

Excellence in building
materials supply

Builders Merchant Building Index



Executive Summary - February 2025

(Published 28 April 2025)

Highlights

Total value sales in December 2024 to February 2025 were -1.1% lower than the same period last year. Total volume sales were up (+1.8%) and prices were down -2.8%. Full comment on page [7](#).

BMBI Report February 2025 Highlights (unadjusted for trading days)

+4.4%



Latest month v last year

Feb 2025 value sales down -2.7%
on Feb 2024

-2.7%



Latest month v previous month

Feb 2025 value sales up +4.4%
on Jan 2025



Latest three months v last year

Dec 2024 - Feb 2025 value sales down -1.1%
on Dec 2023 - Feb 2024

-1.1%



Latest 12 month v last year

Mar 2024 - Feb 2025 value sales down -4.0%
on Mar 2023 - Feb 2024

-4.0%

Total Builders Merchants value sales were down -2.7% in February 2025 compared with the same month last year. Total Builders Merchants' volume sales were flat (-0.1%) and prices were down -2.6%.

© BMBI 2025

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 February 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 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. 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.

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:



Chris Dawson
Sales Director
Brett Martin

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



Expert for Heating & Cooling:



Matt Williams
Managing Director
Polypipe

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



NIQ



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



February 2025 value sales were -2.7% down compared with February last year

Total Builders Merchants value sales were down -2.7% in February 2025 compared with the same month last year. Services (+3.0%), Tools (+2.6%) and Miscellaneous (+2.3%) were the only categories to sell more. Categories performing better than Total Merchants, although still down, include Plumbing Heating & Electrical (-1.3%) and Heavy Building Materials (-1.6%). Decorating (-6.4%) and Renewables & Water Saving (-6.6%) were weakest. With one less trading day, like-for-like value sales (which take trading day differences into account) were up +2.2%. Total Builders Merchants' volume sales were flat (-0.1%) and prices were down -2.6%.

February 2025 v January 2025

Total Merchants value sales were +4.4% higher in February 2025 than in January 2025. Nine of the twelve categories sold more. Three of the twelve categories performed better than Total Builders Merchants: Landscaping (+15.1%), Services (+6.1%) and Heavy Building Materials (+5.4%). Workwear & Safetywear was the weakest at -8.3%. With two less trading days this month, like-for-like value sales were up +14.8%. Total Merchants' volume sales were +8.0% up and prices were down -3.4%.

February Index:

February's overall BMBI index was 104.6. Ten of the twelve categories exceeded 100. Workwear & Safetywear (133.3) indexed the most, followed by Renewables & Water Saving (118.9), Plumbing Heating & Electrical (118.4) and Kitchens & Bathrooms (112.8). Ironmongery (101.1), Timber & Joinery Products (97.5), and seasonal category Landscaping (95.3) indexed less than Total Builders Merchants. With one less trading day this month versus the Index base period, the like-for-like value sales index was 108.1.

Latest three months v last year: December 2024 - February 2025 v December 2023 - February 2024

Total value sales in December 2024 to February 2025 were -1.1% lower than the same period last year. Four of the twelve categories sold more, with Services (+4.9%) and Tools (+4.1%) up the most. Renewables & Water Saving (-7.0%) was the weakest performing category. There was no difference in trading days. Total volume sales were up +1.8% and prices were down -2.8%.

Total value sales in December 2024 to February 2025 were -1.1% lower than the same period last year.

Total volume sales were up +1.8% and prices were down -2.8%.

Overview continues on the next page...

Overview - 2

... continued from the previous page:

Latest three months v previous three months: December 2024 - February 2025 v September 2024 - November 2024

Total value sales in December 2024 to February 2025 were -19.9% lower than in September to November 2024. All categories sold less. Nine categories performed better than Total Builders Merchants with Miscellaneous (-7.5%), Plumbing Heating & Electrical (-10.6%), Ironmongery (-14.4%) and Services (-14.6%) falling less than other categories. Seasonal category Landscaping (-25.7%) was weakest. With six less trading days this period, like-for-like value sales were -11.7% lower. Total volume sales were down -21.9% with prices up +2.6%.

