

Excellence in building  
materials supply

# Builders Merchant Building Index



**Monthly report for January 2025**

(Published 26 March 2025)

# Highlights

Total value sales in November 2024 to January 2025 were -1.9% lower than the same period last year. Total volume sales were up (+1.3%) and prices were down -3.1%. Full comment on page [7](#).

## BMBI Report January 2025 Highlights (unadjusted for trading days)

+33.9%



Latest month v last year

Jan 2025 value sales down -2.3%  
on Jan 2024

-2.3%



Latest month v previous month

Jan 2025 value sales up +33.9%  
on Dec 2024



Latest three months v last year

Nov 2024 - Jan 2025 value sales down -1.9%  
on Nov 2023 - Jan 2024

-1.9%



Latest 12 month v last year

Feb 2024 - Jan 2025 value sales down -4.1%  
on Feb 2023 - Jan 2024

-4.1%

“ Total Builders Merchants value sales were down -2.3% in January 2025 compared with the same month last year. Total Builders Merchants' volume sales were +0.0% and prices were down -2.3%.”

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# Introduction:

## Builders Merchant Building Index



This **Builders Merchant Building Index (BMBI)** report contains data from NiQ GfK's ground-breaking Builders Merchants Panel, which analyses data from over 88% of generalist builders' merchants' sales throughout Great Britain. NiQ 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 January 2025 [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 4 and 5 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. NiQ GfK insights go much deeper and include sales value data. NiQ GfK can quantify market values and drill down into contributing categories, tracing product group performance, to focus on aspects that are critical to you.

NiQ 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](mailto: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 Q4 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: Q4 2024 Report](#)

### Expert for Natural Stone & Porcelain Paving:



**Krystal Williams**  
Managing Director  
Pavestone UK Ltd

[Read latest Comment: Q4 2024 Report](#)

### Expert for Fasteners and Fixings:



**Ian Doherty**  
Chief Executive  
Owlett-Jaton

[Read latest Comment: Q4 2024 Report](#)

### Expert for Roof Windows:



Roof Windows

**Jim Blanthorne**  
Managing Director  
Keylite Roof Windows

[Read latest Comment: Q4 2024 Report](#)

### Expert for Steel Lintels:



**Derrick McFarland**  
Managing Director  
Keystone Lintels

[Read latest Comment: Q4 2024 Report](#)

### Expert for Mineral Wool Insulation:



**Neil Hargreaves**  
Managing Director  
Knauf Insulation

[Read latest Comment: Q4 2024 Report](#)

# The Expert Panel

## Speaking for their markets - 2

### Expert for Cement & Aggregates:



**Andrew Simpson**  
Packed Products Director  
Heidelberg Materials

[Read latest Comment: Q4 2024 Report](#)

### Expert for Paint:



**Paul Edworthy**  
Commercial Lead  
Dulux Trade

[Read latest Comment: Q4 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: Q4 2024 Report](#)

### Expert for Plumbing & Drainage:



**Charles Burns**  
Divisional Director  
Brett Martin

[Read latest Comment: Q4 2024 Report](#)



### Expert for Heating & Cooling:



**Matt Williams**  
Managing Director  
Polypipe

[Read latest Comment: Q4 2024 Report](#)



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# 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](mailto:emile.vanderryst@nielseniq.com).

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

# Overview - 1

## January 2025 value sales were -2.3% down compared with January last year

Total Builders Merchants value sales were down -2.3% in January 2025 compared with the same month last year. Services (+3.5%) and Tools (+2.4%) were the only categories to sell more. Categories performing better than Total Merchants, although still in decline, include Heavy Building Materials (-1.2%), Ironmongery (-1.5%) and Workwear & Safetywear (-1.9%). Decorating (-6.3%) was the weakest. There was no difference in trading days. Total Builders Merchants' volume sales were flat (+0.0%) and prices were down -2.3%.

