



Market Report

A Snapshot of your Market Sector

Handyman

This pack has been designed to provide information on setting up a business in the **Handyman** 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 **March 2019**. 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 Handyman 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:

- ◆ Figures from the Office for National Statistics (ONS) shows spending on DIY-related categories **increased 12.2% in 2017**, marking a significant uplift compared to the **4.8% increase in 2016**. This growth was driven by higher inflation, more non-specialists competing in the product areas and a strong housing market over the past few years, notwithstanding the slowdown towards the end of 2017. The strongest growth can be seen in spending on tools and equipment for the house and garden, which accounted for **32% of spending in 2017, up from 29% back in 2015**. (Mintel, *DIY Retailing in the UK*, May 2018).
- ◆ Over the five-year period through 2018-19, industry revenue is forecast to increase at a compound annual rate of **5.9%**. However, EU-referendum related uncertainties have weighed heavily on industry demand from existing homeowners and curbed investment from the commercial sector. Industry revenue is expected to grow by a modest **2.1%** in the current year, to reach **£12.8 billion**. (IBISWorld, *Joinery Installation in the UK*, July 2018).
- ◆ In 2018-19, industry revenue is expected to **grow by 3.8%**. Policy support and funding for new residential construction is expected to encourage demand for plastering services. However, low levels of commercial and industrial investment have limited tender opportunities. The average industry profit margin is expected to be 15.4% of industry revenue in 2018-19. (IBISWorld, *Plastering in the UK*, May 2018).
- ◆ In the coming years, a shortage of skilled electricians, caused by an aging workforce and lack of suitable replacement employees, will remain a concern. However, electricians remain optimistic that initiatives to boost the supply of homes could provide considerable opportunities. Rising spending on transport and telecommunications infrastructure is expected to be a key source of demand. (IBISWorld, *Electricians in the UK*, June 2018).
- ◆ **In 2018-19**, revenue is expected to improve slightly, growing by a forecast **0.6%** as improvements in housebuilding and infrastructure development markets driven by sustained policy support and departmental funding boost demand for general painting and industrial coating services. (IBISWorld, *Painting in the UK*, October 2018)
- ◆ The national organisation for this industry are the [UK Guild of Handymen](#) , [British Home Enhancement Trade Association](#) and the [Association of Certified Handyman Professionals](#).

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.

- ◆ Mintel – DIY Retailing, UK (May 2018).
- ◆ Mintel – Bathroom and Bathroom Accessories, UK (August 2018).
- ◆ Mintel – Ceramic Tiles, UK (July 2018).
- ◆ IBISWorld – Plastering in the UK (May 2018).
- ◆ IBISWorld – Electricians in the UK (June 2018).
- ◆ IBISWorld – Joinery Installation in the UK (July 2018).
- ◆ IBISWorld – Painting in the UK (October 2018).
- ◆ IBISWorld – Floor and Wall Covering in the UK (June 2018).
- ◆ IBISWorld – Hardware and Home Improvement Stores in the UK (October 2018).

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

- ◆ **Money.co.uk** 'How to find trustworthy tradesmen' (tinyurl.com)
- ◆ [RatedPeople](#), [My Hammer](#) and [Checkatrade](#) are some typical examples of review-based directories. Registering and building up a good reputation may help you to increase your customer base here.
- ◆ [Trustmark](#) is another site offering recommendations based on compliance with Government standards for tradespeople. The Federation of Master Builders may also be a useful contact.
- ◆ [Public Contracts Scotland](#) - This portal gives free access to contract opportunities in Scotland. You can also register to receive free e-mail alerts.
- ◆ Tradesman Saver is a website that provides tradesman news and it also has a blog section(tinyurl.com).
- ◆ Wise Tradesmen is another website that provides news in the construction industry (tinyurl.com).

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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 [Retaining and Grow Your Customer Base](#) will help you to identify who your customers are, how to use this information to sell more effectively and how to actively compete in your marketplace.

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.

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