

“building **excellence**
in materials supply”

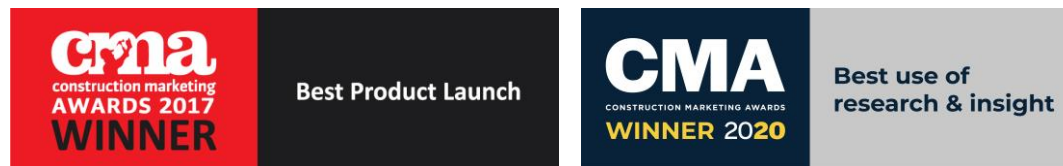
Builders Merchant Building Index



Monthly report for November 2020

(Published 21 January 2021)

Building the Industry & Building Brands from Knowledge



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Quarterly reports contain additional analysis, macro-economic factors and expert comments. Click the images below to read or download the Q3 2020 report.

The collage features several key reports and charts:

- Monthly and Quarterly Indices:** A line and bar chart showing sales trends for Heavy Building Materials from 2019 to 2020, with a focus on September 2020 and Q3 2020.
- GfK's Product Categories:** A report titled 'Cover category headline values & in-depth, rel insights' showing available values and in-depth product group reporting.
- Macro factors impacting Merchants:** A GfK report discussing various economic and market factors.
- Consumer Confidence Index:** A line chart showing the index score from May 2019 to May 2020, with a 'High' and 'Low' indicator.
- Expert Panel Bricks & Roof Tiles:** A report by Kevin Tolson, Commercial Director of Wienerberger UK, discussing the impact of COVID-19 on the construction sector.
- Wienerberger Advertisement:** A promotional image for Wienerberger featuring Kevin Tolson and a quote: "As a key supplier to the industry, our business has survived the ongoing period COVID recovery since from July onwards, and there continues to be significant demand for brick and tile building materials. The recent surge and resulting longer lead times can be attributed to an increase in demand from the major sectors of new build housing, and both public and private AM (Major Maintenance & Improvement). Developers are working hard to catch up the time lost due to the impact of COVID's national lockdown. Public AM spend has moved to external works, office refitting, due to restrictions on entering people's houses, while private AM has seen a boost due to homeowners investing in their properties to live and work at home."

Introduction



This Builders Merchant Building Index (BMBI) report contains data from GfK's ground-breaking Builders Merchants Panel, which analyses data from over 80% 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.

BMBI trend data is indexed on the 12 month period July 2014 to June 2015. The monthly series tracks what is happening in the market month by month and includes an in-depth review every quarter. This trend series gives the industry access to far more accurate and comprehensive insights than that available to other construction sectors.

MRA Marketing 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: eCommonSense, British Gypsum, Wienerberger, Midland Lead, Polypipe, The Crystal Group, Keylite Roof Windows, Hanson Cement, Keystone Lintels, Knauf Insulation, Talasey Group, Dulux Trade and Lakes. Meet the Experts [here](#) and on pages 9 and 10 of this report.

Recognition for BMBI

One of the aims of BMBI is to reach across and beyond construction. It's now syndicated to a growing number of trade magazines in different sectors on a regular basis. Outside the industry, economists, banks, consultancies, investment bodies and the big accountants regularly refer to it and BMBI is referenced alongside the Office for National Statistics (ONS) data in the Government Department for Business, Energy and Industrial Strategy (BEIS) monthly construction update. From time to time, news outlets, including the BBC contact BMBI Experts and MRA for commentary on the industry.

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.

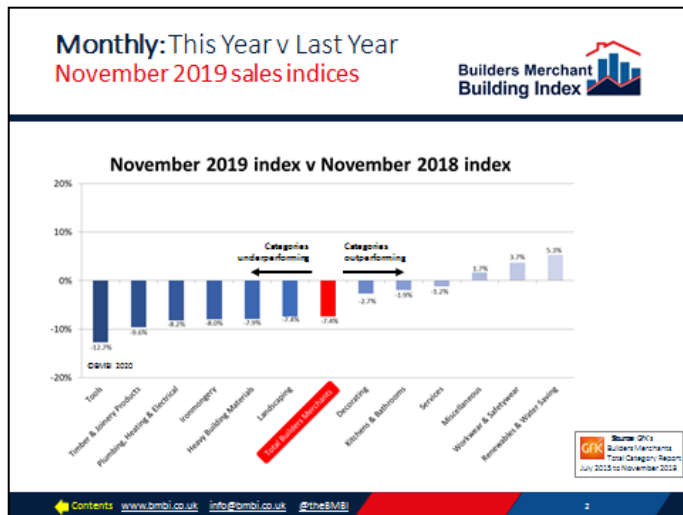
GfK can also produce robust like-for-like market comparability tailored to the requirements of an individual business. As more merchants join to submit their monthly sales-out data the quality of this information can only become more extensive and rigorous. Merchants or suppliers who are interested in acquiring data or getting involved should contact Emile van der Ryst at emile.van-der-ryst@gfk.com.

Trading day differences explained

BMBI reports track changes in Merchants' performance over a variety of time periods. However, the number of trading days in a period can change how we judge relative performance. More trading days in a month could boost total sales, whereas the level of sales a day could be lower.

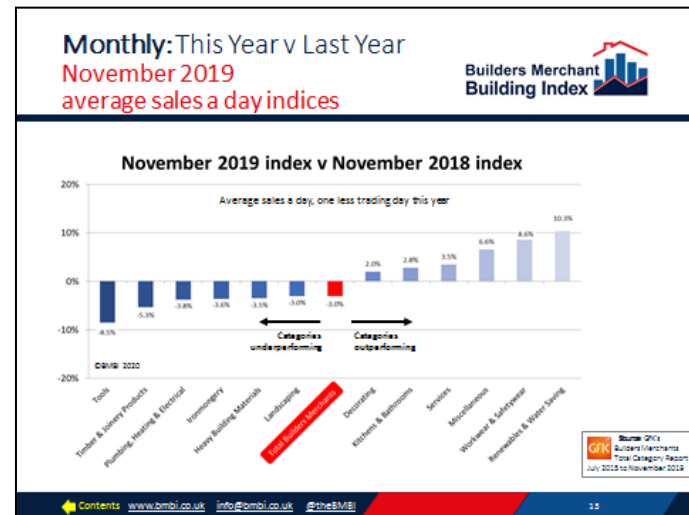
So, it's useful to also show average sales a day so we can compare apples with apples. Where trading days are different, we include two charts for the particular period under review:

Direct comparison of sales indices:



The first of the two charts directly compares revenue in the two periods, regardless of the number of trading days. Total Builders Merchants sales (the red column) were 7.4% lower.

Average sales a day indices comparison:



In the second chart, revenue has been divided by the number of trading days. In this example, revenue in November 2019 has been divided by 21 days, the revenue November 2018 by 22 days and the results compared, showing a 3.0% fall in Total Builders Merchants sales activity (the red column) stripped of trading day differences.

The charts provide two valid views of the same data. Direct comparison (on the left) show what happened in absolute numbers – average sales a day (on the right) enables trading day differences to be set aside.

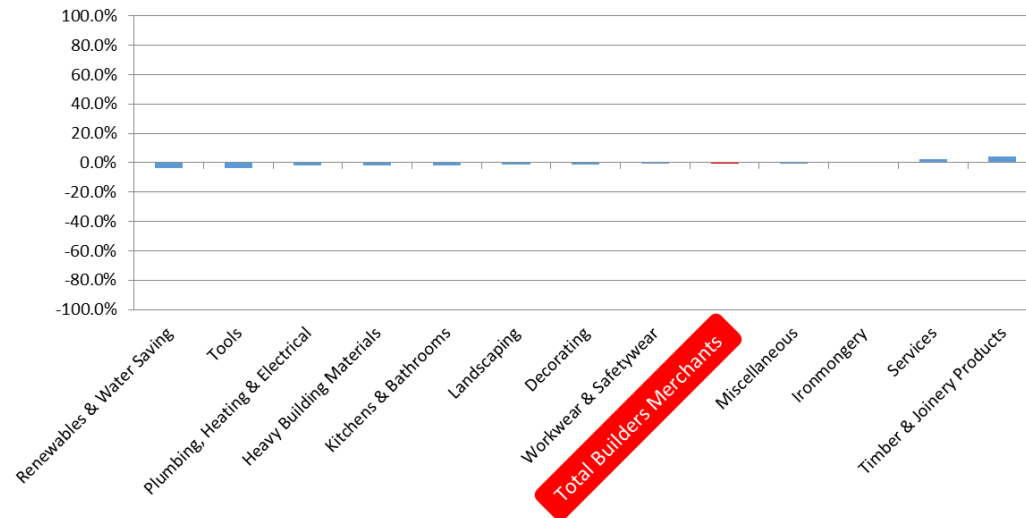
GfK's Builders Merchant Panel update



After almost six years without change, GfK's Builders Merchant Panel, which powers the Builders Merchant Building Index, saw three merchants leave and three join in Spring 2020. A lengthy transition period took place in the background and as a result, data covering January 2019 onwards now reflects the new panel. This has ensured the robust nature of the Builders Merchant Building Index has been maintained.

The overall impact of the changes was very small, with total revenue for the 12 months May 2019 to April 2020 being just -0.3% different to that previously published. Individual categories had mostly small changes, some a little up and some a little down, depending on the mix of sales contributed by the joining and leaving merchants. Small category Renewables & Water Saving was more significant, and only Timber & Joinery Products and Tools among the main categories were appreciably different, as illustrated in this chart.

Change in revenue May 2019 to Apr 2020



The tables and charts in this report use the refreshed data from January 2019 onwards. For example, the values between November 2019 and April 2020 in the Indices table on page 12 are marginally different to those in reports published prior to May 2020. The chart on page 11 incorporates the new values from January 2019 onwards but the differences are relatively small.

Incorporating the new data back to January 2019 has also meant that year-on-year, month-on-month and year-to-date comparisons are all calculated using the refreshed data throughout, to ensure accurate reporting – a hallmark of the Builders Merchant Building Index.

If you have questions on the changes email Tom@mra-marketing.com or Emile.van-der-Ryst@gfk.com

Overview

November sales surge despite 'Lockdown 2'

Year-on-Year

Total Builders Merchants November 2020 value sales surged 9.0% ahead of November 2019. This was the largest year-on-year increase since March 2019, despite the second Covid-19 lockdown taking effect from Thursday 5th November, with builders heeding the Government's directive that construction sites should remain open.

Four categories sold more, led by strong performances from Landscaping (+29.3%) and Timber & Joinery Products (+16.3%). Heavy Building Materials was 8.7% higher and Ironmongery (+2.4%) grew more slowly. The other eight categories sold less, with Workwear & Safetywear (-6.0%) and Plumbing Heating & Electrical (-5.8%) weakest.

Month-on-Month

Total Merchants November sales were 2.3% lower than in October, with one less trading day this month. Renewables & Water Saving (+4.6%) did best, with Kitchens & Bathrooms (+2.9%) and Workwear & Safetywear (+1.2%) the only other categories that sold more. Landscaping (-9.5%) did least well. Ironmongery (-3.5%) and Heavy Building Materials (-2.7%) were also weaker. Average sales a day, which take trading day differences into account, were up 2.3% on October.

Other periods

Total sales in the last three months (September to November) were 5.7% higher than the same three months in 2019. Landscaping (+25.6%) was particularly strong, with Timber & Joinery Products (+10.6%) also doing well. Among the eight categories selling less, Plumbing Heating & Electrical (-7.7%) was weakest.

Sales were up 3.3% in the last three months compared with the previous three months (June to August) and all but one of the categories sold more. Plumbing Heating & Electrical (+29.9%) had the largest increase, with this category having been hit hard during the spring and summer months. Similarly, Kitchens & Bathrooms sold 17.9% more. Only seasonal category Landscaping (-28.8%) sold less.

Year to date sales hit a low point in May (-29.2%) but have steadily improved since then. In the eleven months January to November, total sales were down 11.9% compared with the same months in 2019. Only Landscaping (+4.5%) sold more. Tools (-21.8%) was weakest, closely followed by Plumbing Heating & Electrical (-20.5%) and Kitchens & Bathrooms (-19.5%).

Index

November's BMBI index was 123.5. Timber & Joinery Products (139.9) was strongest.

Year to date sales hit a low point in May (-29.2%) but have steadily improved since then. In the eleven months January to November, total sales were down 11.9% compared with the same months in 2019.

