

# What The Data Tells Us

The FENSA & GGF Market Knowledge Report details what has happened in window & door installations in 2024 and predicts a 2% growth in the market for 2025 – and there will be further gains in 2026, according to Liz Clarke.

**Every year we produce a Market Knowledge Report between FENSA and the GGF, looking at industry data and trends, writes Liz Clarke, FENSA's operations director.**

What is always fascinating however is the feedback we receive from companies across the industry that helps provide us with some greater insight to the data we're seeing and how the two data sets, when combined, give us an accurate picture of how the industry is performing.

## The year just gone

2024 was always going to be tough for the RMI sector. We had already seen a slowdown in 2023 that we didn't believe would reverse in the short-term and which has proven to be the case. We've seen a circa 8% drop for each of the past two years, which given the two year surge we saw during Covid, has felt particularly tough. Actually, it has simply been a case of the market normalising to where we would have expected it to be had there been no pandemic.

## Average cost per job

A really interesting development that has been seen through the FENSA data has been the increase in the average cost of a job to the homeowner since 2018. That year, the average cost of a job was £2,916. By 2022 that cost had leapt to £4,567. A staggering 56% increase in just four years.

So, in that sense it is no wonder that in the midst of a

cost-of-living crisis, that homeowner enquiries have dropped in the past two years.

Interestingly the average cost since 2022 has remained static and actually this year has reduced slightly to £4,551. Prices across the supply chain haven't come down over the past two years so that suggests that margins are being squeezed.

## Size of job

The size of the average job has stayed largely static for a number of years at 3.7 windows and 0.8 doors per job. What we have seen in 2024 is a steady and prolonged, increase in the average size of a job. It's only a 2.5% increase but it's been over a long enough period now to suggest this is the new normal.

Whilst there are undoubtedly fewer leads coming through, the size of the job is increasing. This would suggest the quality of the lead is better. So if you're seeing your conversion rates from lead to sale remaining at similar levels then that would point to a solid year ahead.

## Consumer trends

The Market Knowledge Report was published in November and produced in collaboration with Business Pilot and Keystone Market Research. Alongside the FENSA data showing the current industry trends, it also includes some incredibly useful consumer insights that will really help installers understand what homeowners are looking for when it comes to new windows & doors.



Understanding what products, materials and styles are the most in demand will help companies refine their offering, which at a time when competition for homeowner leads remains high, has the potential to be a USP.

## What does 2025 look like?

Pleasingly, the decline in the market has slowed throughout the course of the year, when looked at quarterly. To the extent that Q4 of this year is virtually identical to that of 2023.

It means that we can forecast with cautious optimism for 2025. Indeed, we're predicting that there'll be a 2% growth in the market next year with some further gains seen in 2026.

## Get yours now

We've made the Glazing Market Knowledge Report free to all FENSA Approved Installers and GGF Members as a tangible member benefit and we hope they continue to use the insights available to give their business a real advantage ahead of what promises to be an interesting year. [i](#)

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