

# State of the Nation: Behind the Data

with

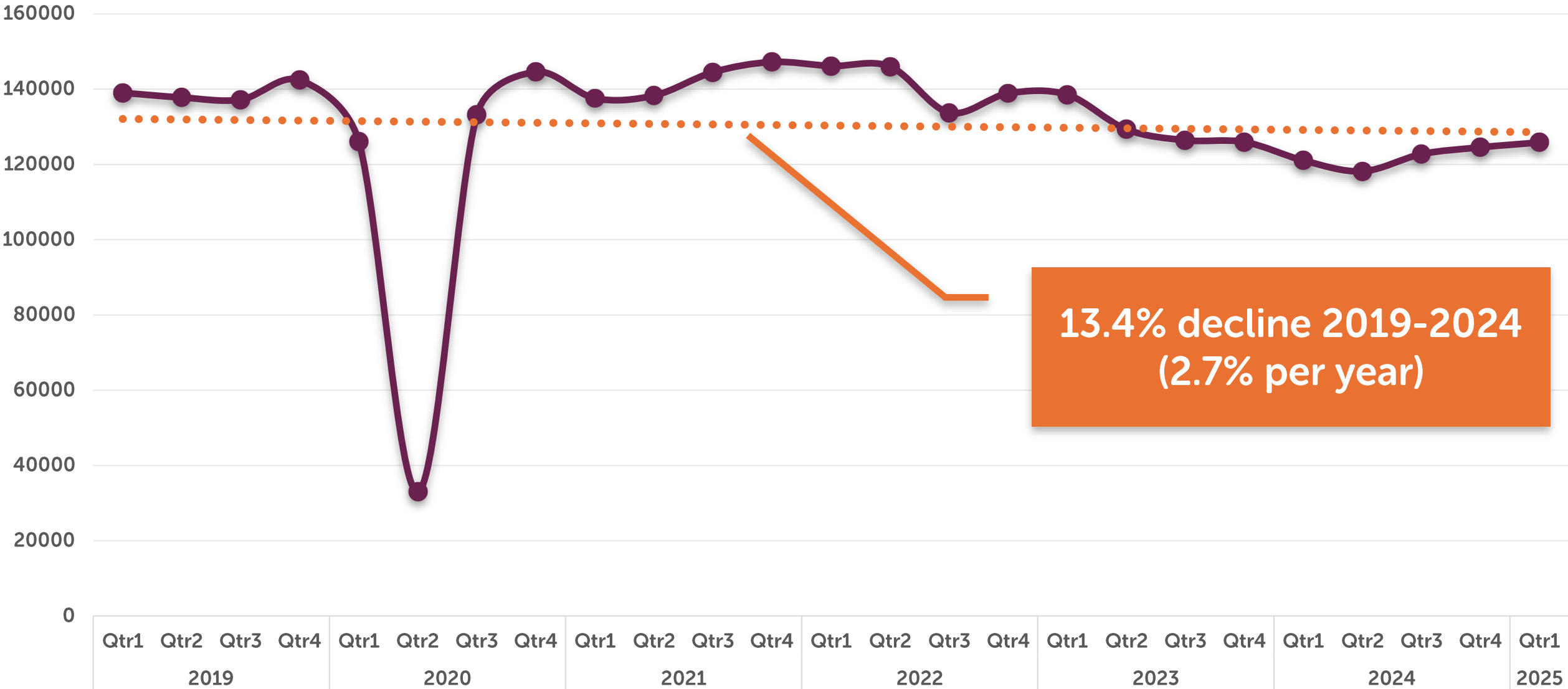
Elton Boocock & Tom Butler

# Timeline

- Data in this seminar looks at figures from 2019 – present
- Covers 2020 with COVID & the post-COVID home improvement boom
- What does the 'the new normal' (2024 – 2025) tell us?
- What's coming next & what actions can installers take?

