



Market Report

A Snapshot of your Marketing Sector

Bricklaying and Groundworks

This pack has been designed to provide information on setting up a business in the **Bricklaying and Groundworks** industry in Scotland, as well as helping to inform the market research section of your business plan. You can find more information on how to write a business plan from the Business Gateway website (www.bgateway.com/businessplan), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in **May 2025**.

What do I need to know about the Bricklaying and Groundworks market?

The following summary statistics have been taken from market research reports and reliable resources that the Information Service uses to compile industry information. They should give you an indication of how your industry is faring at present and whether there is demand for your type of business:

- ◆ Revenue is forecast to increase at a **compound annual rate of 3.5%** over the five years **through 2029-30 to £20.2 billion**. In the short term, income pressures will likely persist, preventing a significant recovery in demand as consumer and business sentiment remains depressed. The construction industry is facing a skills shortage, with **a need for 251,500 extra workers by 2028**. Brexit has further tightened access to skilled foreign labour. The UK government has added bricklayers and construction trades to the skilled worker visa list to address labour shortages, aiming to boost the industry's capacity. (IBISWorld, *Bricklaying & Other Specialised Construction Services in the UK*, November 2024).
- ◆ Initiatives like the Affordable Homes Programme (AHP) and Levelling Up Home Building Fund aim to increase the number of new homes by 2029, spurring demand. **Public new housing construction output rose by 7% in May 2024**, showcasing the growth in demand for these services. Foundation and subsurface work, involving activities like pile-driving and de-watering, strongly correlate with investment trends in non-residential construction. The **government's investment of £164 billion by 2024-25** in infrastructure projects post-Brexit has boosted demand for these services. (IBISWorld, *Bricklaying & Other Specialised Construction Services in the UK*, November 2024).
- ◆ Industry revenue is forecast to **climb at a compound annual rate of 1.3% to reach £38.2 billion** over the **five years through 2029-30**. Following recent interest rate cuts, more stable economic conditions are set to continue to support improved sentiment in the near-term, spurring developers to pursue new ventures. Opportunities for growth are set to be most prominent in high-yield office markets and the technology sector, with growing use of artificial intelligence set to drive demand for the development and construction of data centres. (IBISWorld, *Building Project Development in the UK*, March 2025).
- ◆ New workers in the bricklaying industry in Scotland typically earn a starting salary of around £25,000 per year. **Experienced workers can earn up to £45,000**. (My World of Work, [Bricklayer Job Profile](#)).
- ◆ The national organisation for this industry is [Association of Brickwork Contractors](#). Other industry bodies include [Brick Development Association](#), [Steel Construction](#), [Scottish Building Federation](#), [Construction Scotland](#), [Chartered Institute of Building](#), [Federation of Master Builders](#), [Construction Industry Training Board](#) and [Construction Industry Council](#).



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Where can I find more information on my market?

The Information Service has access to a number of databases which can offer more detail on this industry. Some of these reports are listed below - if you would like to be sent extracts from any of these reports, please contact us on **0300 013 4753** or email info@bgateway.com.

- ◆ **IBISWorld – Building Project Development in the UK (March 2025).** Modular construction is increasingly being used to speed up the construction process and reduce material waste, with building components fabricated off-site in controlled factory settings before being transported and assembled on-site. Although currently in its infancy in the UK, the integration of 3D printing with offsite construction methods has the potential to be a game-changer in the building construction process.
- ◆ **Mintel – Construction UK (May 2023).** One of the biggest long-term challenges to the construction sector is its role in helping meet the government's net zero targets set for 2050. Given construction rates, some 85% of the building stock that will exist in 2050 has already been built, giving rise to a substantial potential retrofit and replacement market.
- ◆ **Mintel – House Building UK (August 2023).** The Future Homes Standard requires the delivery of homes that are "zero carbon ready" by 2025, and the Future Building Standard will impose the same requirement on new non-domestic buildings. Interim Building Regulation amendments were introduced in 2022 as a stepping stone to the 2025 requirements. These changes to Part L of the Building Regulations require a reduction in carbon emissions (compared with current standards) of 27% for new non-domestic buildings and 30% for new domestic buildings.

There are also a number of online resources you may find helpful:

- ◆ **The Scottish Government website** publishes [annual housing statistics](#) as well as [quarterly updates](#) which cover new housing supply and housebuilding from the public, private and social sectors, and the Affordable Housing Supply program
- ◆ **Scottish Construction Industry – [Data Dashboard](#).** This online resource offers insights into market trends, salary benchmarks, training, and innovation.
- ◆ **Scottish Construction Now** - published an online article, March 2025, [RLB Scotland reveals optimistic outlook for construction](#).
- ◆ **Construction Skills Network & CITB (Construction Industry Training Board)** published a 5-year outlook report [Labour Market Intelligence Report - Construction Scotland 2024-2028](#), reporting that '*The additional recruitment requirement in Scotland of 2.4% per year is higher than the UK value of 1.9% and means an extra 26,100 workers will be needed in the nation from 2024 to 2028*'.