Year-to-date: January 2025 to February 2025 v January 2024 to February 2024

Total value sales in January 2025 to February 2025 were -2.5% lower than January 2024 to February 2024. Six categories performed better than Total Builders Merchants: Services (+3.3%), Tools (+2.5%), Miscellaneous (+1.1%), Heavy Building Materials (-1.4%), Plumbing Heating & Electrical (-2.1%) and Ironmongery (-2.4%). Decorating (-6.4%) was weakest. With one less trading day this period, like-for-like value sales were down -0.2%. Total volume sales were flat and prices down -2.4%.

Latest 12 months v last year: March 2024 - February 2025 v March 2023 - February 2024

Total value sales in the last 12 months, March 2024 to February 2025, were -4.0% down on the previous period, March 2023 to February 2024. Four of the twelve categories sold more with Workwear & Safetywear (+6.8%) up the most, followed by Tools (+6.6%), Services (+3.2%) and Miscellaneous (+0.2%). The two largest categories Timber & Joinery Products (-6.2%) and Heavy Building Materials (-4.8%) declined more than Total Merchants. Renewables & Water Saving (-21.2%) was weakest. There was no difference in trading days. Total volume sales were -3.5% down with prices down (-0.4%).

Total value sales in the last 12 months, March 2024 to February 2025, were -4.0% down on the previous period, March 2023 to February 2024.

Total volume sales were -3.5% down with prices slightly down (-0.4%).