The Expert Panel

Speaking for their markets - 1

The Builders Merchant Building Index (BMBI) includes a growing 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 2020 report, which includes commentary from our experts is available [here](#)

Meet the Builders Merchant Building Index Experts:

Expert for Drylining Systems:



Stacey Temprell,
Marketing Director
British Gypsum

[Read latest comment: Q3 2020 Report](#)

Expert for Bricks & Roof Tiles:



Kevin Tolson,
Commercial Director
Wienerberger UK

[Read latest Comment: Q3 2020 Report](#)

Expert for Website & Product Data Management Solutions:



Andy Scothern
Managing Director
eCommonSense

[Read latest Comment: Q3 2020 Report](#)

Expert for Civils & Green Infrastructure:



Steve Durdant-Hollamby,
Managing Director
Polypipe Civils

[Read latest Comment: Q3 2020 Report](#)

Expert for Lead:



Lynn Street
Sales & Marketing Manager
Midland Lead

[Read latest Comment: Q3 2020 Report](#)

Expert for Steel Lintels:



Derrick McFarland
Managing Director
Keystone Lintels

[Read latest Comment: Q3 2020 Report](#)

The Expert Panel

Speaking for their markets - 2

Expert for Roof Windows:



Jim Blanthorne
Managing Director
Keylite Roof Windows

[Read latest Comment: Q3 2020 Report](#)

Expert for PVC-U Windows & Doors:



No.1 for choice • No.1 for colour

Kevin Morgan
Group Commercial Director
The Crystal Group

[Read latest Comment: Q3 2020 Report](#)

Expert for Natural Stone Landscaping Products, Vitrified Paving & Artificial Grass:



Malcolm Gough
Group Sales & Marketing Director
Talasey Group

[Read latest Comment: Q3 2020 Report](#)

Expert for Mineral Wool Insulation:



Neil Hargreaves
Managing Director
Knauf Insulation

[Read latest Comment: Q3 2020 Report](#)

Expert for Cement & Aggregates:



Andrew Simpson
Packed Products Director
Hanson Cement

[Read latest Comment: Q3 2020 Report](#)

Expert for Paint:



Paul Roughan
Trade Merchants Sales Director
Dulux Trade

[Read latest Comment: Q3 2020 Report](#)

Expert for Shower Enclosures and Showering:



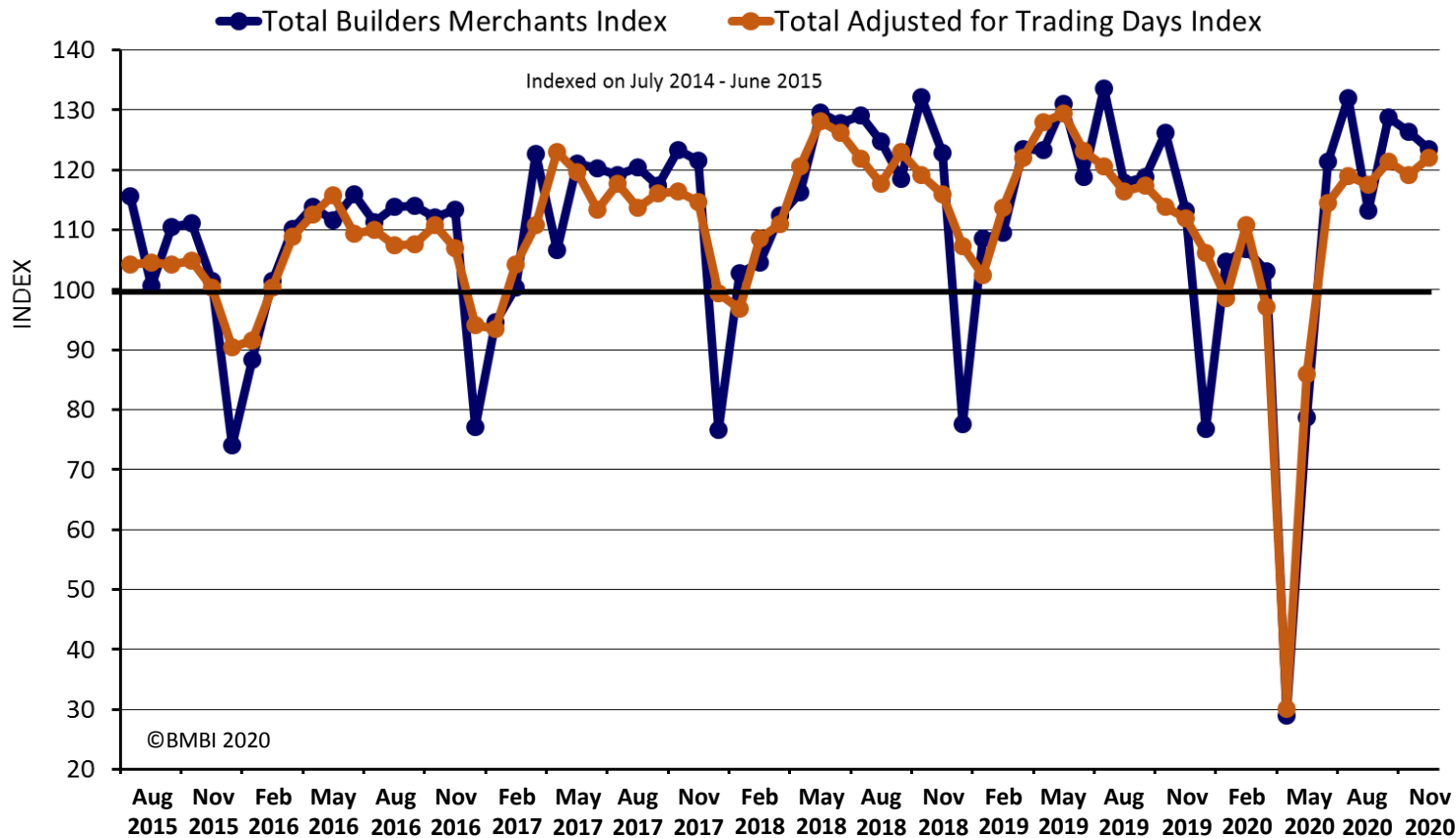
Mike Tattam
Sales & Marketing Director
Lakes

[Read latest Comment: Q3 2020 Report](#)

Monthly: Index

Adjusted and unadjusted for trading days

Total Builders Merchants Index v Total Adjusted for Trading Days Index



Source: GfK's
Builders Merchants
Total Category Report
July 2015 to November 2020

Monthly: Index and Categories

November 2019* – November 2020

(Indexed on monthly average, July 2014 – June 2015)



		2019		2020										
MONTHLY SALES VALUE INDEX	Index	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov
Total Builders Merchants	100	113.3	76.8	104.7	106.9	103.1	29.0	78.7	121.4	131.9	113.3	128.7	126.4	123.5
Timber & Joinery Products	100	120.4	79.1	111.5	109.0	105.0	26.9	80.5	126.7	140.3	120.6	139.3	141.1	139.9
Heavy Building Materials	100	109.9	73.5	101.7	103.8	102.0	30.5	78.5	116.4	125.6	108.6	125.4	122.8	119.4
Decorating	100	112.5	80.0	103.6	104.5	95.2	19.8	54.8	94.4	112.4	100.1	113.1	111.7	110.5
Tools	100	100.8	67.0	91.8	91.9	74.2	8.6	35.1	79.3	99.0	85.8	98.5	101.0	100.0
Workwear & Safetywear	100	134.8	82.4	119.4	127.7	139.1	37.7	66.6	98.2	131.7	98.4	111.1	125.2	126.7
Ironmongery	100	120.0	87.7	118.7	116.1	104.0	27.3	58.9	108.8	128.7	113.6	127.3	127.3	122.9
Landscaping	100	94.9	62.4	86.9	103.0	110.4	40.3	152.5	223.7	208.2	157.2	161.0	135.6	122.8
Plumbing, Heating & Electrical	100	133.7	95.9	126.3	124.8	104.3	25.4	51.8	84.4	103.1	95.3	115.4	126.0	125.9
Renewables & Water Saving	100	72.0	51.4	75.2	86.1	68.6	12.7	26.7	55.1	69.3	58.2	71.9	67.2	70.3
Kitchens & Bathrooms	100	125.4	85.4	109.1	117.5	101.7	14.1	43.7	87.3	111.1	106.3	117.3	119.3	122.7
Miscellaneous	100	122.0	90.8	119.9	114.7	152.6	36.7	55.1	98.0	112.4	98.2	122.3	120.8	118.9
Services	100	115.7	89.7	103.0	106.1	105.3	42.3	70.2	105.9	119.4	109.2	119.2	117.5	115.4

*Click the web link below to see the complete series of indices from July 2015.

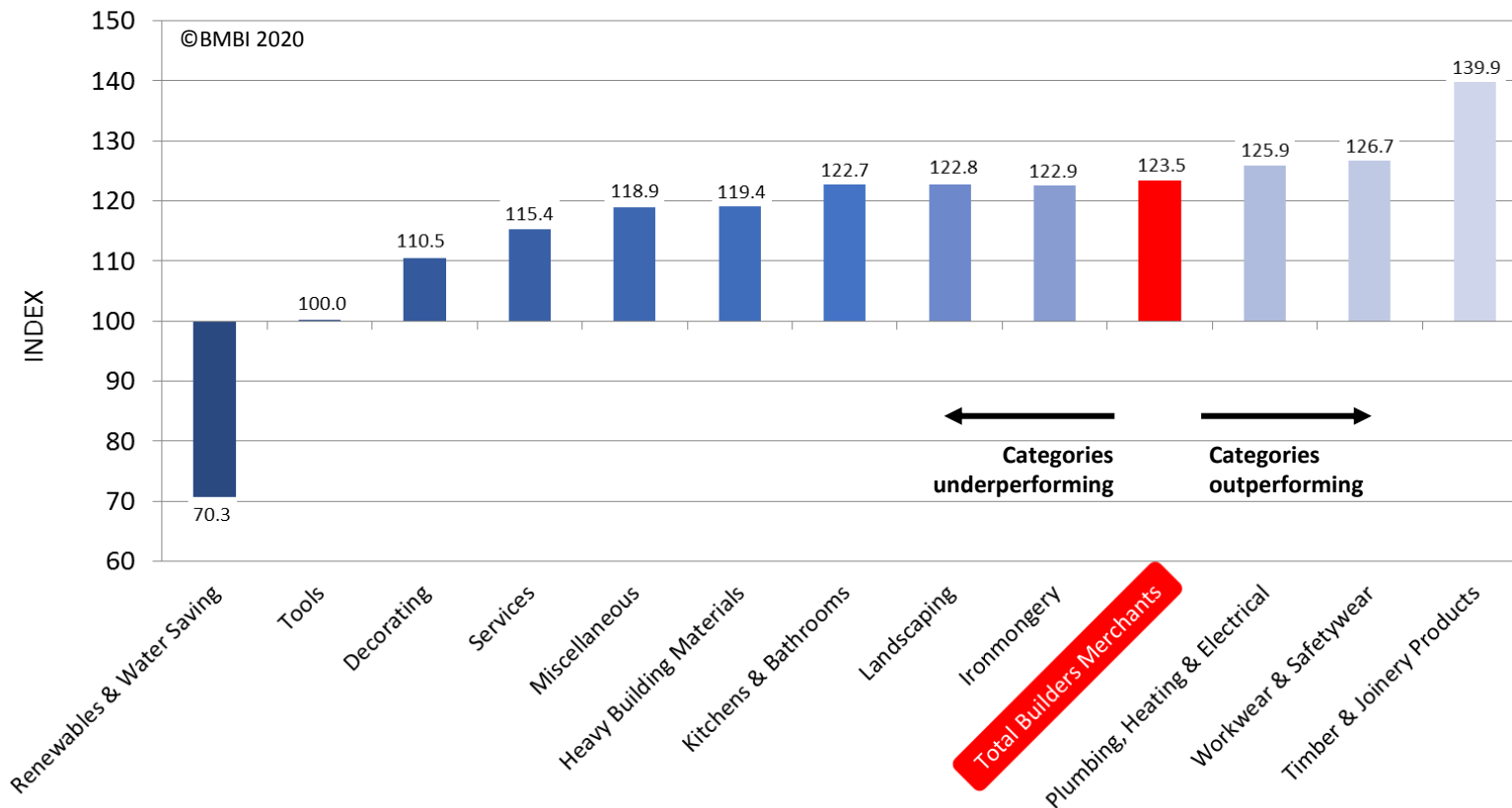
Source: GfK's
Builders Merchants
Total Category Report
July 2015 to November 2020

Monthly: Index and Categories

November 2020 index



November 2020 Index



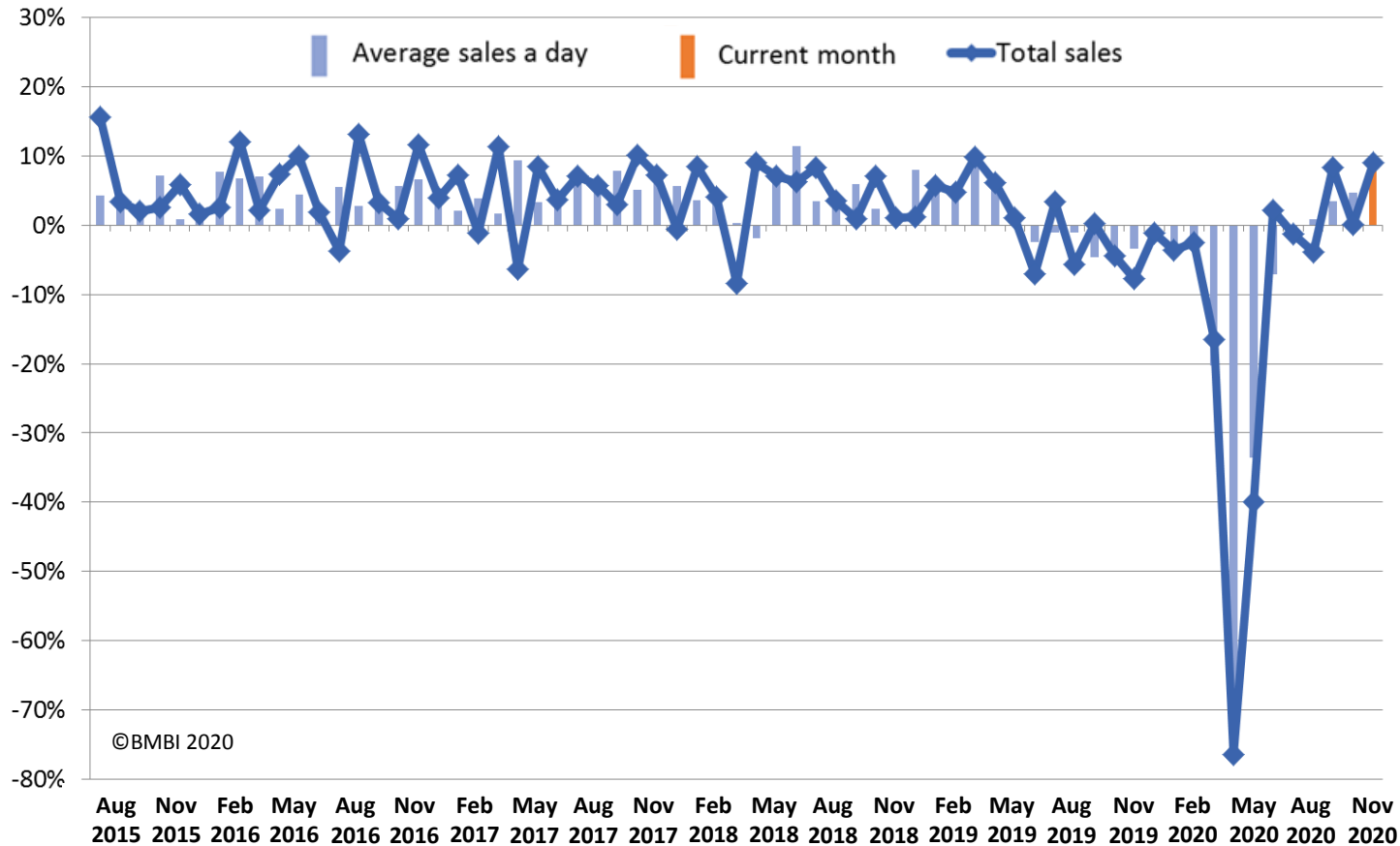
 Source: GfK's
Builders Merchants
Total Category Report
July 2015 to November 2020

