



Market Report

A Snapshot of your Market Sector

Web Designer

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 **Web Designer** 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 **December 2022**. 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 Web Designer 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:

- ◆ Industry revenue is forecast to increase at a compound annual rate of **3.4%** over the five years through 2026-27 to reach **£680.1 million**. More of the population is anticipated to gain access to the internet, meaning a greater number of people will be exposed to online content. (IBISWorld, *Web Design Services in the UK*, March 2022).
- ◆ Almost all organisations now have some form of digital exposure. **96%** of businesses and **88%** of charities have at least one digital service such as online bank accounts, social media pages, network-connected devices or the ability for customers to book or pay online. (Intel, *Computer Security - UK* – February 2022).
- ◆ Industry revenue is forecast to expand at a compound annual rate of **2.6%** over the five years through 2027-28 to reach **£71.6billion**. Growth is expected to be supported by more certain global and domestic economic conditions due to the easing of pandemic-related restrictions and the UK's withdrawal from the European Union. (IBISWorld, *Computer Consultants in the UK*, July 2022).
- ◆ The development of IT Services has been strongly impacted by the pandemic, but rather than restricting opportunities as in most markets it has accelerated digital programmes and given rise to increased demand for IT Services. There remains a critical aspect of the development for the IT Services sector, involving the breadth of digital expansion to virtually all areas of industry and commerce. (Intel, *IT Services - UK*, March 2022).
- ◆ The national organisations for this industry are [ScotlandIS](#) and [Web Professionals](#).



Connect with us

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 – *Computer Consultants in the UK (July 2022)***. Competition from start-up technology specialists is likely to discourage business from using traditional tech giants for the majority of scenarios. The number of industry enterprises is forecast to expand at a rate of 2.3% over the five years to 2027-28.
- ◆ **IBISWorld – *Web Design Services in the UK (March 2022)***. Rising smartphone ownership has increased the ease of convenience of accessing online content, which has benefited the industry, as many businesses have required web design services to optimise websites and make them mobile friendly. Additionally total online expenditure has risen over the past five years supported by shopping through mobile devices.
- ◆ **Mintel - *IT Services - UK (March 2022)***. Covid-19 served to accelerate digital strategies across all industries. Along with growing technological capabilities, new challenges emerged, including remote working. The stimulus to digital programmes alone was estimated to have been the equivalent to two years of normal development according to Microsoft.
- ◆ **IBISWorld – *Software Development in the UK (June 2022)***. The rapid increase in IT has driven the industry's growth over the decade. Demand for cloud-based and business operation software was boosted due to nationwide lockdowns that led to a surge in remote working.

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

- ◆ **Tech Jury - *Website Design Industry Statistics: All You Need To Know In 2021*** (Dec 2021) (tinyurl.com/wb224lm).
- ◆ **PayScale - *Average Web Developer Salary in United Kingdom*** (tinyurl.com/tvs5sw5). The website contains information on the Web Developer job profile, skills and salary. "The average salary for a Web Developer in United Kingdom is £25,424".

Disclaimer: Please note that this research may contain copyrighted material. Copyright belongs to the holders credited above and, as such, recipients of this research reproduce and repurpose this information at their own risk.



Connect with us

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**



Connect with us

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](#).

Although every effort has been made to ensure the accuracy of the information provided, Business Gateway will not be held liable for any inaccuracies or omissions in the data supplied, or for the content of any website that the document above may contain links to. By using this information, you accept this disclaimer in full. Also, please note that Business Gateway does not endorse any business or individual that may be referred to above.

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: December 2022

Updated by: Sue

Connect with us