### January 2025 v December 2024

Total Merchants value sales were +33.9% higher in January 2025 than in December 2024. All twelve categories sold more. Seven of the twelve categories performed better than Total Builders Merchants: Miscellaneous (+38.9%), Ironmongery (+38.5%), Workwear & Safetywear (+38.2%), Timber & Joinery Products (+37.4%), Heavy Building Materials (+35.5%), Plumbing Heating & Electrical (+35.1%) and Kitchens & Bathrooms (+34.1%). Services was the weakest at +13.5%. With five more trading days this month, like-for-like value sales (which take trading day differences into account) were up +3.5%. Total Merchants' volume sales were +34.3% up and prices were down -0.3%.

### January Index:

January's overall BMBI index was 100.2. Ten of the twelve categories exceeded 100. Workwear & Safetywear (145.4) had the highest index versus the 2019 base period, followed by Plumbing Heating & Electrical (118.8), Renewables & Water Saving (116.1), Kitchens & Bathrooms (108.7), and Decorating (107.4). Timber & Joinery Products (95.6), and seasonal category Landscaping (82.8) indexed less than Total Builders Merchants. With one more trading day this month versus the Index base period, the like-for-like value sales index was 94.1.

### Latest three months v last year: November 2024 - January 2025 v November 2023 - January 2024

Total value sales in November 2024 to January 2025 were -1.9% lower than the same period last year. Three of the twelve categories sold more, with Tools (+4.4%) up the most. Renewables & Water Saving (-10.4%) was the weakest performing category. There was no difference in trading days. Total volume sales were up (+1.3%) and prices were down -3.1%.

Total value sales in the 3 months November 2024 to January 2025 were -1.9% lower than the same period last year.

Total volume sales were up +1.3%. Prices were down -3.1%.

Overview continues on the next page...



# Overview - 2

... continued from the previous page:

## **Latest three months v previous three months: November 2024 - January 2025 v August 2024 - October 2024**

Total value sales in November 2024 to January 2025 were -19.4% lower than in August to October 2024. All categories sold less. Ten categories performed better than Total Builders Merchants with Plumbing Heating & Electrical (-5.2%), Workwear and Safetywear (-7.2%) and Miscellaneous (-7.7%) declining less. Seasonal category Landscaping (-32.8%) was weakest. With five less trading day this period, like-for-like value sales were -12.7% lower. Total volume sales were down -21.9% with prices up (+3.2%).

## **Latest 12 months v last year: February 2024 - January 2025 v February 2023 - January 2024**

Total value sales in the last 12 months, February 2024 to January 2025, were -4.1% down on the previous period, February 2023 to January 2024. Five of the twelve categories sold more with Workwear & Safetywear (+8.9%) up the most, followed by Tools (+6.5%) and Services (+3.2%). The two largest categories Timber & Joinery Products (-6.3%) and Heavy Building Materials (-5.3%) declined more than Total Merchants. Renewables & Water Saving (-22.2%) was weakest. With two more trading days this period, like-for-like value sales were -4.9% lower. Total volume sales were -4.1% down with flat prices (+0.0%).

Total value sales in the last 12 months, February 2024 to January 2025, were -4.1% down on the previous period, February 2023 to January 2024.

Total volume sales were -4.1% down with flat prices (+0.0%).