Monthly: Sales Indices Year on Year

Adjusted and unadjusted for trading days



Monthly: Year on Year



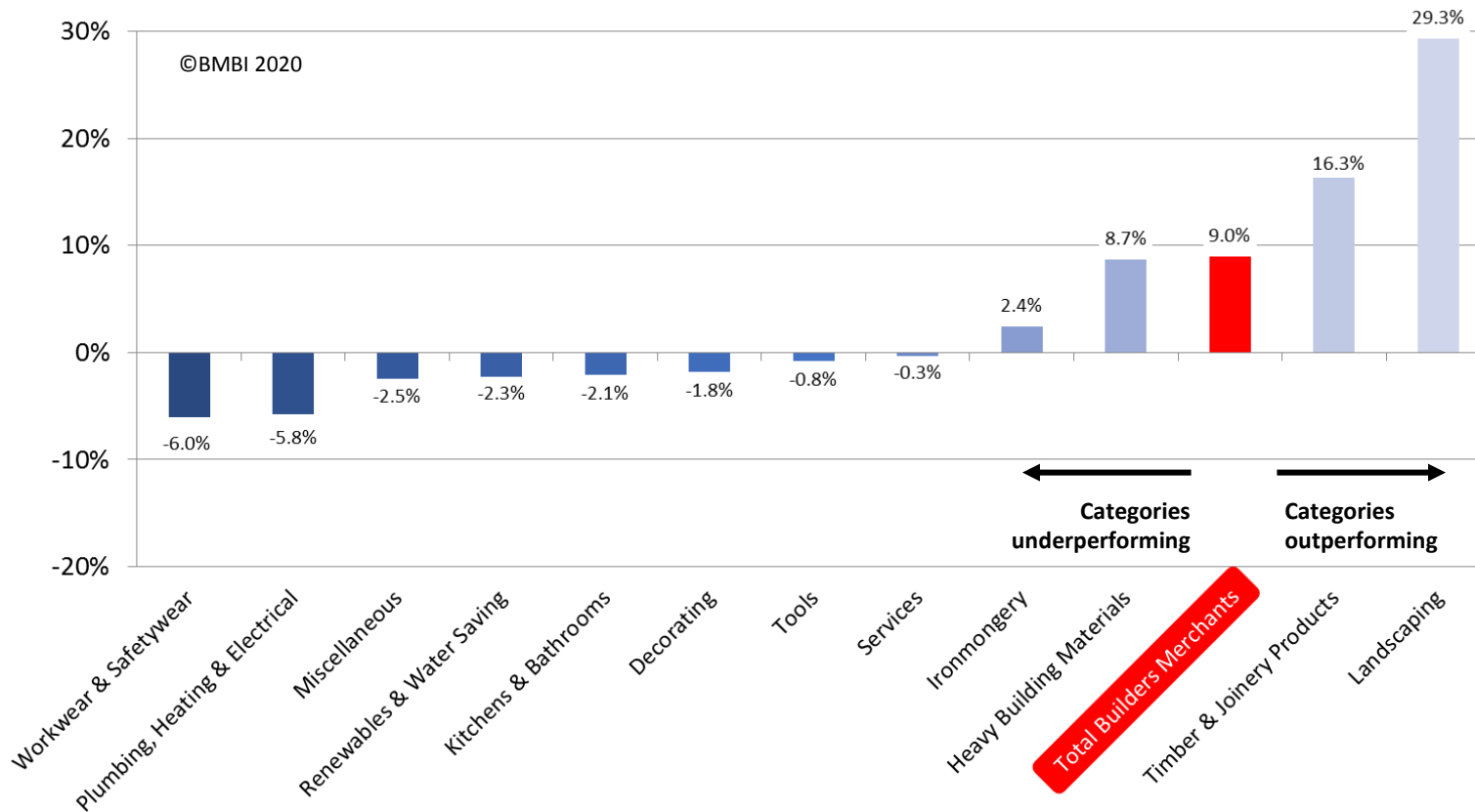
 Source: GfK's Builders Merchants Total Category Report July 2015 to November 2020

Monthly: This Year v Last Year

November 2020 sales indices



November 2020 index v November 2019 index



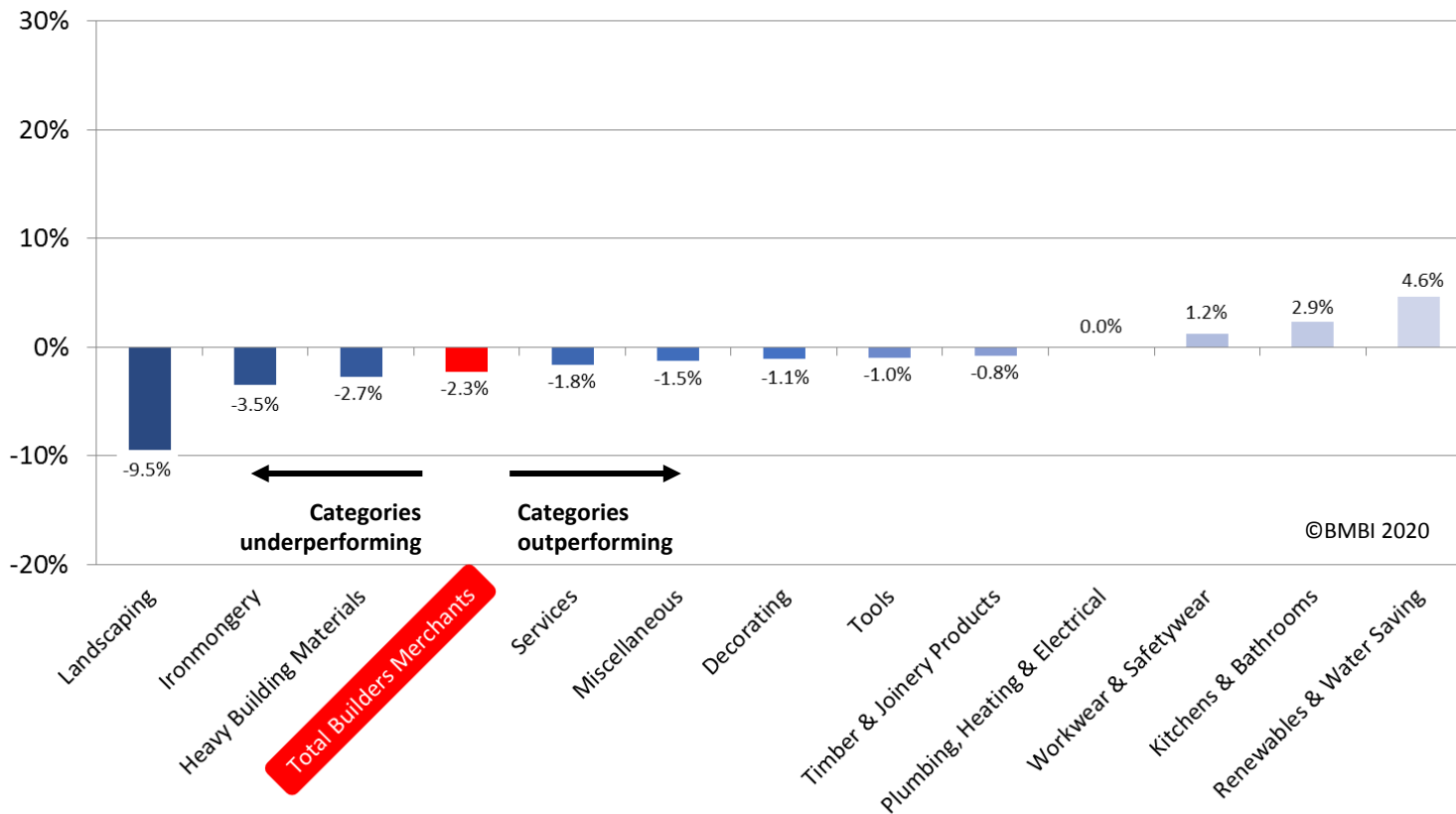
 Source: GfK's Builders Merchants Total Category Report July 2015 to November 2020

Monthly: This Month v Last Month

November 2020 sales indices



November 2020 Index v October 2020 Index



©BMBI 2020

 Source: GfK's
Builders Merchants
Total Category Report
July 2015 to November 2020

Monthly: This Month v Last Month

November 2020 average sales a day indices



November 2020 Index v October 2020 Index



GfK Source: GfK's
Builders Merchants
Total Category Report
July 2015 to November 2020

Quarterly: Index and Categories

Quarter 3 2019* to Quarter 3 2020

(Indexed on July 2014 to June 2015)



QUARTERLY SALES VALUE INDEX	Index	Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020
Total Builders Merchants	100	123.4	105.4	104.9	76.4	124.6
Timber & Joinery Products	100	128.9	111.3	108.5	78.0	133.4
Heavy Building Materials	100	121.0	102.3	102.5	75.1	119.9
Decorating	100	115.7	104.7	101.1	56.3	108.5
Tools	100	98.5	92.2	86.0	41.0	94.4
Workwear & Safetywear	100	105.3	117.4	128.7	67.5	113.7
Ironmongery	100	126.1	113.6	112.9	65.0	123.2
Landscaping	100	141.3	91.2	100.1	138.8	175.5
Plumbing, Heating & Electrical	100	118.7	123.4	118.5	53.9	104.6
Renewables & Water Saving	100	75.3	65.8	76.6	31.5	66.4
Kitchens & Bathrooms	100	120.2	112.8	109.4	48.4	111.6
Miscellaneous	100	128.0	114.9	129.1	63.3	111.0
Services	100	121.8	110.3	104.8	72.8	115.9

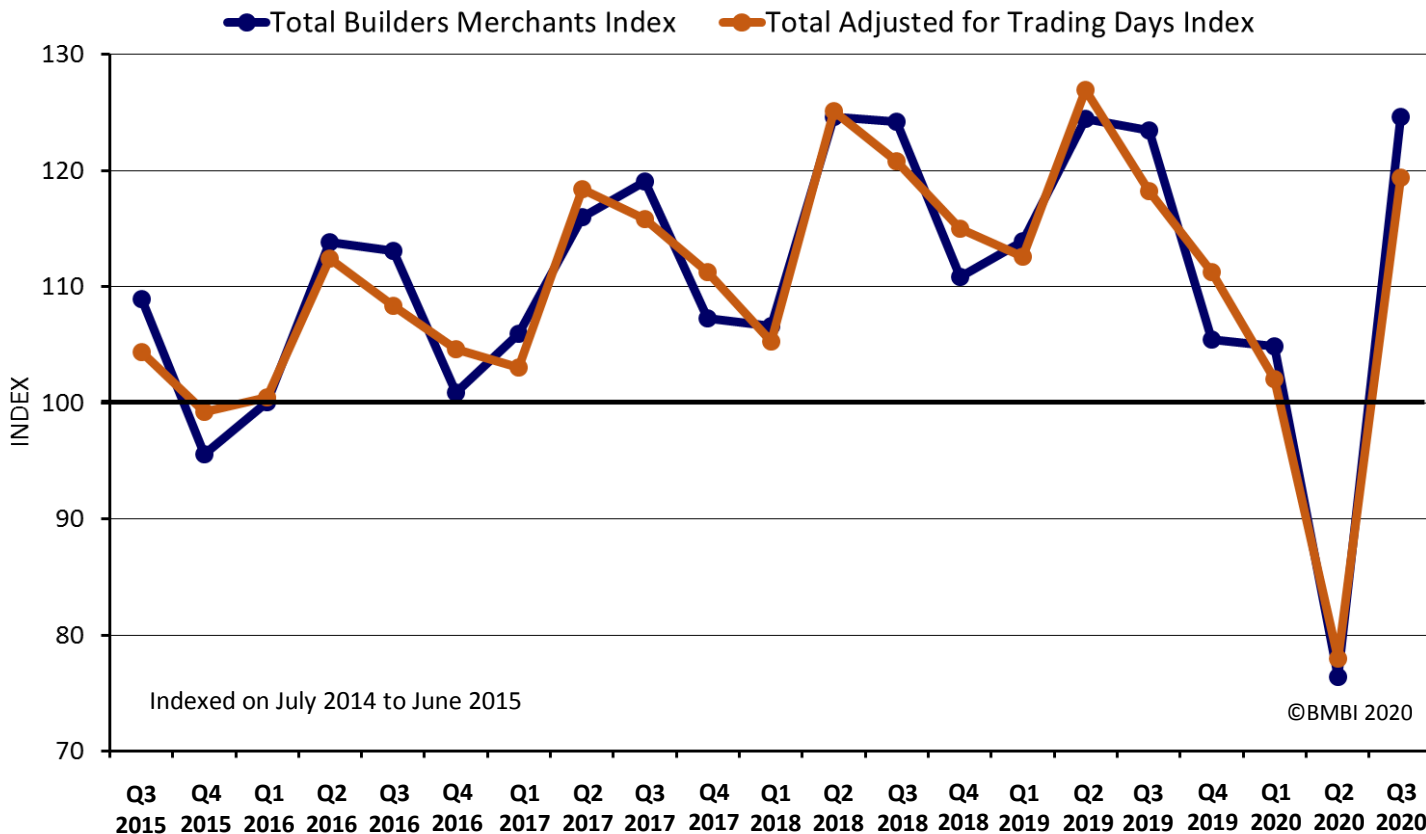
*Click the web link below to see the complete series of quarterly indices from Q2, 2015.

