



The UK's Plumbing and Heating Sector

Trade insights

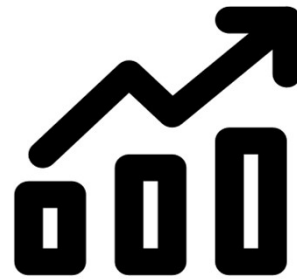
Produced by Eureka! Research 2024

Size and scope of the UK Plumbing & Heating Sector



c.106,000

UK plumbing & heating businesses



P&H business nos increasing

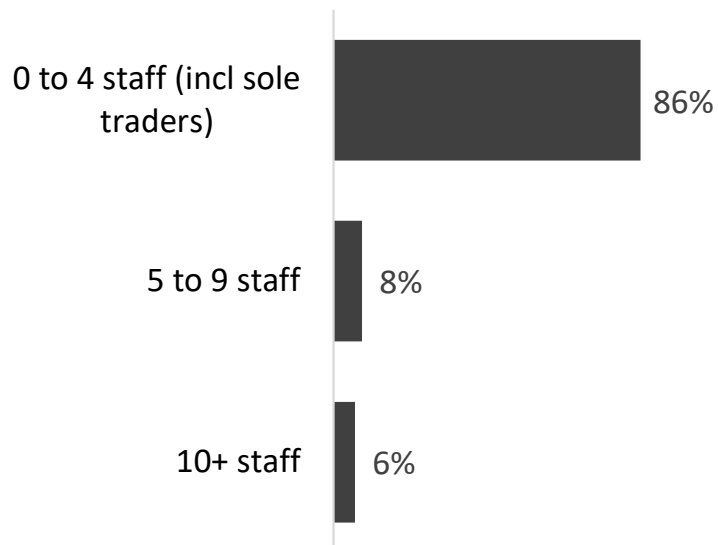
c.15% more versus pre Covid levels



c.250,000

Employed in the sector

Business size breakdown



1 in 120

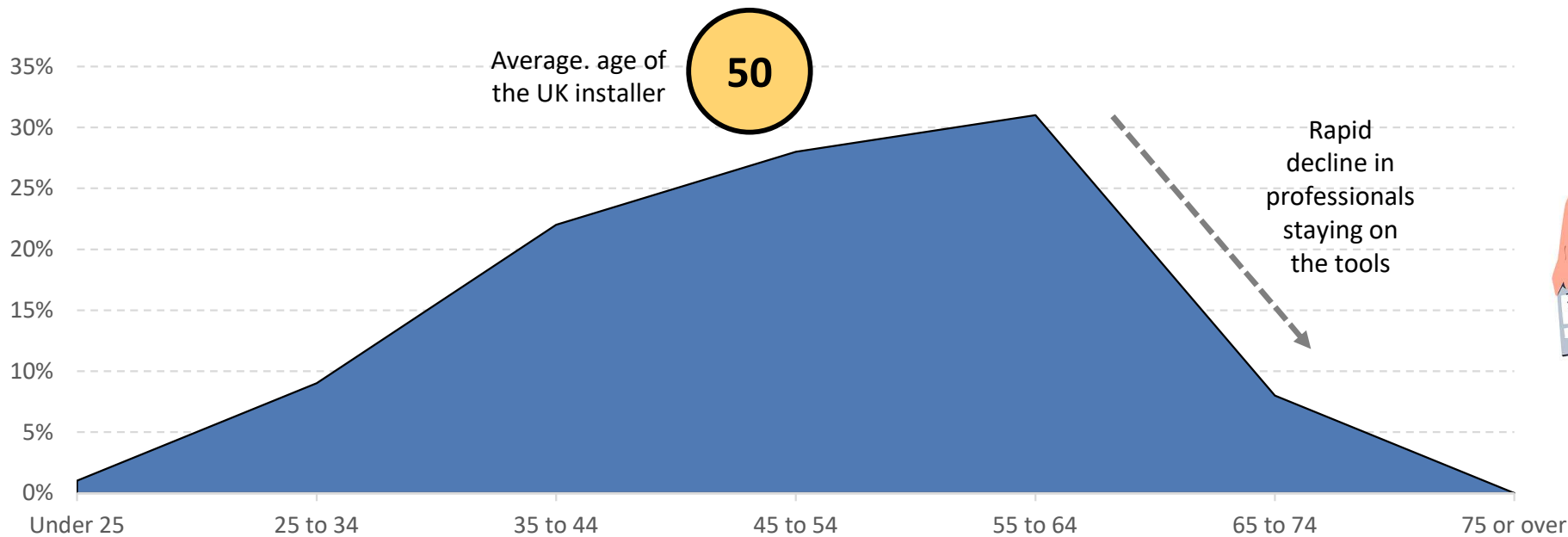
Overall, there is 1 plumber or heating engineer for every 120 UK homes