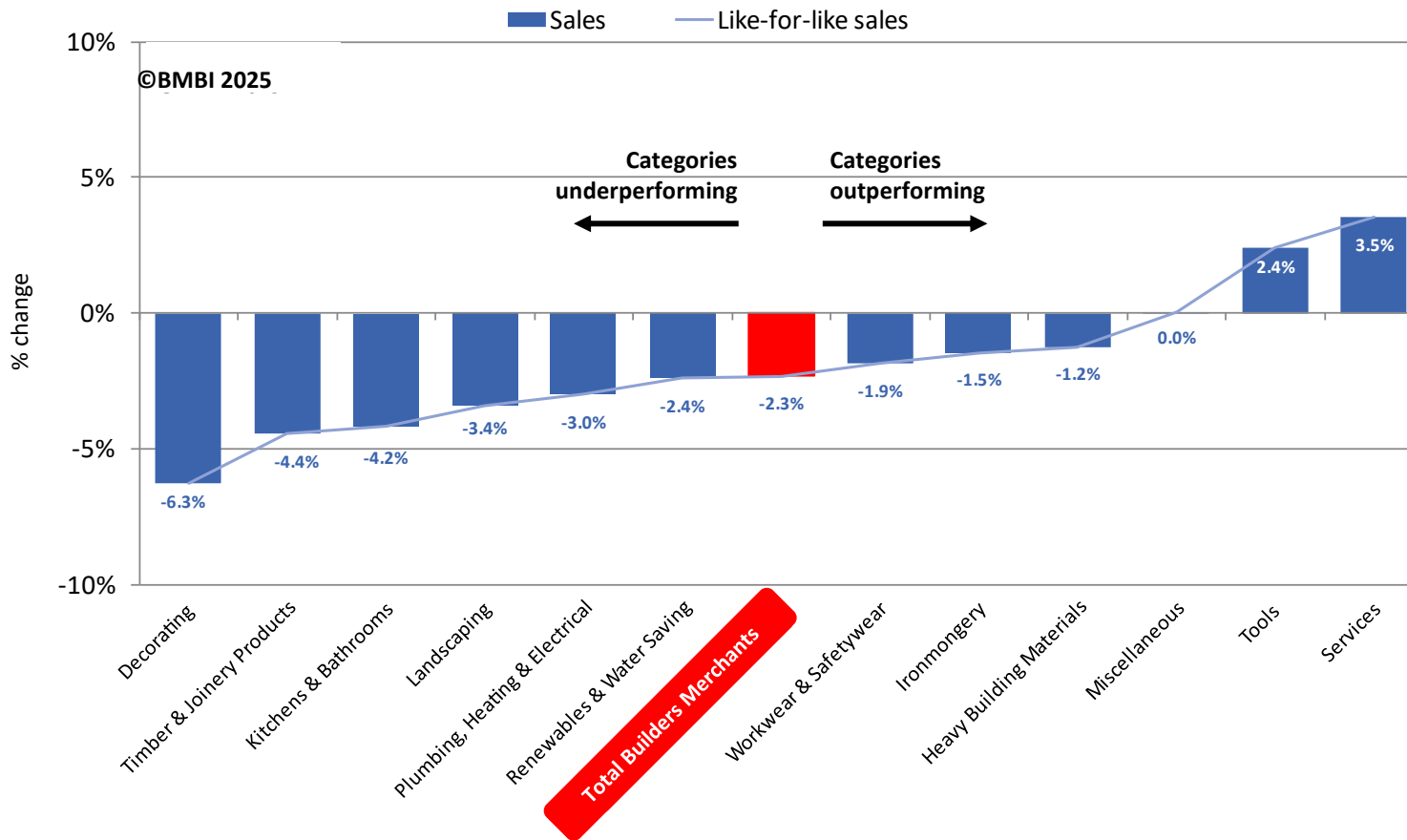
# Latest month v last year

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

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



### January 2025 v January 2024



Source: GfK's Builders Merchants  
Total Category Report: January  
2019 to January 2025

Total Builders Merchants value sales were down -2.3% in January 2025 compared with the same month last year.

