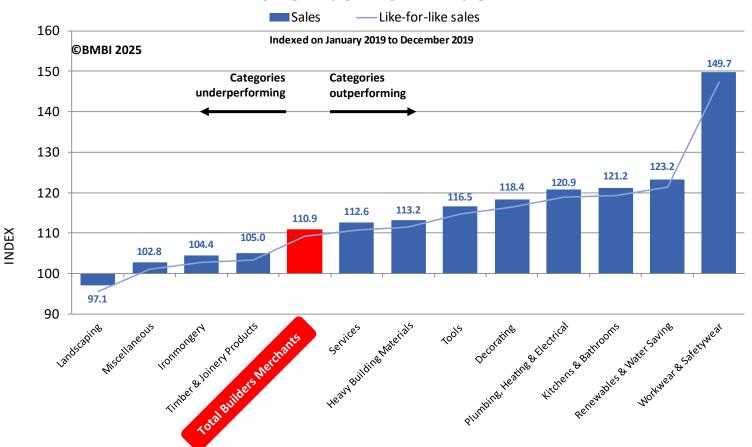
Latest month: Index by Categories

Value sales and like-for-like value sales index

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



November 2024 Index



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

Workwear &
Safetywear (149.7)
had the highest
index versus the
2019 base period,
followed by
Renewables & Water
Saving (123.2),
Kitchens &
Bathrooms (121.2),
Plumbing Heating
& Electrical
(120.9) and
Decorating (118.4).

Trading Days

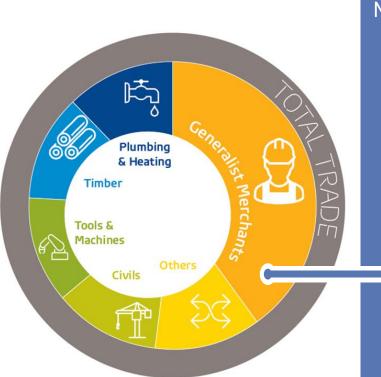


Month	onthly Quarterly								Half Year		Full Year							
Index:	20.7											Index:	62					
2022												2022				2022		2022
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Q1	Q2	Q3	Q4	H1	H2	246
20	20	23	19	21	20	21	22	21	21	22	16	63	60	64	59	123	123	240
2023												2023				2023		2023
Jan	Feb	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	21	23	21		63	62	65		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









Define sample requirements applying statistical methods

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 Winter 2024 Edition



Builders Merchants Industry Forecast Report

The latest forecast report of the BMF's Builders Merchants Industry Forecast, covering Winter 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 – <u>here</u>.

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







Best Product Launch



@theBMBI

Best use of research & insight



Contact us

For further information









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