

The UK Window & Door Installer Report



BusinessPilot
FOR INSTALLERS BY INSTALLERS

Issue 1. May 2025.

Welcome

Welcome to the inaugural UK Window & Door Installer Report, brought to you by Business Pilot CRM.

The Business Pilot Barometer is a monthly analysis of the key trends defining window and door retail. It draws on real industry data collated anonymously by the Business Pilot system.

With more than five years' worth of data in our archive, we thought it was high-time we started to pull all of that insight and analysis from our monthly Business Pilot Barometer into a format where we could take a step back and look at the bigger picture.

In this report we look at the annual trends in leads and sales, explore which external factors affect those numbers, look at what lies ahead for the market and, crucially, give some practical advice on what changes installers can make to help boost sales and profitability.

We also dive into the initial findings of a research report, commissioned by Business Pilot, which has been looking at technology adoption by retail window and door installation companies. It makes for some interesting reading, and also suggests that whilst our sector has professionalised considerably in recent years, there is still a way to go.

I hope you find this report interesting and above all, useful. And if you have any questions, or would like to discuss it, please feel free to reach out to me on LinkedIn or on email.

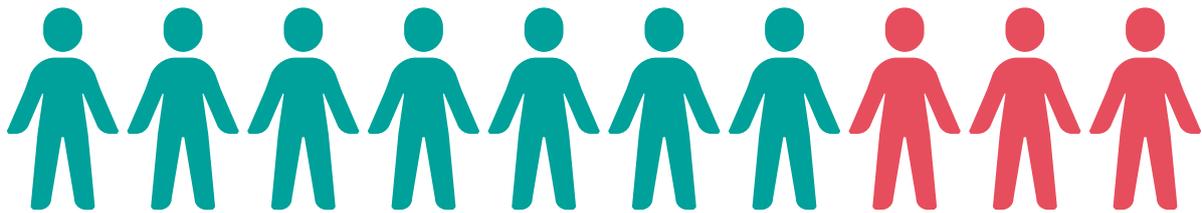
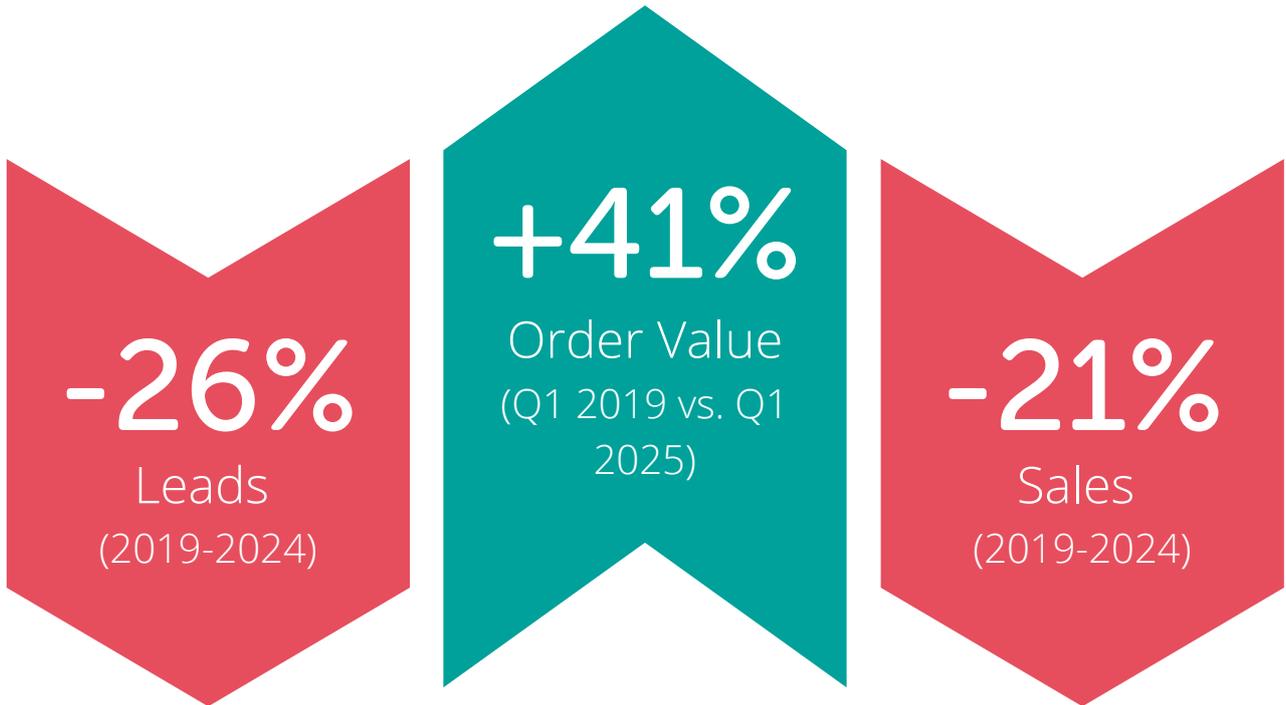
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Highlights