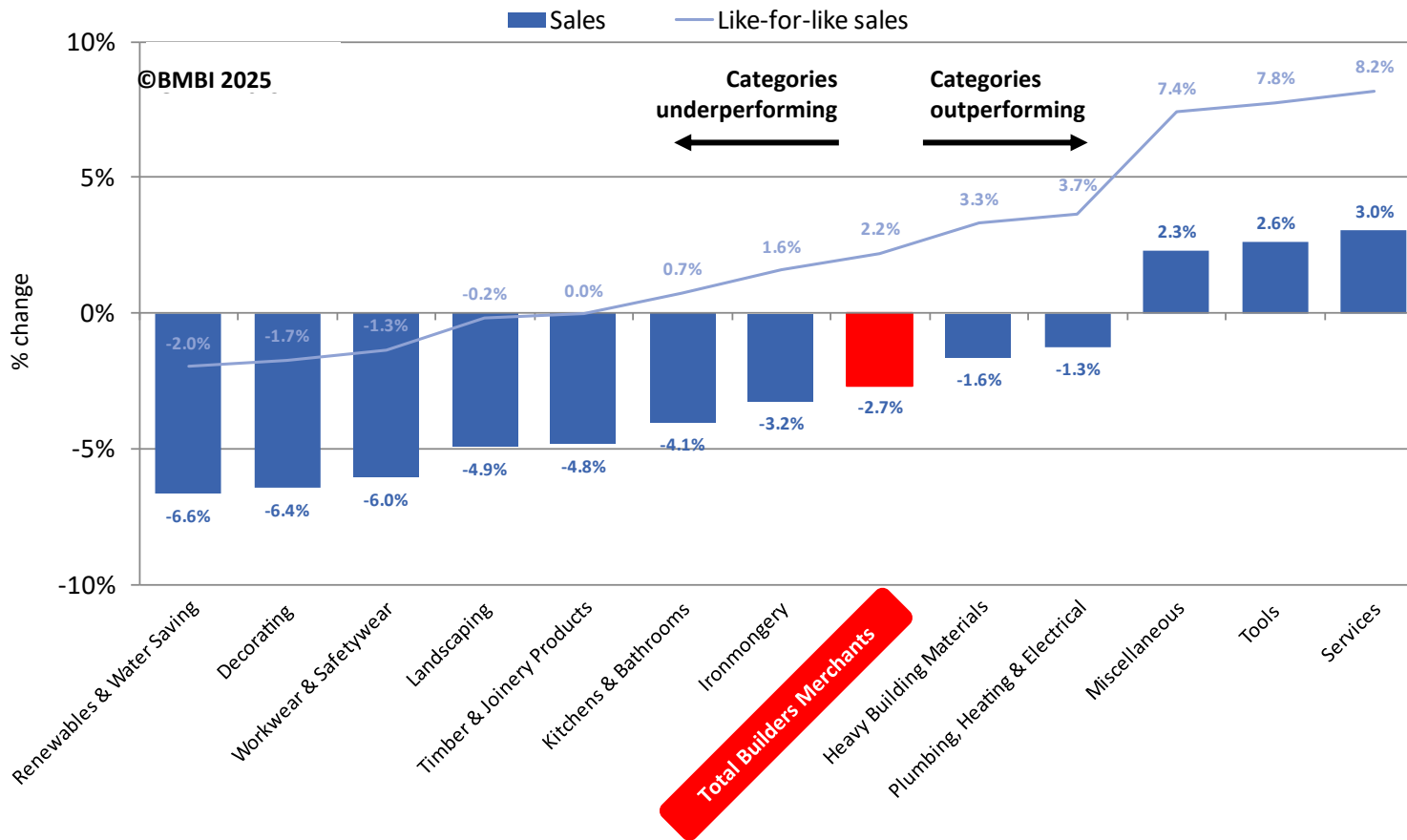
Latest month v last year

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

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



February 2025 v February 2024



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

Total Builders Merchants value sales were down -2.7% in February 2025 compared with the same month last year.

Total Builders Merchants' volume sales were flat (-0.1%) and prices were down -2.6%.