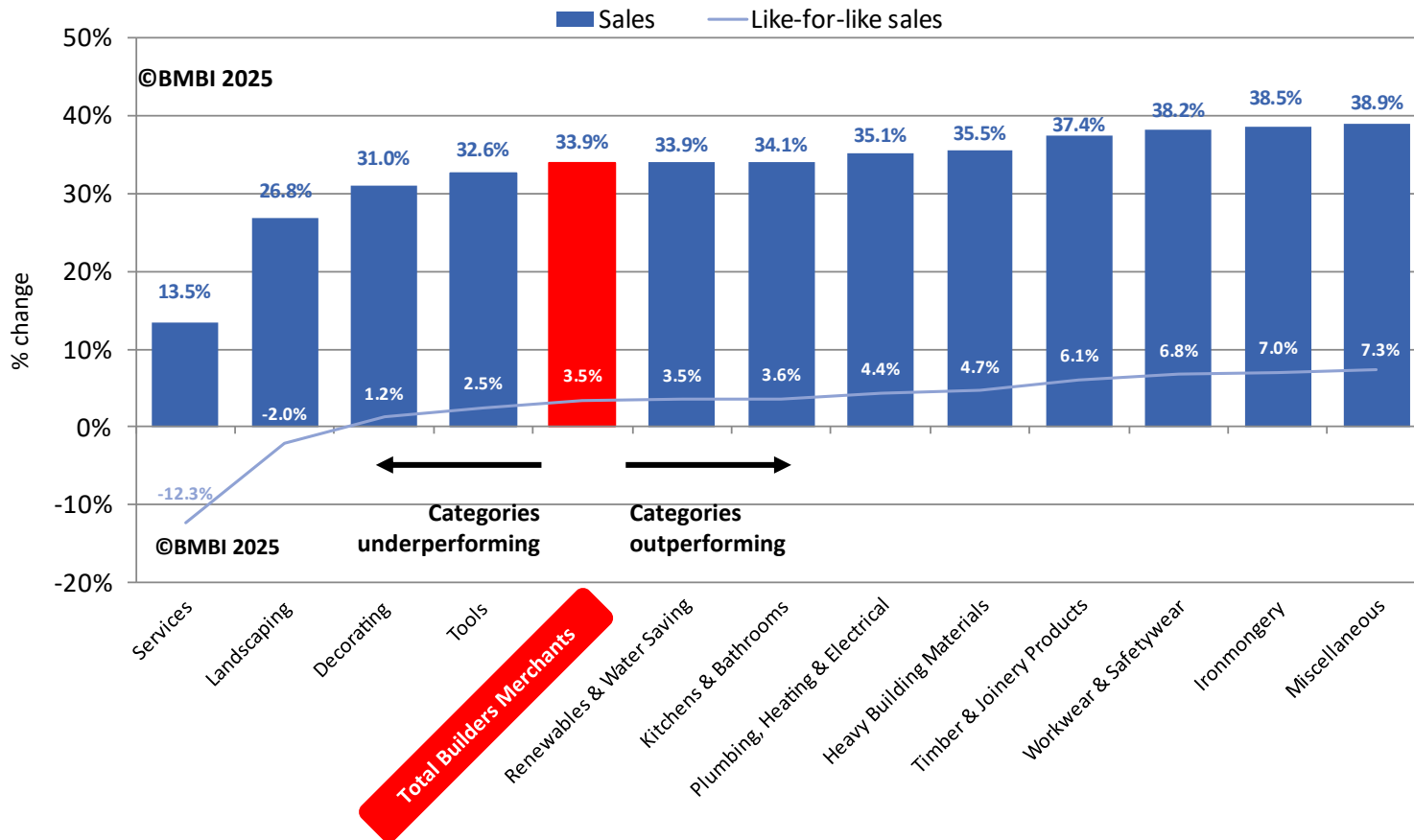
Total Builders Merchants' volume sales were flat (+0.0%) and prices were down -2.3%.

# Latest month v previous month

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

22 trading days this month v 17 trading days last month.  
Like-for-like sales take trading day differences into account.

### January 2025 v December 2024



Source: GfK's Builders Merchants  
Total Category Report: January  
2019 to January 2025

Total Merchants value sales were +33.9% higher in January 2025 than in December 2024.

Total Merchants' volume sales were +34.3% up and prices were down -0.3%.

