



Market Report

A Snapshot of your Marketing Sector

Building and Joinery

This pack has been designed to provide information on setting up a business in the **Building and Joinery** 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 **December 2024**.

What do I need to know about the Building and Joinery 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:

- ◆ After the major COVID-19-related disruption of 2020, the construction market demonstrated strong growth of 14.7% in 2021. Nonetheless, this failed to fully offset the 2020 decline. However, the growth in the market further accelerated in 2022, taking overall output to **£160.4 billion** and representing **growth** in the year of **16.3%**. (Mintel, *Construction*, May 2023).
- ◆ Attempts to accelerate the new housing supply are anticipated to increase demand for industry services. However, this is likely to be offset by lulls in new private investment in commercial construction. Industry revenue is projected to climb at a compound annual rate of **5.5%** over the five years through 2028-29 to reach **£18.9 billion**. (IBISWorld, *Joinery Installation in the UK*, April 2024).
- ◆ Revenue is slated to climb at a compound annual rate of **2.9%** to reach **£95.5 billion** over the five years through 2029-30. Housebuilding activity is set to rebound in the medium-term, aided by the release of pent-up demand. Nonetheless, significant uncertainty remains, with mortgage rates likely to settle well-above pre-pandemic levels and supply chains remaining fragile. The new government's pledge to deliver 1.5 million houses during the first five years of parliament will boost demand for industry contractors, though the full impact of this on growth prospects is dependent on the nature of accompanying funding plans. (IBISWorld, *Residential Building Construction in the UK*, September 2024).
- ◆ Volatile economic conditions have caused developers to scale back investment. Rising interest rates, a slowdown in the housing market and widespread economic uncertainty have led to a slump in new orders in residential and commercial construction markets. Government support will be key to real estate's recovery. Continued public sector investment, including plans for the construction of hospitals and schools, and residential property funding schemes, underpin a steady demand, driving growth in the industry amid challenging market conditions. (IBISWorld, *Building Project Development in the UK*, September 2024).
- ◆ The national organisation for this industry are [Scottish Building Federation](#) and the [Federation of Master Builders](#). Other organisations include the [Home Builders Federation](#), the [British Woodwork Federation](#), [National Association of Shopfitters](#) and the [Guild of Master Craftsmen](#).



Connect with us

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.

- ◆ **Mintel - Construction (May 2023).** This report suggests that the interest rate increases seen up to May 2023 will make market conditions increasingly difficult, and both property transactions and prices can be expected to moderate in the second half of 2023, culminating in reduced activity for the full year. House builders will consequently reduce their targets, and Mintel anticipates a 9% full year decline in the private housing sector during 2023.
- ◆ **IBISWorld – Joinery Installation in the UK (April 2024).** According to the ONS, the cost-of-living crisis and high mortgage rates have caused average UK house prices to fall by 2.1% in the 12 months to November 2023. Low market confidence in 2023-24 has led homeowners to limit their home improvement spending, thus reducing demand from the residential market

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

- ◆ [Federation of Master Builders House Builders' Survey 2023](#) Explores the wide array of factors that influence the market for small, local, house builders including barriers against delivering homes.
- ◆ [Home Building Federation – State of Play: Challenges and opportunities facing SME home builders, Dec 2024](#) Details the findings of one of the most comprehensive surveys of Small and Medium Enterprise (SME) housebuilders. Planning continues to be the most significant barrier to delivery, with delays and local authority resourcing considered to be key contributors. The increasing cost of obtaining planning permission also poses a challenge to many small builders, with 56% of survey participants seeing costs rise by more than 30% over the last three years (up from 46%).
- ◆ [Royal Institute of Chartered Surveyors UK Construction Monitor, Q3 2024](#) According to responses gathered from professionals across the UK, in terms of net balance, +28% of survey participants predict an increase in workloads over the next 12 months, matching sentiment seen in the previous quarter and highlighting sustained optimism for growth within the sector

Disclaimer: Please note that this research may contain copyrighted material. Copyright belongs to the holders credited and as such, recipients of this research must only use the information for their own internal business purposes, and must not publish, reproduce or repurpose the information, or make it available to any third party, without permission from the original copyright holders. "Repurpose" includes any uploading of the information to AI tools.



Connect with us

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**



Connect with us

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 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.



Connect with us

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.

Although every effort has been made to ensure the accuracy of the information provided, Business Gateway will not be held liable for any inaccuracies or omissions in the data supplied, or for the content of any website that the document above may contain links to. By using this information, you accept this disclaimer in full. Also, please note that Business Gateway does not endorse any business or individual that may be referred to above.

You must not rely on the information in the report as an alternative to advice from an appropriately qualified professional. If you have any specific questions speak to your Business Gateway Advisor or consult an appropriately qualified professional.

Last updated: December 2024

Updated by: Rosie

Connect with us