c.£20 billion

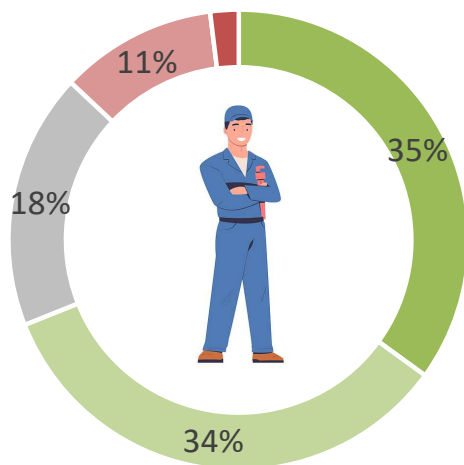
Yearly contribution to the UK Economy

An ageing workforce and a lack of skilled workers is impacting the sector



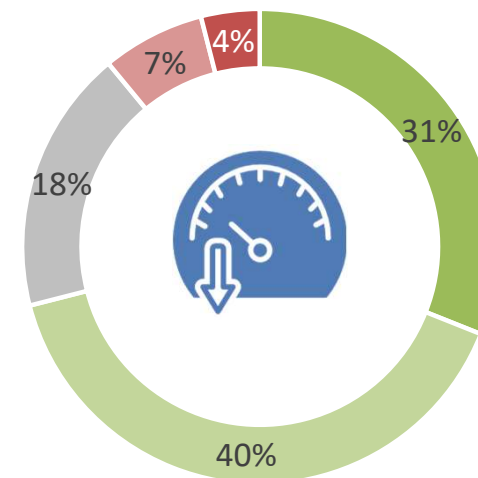
There are not enough skilled installers

7 in 10 agree



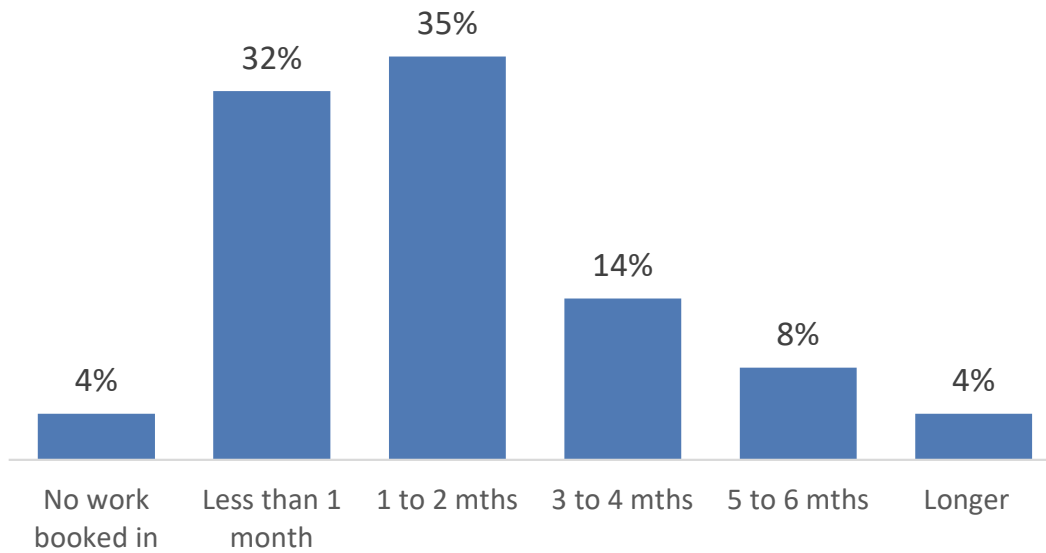
Difficulties getting other trades on-site slows my jobs down

