



Market Report

A Snapshot of your Market Sector

Tiler

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 **Tiler** 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 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 Tiler 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:

- ◆ Some **64% of consumers** agreed that **well-designed bathroom spaces** are **important for health and wellbeing**. Just under half (48%) of those with a bathroom space in their household have made some sort of investment in their bathrooms over the last three years. Vibrant tiles and terrazzo, and products like rimless toilets and easy-cleaning tiles are growing in popularity. (Mintel, *Bathroom and bathroom accessories UK*, 2021).
- ◆ **On average, 70% of tradespeople say they expect to be very busy in 2023**. Among the top ten trades that expect to be busy are Bathroom fitters, **tilers**, roofers, handy people, painters, electricians and plasterers. (Rated People Home Improvement Trends Report 2023) Full report can be viewed at (<https://tinyurl.com/2wkxy5m3>)
- ◆ Mintel reports the market size for ceramic tiles in the UK in **2021 was £392.4 million** and is forecast to rise to **£397.3 million** by **2026**. UK produced tiles previously accounted for around **20%** of the UK market. The remainder of the market is satisfied by imports (**90%**) (Mintel, *Ceramic Tiles UK*, 2022).
- ◆ The **global ceramic tiles market** was valued at **\$85,000 million in 2020** and is estimated to **grow to \$127,172.49 million in 2025**. Growing preference of consumers toward home furnishings and rise in spending power are driving the global ceramic tiles market. Ceramic tiles are preferred equally in residential and commercial construction because of elegant aesthetics, longer service life, and easy cleaning. Properties, such as ultraviolet (UV) resistance, weather resistance, and glue free fitting of ceramic tiles encourage their use in outdoor spaces, such as terrace and balcony. (Technavio, *Global Ceramic Tiles Market, 2021-2025*).
- ◆ The **UK's biggest tile specialist Topps Tiles** posted **revenue of £119.2 million** for the six months to 2 April **2022**, up from £103 million a year prior, as strong demand for home improvements continues. In its latest financial report, the retailer outlined its strategic and operational highlights for 2022 which included the acquisition of Pro Tiler in March and the launch of Tile Warehouse, its online-only brand aimed at “value conscious” homeowners. (Mintel, *May Retail Briefing*, May 2022).
- ◆ The national organisation for this industry is [The Tile Association](#). Other industry bodies include the [Federation of Master Builders](#), [Scottish Building Federation](#), [Construction Scotland](#), and the [Association of British Ceramic Distributors](#).



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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.

- ◆ **Mintel - Ceramic Tiles UK, 2022.** In the UK, ceramic tiles are traditionally destined for wall application in wet areas – kitchens and bathrooms. There has been a trend towards more floor applications in the past 20 years within the sector, and this has extended applications to other areas including conservatories and even garden applications. The UK significantly lags flooring demand in an international context, partly influenced by the traditional use of suspended flooring in the UK.
- ◆ **IBISWorld – Floor and Wall Covering in the UK, March 2023.** Strong demand from the repair and maintenance sub-sector supported an increase in revenue prospects for tiling contractors over the two years through 2021-2022 as homeowners sought to renovate their homes following the easing of lockdown restrictions.
- ◆ **IBISWorld – Brick & Tile Manufacturing in the UK, March 2023.** Residential construction activity is the main source of demand for clay bricks, ceramic floor tiles, wall tiles and roof tiles. Downstream residential construction markets will account for 37.8% of brick and tile manufacturers revenue in the current year. Demand from residential building construction is picking up through 2022-2023.

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

- ◆ **My World of Work** has a career profile for a wall and floor tiler which notes average UK salary, number of people currently employed in Scotland, and a five year job forecast (tinyurl.com/y2q765qh).
- ◆ **UK Pro Tiling Training** offers information on training, and a summary of earnings and opportunities (tinyurl.com/ycyrzjyx).
- ◆ **The Tile Association (TTA)** has a 'Find a Tiler' tool which can be searched by location. This may be helpful in identifying local competitors (tinyurl.com/yyhuhvqv).
- ◆ **The UK Government** has monthly statistics on 'Building materials and components' from the Department for Business, Energy & Industrial Strategy (tinyurl.com/y3hmm4mv).
- ◆ **The Construction Index** has up-to-date news and analysis on construction output and trends in the United Kingdom, which may offer further insight into residential and commercial building markets (tinyurl.com/y42hagsc).

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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.

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