71% of installers are regularly using software

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The Barometer

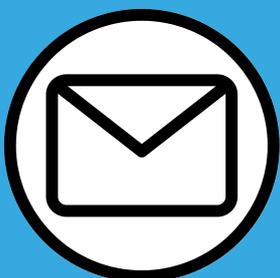
2024 data from the Business Pilot Barometer indicated a continued slowdown in the home improvement sector, with leads and sales experiencing year-on-year declines. But, when the data is analysed over a five-year period, key performance indicators demonstrate a notable shift in consumer behaviour and overall demand that could be key to unlocking future growth.

Data from Business Pilot generated between 2019 and 2024 highlights a 21% drop in average sales and a 26% reduction in leads over this period, reflecting the slower-moving market that the majority of installers will testify to.

In the same period, however, average lead-to-sale lead times remained relatively consistent across the period (hovering between 30 and 40 days) and lead-to-sale conversion rates generally stayed between 26% and 35%. Additionally, there was an increase of 41.4% in Average Order Value (Q1 2019 vs Q1 2025).

This drop in demand aligns closely with the broader UK housing market, which has experienced significant turbulence due to high mortgage rates and affordability challenges. Annual transaction volumes have remained below pre-pandemic levels – currently tracking at 6% lower than 2019 - reducing the need for renovation projects typically undertaken by new homeowners.