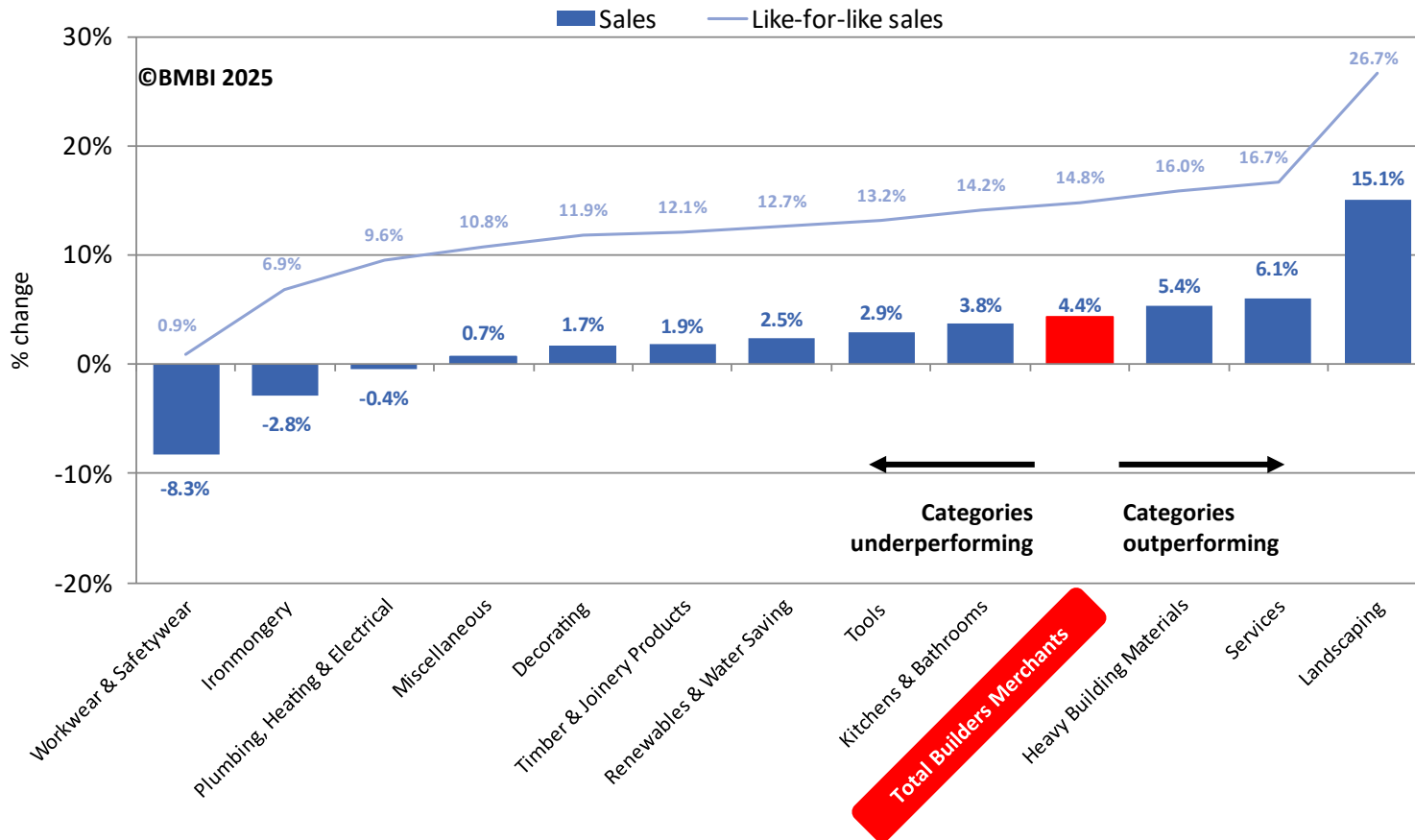
Latest month v previous month

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

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



February 2025 v January 2025



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

Total Merchants value sales were +4.4% higher in February 2025 than in January 2025.

Total Merchants' volume sales were +8.0% up and prices were down -3.4%.

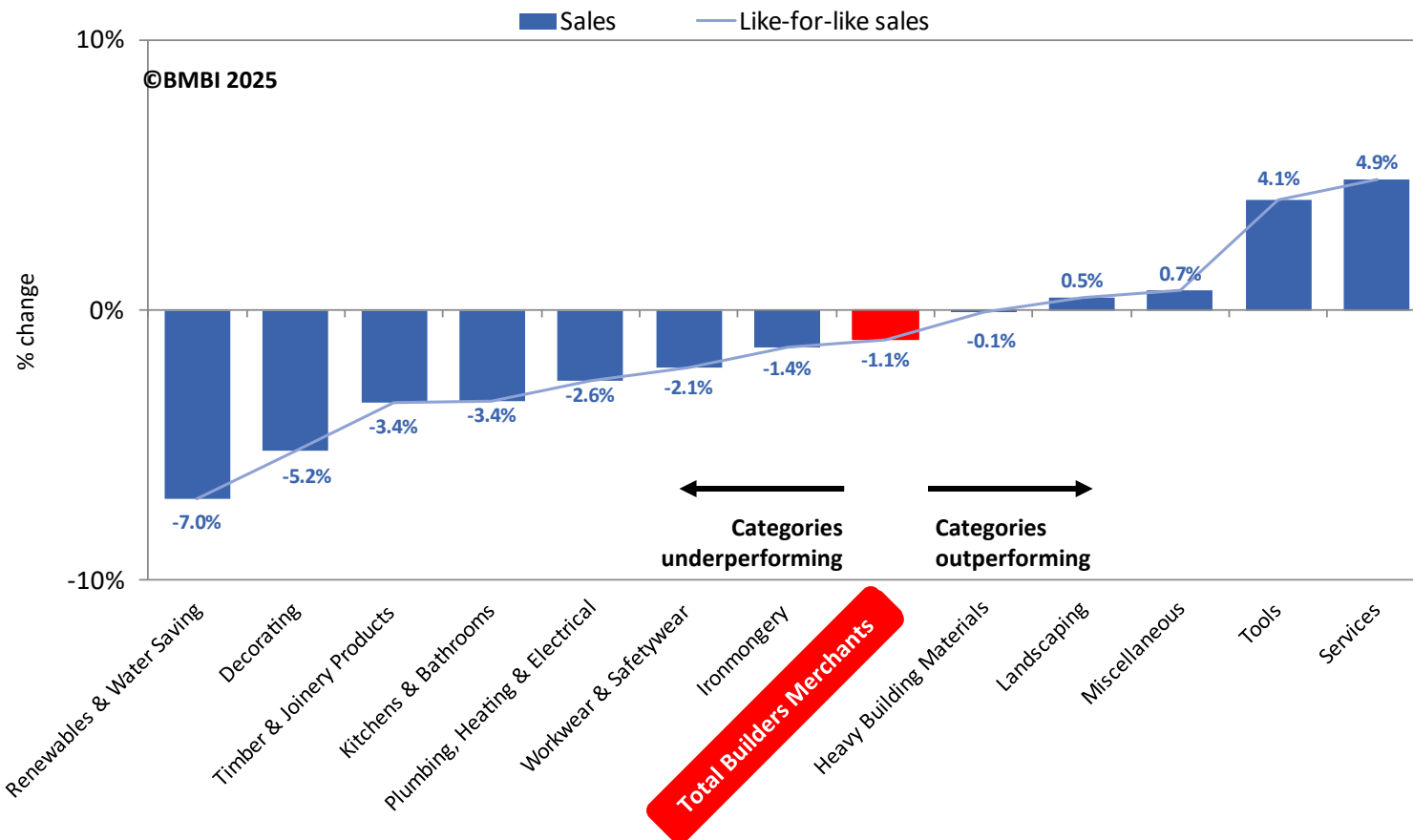
Latest 3 months v last year

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

There was no difference in trading days (59).
Like-for-like sales take trading day differences into account.