 Source: GfK's
Builders Merchants
Total Category Report
July 2015 to September 2020

Quarterly: Index

Adjusted and unadjusted for trading days

Total Builders Merchants Index v Total Adjusted for Trading Days Index



Source: GfK's
Builders Merchants
Total Category Report
July 2015 to September 2020

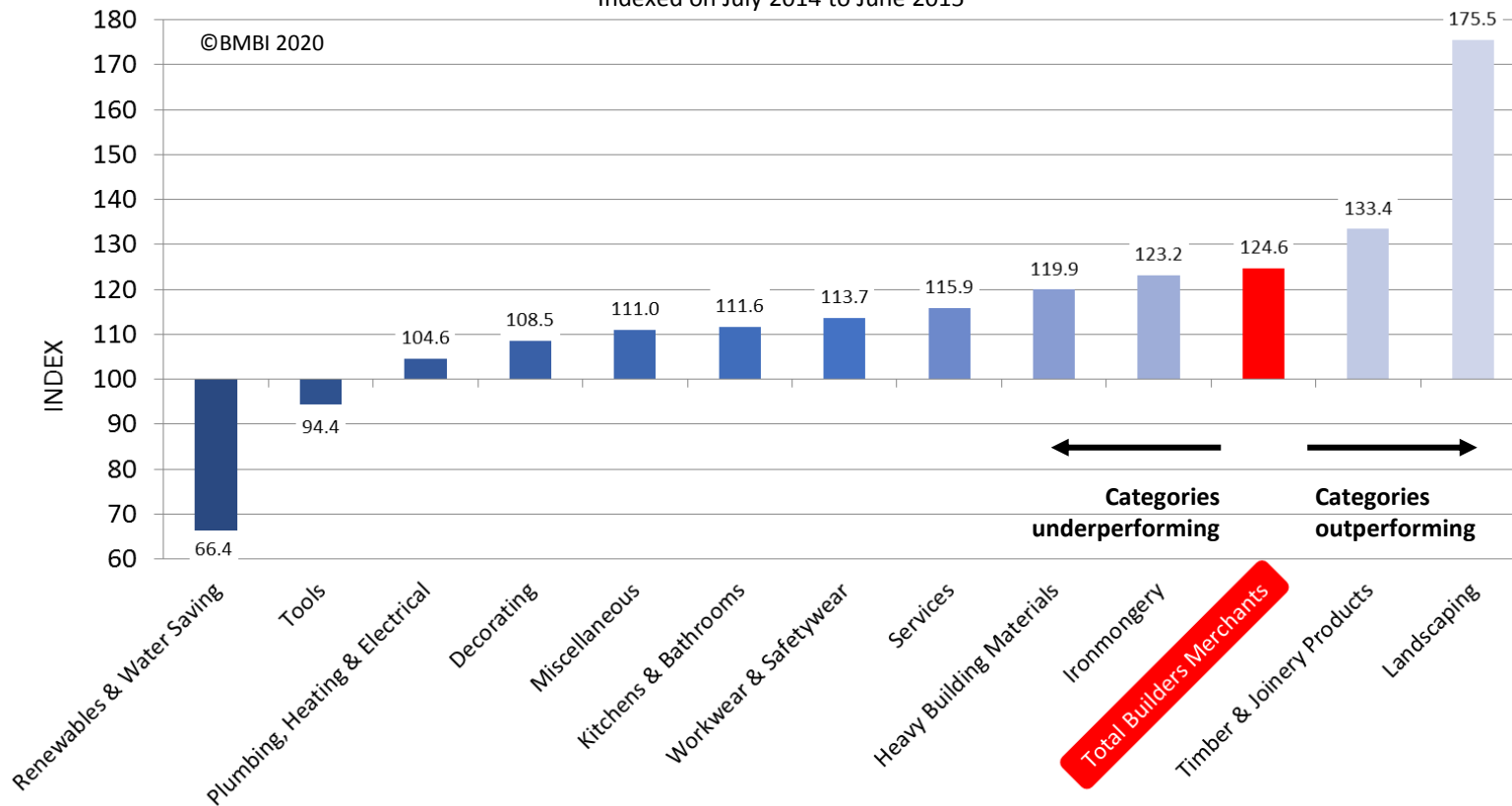
Quarterly: Index and Categories

Q3 2020 index



Quarter 3 2020

Indexed on July 2014 to June 2015



Source: GfK's
Builders Merchants
Total Category Report
July 2015 to September 2020

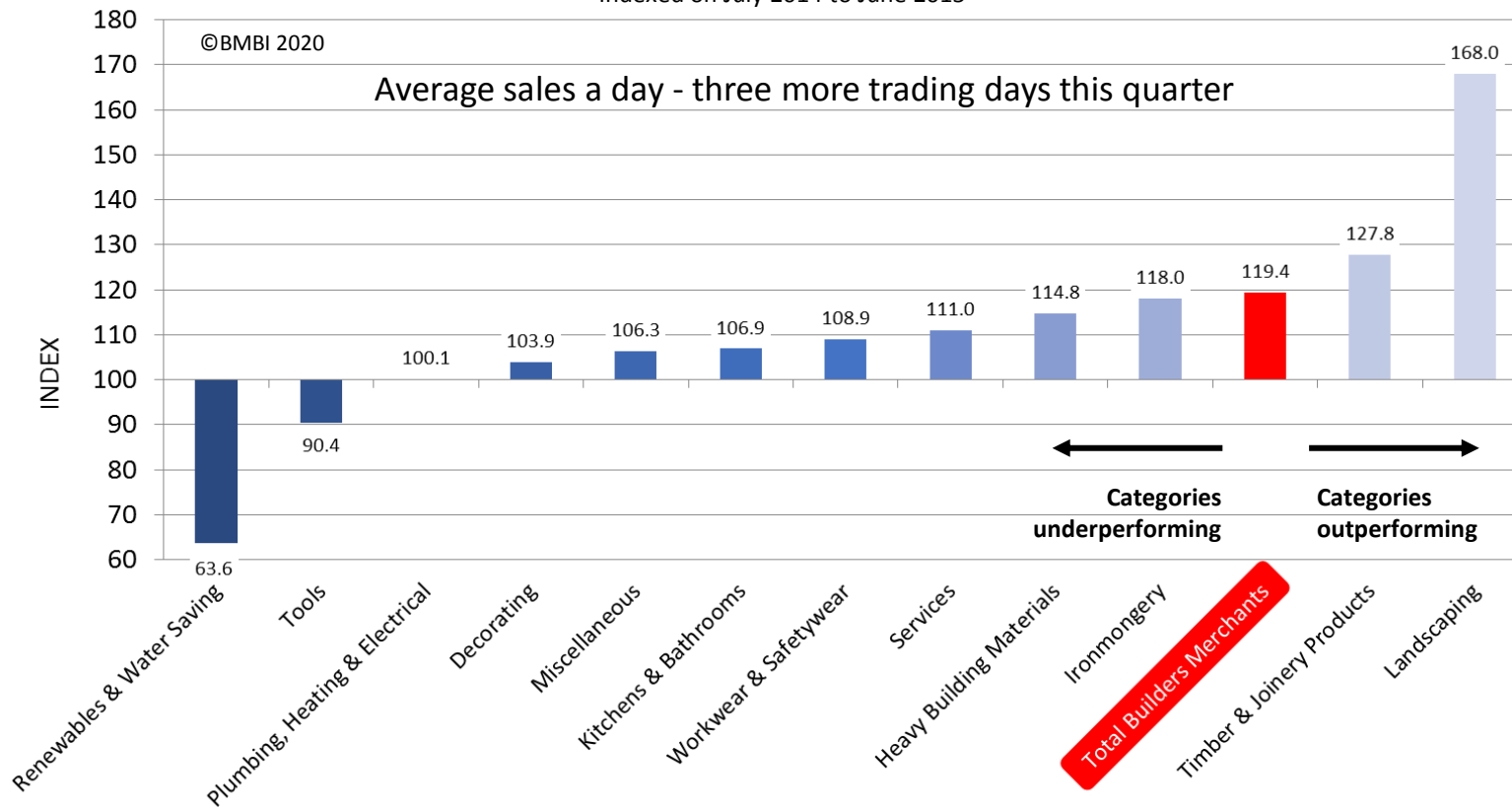
Quarterly: Index and Categories

Q3 2020 average sales a day index



Quarter 3 2020

Indexed on July 2014 to June 2015



Source: GfK's
Builders Merchants
Total Category Report
July 2015 to September 2020

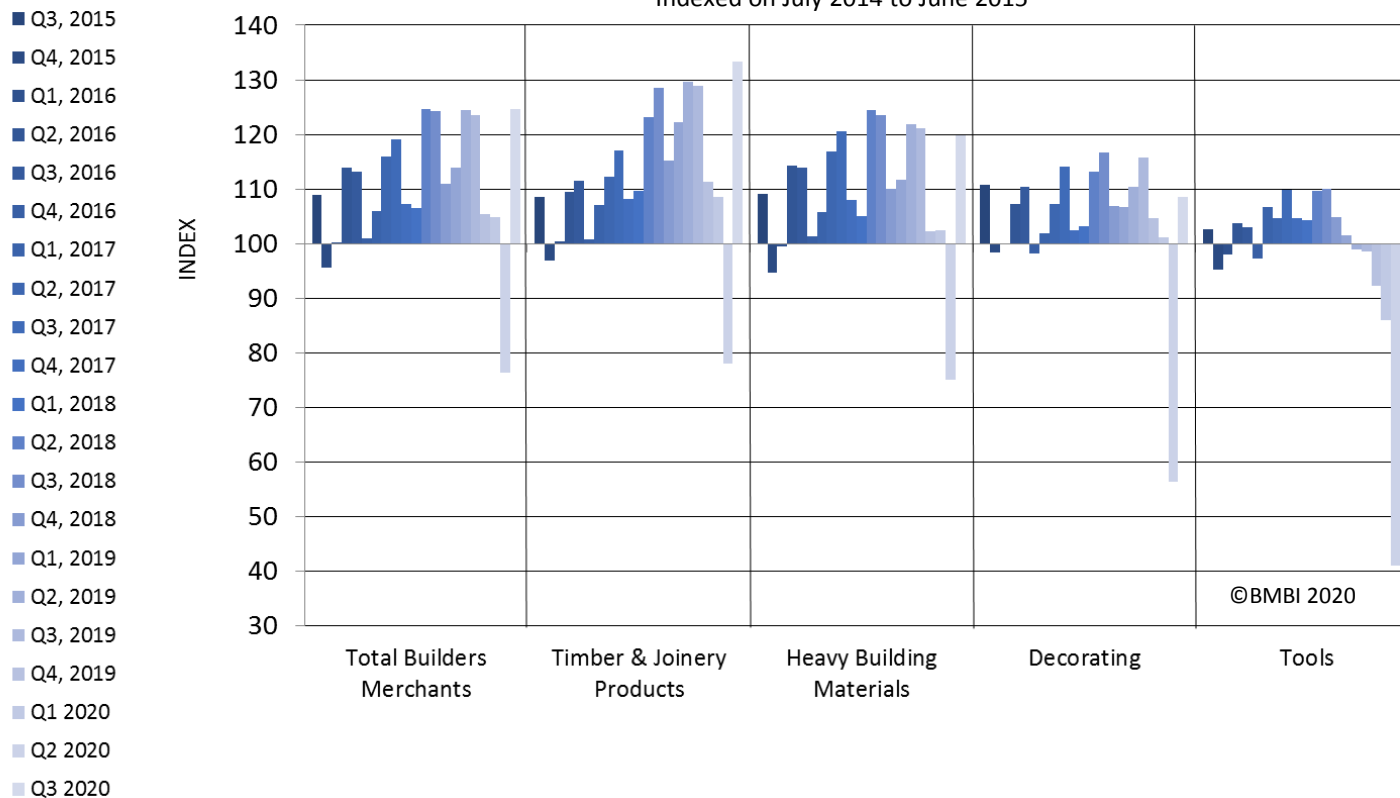
Quarterly: Index and Categories

Quarterly indices



Quarterly Indices Q3 2015 to Q3 2020

Indexed on July 2014 to June 2015



©BMBI 2020

GfK Source: GfK's
Builders Merchants
Total Category Report
July 2015 to September 2020

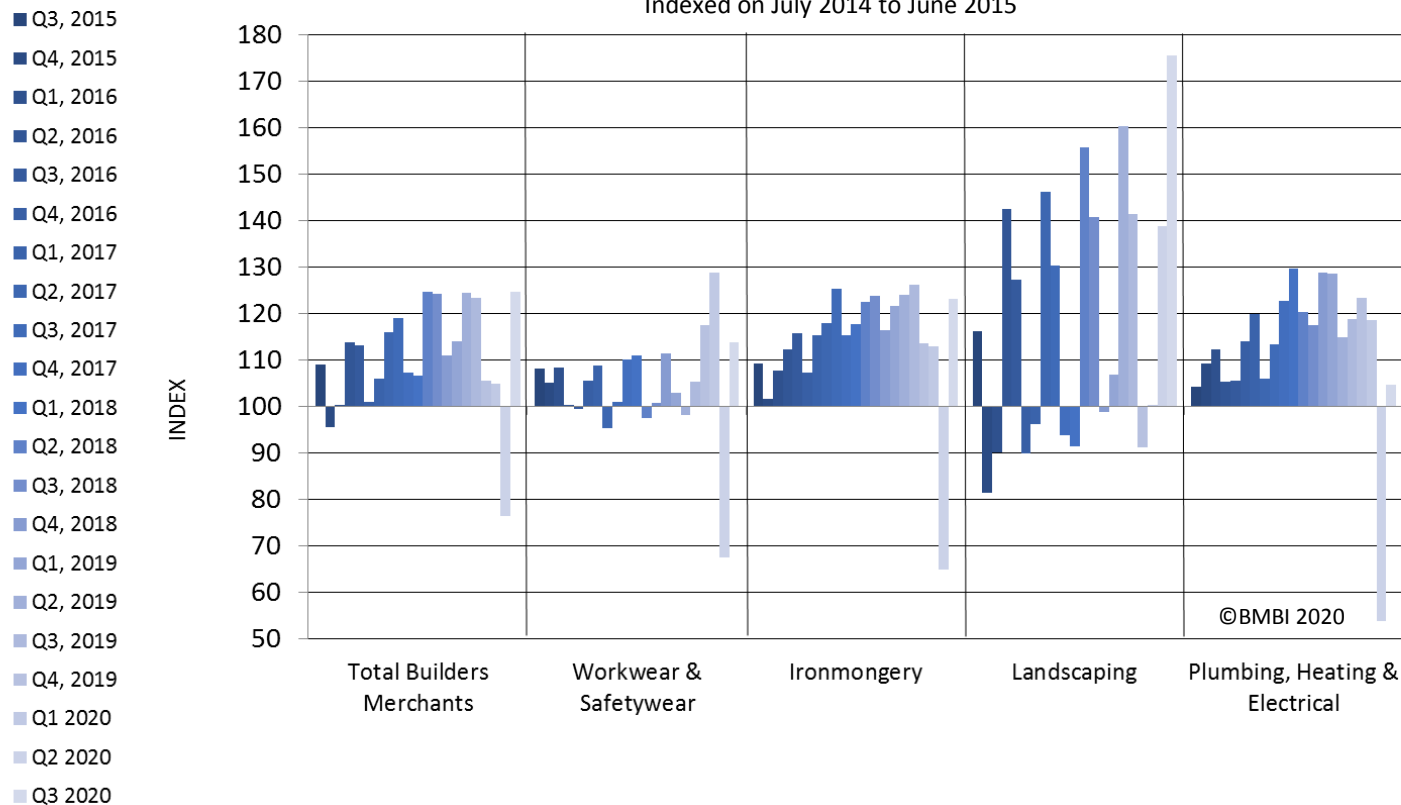
Quarterly: Index and Categories

Quarterly indices



Quarterly Indices Q3 2015 to Q3 2020

Indexed on July 2014 to June 2015



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Source: GfK's Builders Merchants Total Category Report July 2015 to September 2020