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How can I find out about my competitors?

Business Gateway's online guide to [Competitor Analysis](#) explains how to find your competitors, how to research what they're doing and how to act on what you learn about them.

Immediate competition will be from other businesses in your local area. There are several online directories which can be used to find company information and generate lists easily and at no expense. Many Local Authorities also publish local business directories on the web. Below are some key web resources:

- ◆ General business directories such as [Yell](#), [Thomson Local](#) or [Google Maps](#)
- ◆ Trade specialists like [EuroPages](#) (European directory), [The Wholesaler](#) or [Free Index](#)
- ◆ Business to business (B2B) specialists such as [Kompass](#)

Likewise, your local Chamber of Commerce may publish a members' directory; find your local Chamber on the [Scottish Chambers](#) website.

Once you've identified who your competitors are, the next step is to gather information on the way they do business. Which services do they provide? How do they market themselves? How much do they charge?

To learn about your competitors:

- ◆ Look for articles or adverts in local newspapers, trade press and directories.
- ◆ Try to read their marketing material; if the company has an online presence, visit the company's website as a first port of call. Not only does it give you a better understanding of the company's activities, it can also offer a wealth of information such as a company history or staff biographies, as well as the company's partners or suppliers.
- ◆ Search for information on limited UK companies via the [Companies House](#) website.
- ◆ Gain an insight into your competitor's performance using credit checks and the accounts that limited companies are required to submit to Companies House each year.

We can provide credit checks free of charge; if you are interested in using this resource, or looking for us to help you find relevant publications, please contact us by emailing info@bgateway.com or by calling **0300 013 4753**



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What about suppliers?

[Choosing and Managing Suppliers](#) can help you decide what you need from a supplier, how to identify one and how to choose one to deal with.

Trade associations or industry specific organisations may also be able to recommend suppliers or contacts. You can also use the aforementioned resources for finding competitors to find suppliers.

Once you have decided on a supplier, we can run a credit check on the company to help assess their financial stability. We provide credit checks free of charge; if you are interested in using the resource please contact us on info@bgateway.com or by calling **0300 013 4753**.

Who are my customers?

Your business plan should include information about the customers you would expect. Business Gateway's guides on [Market and customer research](#) will help you to identify new trends, opportunities, customers and competitors.

It can be useful to group your customers by geographical location, age or lifestyle. The websites listed below are freely available and can provide most of this information. If you can't find what you're looking for from these websites, please contact us and one of the team will be happy to help:

- ◆ Access the latest population estimates from the [National Records of Scotland \(NRS\)](#). NRS also offers demographic factsheets for each council area in Scotland, which can provide summary statistics for the area you will be based in.
- ◆ Information from the most recent census in 2011 is released via the official website. See in particular the [Census Area Profiles](#). Clicking on your area of interest will give the latest population figures, including estimates by age.
- ◆ [Understanding Scottish Places](#) has interactive profiles of towns and cities across Scotland. It can be useful for understanding the interrelationships and flows between towns, and also gives comparisons between two or more places.
- ◆ [Scottish Government Statistics](#) provide accurate and up-to-date statistics on Scotland, covering population, health, education and housing.
- ◆ [The Scottish Household Survey](#) provides information on the structure, characteristics, attitudes and behaviour of Scottish households, both at a national and local level.
- ◆ [Office for National Statistics \(ONS\)](#) is the recognised national statistical body for the UK. ONS covers a wide range of demographic, economic and social issues at a UK level.



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How can you help me with other aspects of starting my business?

The Business Gateway website has guides, videos, online tutorials and tips on all aspects of starting up a business in Scotland. Follow the links below to explore each resource:

Accountancy

Institute of Chartered Accountants of Scotland's (ICAS) "[Find a Chartered Accountant](#)" tool

Funding

[Practical information](#) on finance and funding for starting and growing your business

Insurance

[Business insurance guide](#)

Legal Help

Gov.uk "[Licence Finder](#)" tool

Law Society of Scotland's "[Find a Solicitor](#)" tool

Pricing

Business Companion [Pricing & payment guide](#).

Please note: the most effective way to research pricing is to conduct your own research – visit wholesalers or suppliers to obtain price lists, find quotes from similar companies and work out what other businesses in your area are charging

Promotion

[BG guides to Marketing](#)

Training

[Skills Development Scotland's My World of Work](#)

[Funding for training](#)

[Small Business Bonus Scheme \(Scotland\)](#)

Your local Business Gateway can offer events, workshops and 1:2:1 support on all aspects of starting and developing your business. Call the helpline on **0300 013 4753** to find out what is available in your area.

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