3 months Dec 24 to Feb 25 v 3 months Dec 23 to Feb 24



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

Total value sales in December 2024 to February 2025 were -1.1% lower than the same period last year.

Total volume sales were up +1.8% and prices were down -2.8%.

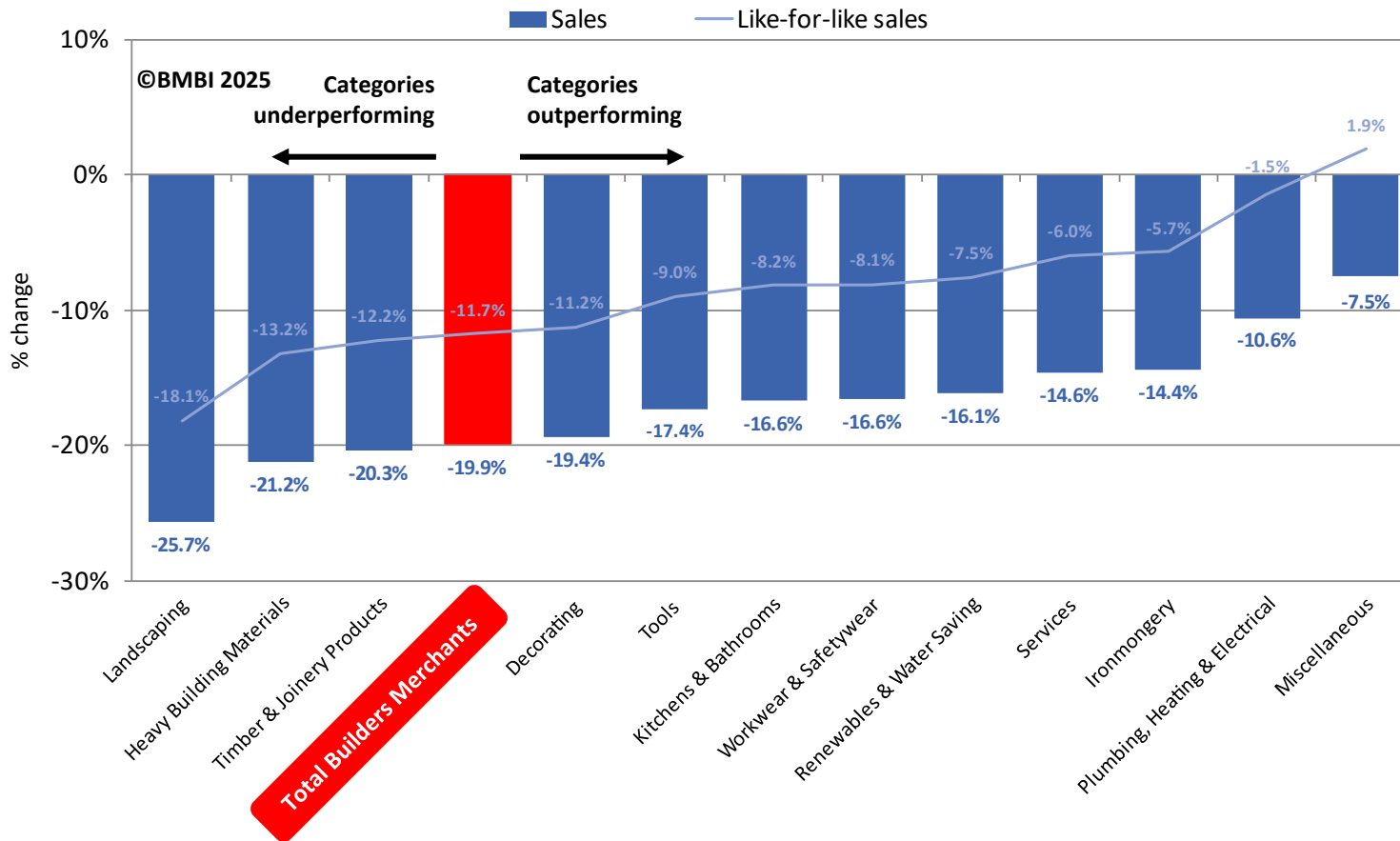
Latest 3 months v previous 3 months

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

59 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 Dec 24 to Feb 25 v 3 months Sep 24 to Nov 24