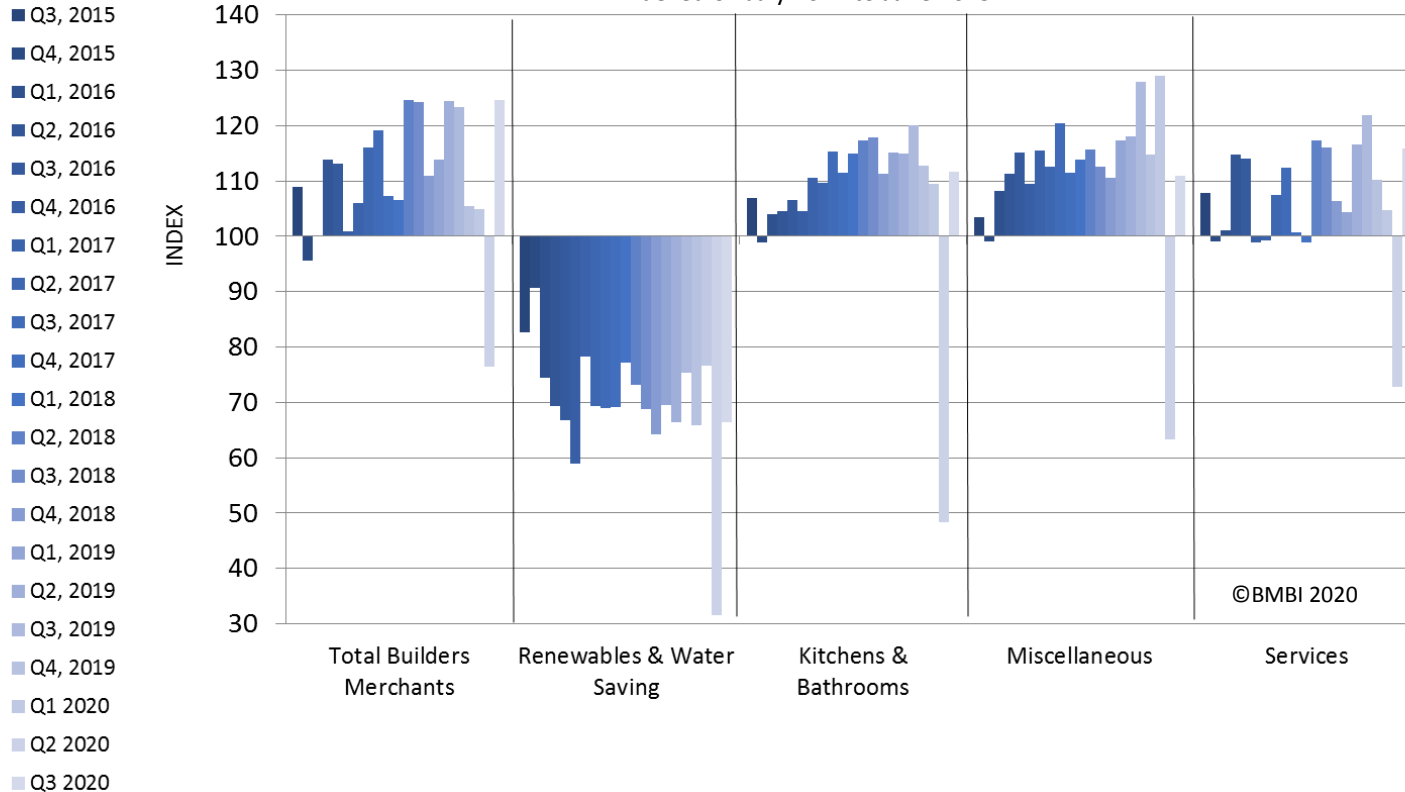
Quarterly: Index and Categories

Quarterly indices



Quarterly Indices Q3 2015 to Q3 2020

Indexed on July 2014 to June 2015

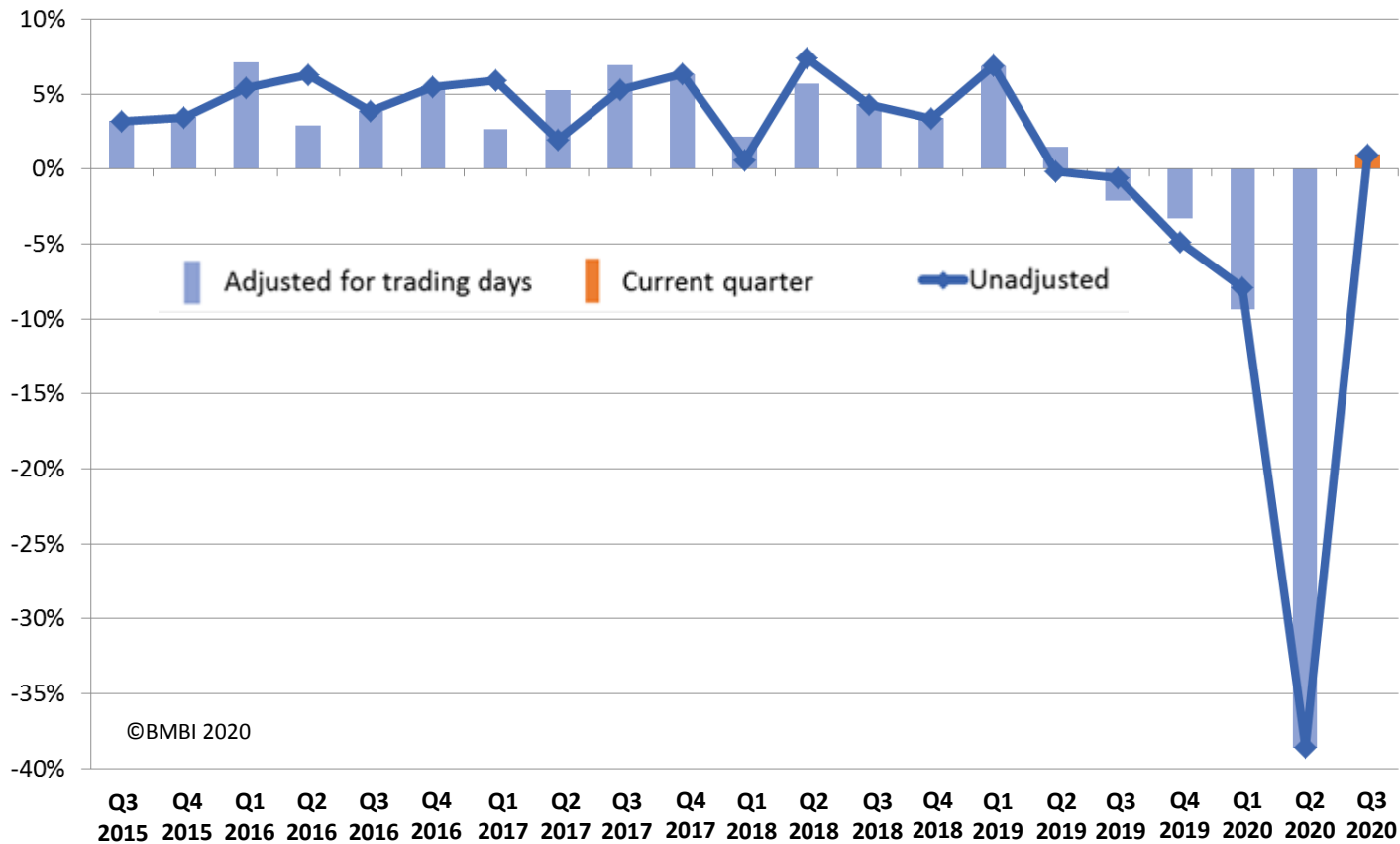


GfK Source: GfK's
Builders Merchants
Total Category Report
July 2015 to September 2020

Quarterly: Sales Indices

Adjusted and unadjusted for trading days

Quarterly Indices: Year on Year



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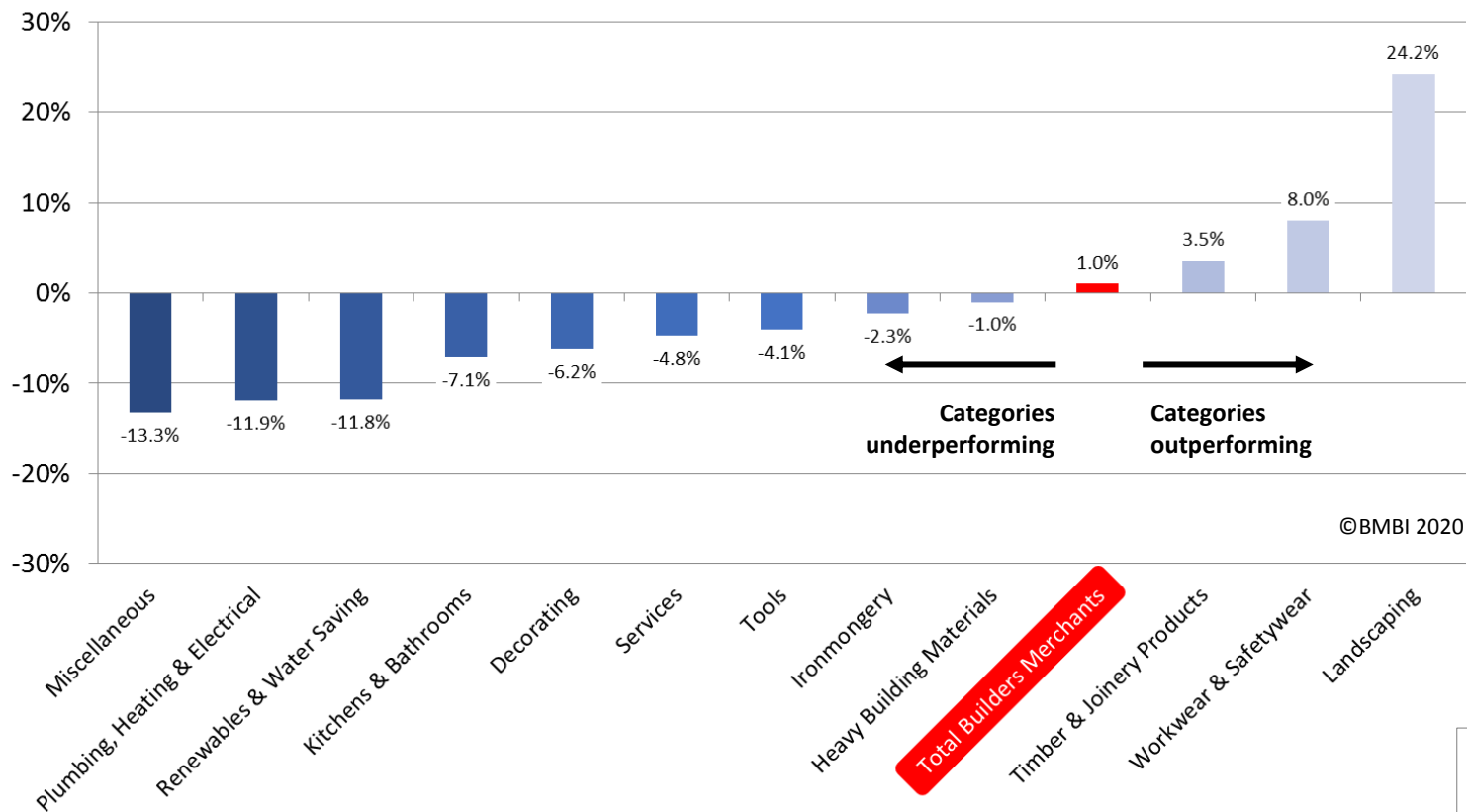
Source: GfK's
Builders Merchants
Total Category Report
July 2015 to September 2020

Quarterly: This Year v Last Year

Q3 2020 sales indices



Quarter 3 2020 index v Quarter 3 2019 index



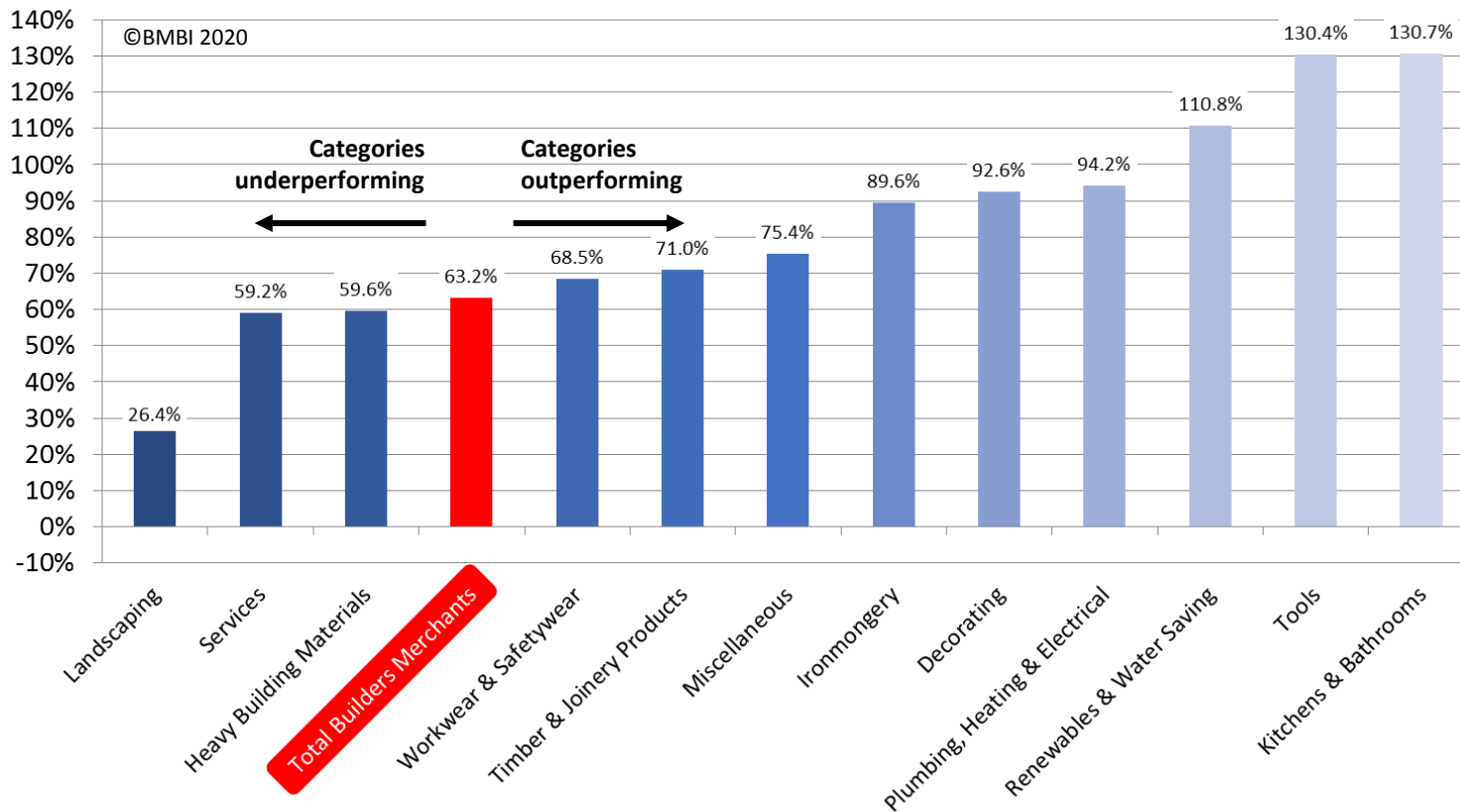
Source: GfK's
Builders Merchants
Total Category Report
July 2015 to September 2020

