

# Take Advantage Of The Tools Available

The Glazing Market Knowledge Report produced by FENSA and the GGF is a valuable (especially in these tough business times) tool and free benefit to Approved Installers and Members, writes Lis Clarke, the operations director at FENSA.

**Undoubtedly, current market conditions are challenging. It's clear for the industry that 2023 and 2024 have been and will be, tougher for installers than the surge in demand caused by the pandemic, writes FENSA's Liz Clarke.**

It is also unlikely that there will be a huge improvement in the wider economy in 2025.

As such, in these times it is imperative that all businesses use all the tools available to them. In times of tougher trading, utilising free business benefits can be a lifeline.

## Utilise the data

It is imperative that business decisions are based on data as opposed to anecdotal feedback. As such, the Glazing Market Knowledge Report produced by FENSA and the GGF is such a valuable tool and free benefit to Members.

Using concrete data rather than intuition ensures objective decisions are less prone to bias and guesswork. This should, in theory, enhance the transparency and trust within your teams and ensures your business adapts and evolves in response to the current market dynamics. Incorporating those key insights and data provided into the decision making process will also improve immediate outcomes and build a foundation for long term success.

## Third edition

The third edition was recently published and gives valuable insights into how we as a sector are performing against the wider construction industry and the impact of the UK economy on homeowner spending.

## Size matters

What should also be taken into account has been the recent trend of quote requests for much smaller jobs. 2023 saw a decrease on the number of windows installed against 2022 figures. This is a figure we will need to keep a close eye on over the coming 12 months to see if last year was an anomaly or the beginning of a concerning trend on the overall sizes of jobs being undertaken.

## Lends and lead quality

Fewer households are willing to pay for their installation using finance and place a greater reliance on disposable income to fund purchases.

The accidental savings made by many households during Covid have well and truly been spent during the cost-of-living crisis, meaning many consumers who were thinking about having home improvement work undertaken will defer the decision until they feel more comfortable with their financial situation.

On the plus side, what it should mean is a greater quality of lead coming through to installers. Any



customer who wants new windows and doors will have decided to proceed anyway. As such, conversion levels on leads should increase..

## Green shoots

Typically, a tough economic period demands a strategic shift towards sustainability and resilience with cost control prioritised and a focus on core strengths. The industry has proven to be agile and resilient in previous downturns and while challenging, these periods can foster a culture of creativity and ingenuity.

We would expect to see a slight upturn in conditions in 2025 before a further improvement in 2026, in relation to the wider UK economy.

So, for all FENSA Approved Installers, please take advantage of a free benefit in the Market Knowledge Report by downloading it from the FENSA installer portal. [i](#)