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

Total value sales in December 2024 to February 2025 were -19.9% lower than in September to November 2024.

Total volume sales were down -21.9% with prices up +2.6%.

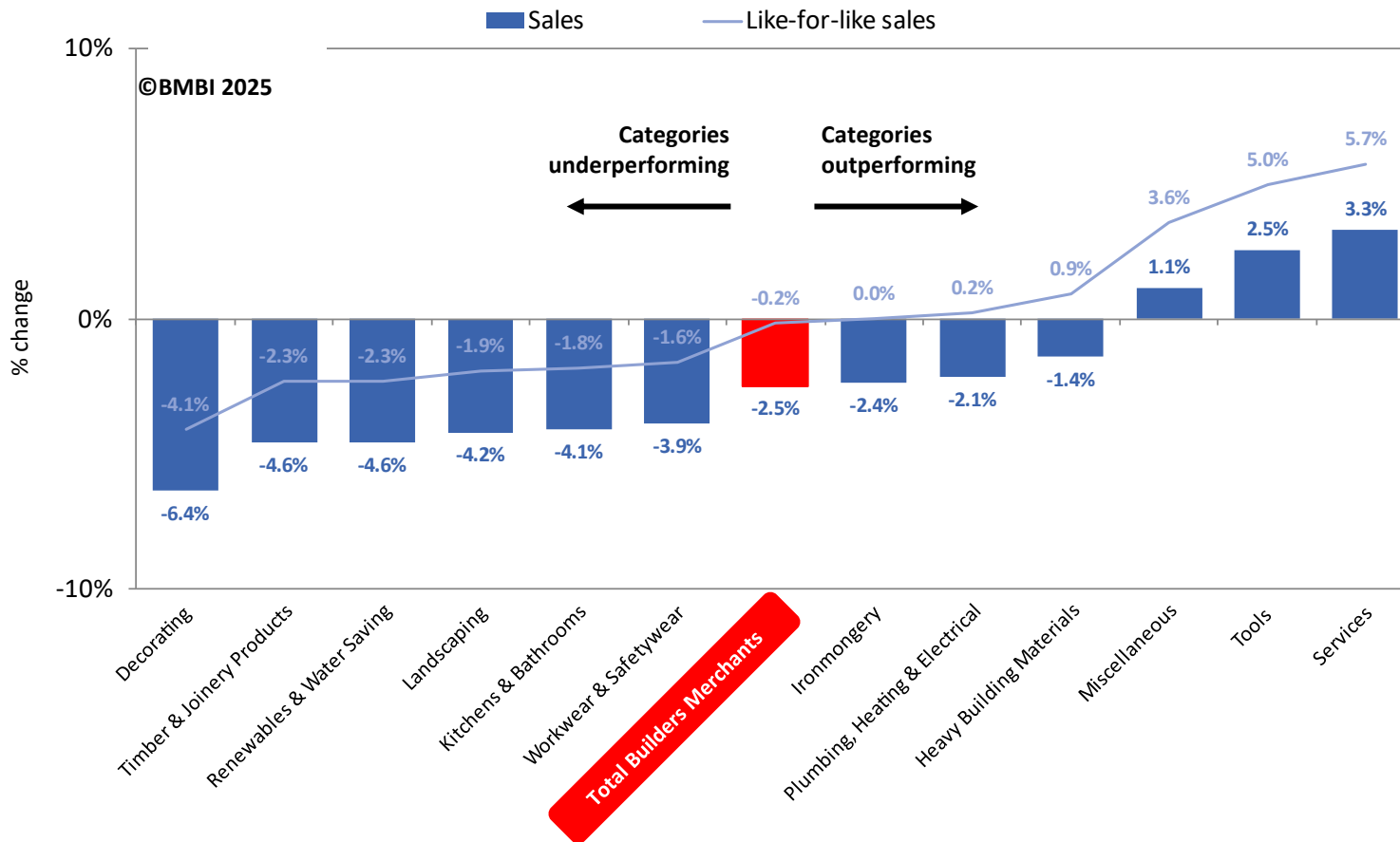
Year-to-date v last year

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

42 trading days this year v 43 trading days last year.
Like-for-like sales take trading day differences into account.