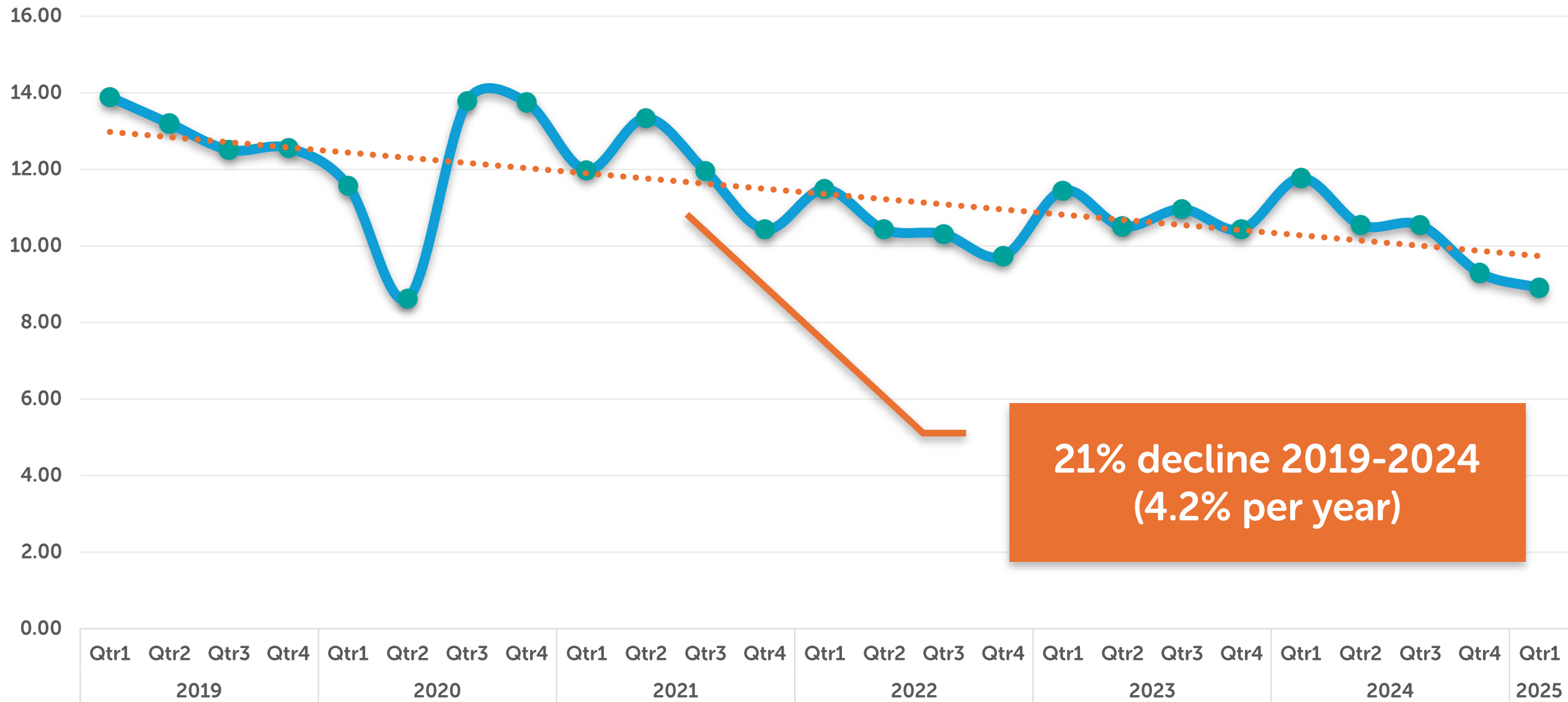
# The Headlines

# FENSA: Installation Registrations

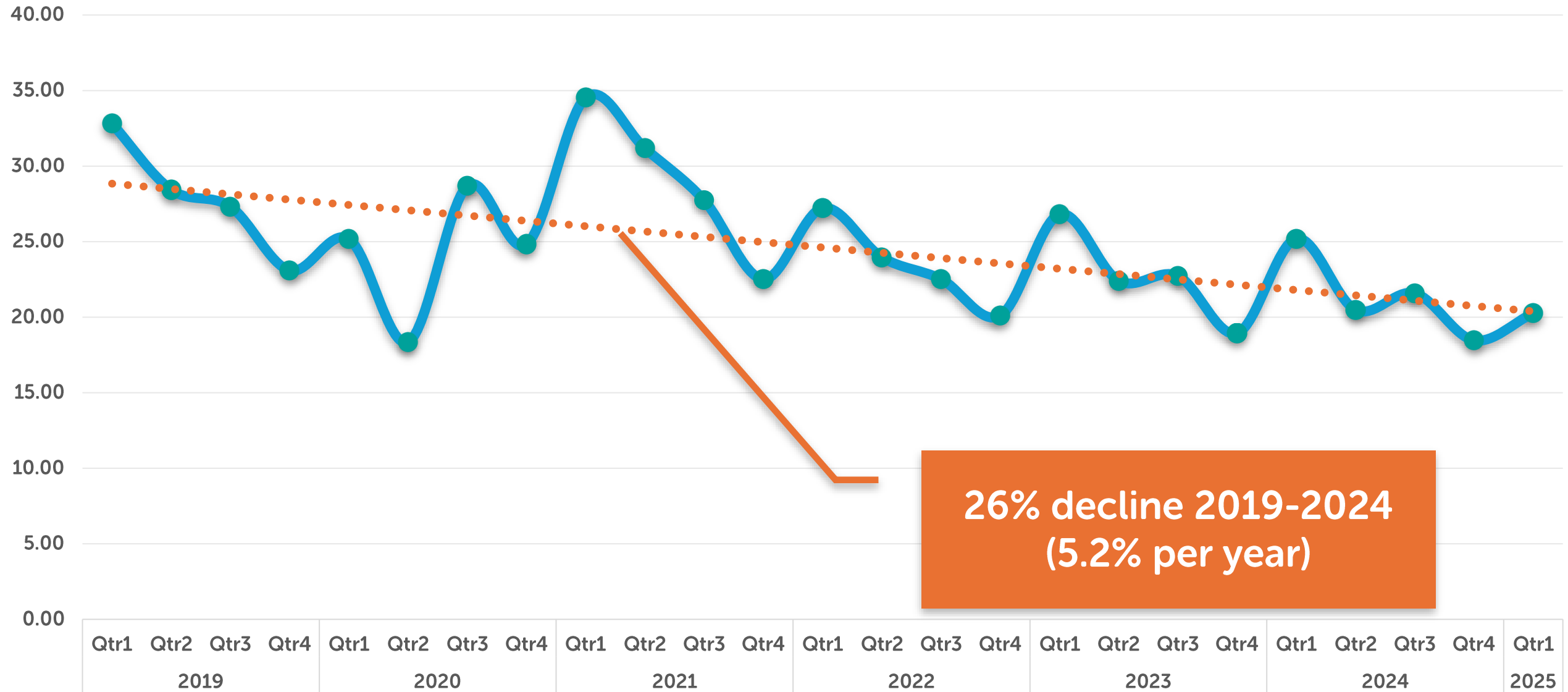