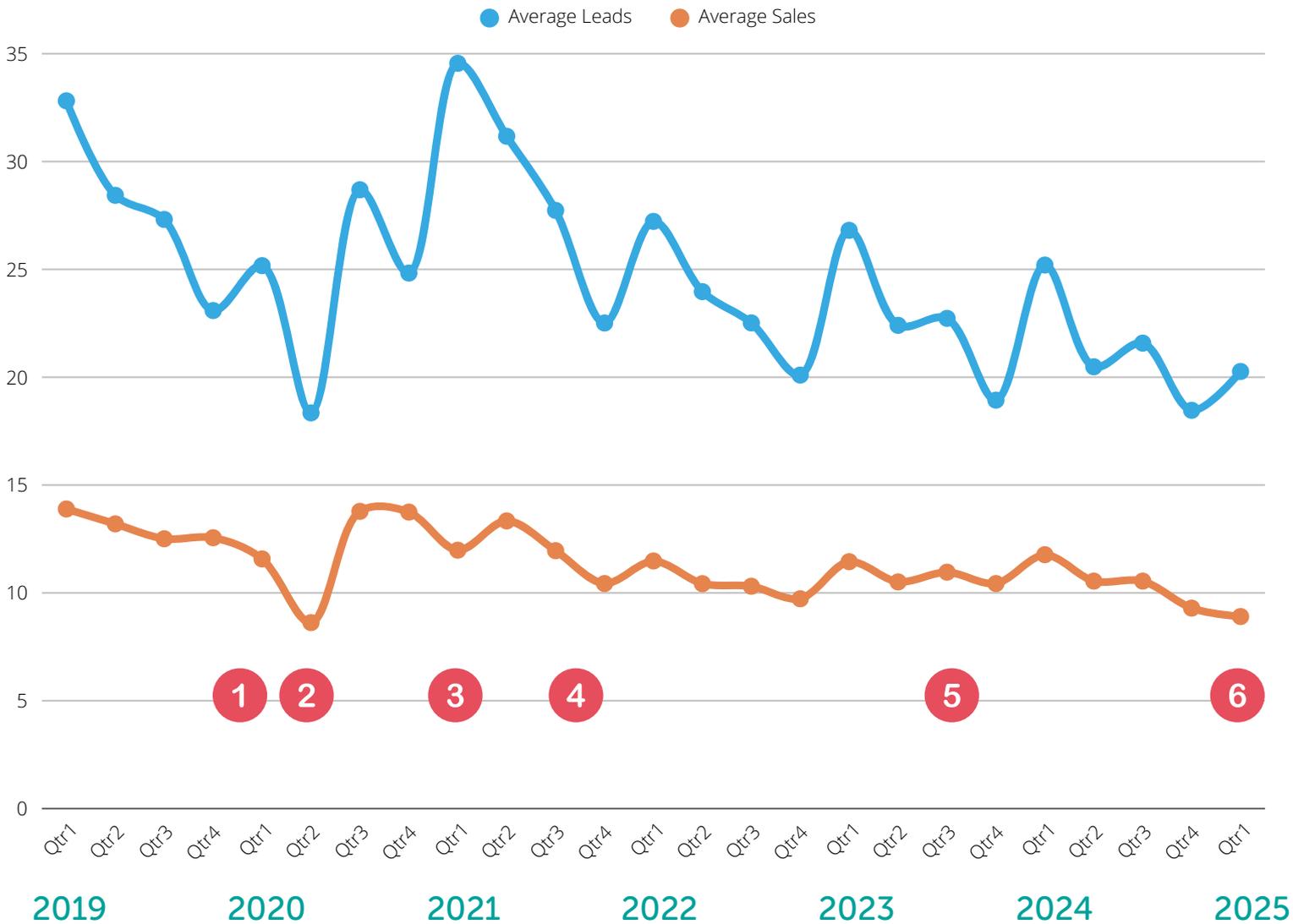
This is also exacerbated by a tempestuous economic climate post-Covid, with rising energy costs, interest rates, and costs of living, resulting in fewer people willing to commit to large-scale investments.



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Economic impact



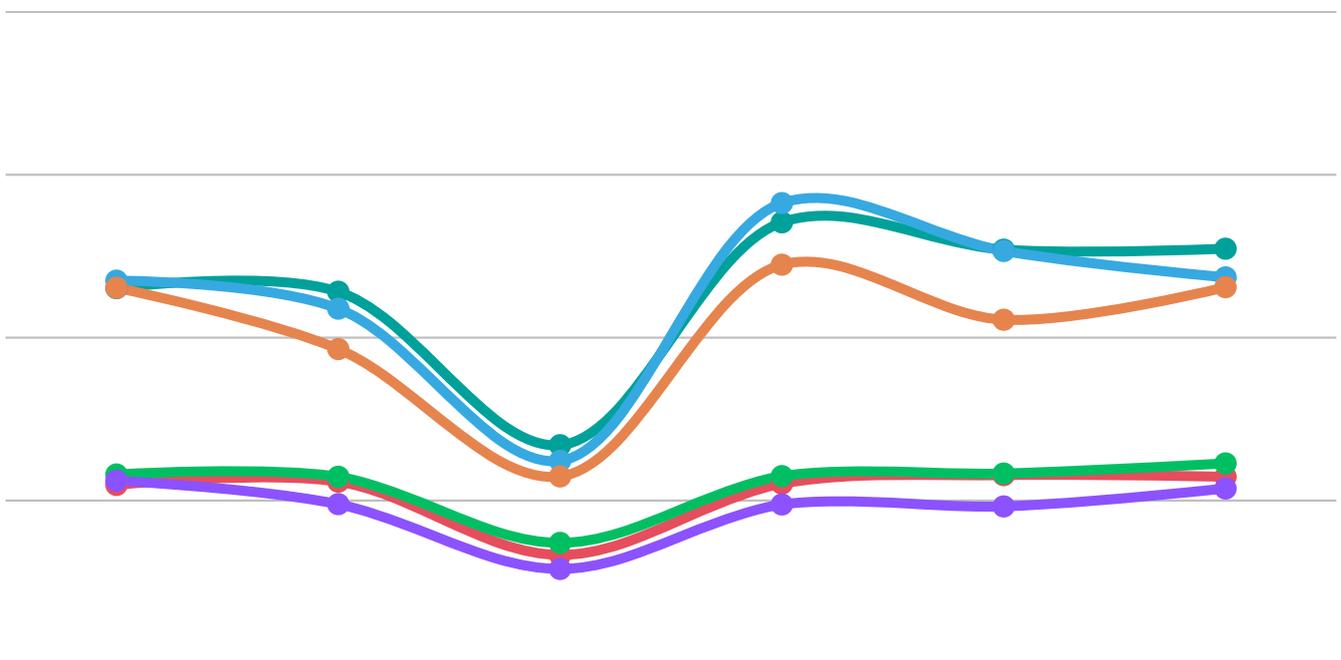
- 1 January 2020** - UK officially leaves the EU
- 2 March 2020** - First UK lockdown
- 3 January 2021** - Third UK lockdown & Brexit transition period ends
- 4 May 2021** - Travel 'Green list' announced & Euros build-up begins
- 5 August 2023** - Interest rate peaks at 5.25% - the highest since 2008
- 6 February 2025** - Interest drops to 4.5% in a bid to reach 2% inflation target