Quarterly: Quarter on Quarter

Q3 2020 sales indices



Quarter 3 2020 index v Quarter 2 2020 index



Source: GfK's
Builders Merchants
Total Category Report
July 2015 to September 2020

Quarterly: Quarter on Quarter

Q3 2020 average sales a day indices



Quarter 3 2020 index v Quarter 2 2020 index



Source: GfK's
Builders Merchants
Total Category Report
July 2015 to September 2020

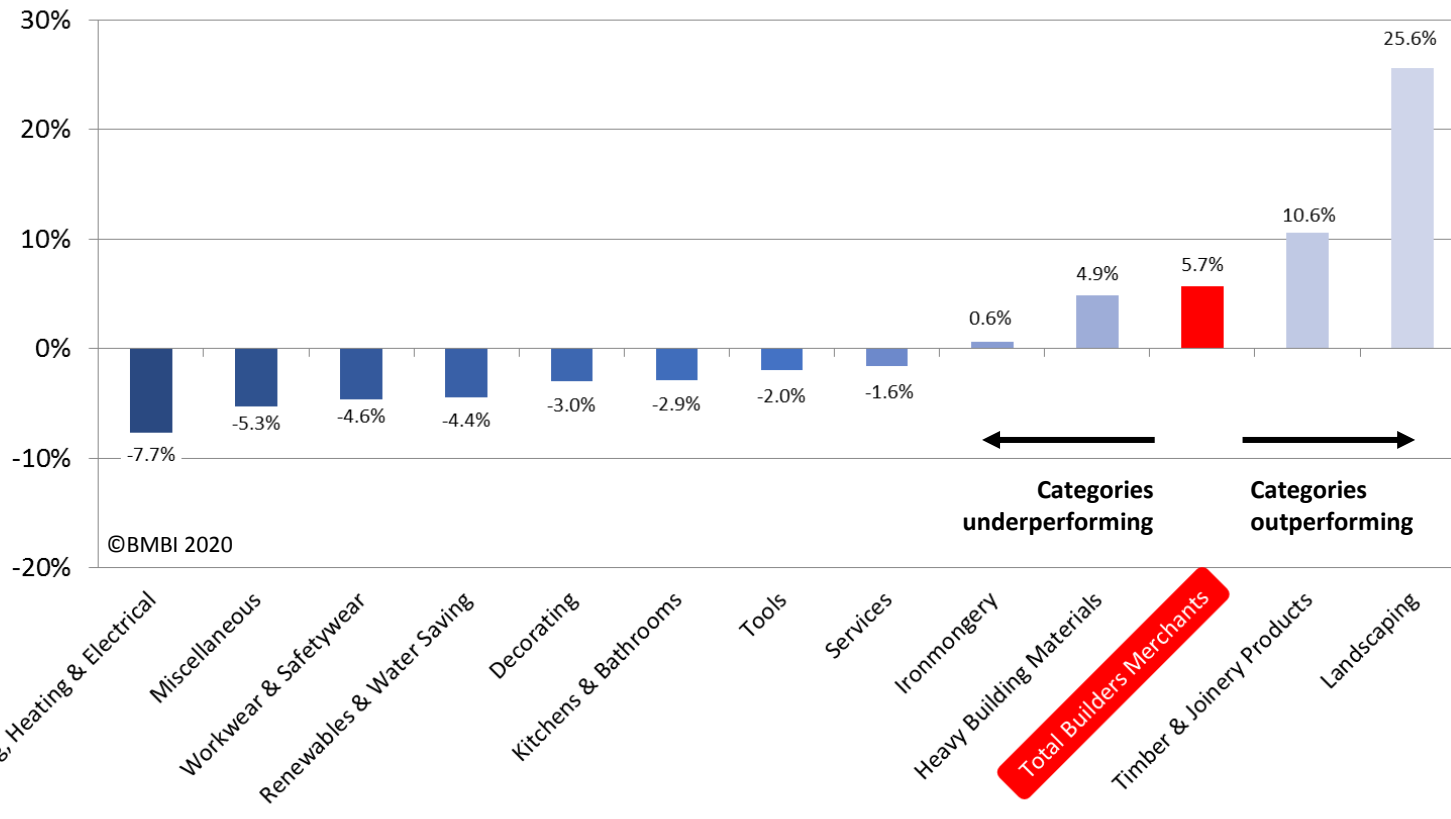
*Some merchants temporarily closed branches between March and May 2020 and this will have affected trading day comparisons.

Latest 3 months: Year on Year

September to November sales indices



3 months Sep 20 to Nov 20 v 3 months Sep 19 to Nov 19

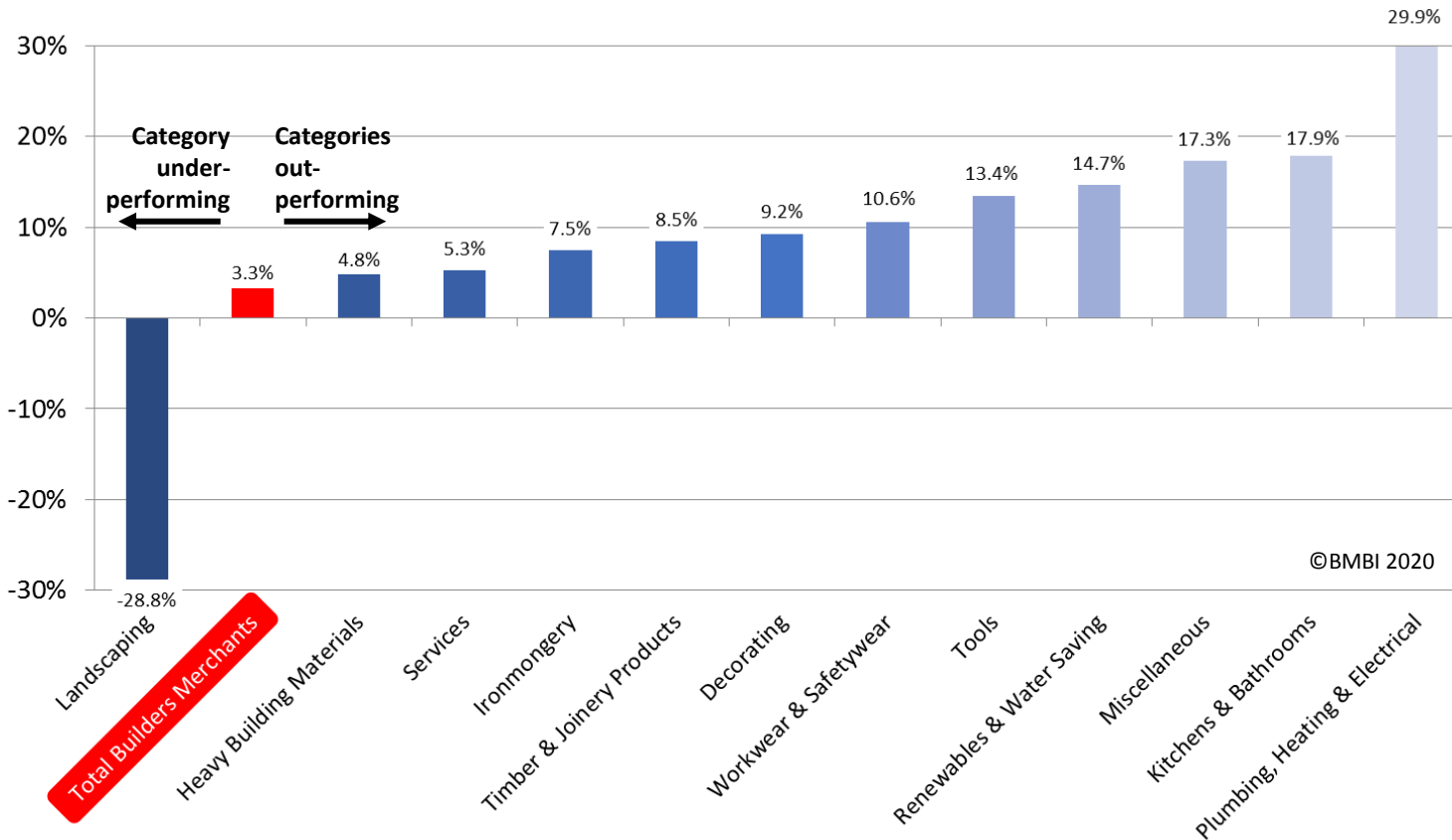


Source: GfK's Builders Merchants Total Category Report July 2015 to November 2020

Latest 3 months: previous 3 months

September to November sales indices

3 months Sep 20 to Nov 20 v 3 months Jun 20 to Aug 20



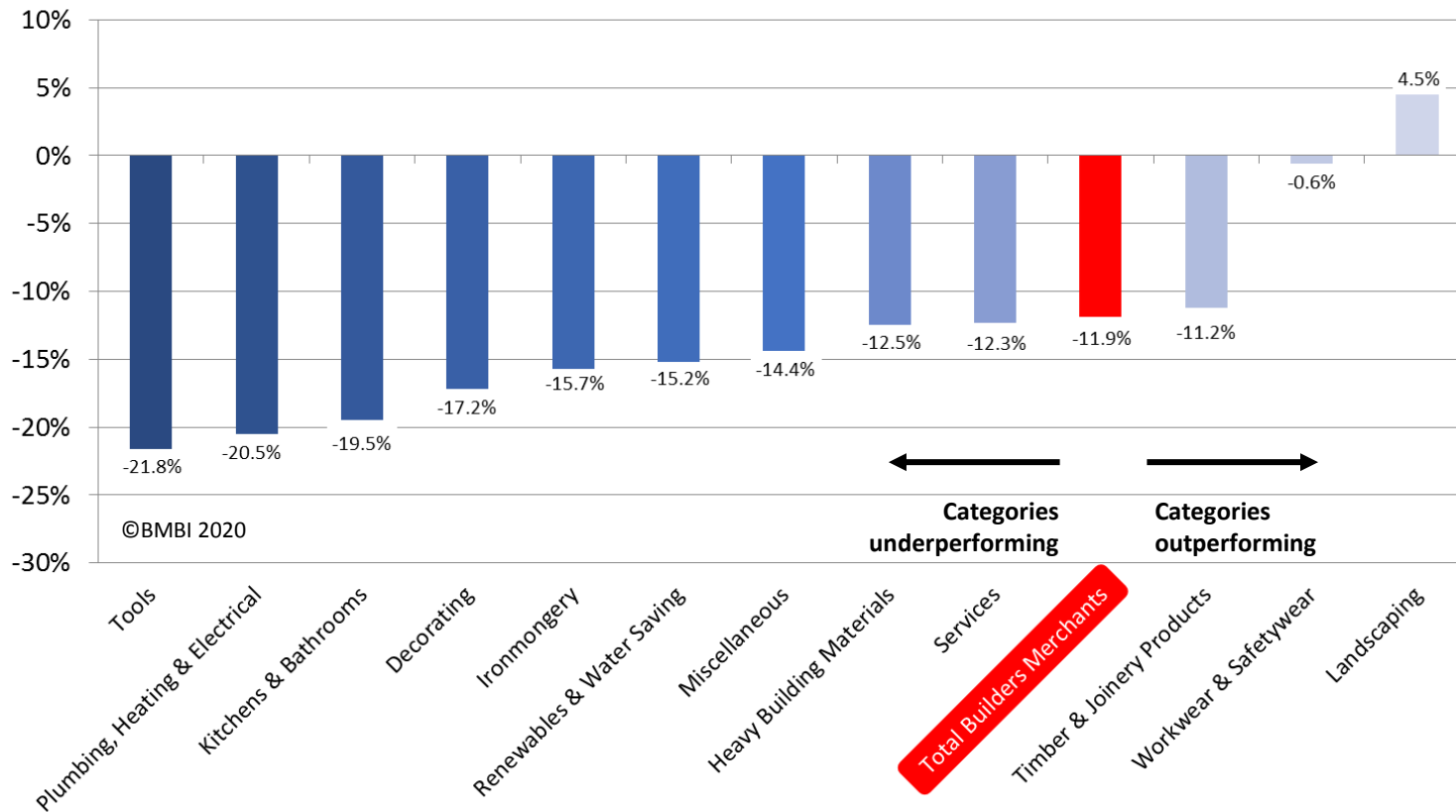
Source: GfK's
Builders Merchants
Total Category Report
July 2015 to November 2020

