



Market Report

A Snapshot of your Market Sector

Tiler

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 **September 2020**. 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:

- ◆ Between 2013 and 2018, the volume of the ceramic tile market **increased by less than 13%**, but there was **stronger 16.7% growth** in the value of the market. The relationship is complicated not only by price increases but also product mix (with more expensive floor tiles gaining market share) and market mix (with the importance of the volume purchases of new house builders increasing). In the R&M sector, there has also been a trend away from the DIY element of the market towards the use of tradesmen. (Mintel, *Ceramic Tiles – UK*, July 2019).
- ◆ However, house price and income uncertainties have constrained spending on specialist contractors, with homeowners instead opting for cost-saving do-it-yourself (DIY) home improvements. The COVID-19 (coronavirus) outbreak is expected to cause significant operational and supply chain disruption across the construction sector during the current year, constraining workflow for industry contractors. This is expected to cause revenue to **fall by 22.8% in 2020-21**. (IBISWorld, *Floor and Wall Covering in the UK*, September 2020).
- ◆ Over the past ten years, the smooth flooring market has become more affordable, and demand has been creeping up again since the 2008 recession, as consumers have looked to refurbish their home and spending on the home increased. But as the trend for smooth flooring looks to plateau, we can expect to see growth slow in the coming years. (Mintel, *Carpets and Floor Covering –UK*, May 2018).
- ◆ Only **11%** [of consumers] say they are definitely investing in a bathroom, shower room or separate toilet/cloakroom project in the **next 3 years**. While a further **19%** will probably invest many are more uncertain, with **33%** definitely not having any investment plans. The speed of the economic recovery and housing market will be key as to whether project intentions will change, however the recent temporary removal of stamp duty for properties under £500,000 should provide some incentive. (Mintel, *Bathroom and Bathroom Accessories: Inc Impact of COVID-19, UK*, August 2020).
- ◆ 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](#).

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 (July 2019).** By far the most significant development in bathrooms has been the en suite trend, which has increased the number of wet rooms per house. This trend has developed beyond a fashion, and is now very common in new properties. It has also begun to permeate into retrospective installations in existing properties, and is a common home improvement project if there is sufficient space. . . There has been a trend towards larger bathroom areas in larger properties, with wet rooms becoming a lifestyle statement and typically requiring floor to ceiling tiling.
- ◆ **Mintel – Bathroom and Bathroom Accessories: Inc Impact of COVID-19 – UK (August 2020).** The impact of the lockdown in March 2020 and the subsequent disruption to retailing as well as wider plans for investment in bathrooms, is expected to result in yearend sales being significantly below those in 2019, down 25.7% on 2019 to £996 million. In the short term, sales are expected to have plummeted in March and remained low during April and May as few opportunities were open for purchasing. Where this was possible it is likely to have been lower priced accessories where most sales were achieved with larger equipment for installation further affected by the restrictions of professional installers and social distancing concerns.
- ◆ **IBISWorld – Floor and Wall Covering in the UK (September 2020).** Since the EU referendum, however, the market for floor and wall covering services has been affected by prevalent socio-economic uncertainties. House price, income and job insecurities have induced a propensity to save among homeowners, curbing non-essential spending on specialist contractors as consumers instead opt for do-it-yourself alternatives. Moreover, commercial construction activity sharply declined in the immediate aftermath of the EU referendum and output has remained weak since as private investor sentiment has declined

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

- ◆ **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).
- ◆ **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 years job forecast (tinyurl.com/y2q765qh).

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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.

Last updated: September 2020

Updated by: Jessica H

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