A closer look

It would be fair to say that 2024 was a challenge for most of the sector, and with a general election, rising energy costs and high interest rates as well as unrest and uncertainty overseas, that is hardly a surprise. There have been glimmers of positivity coming into Q1 2025, but it has still been a slow start compared to 2023 and 2024.

Looking at average leads, there has been a 9.24% decrease compared with Q4 2023 - Q1 2024. A much more significant drop than the 1.5% decrease we see when we compare that period with Q4 2022 - Q1 2023.

Average sales followed a similar trend. Q4 2024 - Q1 2025 saw a 13.5% decrease compared to Q4 2023 - Q1 2024. The previous period had seen a 4.8% increase, when looking at the same period. This is a swing of 18.3%.



Oct

Nov

Dec

Jan

Feb

Mar

Average Leads

Average Sales

● Q4 2022 - Q1 2023

● Q4 2022 - Q1 2023

● Q4 2023 - Q1 2024

● Q4 2023 - Q1 2024

● Q4 2024 - Q1 2025

● Q4 2024 - Q1 2025

Insights

So, there's a helicopter view of the numbers from the last five years. But what insight does this give us into the shifts in consumer behaviour that installers might be able to capitalise on?

The large increase in Average Order Value indicates that high-value, 'lifestyle' projects are still going ahead and it is the lower-end 'distress' purchase end of the market that has been experiencing the most pressure - again this aligns with the impact of the wider economic environment we're in. But also keep in mind that some of this will be down to supply chain price increases over the last five years.

Still, it's a good idea to take a look at your product mix - are you offering these high-value products that the spending homeowners are looking for? Think about aluminium, premium uPVC and timber.

Interest rates are already dropping and the general consensus is that we could end the year at 3.75%. This could start opening up opportunities and giving homeowners the confidence to make those distress purchases moving into Q3 & Q4, so don't throw away the basics - keep them in the mix.

Despite conversion rates staying at a steady level since 2019, that does not mean a positive outcome when leads are down so significantly.

It means installers need to really work every lead that comes through. Robust sales processes with good practice follow-ups will help to drive up conversion rates for better success, even when the leads are down.

Whilst lead-to-sale lead times were also consistent, anomalies can still occur - the average shot up to 88 days in Q4 2023, which we can confidently put down to external factors - interest rates peaking, bad flooding across the UK, the start of the conflict in Gaza, the Conservative Conference...there was a lot going on!

Tech Adoption by Installation Companies

This information is from an ongoing market research project and the initial results shed light on the uptake of technology in the window and door installation market.