**13.4% decline 2019-2024  
(2.7% per year)**

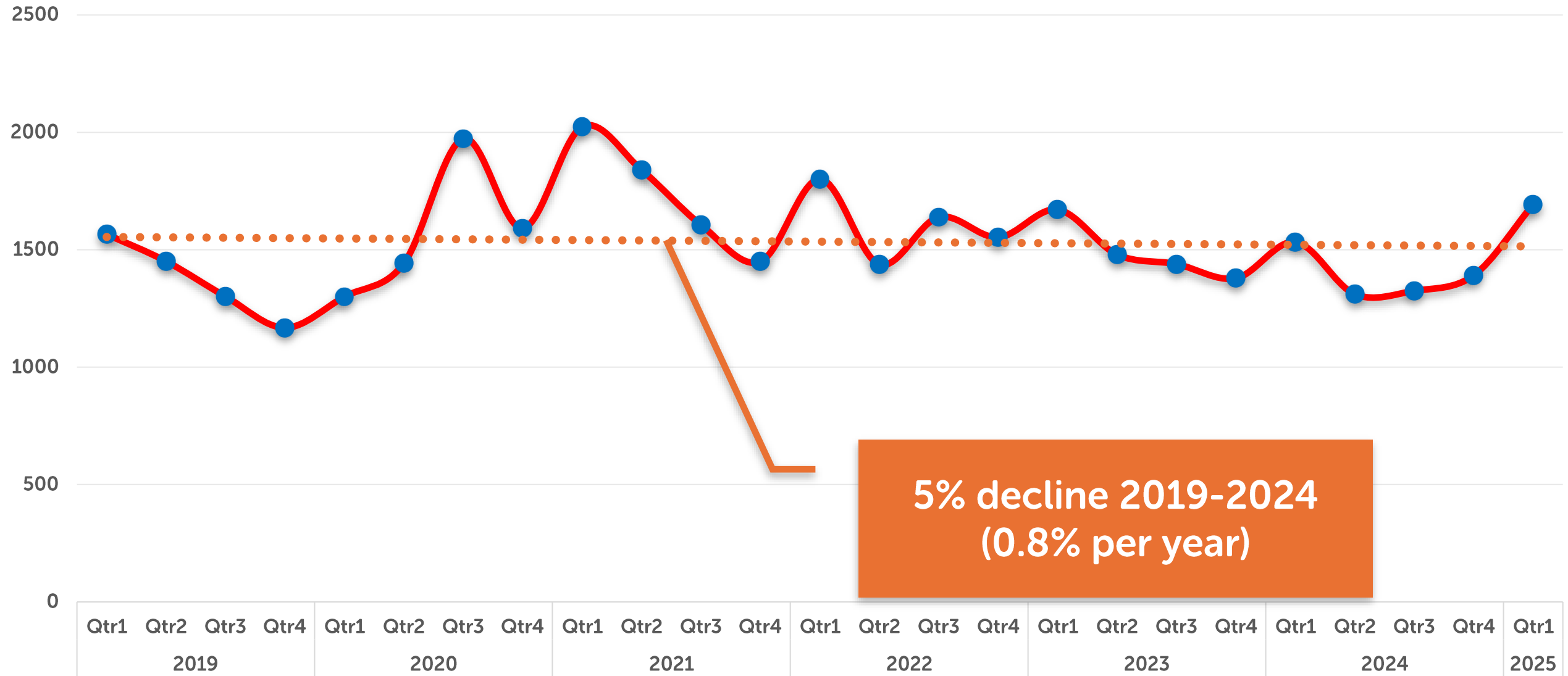
# Business Pilot: Average Number of Sales