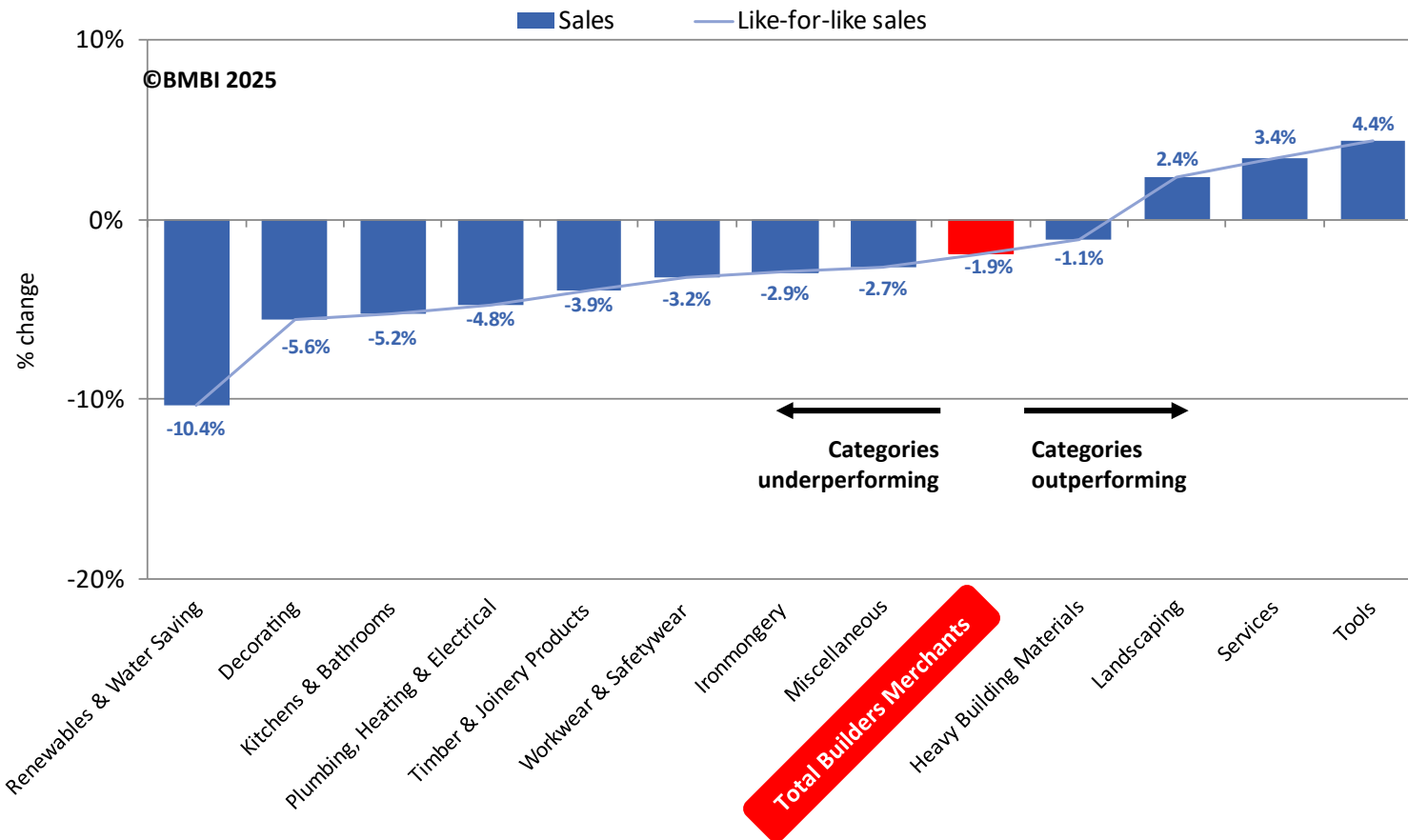
# Latest 3 months v last year

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

There was no difference in trading days (60).  
Like-for-like sales take trading day differences into account.



### 3 months Nov 24 to Jan 25 v 3 months Nov 23 to Jan 24



Source: GfK's Builders Merchants  
Total Category Report: January  
2019 to January 2025

Total value sales in November 2024 to January 2025 were -1.9% lower than the same period last year.