Year to date: Year on Year

Last 11 months sales indices



Year to date: Jan 20 to Nov 20 index v Jan 19 to Nov 19 index



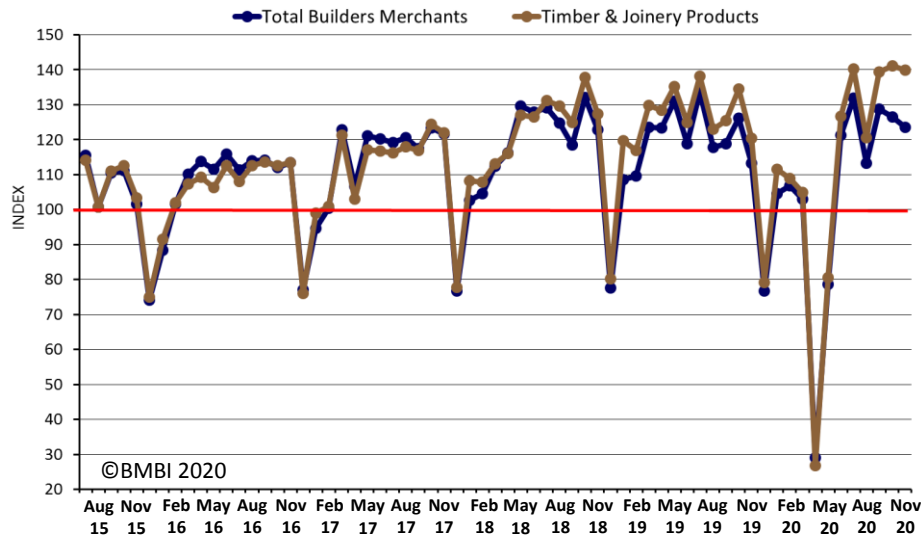
Source: GfK's
Builders Merchants
Total Category Report
July 2015 to November 2020

Monthly: Indices

November 2020

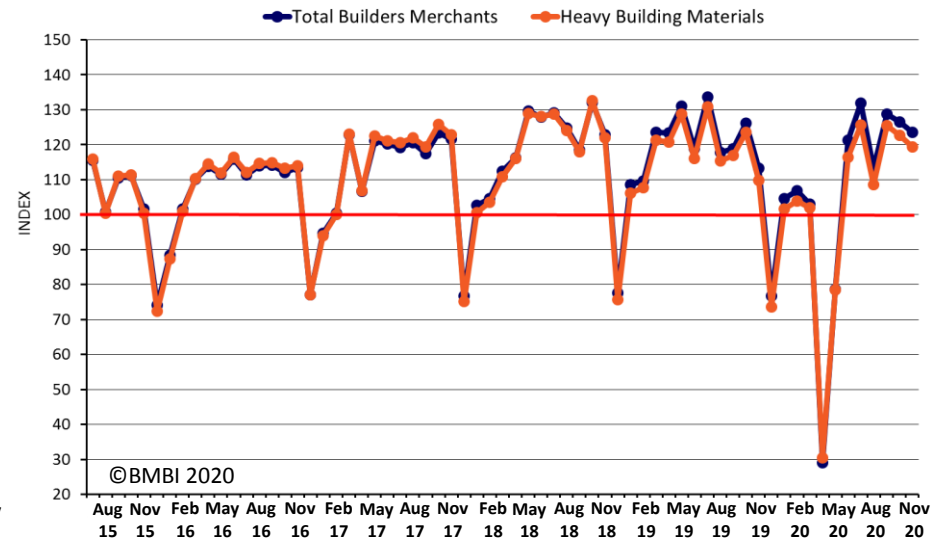


Timber & Joinery Products



Indexed on July 2014 – June 2015

Heavy Building Materials



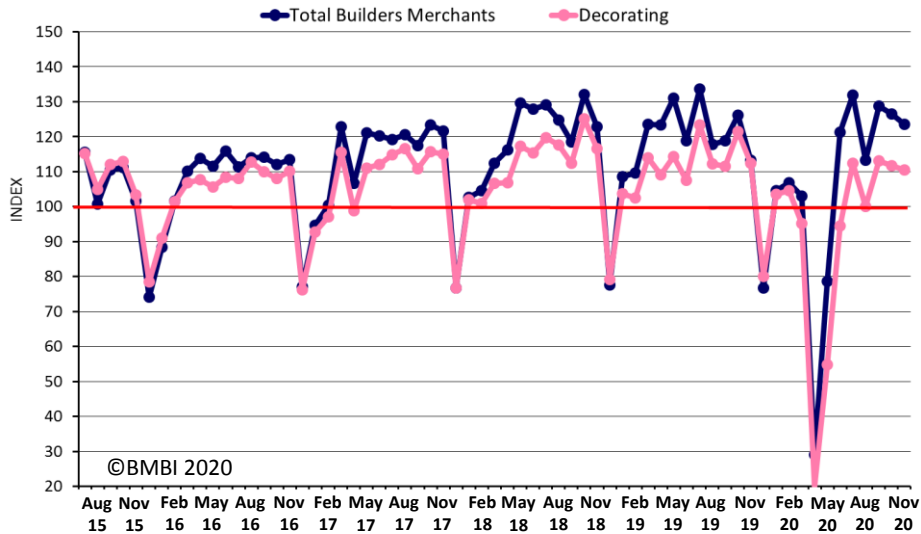
Indexed on July 2014 – June 2015

Source: GfK's
Builders Merchants
Total Category Report
July 2015 to November 2020

Monthly: Indices

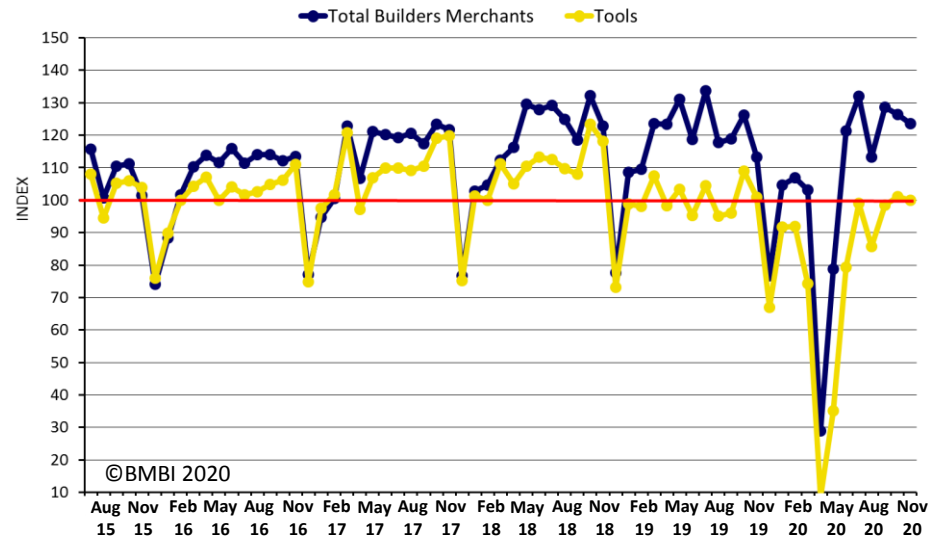
November 2020

Decorating



Indexed on July 2014 – June 2015

Tools



Indexed on July 2014 – June 2015

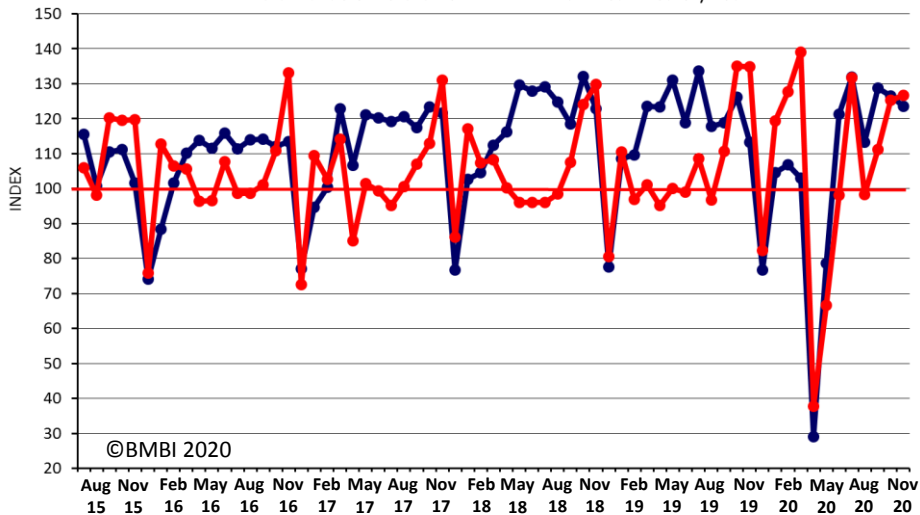
 Source: GfK's
Builders Merchants
Total Category Report
July 2015 to November 2020

Monthly: Indices

November 2020

Workwear & Safetywear

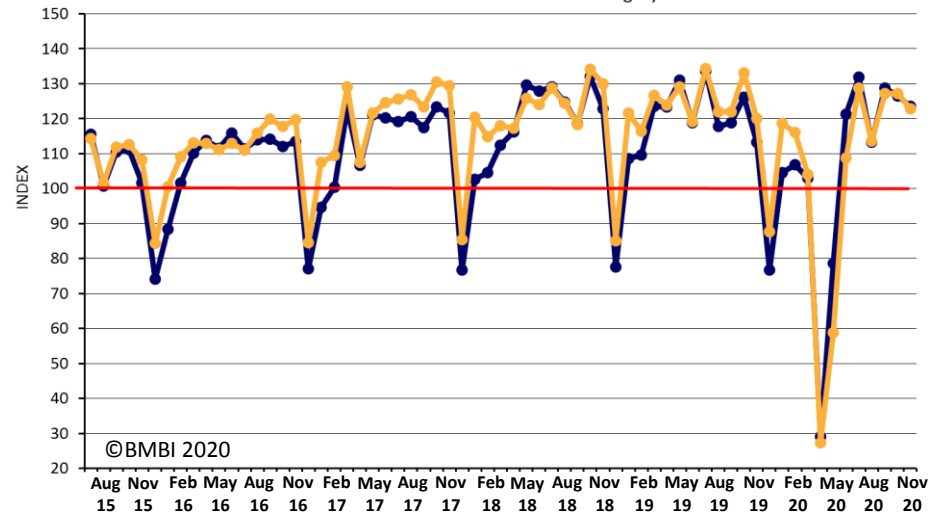
— Total Builders Merchants — Workwear & Safetywear



Indexed on July 2014 – June 2015

Ironmongery

— Total Builders Merchants — Ironmongery



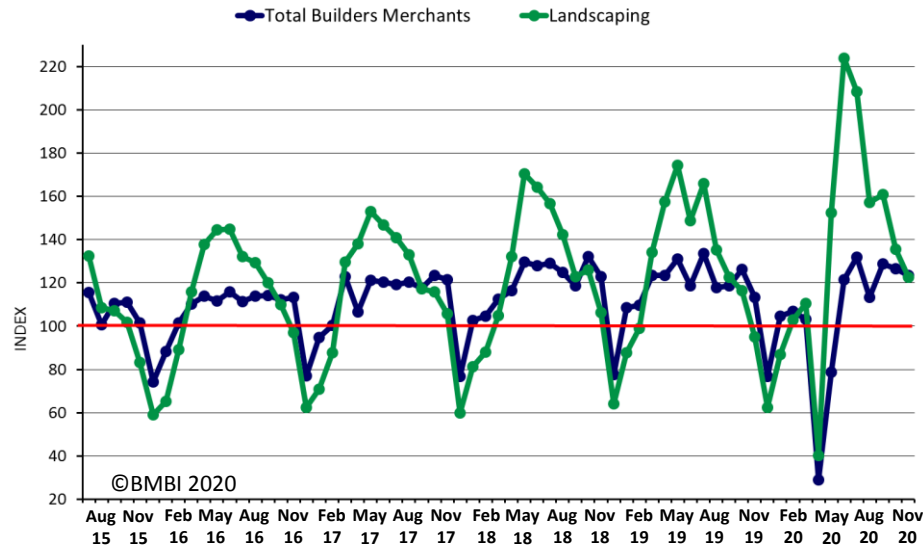
Indexed on July 2014 – June 2015

Monthly: Indices

November 2020

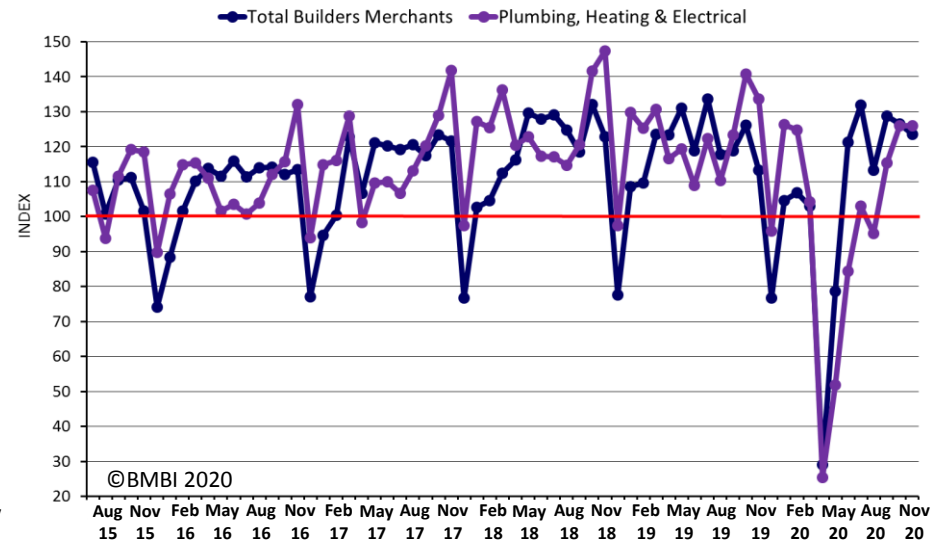


Landscaping



Indexed on July 2014 – June 2015

Plumbing, Heating & Electrical



Indexed on July 2014 – June 2015

Source: GfK's
Builders Merchants
Total Category Report
July 2015 to November 2020