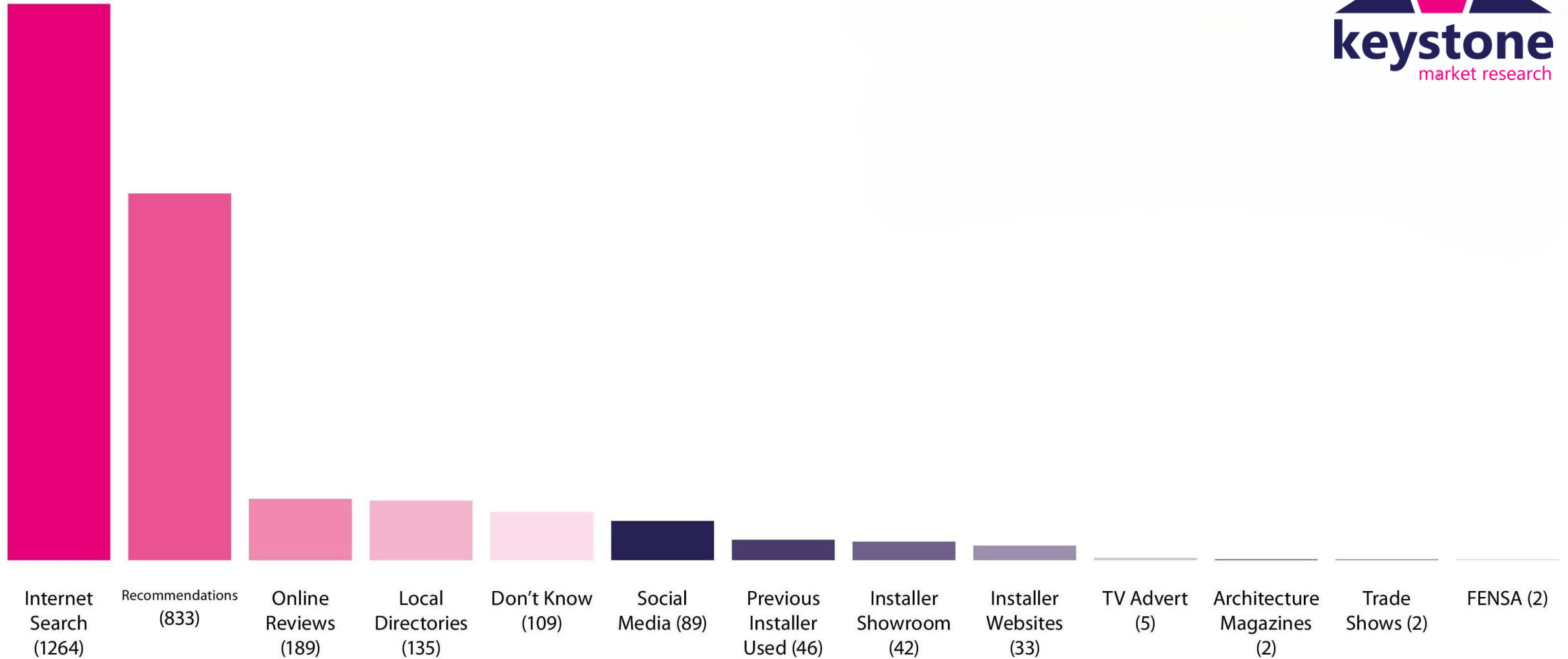
# Business Pilot: Average Number of Leads



# Google Search: Various Glazing Terms



## Window & Door Information Sources



# What can we take from this?

- Covid threw a 'curveball', but now the market has normalised
- Q3s tend to buck the trend – a return to our post-Summer peak?
- 2025 has seen a slow start for sales
- General trend will likely follow the same path through the year
- But the numbers will hover below that trendline at least throughout 2025
- Installers will need to fight harder for every sale