7 in 10 agree



We are experiencing challenging market conditions

Average work order book length (currently)

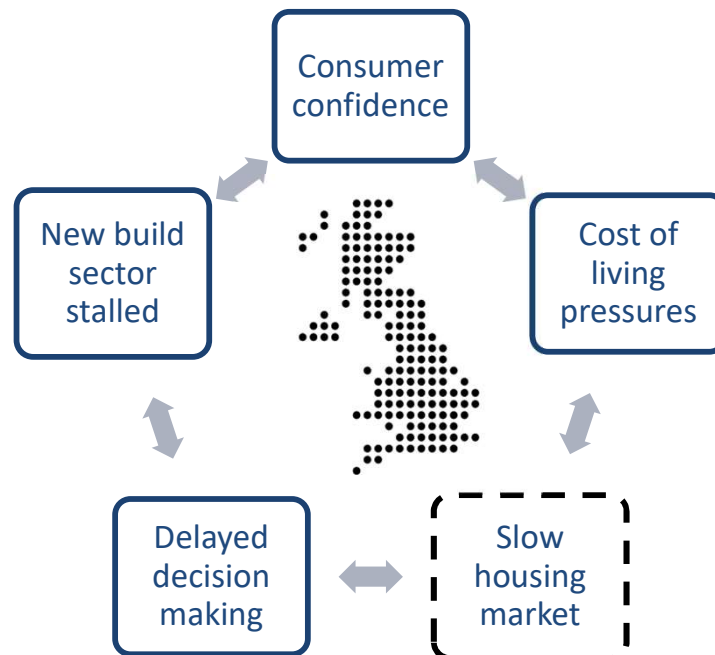


Eureka's average work order book tracking (2021 – 2024)

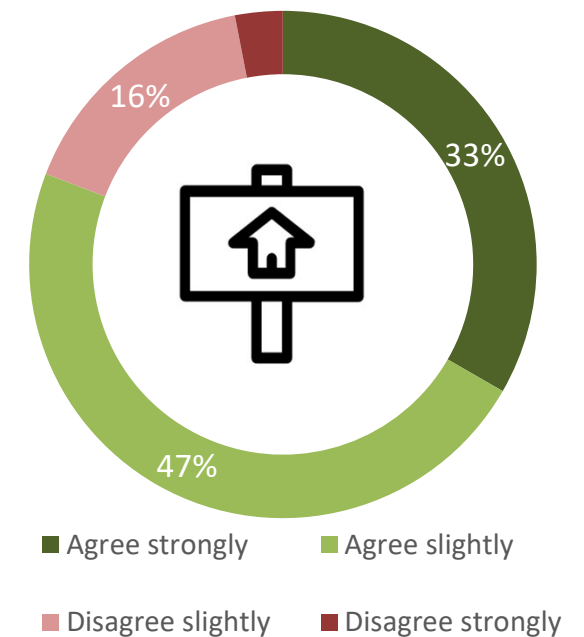
Spring 2024	2.0 months
Summer 2023	2.5 months
Summer 2022	3.1 months
Summer 2021	4.5 months



The volume and demand for P&H RMI work in the domestic sector is linked to many interrelated factors