Total volume sales were up (+1.3%) and prices were down -3.1%.

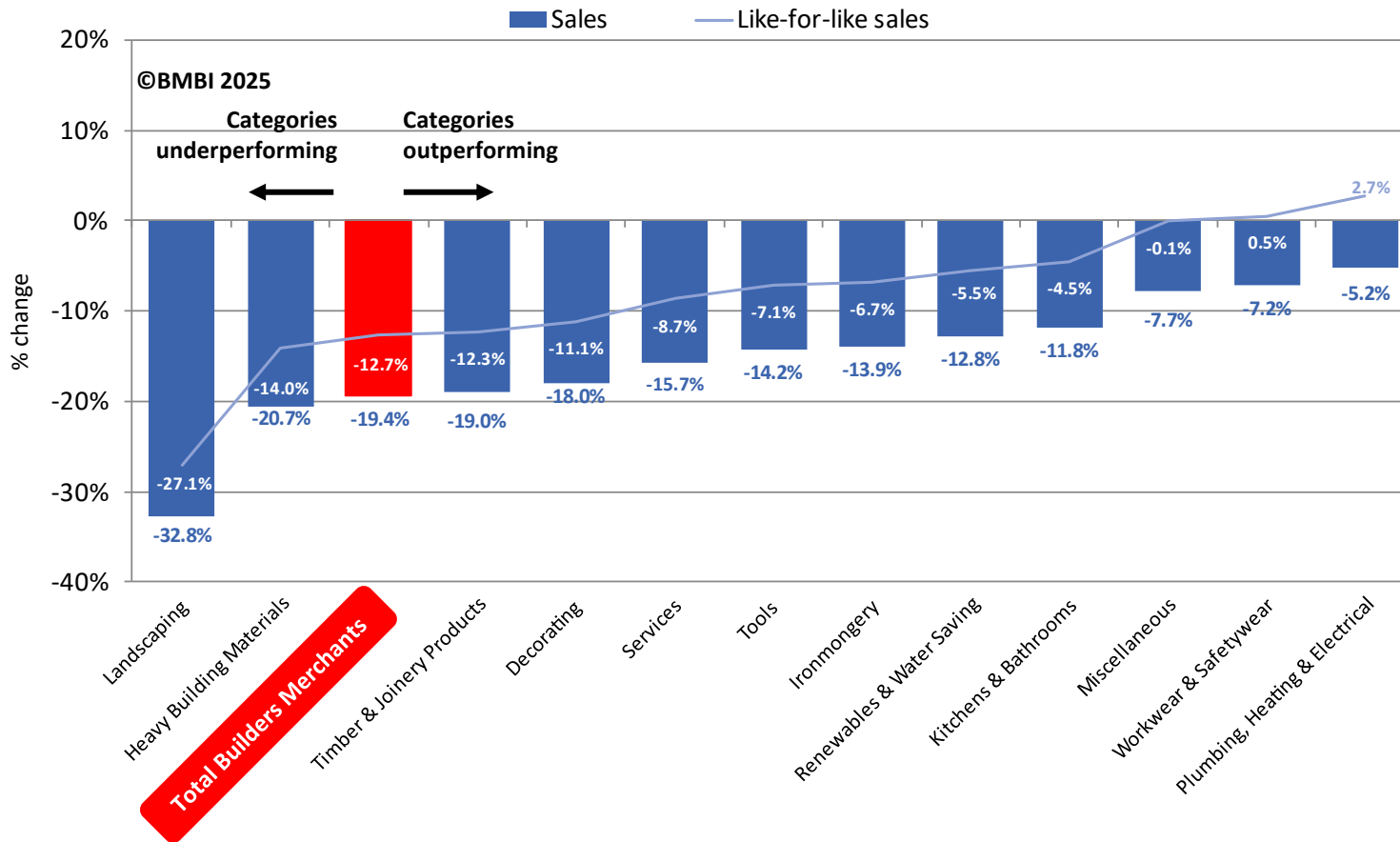
# Latest 3 months v previous 3 months

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

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



### 3 months Nov 24 to Jan 25 v 3 months Aug 24 to Oct 24



Source: GfK's Builders Merchants  
Total Category Report: January  
2019 to January 2025

Total value sales in November 2024 to January 2025 were -19.4% lower than in August to October 2024.

