



# Market Report

A Snapshot of your Marketing Sector

## Cleaning Services

This pack has been designed to provide information on setting up a business in the **Cleaning Services** 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](http://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 Cleaning Services 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:

- ◆ Building cleaners' revenue is forecast to dip at a compound annual rate of 3.6% over the five years through **2024-25 to £9.4 billion**, including an estimated expansion of 0.7% in 2024-25. The average profit margin is expected to balloon to 6.2%. Despite challenges from escalating interest rates, inflation, and residential construction decline, cleaning service revenue has grown due to an increase in commercial building construction and a backlog of government contracts in the UK. (IBIS World, *General Building Cleaning in the UK*, October 2024).
- ◆ Industrial cleaners' revenue is set to climb at a compound annual rate of 4.6% over the **five years through 2024-25 to £1.6 billion**, including an expected hike of 1.7% in 2024-25. The industry has benefitted from the outsourcing of cleaning services by the healthcare sector and a mounting number of UK businesses, which has created a wider client pool. Over the five years through **2029-30, revenue is forecast to rise at a compound annual rate of 2.5% to £1.8 billion**. Demand from the healthcare sector will be supported by ongoing efficiency targets and the UK's ageing population. (IBISWorld, *Industrial Cleaning Activities in the UK*, November 2024).
- ◆ Window cleaners serve both residential and non-residential markets, so they are affected by construction activity, the number of UK businesses, business and consumer confidence and household income. Revenue has changed drastically year-on-year due to volatile economic conditions. **Revenue is forecast to drop at a compound annual rate of 4.6% to £326.3 million over the five years through 2023-24**. Revenue growth has been pushed by a steady stream of demand from residential clients and commercial enterprises. Higher commercial construction activity will support renewed growth in demand for window cleaning services, and **revenue is set to grow at a compound annual rate of 3.4% over the five years through 2028-29 to reach £385 million**. (IBIS World, *Window Cleaning Services in the UK*, April 2024).
- ◆ The national organisation for this industry is the [British Cleaning Council](#). Other industry bodies include the [British Cleaners Association](#), the [Cleaning and Support Services Association](#), and the [Cleaning and Hygiene Suppliers Association](#).



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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](mailto:info@bgateway.com).

- ◆ **Technavio - Global Contract Cleaning Services Market (2024-2028)**. UK was the 3rd-largest country in the market in 2023 and will continue to be the 3rd-largest segment in 2028. It will grow at a compounded annual growth rate of 6.02% between 2023 and 2028, which is lower than that of the overall market. Among the key countries, UK will be the 4<sup>th</sup> fastest growing country and will grow from **\$30.08 billion in 2023 to \$40.3 billion in 2028**. It will contribute 7.0% to the incremental growth of the overall market between 2023 and 2028. UK contributed 7.34% to the global contract cleaning services market in 2023, and its contribution will decline to 7.25% in 2028.
- ◆ **Technavio - Global Industrial Cleaning Services Market (2024-2028)**. UK will generate growth in all the years of the forecast period between 2023 and 2028. The year-on-year growth during this period will vary between 2.9% and 5.7%. UK was the smallest country in the market in 2023 and will improve its relative position in the overall market to become the 4th-largest segment in 2028. It will grow at a compounded annual growth rate of 3.6% between 2023 and 2028, which is lower than that of the overall market. Among the key countries, UK will be the 4<sup>th</sup> fastest growing country and will grow from **\$3.1 billion in 2023 to \$3.7 billion in 2028**. It will contribute 3.5% to the incremental growth of the overall market between 2023 and 2028.

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

- ◆ **My World of Work** has a number of job profiles including one for **Cleaners**. This gives a career outlook, focusing on working conditions, UK salary ranges, employment status, and more; [www.myworldofwork.co.uk/Cleaner](http://www.myworldofwork.co.uk/Cleaner).
- ◆ **Health and Safety Executive (HSE)** – this site provides occupational health and safety advice for people working in the cleaning industry, as well as information to employers on how to comply with health and safety law; [www.hse.gov.uk/cleaning](http://www.hse.gov.uk/cleaning).

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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](mailto: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 [info@bgateway.com](mailto: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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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: Victoria**

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