



# Market Report

A Snapshot of your Market Sector

## Sewing

### 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 **Sewing** 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](http://www.bgateway.com/businessplan)), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in **August 2023**. 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 Sewing 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:

- ◆ The appetite for shows like Bake Off could offer opportunities for competitive socialising events. Mintel research conducted in November 2020 found that 15% of hobbyists, including 23% of those aged under 40, were interested in taking part in competitions in activities like baking and sewing. Brands could create events like these in local communities, or via workplaces, even building up to competitions on a national basis (eg showcasing regional baking specialities). (Mintel, *Hobbies and Interests UK*, 2023).
- ◆ Inflationary pressures are set to linger in 2023-24. Households will continue to limit discretionary expenditure, with orders from downstream markets remaining subdued. As disposable income recovers in the medium term, wholesalers will be able to take advantage of rising demand for bespoke and sustainably sourced fabrics. These products have higher margins and will boost profitability. (IBISWorld, *Textile Wholesaling in the UK*, March 2023).
- ◆ The Textile Weaving and Finishing industry's revenue has declined over the past five-year period due to strong competition from overseas manufacturers, combined with the falling price of wool. However, demand for British goods from domestic and international consumers has increased, and designers and manufacturers have responded by moving operations to the United Kingdom. This has somewhat supported the industry's performance and limited the decline in industry revenue. (IBISWorld, *Textile Weaving & Finishing in the UK*, January 2022).
- ◆ It is no surprise sewing will continue to be one of the top crafts in 2023 as many Brits are now motivated to sew to create, repair and renew in a bid to make their clothing more sustainable. Searches for "Sewing Ideas" on Hobbycraft.co.uk jumped by a whopping 295% in 2022, compared to the previous year. ([Prima Magazine](#), *Hobbycraft reveals the 2023 craft trends you need to try in the new year*, December 2022).
- ◆ Gen Zs stand out as being the most interested in retailers offering advice on how to extend the life of a fashion item through repairing tips at in-store or online events, with over a third interested in this. This can be a key way to drive more sustainable behaviours among this generation of high intensity fashion shoppers. (Mintel, *Fashion & Sustainability UK*, 2023)
- ◆ The national organisation for this industry include [Craft Scotland](#), [Crafts Council](#), [Creative Scotland](#), [Arts and Business Scotland](#) and the [Society of Designer Craftsmen](#).



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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](mailto:info@bgateway.com).

- ◆ **Mintel – Fashion & Sustainability UK (2023)**. Almost half of young women buy preloved. The fashion resale market has been boosted over the last few years by the pandemic and the cost of living crisis, with a third of consumers buying fashion items second-hand and over a quarter selling items in the last 12 months. The trend for thrifting and vintage among young consumers, with close to half buying second-hand pieces, has driven the popularity of youth-focused fashion marketplaces including Depop, Vinted, Shpock and StockX.
- ◆ **Mintel – Ethical Retailing UK (2023)**. While there is a general view that the younger generation are more engaged in eco issues, our consumer research reveals over 55s are more likely to have upcycled products (47%), recycled used items (70%) and bought locally produced products (65%) in the past year compared to younger counterparts.

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

- ◆ **Craft Business** is an industry news website with sections on knitting, stitching and haberdashery, as well as insights into the craft retail industry in general. Their stories feature new trends and innovations, product releases, and details of upcoming events you may be interested in if you have a business in the sewing, haberdashery or textile sectors ([tinyurl.com/yckv3efm](https://tinyurl.com/yckv3efm)).
- ◆ The **Craft Scotland** website has a directory of makers across all crafts, including sewing, needlework, upholstery and other textile work. They also have a What's On section covering upcoming events in Scotland, as well as free resources for makers through their Craft Community page which includes job and volunteering opportunities; commission work; surveys; research and more ([craftscotland.org](https://craftscotland.org)).
- ◆ **Culture and Business Scotland** is a charity that works with arts, culture and heritage related businesses. On their website you can find information about upcoming events, industry news, as well as upcoming funding opportunities, as well as free resources published by the charity ([cultureandbusiness.scot](https://cultureandbusiness.scot)).

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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](mailto: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](mailto: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.

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**Updated by: Liesel**

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