



Market Report

A Snapshot of your Marketing Sector

Handyperson

This pack has been designed to provide information on setting up a business in the **Handyperson** 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 Handyperson 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, revenue is projected to grow at a 2.8% annual rate, reaching £24 billion. Plumbing and HVAC contractors' income fluctuates with construction sector cycles and economic trends. Persistent inflation and tight budgets have hindered spending on commercial and private housing, but government initiatives to boost housing and public infrastructure have created new opportunities, driving growth. Revenue is anticipated to rise by 3.3% in 2024-25. (IbisWorld, Plumbing, Heating & Air Conditioning Installation in the UK, January 2025).
- ◆ Demand for customised kitchens and sustainable designs offers opportunities for brands to target niche markets. An ageing population and multi-generational living trends are boosting interest in inclusive kitchen solutions. While economic challenges have driven more homeowners to DIY, painters remain essential for finishing new builds. Revenue is forecast to grow at 4.4% annually, reaching £5.1 billion by 2028-29, supported by public sector investment in housing and infrastructure. However, DIY trends may temper revenue growth in the medium term. (Mintel, Kitchens and Kitchen Furniture – UK, September 2024).
- ◆ Many home and small business owners have increasingly taken up their own painting projects to cut non-essential spending. However, as inflation slows, consumer and business confidence is reigniting, stimulating an increase in renovation projects and benefitting painters' revenue prospects. In 2024-25, revenue is forecast to grow by 3.3%. (IBISWorld, Painting in the UK, September 2024).
- ◆ The national organisations for this industry are [The British Home Enhancement Trade Association](#) and the [Association of Certified Handyman 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.

- ◆ **IBISWorld - Plastering in the UK (May 2024)** Plasterers generate most of their revenue from the residential market. Government schemes, like the Affordable Homes Programme (AHP), aim to increase the supply of homes on the UK market, which would raise demand for plastering services. As part of the Spring 2024 budget, the AHP secured a further £3 billion in funding, facilitating an additional 20,000 homes to be constructed. As part of the Spring 2024 budget, the AHP secured a further £3 billion in funding, facilitating an additional 20,000 homes to be constructed. The government plans to add 300,000 new homes annually by the mid-2020s. However, the government is not set to meet this target and has downgraded it to a voluntary target.
- ◆ **Mintel –Construction - UK – 2023 (May 2023)** Construction has a high reliance on business and consumer confidence levels, which is why large elements of the sector can be volatile. The industry now also faces significant challenges with propelling the UK towards net zero targets by 2050. Given that 85% of the building stock that will exist in 2050 has already been built, there are major retrofit and improvement opportunities arising.
- ◆ **IBISWorld - Residential Building Construction in the UK (November 2023)** A surge in the number of people working from home, in addition to a somewhat unexpected jump in house prices in the immediate aftermath of the pandemic, spurred a greater desire among private homeowners to spend on renovations. However, recent inflationary pressures and a cost of living crisis have since prevailed, limiting demand to essential repairs.

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

- ◆ [RatedPeople](#), [MyBuilder](#) 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.
- ◆ [Tradesman Saver](#) is a website that provides tradesman news, and it also has a blog section.
- ◆ [Public Contracts Scotland](#) - This portal gives free access to contract opportunities in Scotland. You can also register to receive free e-mail alerts.
- ◆ [Professional Builder](#) is a trade magazine providing news and support to the industry

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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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