



# Market Report

A Snapshot of your Marketing Sector

## Web Designer

This pack has been designed to provide information on setting up a business in the **Web Designer** 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 Web Designer 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 2024-25, web designers' revenue is set to decline at a compound annual rate of 0.8% to £640.6 million. The economic effects of the COVID-19 outbreak dampened business confidence and limited their spending at the height of the pandemic, holding web designers back. **Recovering economic conditions and growing business confidence are set to push up web design revenue by 2.8% in 2024-25.** Web design sales have been supported by the continued expansion in the number of people with internet access. Having a professionally developed, user-friendly website from which customers can buy products has become an essential revenue stream for many businesses, with VYE agency finding 71% of companies have a website in 2023-24. (IBISWorld, *Web Design Services in the UK*, July 2024).
- ◆ The global web content management market was valued at **\$9,507.0 million in 2023** and is estimated to **grow to \$36,538.3 million in 2028**. The overall growth of the global web content management market is built on consistent growth across all the years of the forecast period between 2023 and 2028. The year-on-year **growth will vary between a range of 24.8% and 38.6%** (Technavio, *Global Web Content Management Market - 2024-2028*, August 2024).
- ◆ Industry revenue is anticipated to increase at a compound annual rate of **2.5% over the five years through 2029-30 to reach £78.6 billion**. The evolving landscape of mobile technology and cloud computing promises ongoing opportunities for modernisation and innovation in consultancy offerings. Growth is set to be supported by more certain global and domestic economic conditions through easing macroeconomic headwinds. (IBISWorld, *Computer Consultants in the UK*, September 2024).
- ◆ Cyber security considerations are an increasing aspect of web design. As of 2023, the **estimated annual cost of cybercrime in the UK was US\$320 billion**. This figure is projected to increase to over US\$1.82 trillion by 2028. In 2022, among other European markets and the United States, the UK had seen the highest losses through cybercrime for the second consecutive year, with around US\$4.21 million on average for a data breach. (Statista, *Impact of cybercrime on companies in the United Kingdom (UK)- Statistics & Facts*, December 2023).
- ◆ The national organisations for this industry are [ScotlandIS](#); [BCS, The Chartered Institute for IT](#); [The Digital Marketing Association](#); [The Design Business Association](#); and [Web Professionals](#).

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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 – Web Design Services in the UK (July 2024).** Expanding online expenditure will continue to drive businesses to seek out web design services. Many businesses will operate solely online to cut costs, with your eCommerce account finding 67,186 new e-commerce businesses in the year through 2023 alone and anticipated to continue this climb. They can offer their products and services online and capitalise on this widening sales channel. Soaring smartphone ownership is pushing up mobile internet usage – for some people, smartphones are the only way they access the internet and demand for mobile-friendly websites is expected to continue to climb.
- ◆ **IBISWorld – Computer Consultants in the UK (November 2023).** Traditional tech giants may face stiff competition as companies turn towards hip start-ups for their technology needs. These smaller entities provide fresh perspectives and innovative solutions that could outshine the offerings from established tech businesses. The lure of offshoring could be the biggest concern for UK computer consultants. India's IT titan, Infosys, has rapidly become a significant global contender in computer consultancy outsourcing.
- ◆ **Technavio - Global Web Content Management Market 2024-2028 (August 2024).** Among the trends identified in the web content market were an increasing focus on personalisation which enables a company to enhance user experience and increase engagement. With enterprises across industries becoming more customer-centric, the demand for personalization features is increasing. AI-enabled web content management offers opportunities to enterprises to increase their revenue by providing insights on how to enhance engagement with customers and identify new target markets. AI integration plays a vital role in improving WCM features, such as personalization, segmentation, image tagging, and predictive insights.

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

- ◆ **Tech Jury - Website Design Industry Statistics: [All You Need to Know In 2023](#)** (August 2023).
- ◆ **Best Startup Scotland** – in 2022 this entrepreneurship site carried out a ranking exercise of Web Design Companies in Scotland. The [top 101 Web Design companies in Scotland](#) includes links to further information about the companies.
- ◆ **National Library of Scotland** – free business eResources include COBRA business start-up guides, including one for **Web Designer 2022**, which includes market information and links to further guidance. Registration is free for Scottish users (<https://www.nls.uk/business/>).

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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: Andy**

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