Total volume sales were down -21.9% with prices up (+3.2%).

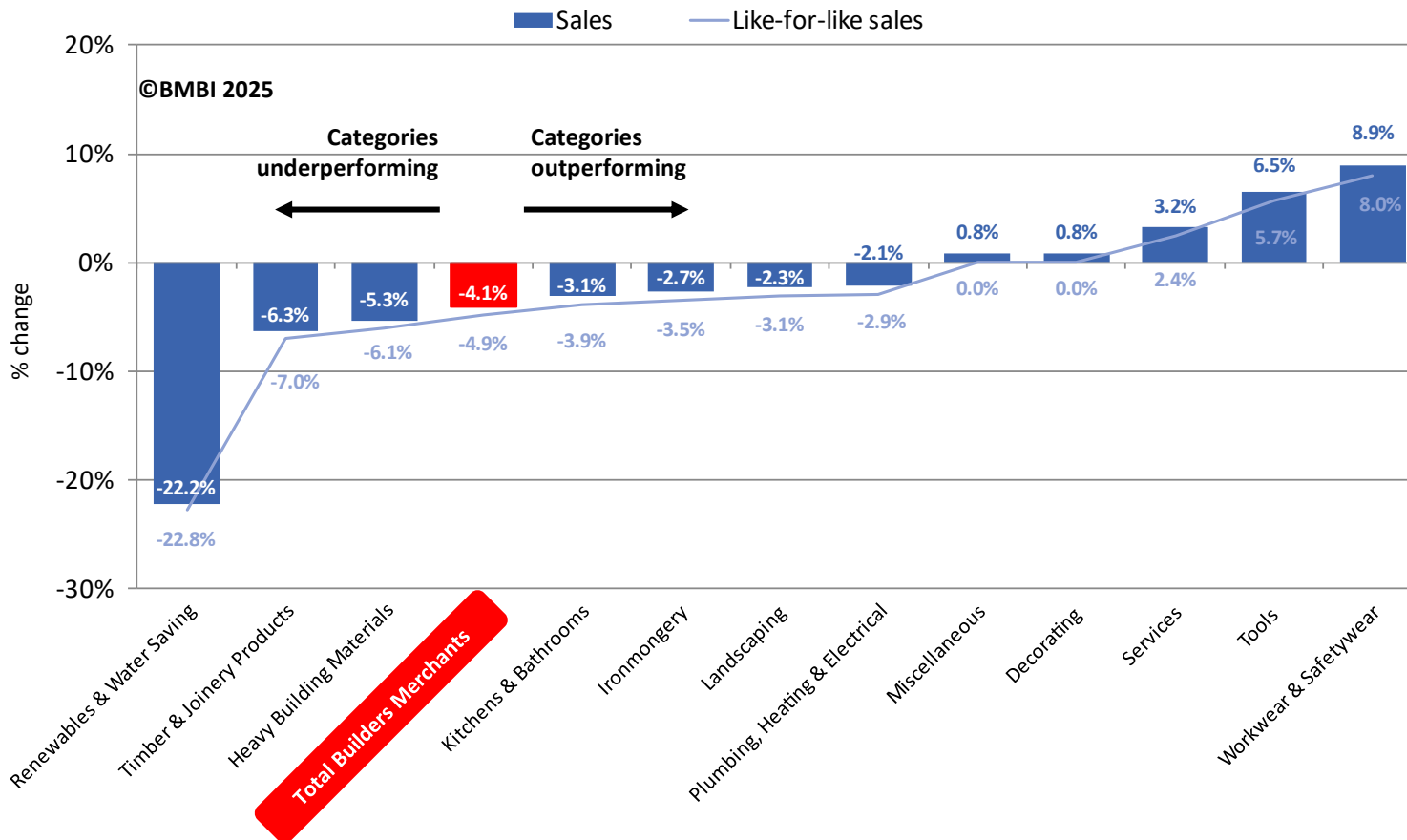
# Latest 12 months v last year

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



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

### 12 months Feb 24 to Jan 25 v 12 months Feb 23 to Jan 24



Source: GfK's Builders Merchants  
Total Category Report: January  
2019 to January 2025