# Digging Deeper

**4**

## Windows per Installation

**3.86 Maximum**

**3.32 Minimum**

## Doors per Installation

**Maximum 0.86**

**Minimum 0.77**

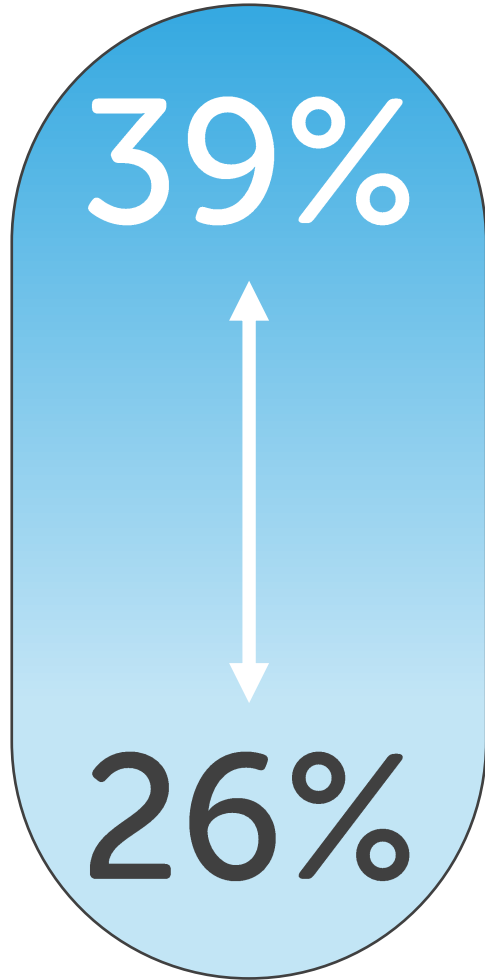
**1**

**3**

Average variation between 2018 & 2025

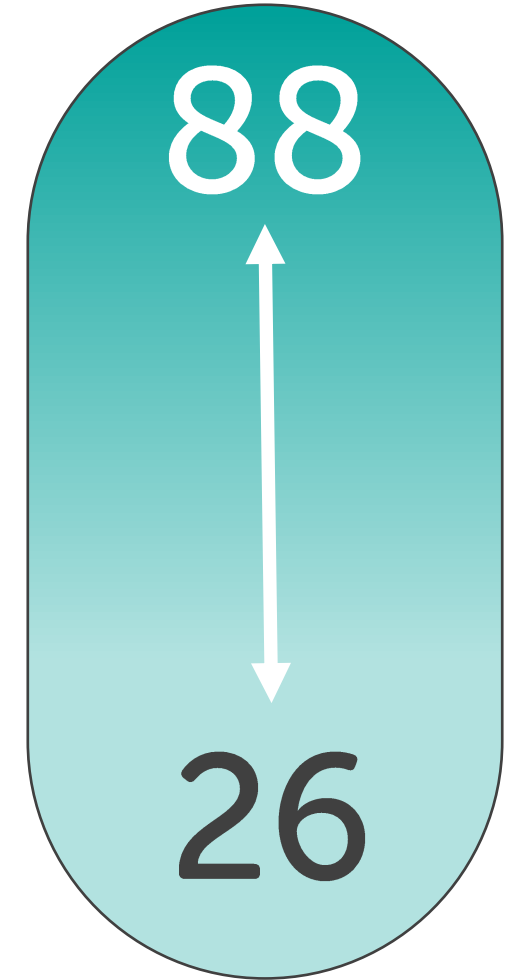