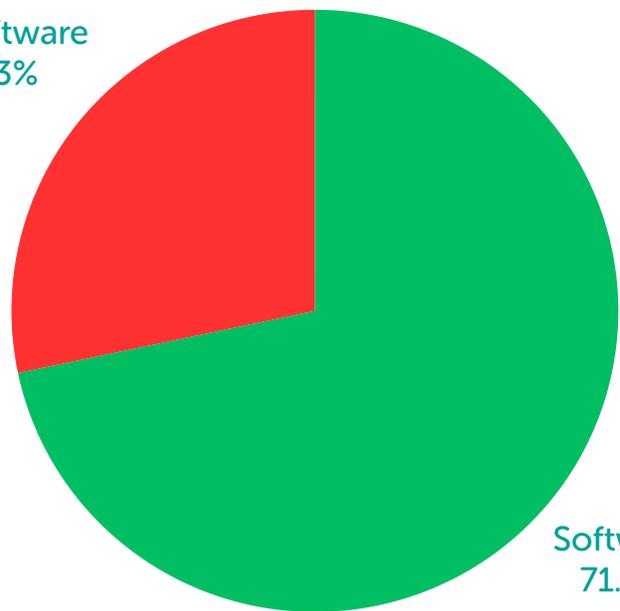
We asked installers what software, if any, they are using across three core areas of their retail businesses - finance, design & quoting and Customer Relationship Manager (CRM).

Looking at the big numbers first - our research so far has found that 28.3% of installers are not using any software to manage these areas of their business.

In our digital world it is surprising to see that such a large percentage of these businesses are not utilising online tools and software to help with the management of their business.

However, it is very promising to see that more than 70% of respondents have adopted some level of technology in their companies.

No Software
28.3%



Software
71.7%

72% of installers use at least one software system

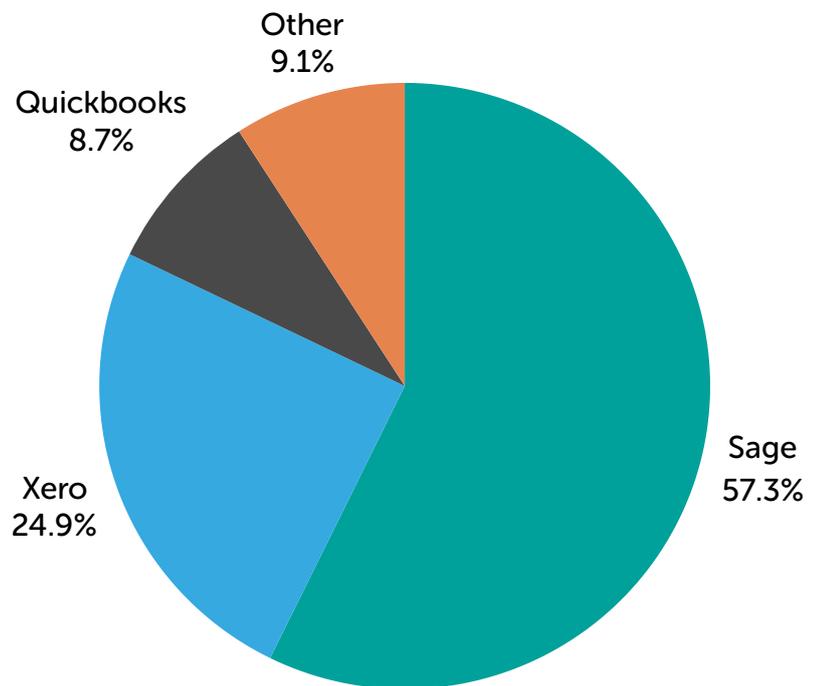
(for accounting, designing & quoting or CRM)



Accounting Software

Accounts package software was the most used software by installers who were surveyed, with 63% saying they used software.