The two largest categories Timber & Joinery Products (-6.3%) and Heavy Building Materials (-5.3%) declined more than Total Merchants.

# Appendix

# Trading Days



## Monthly

Index: 20.7

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	21	17
2025											
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
22											

## Quarterly

Index: 62

2023			
Q1	Q2	Q3	Q4
64	60	64	60
2024			
Q1	Q2	Q3	Q4
63	62	65	61
2025			
Q1	Q2	Q3	Q4

## Half Year

2023	
H1	H2
124	124
2024	
H1	H2
125	126
2025	
H1	H2

## Full Year

2023
248
2024
251
2025



Source: GfK's Builders Merchants  
Total Category Report: January  
2019 to January 2025



# GfK's Definition of Builders Merchant Panel



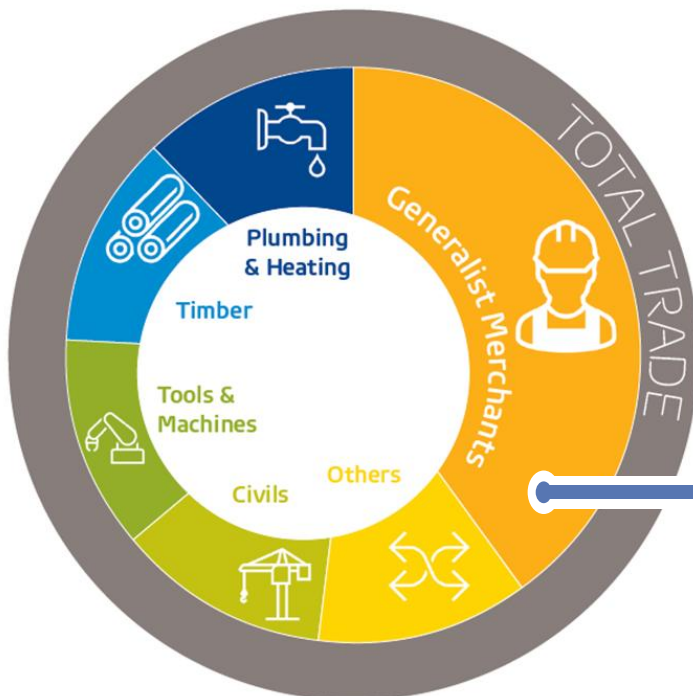
## Generalist Builders Merchants definition:

- 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's Product Categories

Reports cover category headline values & in-depth, brand-level insights

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## 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

### TOTAL CATEGORY REPORT (TCR)



### TRACKED PRODUCT GROUP REPORTING



## 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](mailto:emile.vanderryst@nielseniq.com)

### Available categories:

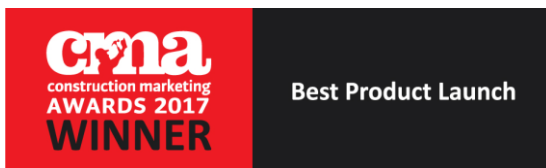
#### Heavyside

Bricks  
Insulation

#### Lightside

Emulsion Paints (incl. Masonry & Base)  
Trim Paints  
Primers/Undercoats  
Woodcare  
Adhesives  
Sealants  
Fillers/PU Foam  
Tile Fixing (Adhesives/Grout)

# Building the Industry & Building Brands from Knowledge



# 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 – [here](#).

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



# Contact us

For further information



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