**0**

## Average Conversion Rate

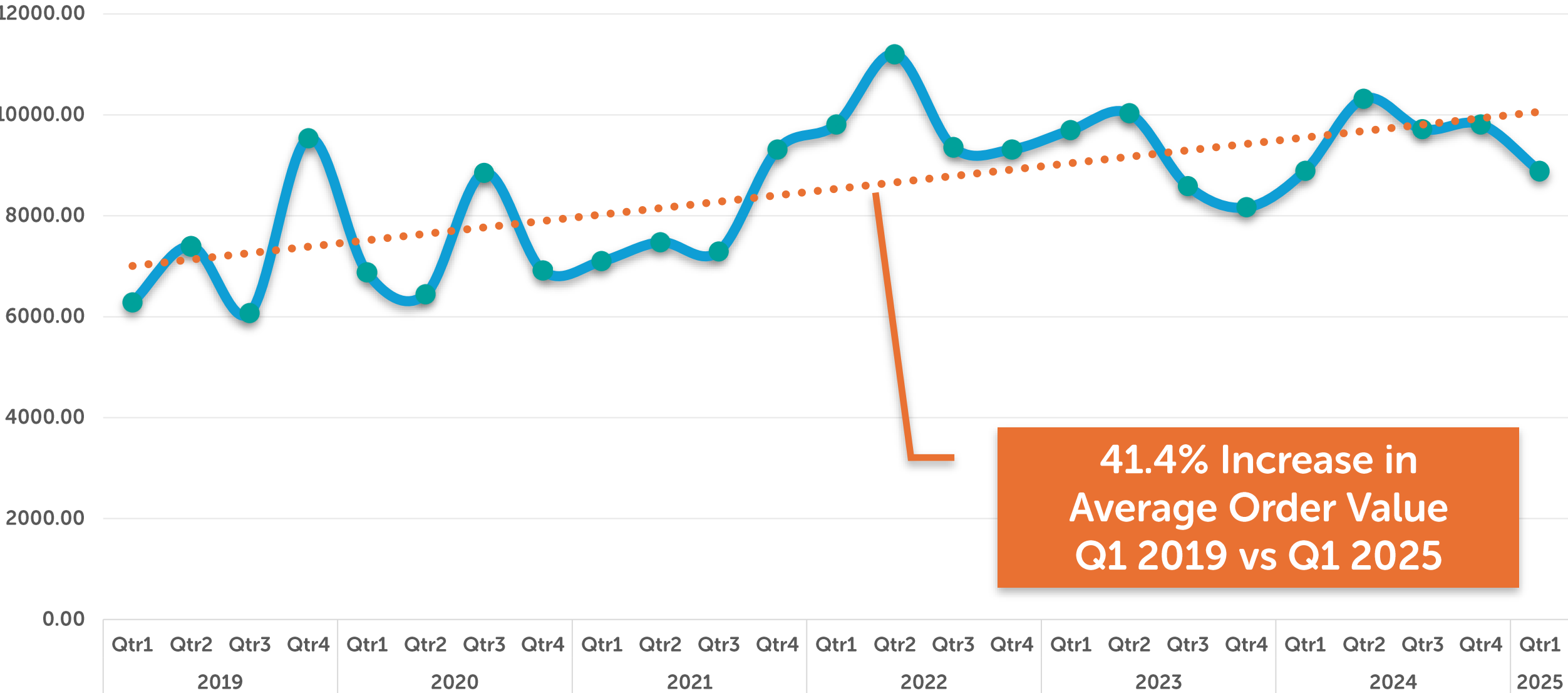


Variation  
between 2019 & 2025

## Average Lead Time (Lead to Sale in Days)



# Business Pilot: Average Sales Value (£)



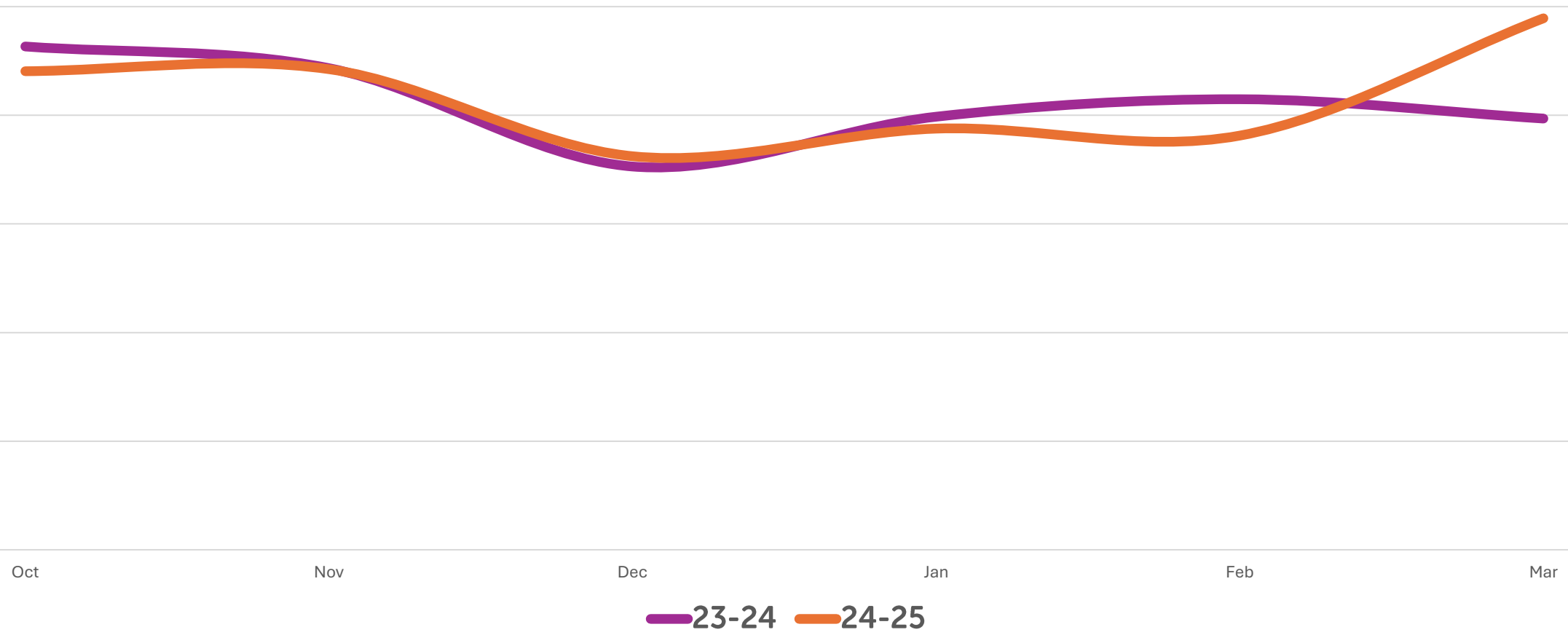
**41.4% Increase in Average Order Value Q1 2019 vs Q1 2025**