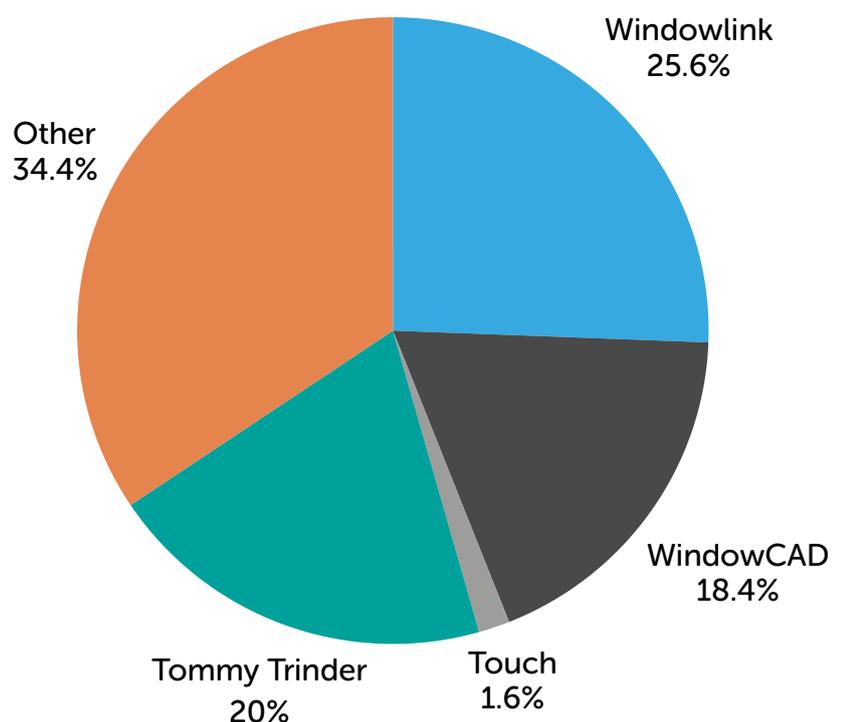
Sage proved to be the most popular accounts software with 57.3% of surveyed installers saying that they used the package, followed by Xero (24.9%) and Quickbooks (8.7%).



Design & Quote Software

Design and quoting software was the second most popular type of software used by installers. But still 66.9% of installers say they don't use any system or software to design and quote windows and doors for their customers.

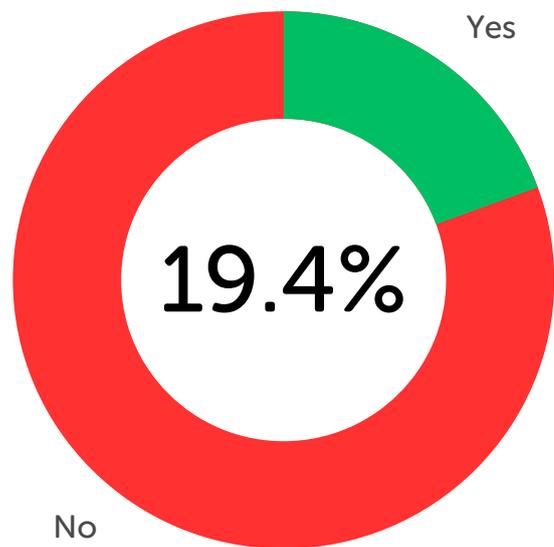
For those surveyed, who do use software, the most popular system was Windowlink's Vector & Focus programmes with 25.6%. Tommy Trinder came in a close second at 20%.



CRM System

Finally, onto a CRM system and 80.6% of installers reported that they do not currently use software to manage their contacts and sales.

This means that less than twenty percent of installation companies are taking advantage of CRM software that are purpose-built for our sector.



Why tech matters...

Whilst old, manual, 'tied and tested' methods may feel comfortable for retail installers, consumers are increasingly looking for a digital experience when making large purchases. They want accurate and up-to-date information and to be kept in the loop.

It doesn't just help the customer experience. Utilising digital tools also helps to streamline operations, accurately measure profitability, reduce admin time, keep records accurate and up-to-date and protect your business information.

81% of installers are not using a CRM system



Practical Takeaways for Installers

So there's the data, and an idea of where the market is heading in the near future. Whilst it would be great to say that we're all doing ok, carry on regardless, that's not where we're at. Installers have challenges ahead, but there are actions you can take to protect your business.

Focus on making the most of every lead that comes through the door, monitoring profitability and most importantly getting your business future-proof. Get rid of the whiteboards and filing cabinets and get your business online.

Top Three Actions



Let's Get Digital

Investment in digitalising your business helps streamline operations, saving time and money. Not only that, it protects your business data and information. Choose cloud-based systems that can be accessed from any device, so you can keep an eye on things even when you're on the go.