Year to date: Jan 25 to Feb 25 v Jan 24 v Feb 24



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

Total value sales in January 2025 to February 2025 were -2.5% lower than January 2024 to February 2024.

Total volume sales were flat and prices down -2.4%.

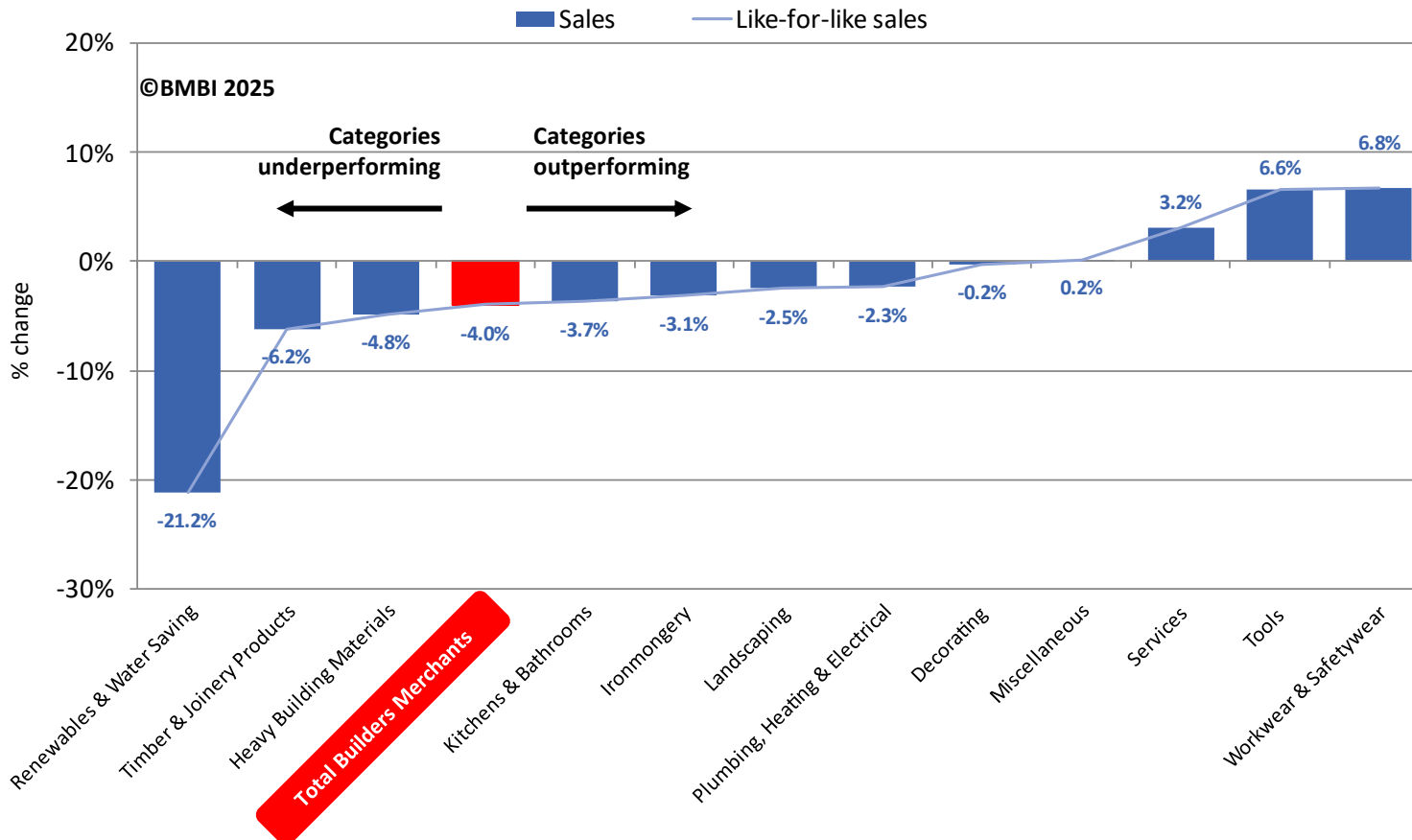
Latest 12 months v last year

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



There was no difference in trading days (250).
Like-for-like sales take trading day differences into account.