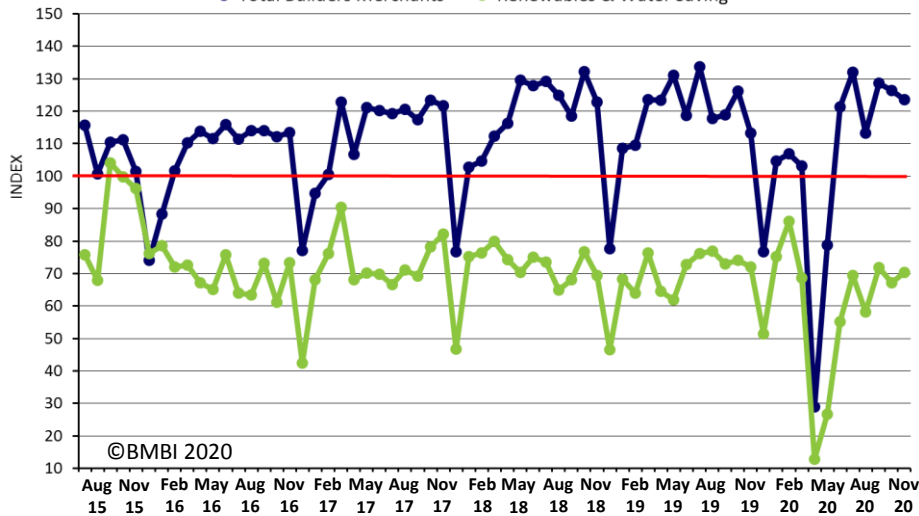
Monthly: Indices

November 2020



Renewables & Water Saving

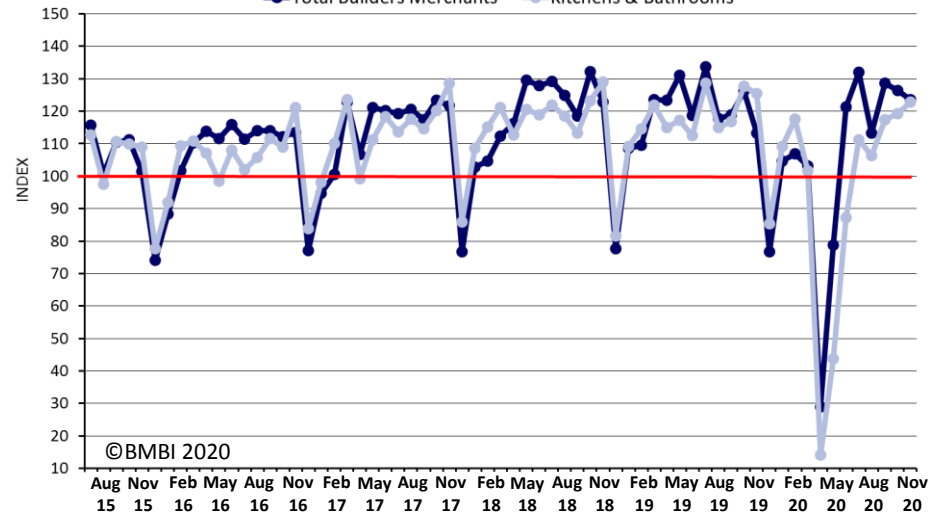
● Total Builders Merchants ● Renewables & Water Saving



Indexed on July 2014 – June 2015

Kitchens & Bathrooms

● Total Builders Merchants ● Kitchens & Bathrooms



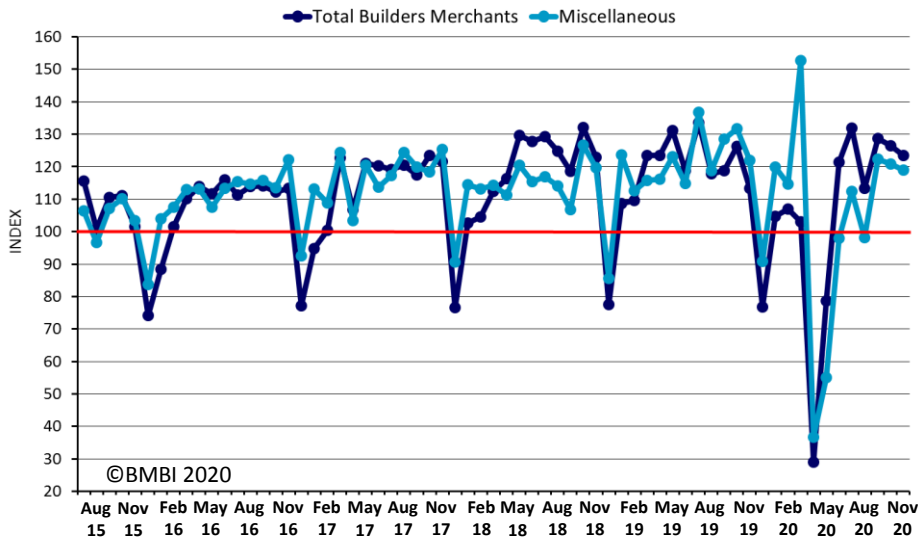
Indexed on July 2014 – June 2015

Source: GfK's
Builders Merchants
Total Category Report
July 2015 to November 2020

Monthly: Indices

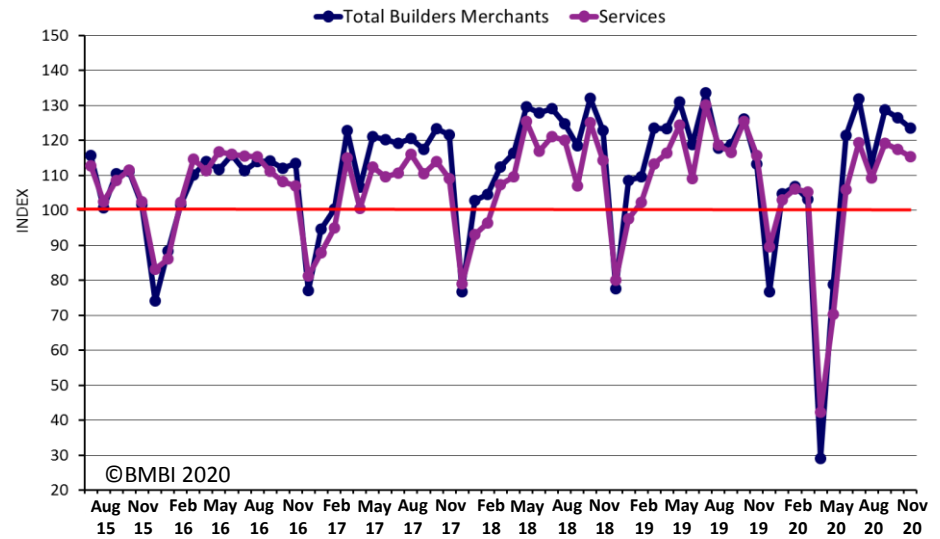
November 2020

Miscellaneous



Indexed on July 2014 – June 2015

Services



Indexed on July 2014 – June 2015

 Source: GfK's
Builders Merchants
Total Category Report
July 2015 to November 2020

Trading Days



Monthly

Index: 20.8

2015											
						Jul	Aug	Sep	Oct	Nov	Dec
						22	20	22	22	21	17
2016											
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
20	21	21	21	20	22	21	22	22	21	22	17
2017											
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
21	20	23	18	21	22	21	22	21	22	22	16
2018											
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
22	20	21	20	21	21	22	22	20	23	22	15
2019											
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
22	20	21	20	21	20	23	21	21	23	21	15
2020											
Jan	Feb	*Mar	*Apr	*May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
22	20	22	20	19	22	23	20	22	22	21	

Quarterly

Index: 62.3

2015				2015		2016	
		Q3	Q4			H1	H2
		64	60			125	125
2016				2016		2016	
Q1	Q2	Q3	Q4	H1	H2	250	
62	63	65	60	125	125		
2017				2017		2017	
Q1	Q2	Q3	Q4	H1	H2	249	
64	61	64	60	125	124		
2018				2018		2018	
Q1	Q2	Q3	Q4	H1	H2	249	
63	62	64	60	125	124		
2019				2019		2019	
Q1	Q2	Q3	Q4	H1	H2	248	
63	61	65	59	124	124		
2020				2020		2020	
Q1	Q2	Q3	Q4	H1	H2		
64	61	65		125			

*Due to the Covid-19 pandemic, some merchants temporarily closed branches in the period March to May 2020, hence their trading days may have differed from the standard numbers shown above.

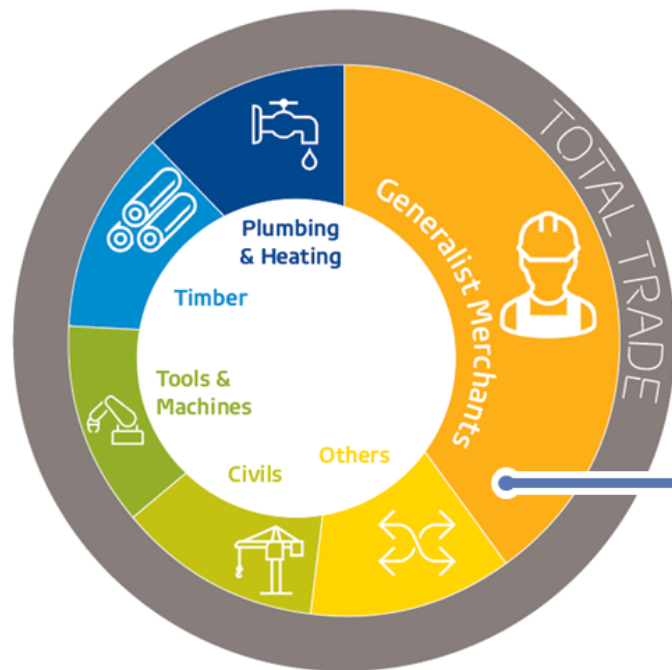
Source: GfK's
Builders Merchants
Total Category Report
July 2015 to November 2020

GfK's Panel

Generalist Builders Merchant Panel (GBM's)



We define the Builders Merchants channel as the following:



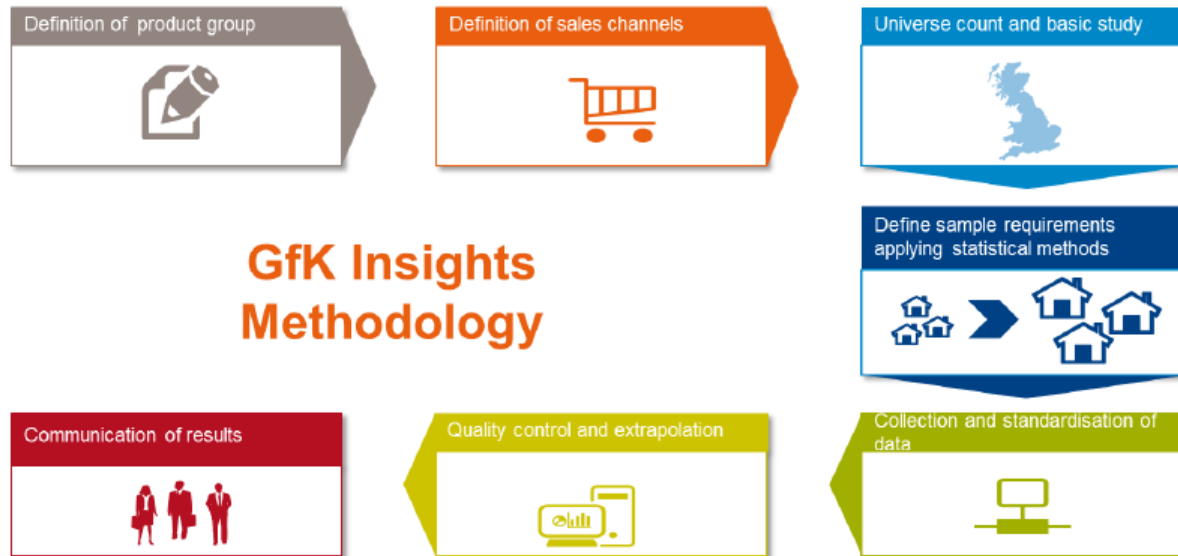
Generalist Builders Merchants definition

- 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. This excludes branches that generate all of their sales from specialized areas such as Civils, Tiles and Tools. Estimated coverage of this channel sits at 82%.
- Multiple merchants are those defined as having more than 3 outlets or a turnover of greater than £3m p.a.

Examples include:



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

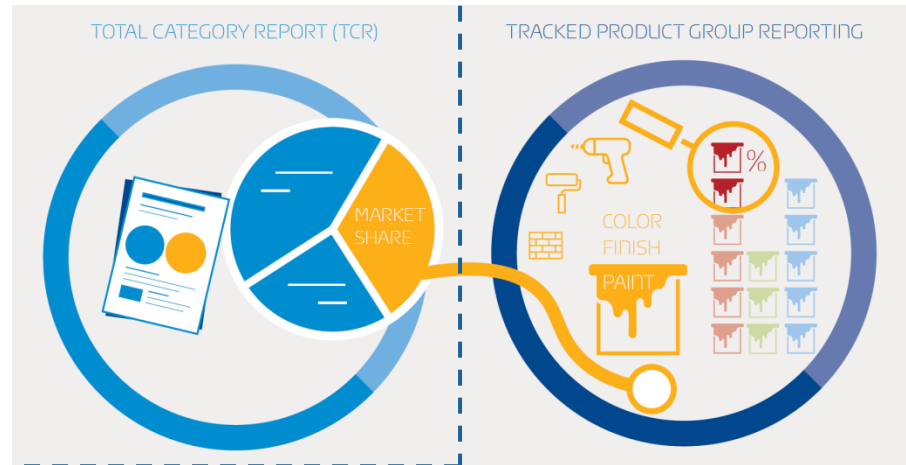
Bathroom (Including Showering)
Fitted Kitchens
Major Appliances

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.van-der-ryst@gfk.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)

BMF Forecast Report

Winter 2020 edition



Builders Merchants Industry Forecast Report

The BMF has released the sixth edition of its Builders Merchants Industry Forecast, covering the period October 2020 – December 2021.

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 report is updated on a quarterly basis, with the Winter 2020 edition available now. The forecast report can be downloaded by BMF members free of charge - once logged in – [here](#).

Non-members can purchase the report by contacting Nyssa Patel on 024 7685 4984 or email nyssa.patel@bmf.org.uk



"building excellence
in materials supply"

**Builders Merchants
Industry Forecast**
2020 - 2021

**Brexit Report
Winter Edition**
£250

The BMF. Building your people. Building your skills. Building your business. Building your voice. Building excellence.

Contact us

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