# What can we take from this?

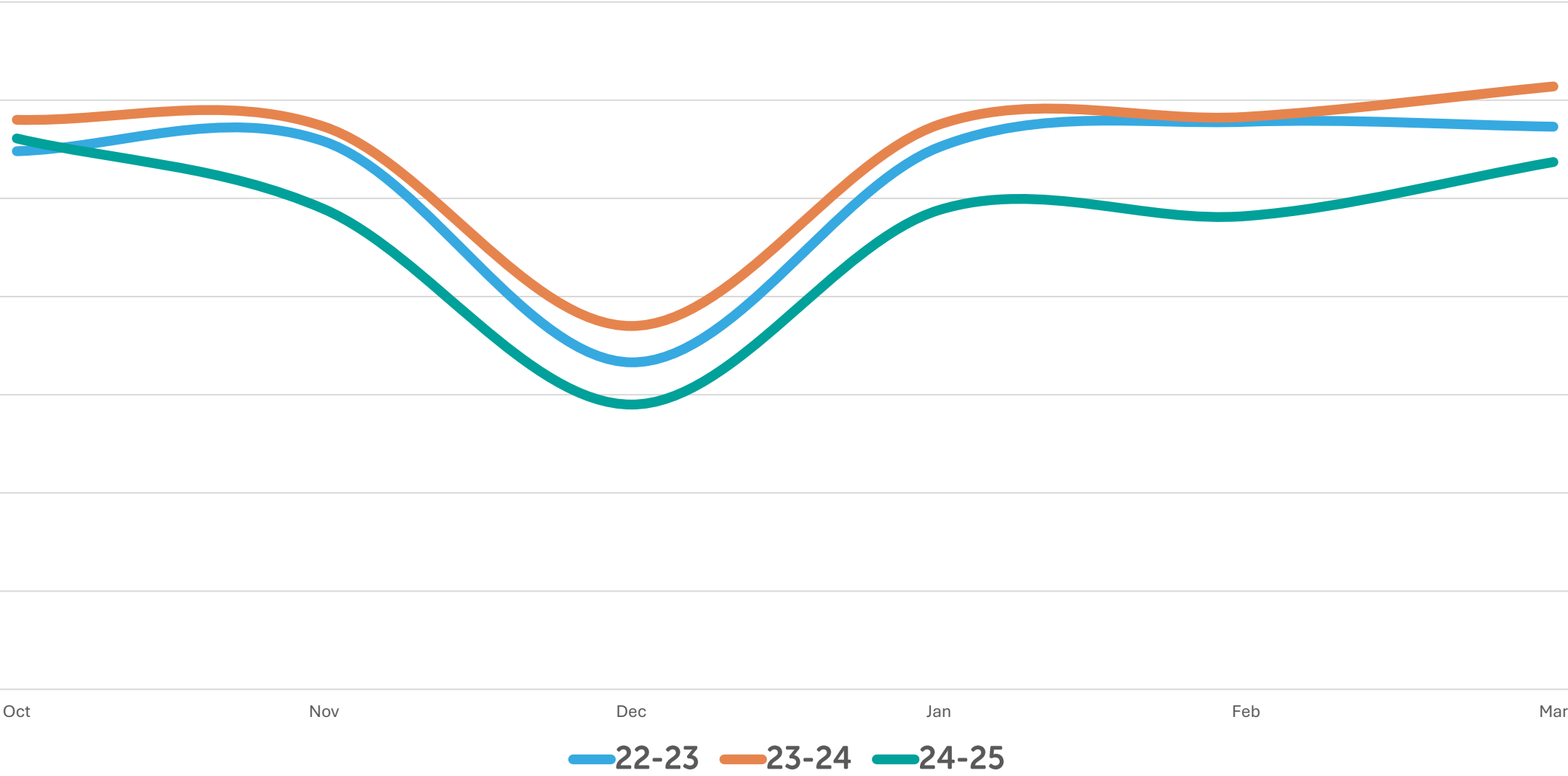
- Lots still remains static – this is good for predictability
- We can still experience anomalies – even without the world going into lockdown
- External factors have a huge impact on us – and they are out of our control
- Average Order Values suggest that high-value 'lifestyle' projects continue, whilst the lower-end 'distress' purchase is suffering
- We need to focus on what we CAN control and what is coming down the line that we can capitalise on

