



Market Report

A Snapshot of your Marketing Sector

Electrician

This pack has been designed to provide information on setting up a business in the **Electrician** 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 **June 2025**.

What do I need to know about the Electrician 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:

- ◆ Industry revenue in 2024 was £30.4bn which was a drop of 1.7% from the previous year. The construction sector's recovery slowed as inflationary pressures hit contractors and consumer and corporate clients alike. Cost-of-living pressures led to tighter budgets and electrical contractors faced escalating operating costs, including persistent wage inflation, which cut into their profitability (IBISWorld, *Electricians in the UK*, September 2024).
- ◆ The 2024 revenue for the Electrical Equipment Repair & Maintenance in the UK industry was £731.7m. This is expected to climb to £850m by 2030 which is a rise of 3%. Government policies and frameworks have effectively bankrolled construction activity, especially in the residential and infrastructure subsectors, supporting increased asset utilisation rates and increasing the frequency of repair and maintenance (IBISWorld, *Electrical Equipment Repair & Maintenance in the UK*, August 2024).
- ◆ While wholesalers do not have the resources to compete with the likes of Amazon in ecommerce, wholesalers can offer value-added services to set themselves apart from online competitors. This includes providing one-on-one professional advice, product training, extensive knowledge of alternative brands/new product categories, installation support, expertise and integration of solutions and aftersales support, etc. These services can serve as a competitive advantage for electrical wholesalers over purely online sales platforms, as installers/electrical contractors value the personal contact and staff expertise offered by their local wholesaler's branch (Mintel, *Electrical Wholesalers*, May 2023).
- ◆ Scotland needs double the existing number of qualified electricians if it hopes to make a successful transition to net zero, one of the country's foremost construction experts has claimed (Electrical Trade Magazine, [Industry expert says Scotland needs double the number of electricians to hit net zero](#), June 2025)
- ◆ The national organisation for this industry is [SELECT – The Electrical Contractors' Association of Scotland](#). Other industry bodies include the [Electrical Contractors' Association](#), the [National Inspection Council For Electrical Installation Contracting](#), the [National Association for Professional Inspectors and Testers](#) and the [Contractors Health & Safety Assessment Scheme](#).



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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 - Electrical Equipment Repair & Maintenance in the UK (August 2024)**. In the first quarter of 2024, renewable electricity accounted for 50.9% of total generation, underscoring a significant market shift towards sustainable energy sources. Wind energy, particularly, outperformed gas, becoming a prominent source. This push for renewable energy creates specialised repair and maintenance services in electrical equipment like generators and transformers tailored for renewable sources. The maintenance needs for wind turbines, for instance, are night and day from those of traditional fossil fuel technologies. As renewable sources increasingly dominate the energy mix, specialised maintenance services ensure operational efficiency and prolong equipment lifespan. The industry is starting to adapt by providing specific technical expertise and services tailored to renewable technologies.
- ◆ **IBISWorld – Electricians in the UK (September 2024)**. The residential market, encompassing newly built properties and existing homes, has seen a boost in construction due to the government's targets. The government aims to build 1.5 million homes by 2029, creating more residential contracts for electricians. However, the recent decrease in construction output for new private housing has been attributed to increased interest rates and borrowing costs, affecting demand for electricians in this sector.

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

- ◆ **Scottish Construction Now** discusses the current electrical skills shortage and meeting net zero targets (www.scottishconstructionnow.com/articles/select-warns-of-ageing-workforce-and-skills-shortage) (March 2025).
- ◆ **My World of Work** has a job profile for an Electrician which looks at required skills and qualifications, what it's like on the job and typical working conditions. It also has a 'job opportunities' search tool (www.myworldofwork.co.uk/electrician).
- ◆ **Electrical Safety First** have a range of professional resources offering guidance to electrical professionals. These include Best Practice guides, information on wiring regulations, safe installations, and more (www.electricalsafetyfirst.org.uk).

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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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