12 months Mar 24 to Feb 25 v 12 months Mar 23 to Feb 24



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

Total value sales in the last 12 months, March 2024 to February 2025, were -4.0% down on the previous period, March 2023 to February 2024.

Total volume sales were -3.5% down with prices slightly down (-0.4%).

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	20										

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

GfK's Definition of Builders Merchant Panel



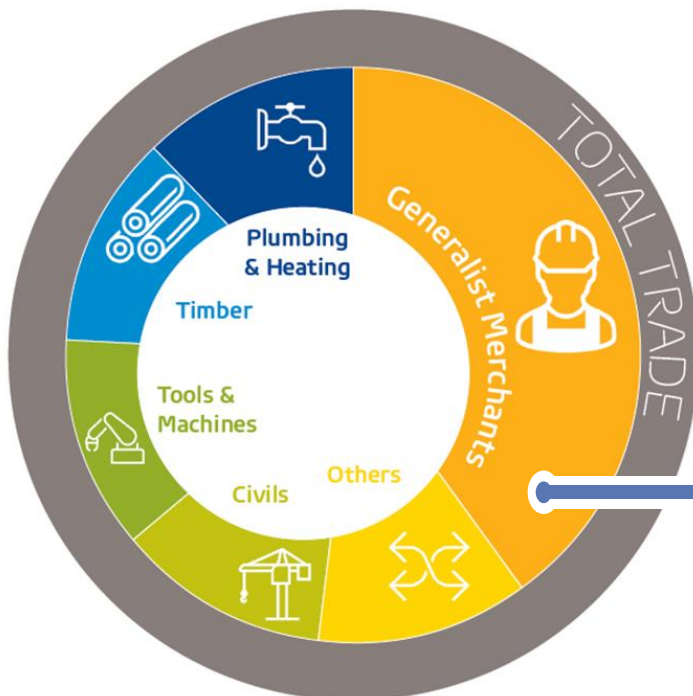
Generalist Builders Merchants definition:

- 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

NIQ



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

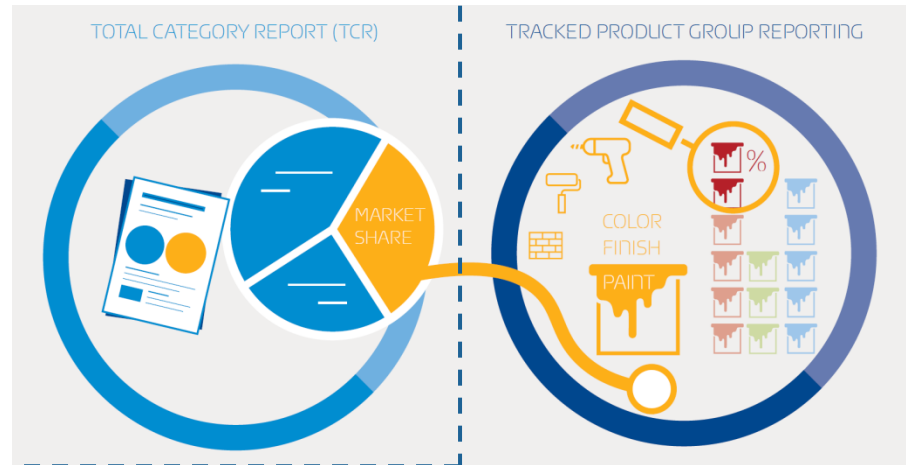
Bathroom (Including Showering)
Fitted Kitchens
Major Appliances

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)

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



Contact us

For further information



Emile van der Ryst

Key Account Manager - Trade & DIY

emile.vanderryst@nielseniq.com

+44 (0) 20 7890 9615



Thomas Lowe

Industry Analyst / Economist

thomas.lowe@bmf.org.uk

+44 (0) 24 7685 4994



Mike Rigby

CEO - MRA Research

mike@mra-research.co.uk

+44 (0) 1453 521621