# A Closer Look Q4 2024 & Q1 2025

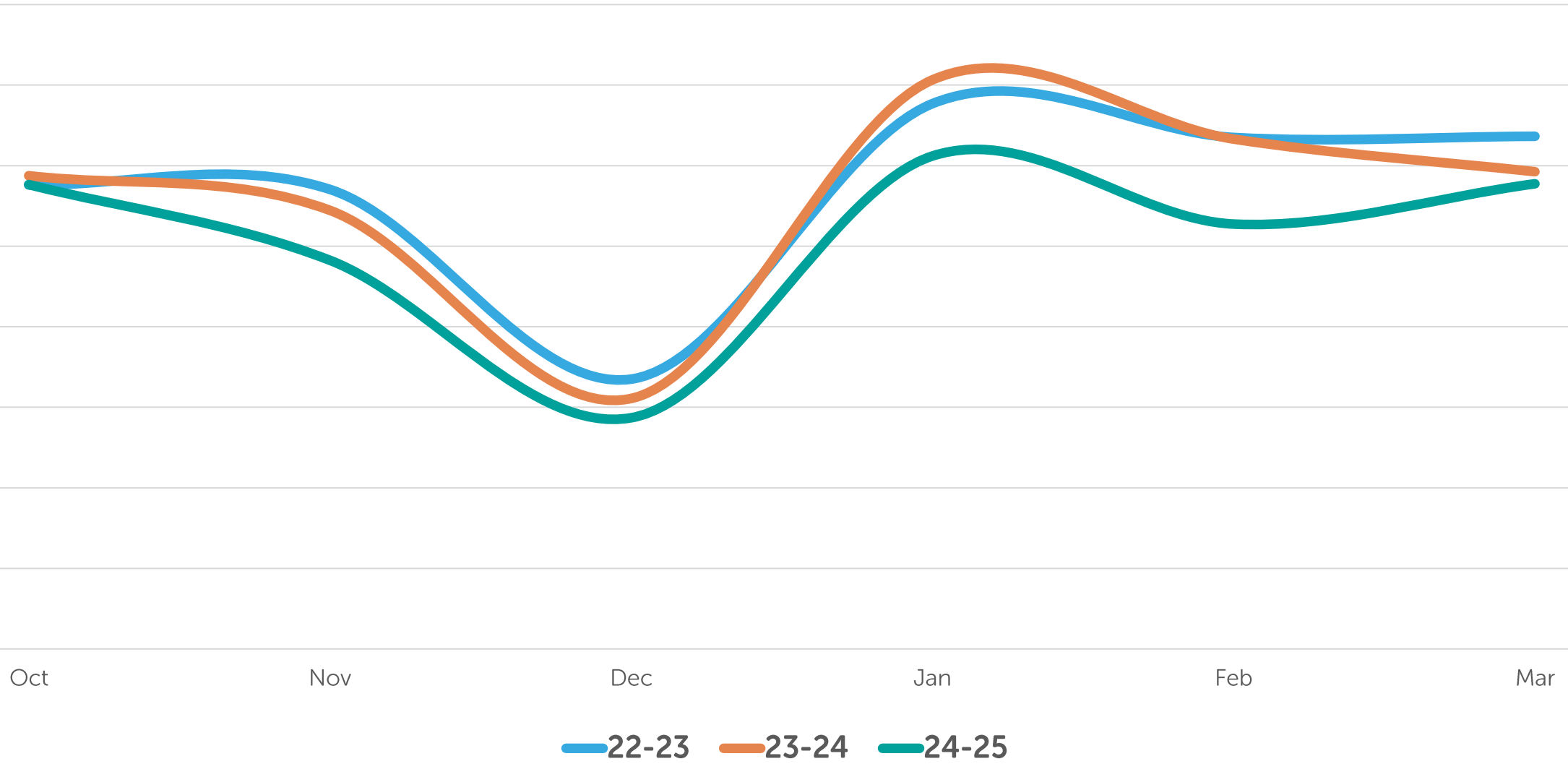
# FENSA: Number of Installations



# Business Pilot: Average Sales Q4 & Q1



# Business Pilot Average Leads – Q4 & Q1



# Installer Takeaways

- Know Your Numbers
- Utilise Digital Tools & AI
- Look at Your Product Variety
- You can find new suppliers and support with all of this at the show!

# Questions

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