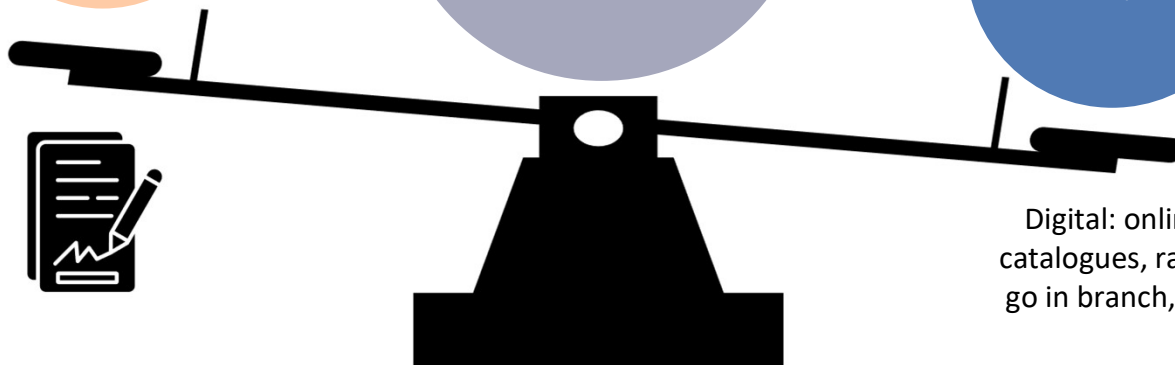
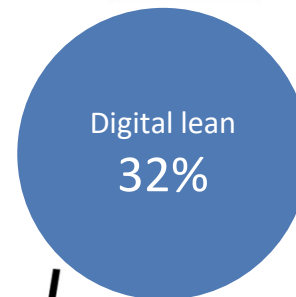
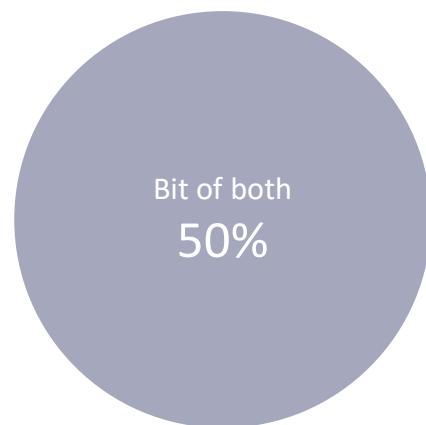


And 8 in 10 trade professionals agree that the slow housing market as a reason for lower consumer demand



The channel shift and loyalty conundrum facing brands and retailers

Traditional: paper brochures, go in branch, etc



Digital: online catalogues, rarely go in branch, etc

How installers self classify themselves regarding how they work, purchase products and keep up-to-date



It's important to consider multiple methodologies when interviewing trades. While we know an online survey will be dominated by mobile phone completions, a dedicated telephone campaign is also advisable to ensure a representative sample is obtained. Get in touch to find out more and learn about our own trade community that can be accessed quickly and effectively



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Installers are using multiple outlets to purchase their Plumbing and Heating supplies; on average 3 different suppliers each

How to encourage installers to trial your new products



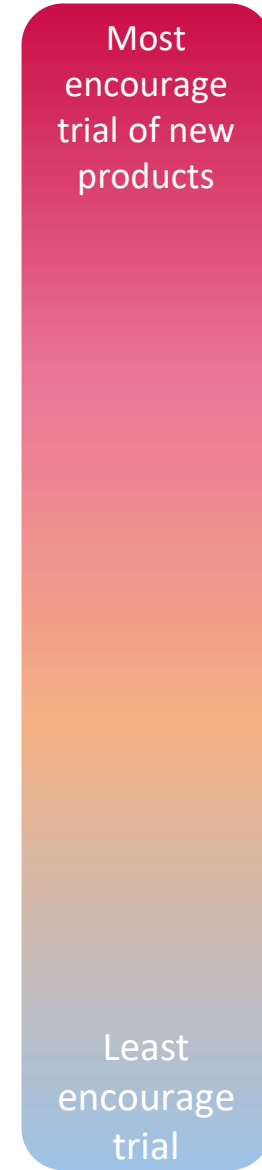
Free product trial
Easy fit designs
Customer requests



