



# Market Report

A Snapshot of your Marketing Sector

## Painting & Decorating

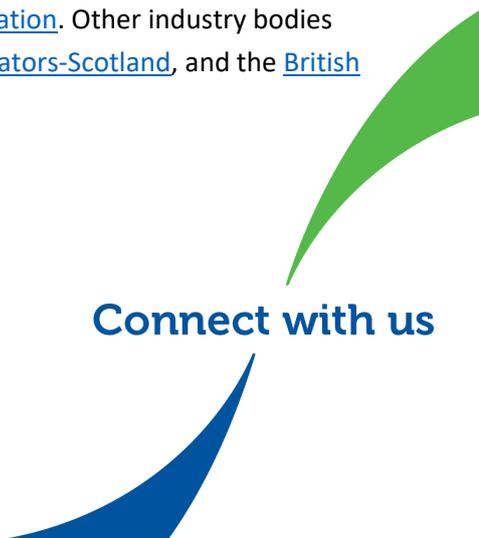
This pack has been designed to provide information on setting up a business in the **Painting & Decorating** industry in Scotland, as well as helping to inform the market research section of your business plan. You can find more information on how to write a business plan from the Business Gateway website ([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 **February 2025**.

## What do I need to know about the Painting & Decorating 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:

- ◆ Over the five years through 2029-30, revenue is expected to **expand** at a compound annual rate of 3.7% to **£5.2 billion**. Ongoing public sector support for housebuilding, infrastructure developments and public non-residential schemes will support long-term revenue prospects for painting contractors. However, lingering uncertainties will continue to drive the DIY trend into the short term, somewhat dampening revenue growth prospects. In the long term, stable inflation should lead to lower interest rates, which will stimulate greater investment in properties and help painting contractors secure more contracts. (IBISWorld, *Painting in the UK*, September 2024).
- ◆ 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).
- ◆ Smaller home items have seen a surge in popularity, with nearly half of consumers spending money on decorating in the past year (44%). In a time when budgets are stretched, people are turning to simple, affordable ways to add personality to their homes. Decorating has become less about achieving a picture-perfect ideal and more about creating comfort, authenticity and spaces that reflect individual quirks and character. While the backdrop of the cost-of-living crisis has made buying a home increasingly challenging, transforming a house or flat into a welcoming space doesn't need to break the bank. Small, thoughtful touches like candles, cushions or decorative items can create a cosy atmosphere on a budget. In fact, some 48% of consumers say they spend on their homes even without a specific need – because making a home feel like your own is less about necessity, but about adding personality to your living space. (Mintel, *Consumer Trends, Attitudes and Spending Habits for the Home UK*, February 2025).
- ◆ The national organisation for this industry is [Painting and Decorating Association](#). Other industry bodies include the [Scottish Decorators Federation](#), the [Federation of Master Decorators-Scotland](#), and the [British Coatings Federation](#).



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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).

- ◆ **IBISWorld – Painting in the UK (September 2024)**. Revenue dipped in 2020-21 due to the pandemic and subsequent disruptions caused by lockdown restrictions. Although revenue bounced back, the recovery rate has slowed due to significant inflationary pressures, which have spurred businesses and households to cut spending and keep budgets trimmed. Supply chain disruptions have resulted in inflated construction material prices, hitting painting contractors' average profit margin.
- ◆ **IBISWorld – Specialist Design Activities in the UK (February 2025)**. The Specialised Design Activities industry's revenue is expected to slip at a compound annual rate of 0.5% to £9 billion over the five years through 2024-25, including forecast growth of 1.1% in 2024-25. The shift to online shopping has driven demand for graphic design. Manufacturing activity has trended upward, stimulating demand for industrial design services and graphic design services for leaflets, brochures, packaging and labels. In addition, government stimulus schemes, including Help to Buy, have encouraged housebuilding activity somewhat, benefitting sales for interior designers.
- ◆ **Mintel - DIY Retailing in the UK (June 2024)**. Smaller DIY projects remain the most popular type of DIY work completed in the past year, but there has been a slight dip in this area from a peak in 2023, with projects such as painting/decorating experiencing a five percentage point decrease compared to 2023. Those in a healthy financial position were more likely to have undertaken larger DIY projects in the past year, a trend we expect to continue to grow as confidence further recovers.

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

- ◆ **Professional Painter and Decorator Magazine** ([paintinganddecoratingnews.co.uk](http://paintinganddecoratingnews.co.uk)) – this provides industry news, product reviews and industry event information.
- ◆ **InsightDIY** ([insightdiy.co.uk](http://insightdiy.co.uk)) – offers daily news articles and insights on the DIY industry, including a section with economic data which is accessible through the *knowledge centre* dropdown.
- ◆ **Startups** ([startups.co.uk](http://startups.co.uk)) – How to become a painter and decorator – useful advice on skills required, awareness of trade regulations, costs and potential earnings.

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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.

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**Updated by: Liesel**

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