



Market Report

A Snapshot of your Marketing Sector

Window Cleaning

This pack has been designed to provide information on setting up a business in the **Window Cleaning** 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 **January 2025**.

What do I need to know about the Window Cleaning 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:

- ◆ 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**. More employees returning to offices and expanding commercial construction output is raising expenditure on maintenance, driving orders for window cleaning services. Profit margin growth will be limited by continued increases in the National Living Wage, raised to £11.44 from April 2024 and wage inflation owing to staff shortages. (IBISWorld, *Window Cleaning Services in the UK*, April 2024).
- ◆ Over the five years through **2029-30, industry revenue is forecast to rise at a compound annual rate of 2.5% to £1.8 billion**. Cleaning for manufacturing businesses has been in higher demand lately, as manufacturing activity has been edging upwards in 2024-25. The healthcare sector continues to be a major source of revenue, outsourcing cleaning duties in hospitals and medical facilities. The **window cleaning sector continues to rebound, gaining more market share (25.6% - £405.6million)**, up from 25.4% and £302.7million in 2023. (IBISWorld, *Industrial Cleaning Activities in the UK*, September 2020).
- ◆ Window cleaning was the largest segment of the market in 2024 and will continue to be the largest segment of the market in 2029. Window cleaning services will be the **2nd-fastest growing segment** within the overall market and will **grow at a CAGR of 6.7% from \$148.0 billion in 2024 to \$204.8 billion in 2029**. Window cleaning services are becoming more important due to increased attention to sustainability and green practices. Using eco-friendly cleaning solutions and techniques helps reduce pollution and conserve natural resources. (Technavio, *Global Contract Cleaning Services Market 2025-2029*).
- ◆ The **global robotic window cleaners market** was valued at \$1,363.97 million in 2023 and is estimated to **grow to \$4,719.2 million in 2028**. **UK was the 4th-largest country in the market in 2023** and will continue to be the 4th-largest segment in 2028, **growing from \$92.9million in 2023 to \$317.4 million in 2028**. (Technavio, *Global Robotic Window Cleaners Market 2024-2028*).
- ◆ The national organisation for this industry is the [Federation of Window Cleaners](#). Other industry bodies include the [British Window Cleaning Academy](#), the [Window Cleaners Alliance](#), the [International Window Cleaning Association](#) and the [British Cleaning 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 – Window Cleaning Services in the UK (April 2024). Window cleaning services using reach and wash techniques have seen a surge in demand (£161.4m), with consumers opting to delegate this task to professionals. The increase in tall buildings has led to increased demand for rope access cleaning services (£76.5m). Price competition between operators is fierce due to the high number of small window cleaners competing within the industry. In Scotland, window cleaners need to be licensed to lawfully operate.
- ◆ Technavio – Global Robotic Window Cleaners Market 2024-2028. Product innovations, such as the introduction of robotics technology in mopping the windows, are attracting new customers and fuelling the demand for robotic window cleaners in Europe. In October 2023, Skyline Robotics announced that it has partnered with Principle Cleaning Services to bring its Ozmo cleaning robot to London. Manufacturers are enhancing the capabilities of these devices, including improved navigation systems, better sensors, and advanced cleaning mechanisms. These advancements are aimed at improving efficiency, safety, and user experience, and these factors will drive growth of the market.

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

- ◆ **National Careers Service, Job Profiles: Window Cleaner.** This job profile gives an overview of the window cleaning industry in the UK, with information on average salary, working hours and conditions, entry requirements and training opportunities. (nationalcareers.service.gov.uk/job-profiles/window-cleaner).
- ◆ **Cleaning Windows Safely and Risk Assessment** - one-day courses accredited by the IOSH (Institute of Occupational Safety and Health) and run by the Federation of Window Cleaners (FWC). The courses are held at various locations across the UK, including Scotland. Go to f-w-c.co.uk/training-course for more information and course dates.
- ◆ Under the Civic Government (Scotland) Act 1982, in **most parts of Scotland window cleaners must apply for a licence** from their local authority before starting to trade. Licences are usually issued for three years. See www.gov.uk/window-cleaners-licence-scotland for more details.
- ◆ **Health and Safety Executive (HSE), Window Cleaning.** This will help to identify the risks involved with window cleaning and choose the right equipment for the job. (www.hse.gov.uk/cleaning/topics/window-cleaning.htm).
- ◆ **National Records of Scotland (NRS), Council Area Profiles** (www.nrscotland.gov.uk/). Profiles will tell you how many households there are in each Local Authority in Scotland.

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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 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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