Most encourage trial of new products



Free training
Discounts
Merchant recommendations
Product demos



Water saving features
Energy saving features



New finishes
On-trend designs



Least encourage trial



The communication channels that installers have most time to engage with

Comms used / read most



Email from a manufacturer / brand

58%



Talk to rep in a merchant or showroom

48%



Email from trade press / publication

46%



Email from a merchant / showroom

45%



Browse a trade magazine (paper)

42%



Comms used least

Help other trades troubleshoot problems (e.g. Facebook Groups)

26%



Listen to a trade radio show / podcast

18%



Participate in online or face-to-face training

18%



None of these

9%



How well are our favourite tradespeople looked after in customers' homes?

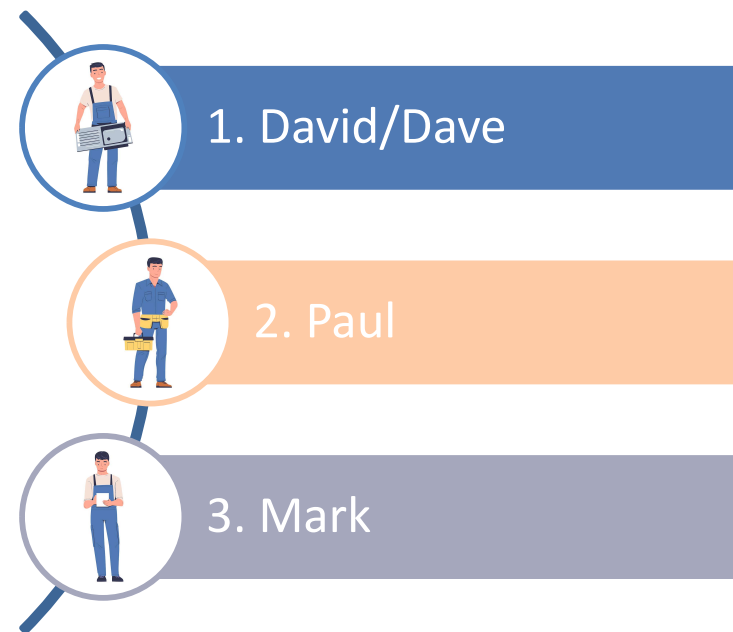


It's great to see the value placed on installers by homeowners, with the majority offering drinks and snacks to keep them powered up to complete the job in hand!

Would you like a cup of tea or coffee
<insert name here>?

What's the most popular installer name in the UK?

We mined our own trade community of sector professionals to find out, and the answers are here ...



Why work with us?

1. We're passionate about helping you discover those #EurekaMoments! We each have 25+ years' experience in research and insight, providing big brands like Dulux Trade, Taylor Wimpey, Mira, Polypipe, McAlpine and Geberit learn more about their customers, and super-charge their business strategy and revenue opportunities. Most of our clients have commissioned several projects with us. See the testimonials on our website to find out what our clients say about us.

2. Every project is managed by our founders, Dave Ruston and Richard Mace, meaning you get director-level care and attention, and the benefit of over 50 years' combined experience in market research

3. We are experts in home improvements meaning we can quickly get to grips with your business challenge, recommend the right questions to ask, and add value to your brief with years of insider knowledge

4. We're well connected For larger projects we have a network of trusted associates that we work with to help us deliver against your brief and your deadlines – although we will always be heavily involved. We also have a pool of tradespeople we can call on for polls, surveys and focus groups. We have links and working relationships with several trade and membership bodies and can regularly be found at, and contributing to industry events

5. We operate with integrity We are members of the Market Research Society and abide by their code of conduct.

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Our Trade Community



We have built our own unique dataset of sole traders, contractors, and small businesses who we can turn to when we need both quick and longer-term research commitments. Get in touch to find out how our trade community can benefit your research objectives

Get in touch with us



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