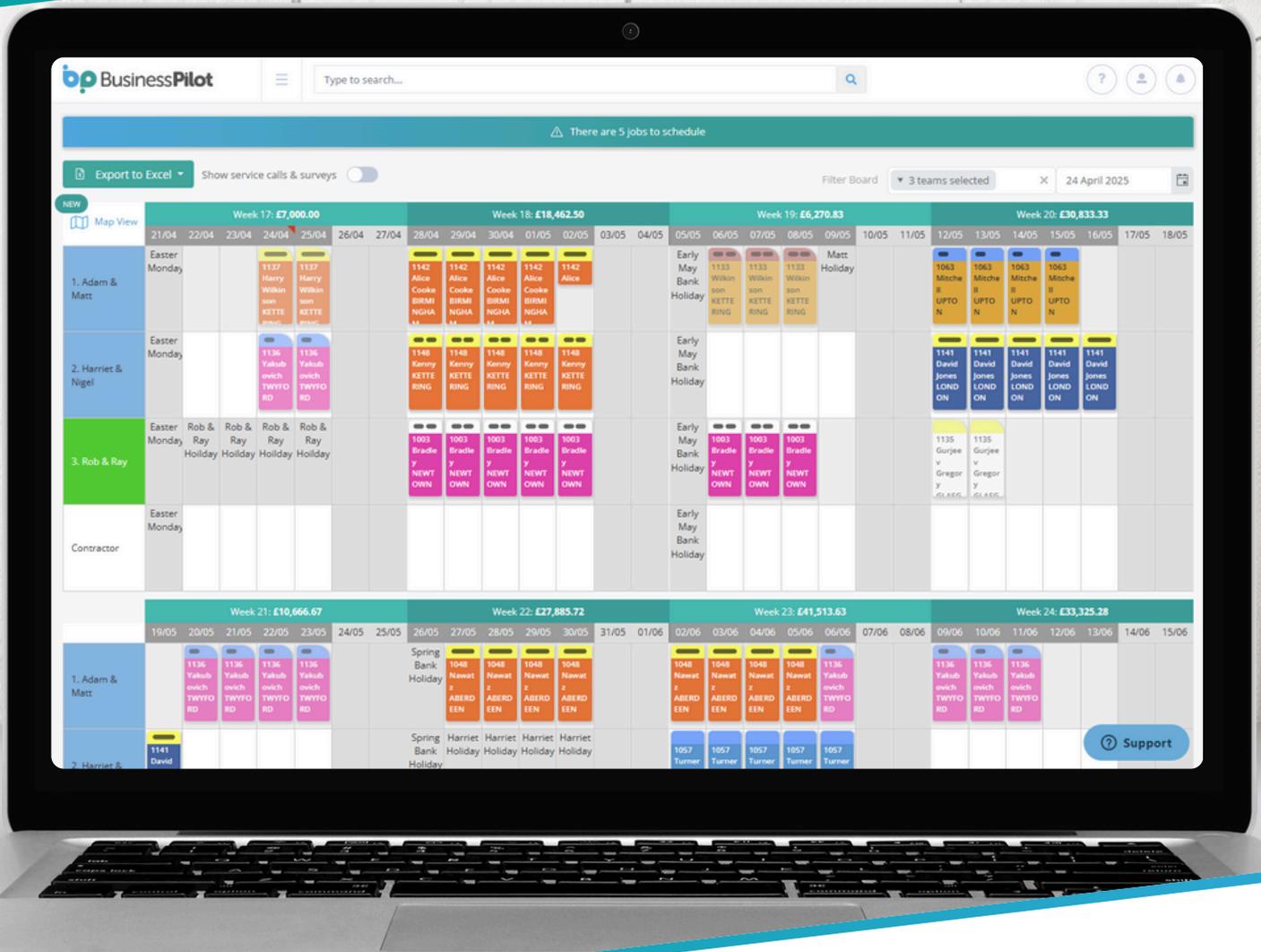
Finance Offer

The high-value, lifestyle end of the market is still relatively buoyant, and the lower-end 'distress purchase' is being squeezed. But those broken, draughty windows and doors still need replacing - think about providing a finance offer for your customers.



Mind Your Margins

Know your numbers! Whether you invest in an accounting package, a business management system that records your finance information, hire a finance manager or get help from a specialist, if you don't know where you are, how can you plan where you're going?



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