



Market Report

A Snapshot of your Market Sector

Cleaning Services

Cost of Doing Business Support

For information on **reducing the cost of running your business**, the [Find Business Support](#) website has links to advice, funding and regional support.

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), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in **September 2022**. If you find the information contained in this document useful, tell us about it! Send us feedback [here](#); we will use your comments to help improve our service.

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:

- ◆ Revenue in the **General Building Cleaning** industry, providing cleaning services to residential and commercial clients, is expected to decrease over the five years through 2021-22 to **£6.1 billion**. Businesses have become increasingly cautious with their spending budgets which has restricted industry demand and revenue. Demand from households has also waned as uncertain economic conditions have prevailed. However, over the five years through 2026-27, demand for cleaning services is expected to grow due to growth in the number of residential and commercial buildings that need to be cleaned (IBISWorld, *General Building Cleaning in the UK*, March 2022).
- ◆ **Commercial offices** are the largest market for this industry accounting for an estimated **36.9% of revenue** in 2021-22, followed by **apartments (29.4%)** and other **non-industrial commercial premises** such as shops and hospitality establishments (**27.8%**) (IBISWorld, *General Building Cleaning in the UK*, March 2022).
- ◆ The **Combined Facilities** industry is expected to expand over the next five years to reach **£19.8 billion**. General and specialist cleaning is the largest service segment of this industry, accounting for 25.1% of revenue in 2022-23 (IBISWorld, *Combined Facilities Support Activities in the UK*, June 2022).
- ◆ Although revenue in the **Industrial Cleaning industry**, providing decontamination, window cleaning, and specialist cleaning services, fell by **14.3% in 2021-21** as downstream markets faced turbulent operating conditions, it is expected to rise at a compound annual rate of **3.2%** through 2026-27 to reach **£1.1 billion** (IBISWorld, *Industrial Cleaning Activities in the UK*, March 2022).
- ◆ Cleaning and hygiene activities contributed over **£9.7bn** to the UK economy in 2019, and turnover has **increased 30%** since 2015. There are **22,570 businesses** in this industry, 56% of which are involved in the general cleaning of buildings (British Cleaning Council, *The Cleaning, Hygiene, and Waste Industry Research Report 2022*).
- ◆ 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](#).

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 – Industrial Cleaning Activities in the UK (March 2022)**. Demand for cleaning services from the healthcare sector is expected to increase, supported by the UK's ageing population, which is expected to raise the need for more and intensive healthcare services. Manufacturing activity is projected to rise, aided by the government's focus on increasing the sector's contribution to the economy, which is likely to boost demand. Nonetheless, some companies may restrict expenditure in the short-term owing to the potential disruption caused by the pandemic, which resulted in businesses remaining cautious with spending budgets amid a slow economic recovery, restricting revenue growth somewhat.
- ◆ **IBISWorld – Window Cleaning Services in the UK (July 2022)**. Demand from households has been supported by busier consumer lifestyles, which have led to people having less time to commit to cleaning windows themselves. Additionally, as the population has aged, more elderly people have been unable to clean their own windows. However, ongoing economic uncertainty and subdued disposable income growth since the EU referendum has constrained demand from this market over the past five years.

There are also some 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 (tinyurl.com/mvavbcrg).
- ◆ **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 (tinyurl.com/yc2trbn9).

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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 website, 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.

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.

We hope you find this Market Report useful and we'd love to hear your feedback [here](#).

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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: September 2022

Updated by: Rebecca Brown

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