



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

This market report was updated by Business Gateway in **December 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 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:

- ◆ Web design revenue is forecast to **grow at a compound annual rate of 3%** over the five years through 2028-29 to **£721.5 million**. Demand will be supported by a continued rise in the number of businesses in the UK and ever-climbing online activity. Demand for mobile website development will be particularly strong as more and more people use their devices as their main way of accessing the internet. (IBISWorld, *Web Design Services in the UK*, July 2023).
- ◆ The **global web content management market** was valued at **\$9,154million in 2021** and is expected to **grow to \$28,054million in 2026**. Enterprises across industries are adopting digital business models, and they are choosing online platforms to promote their products. With enterprises across industries becoming more customer-centric, the demand for personalization is increasing. Vendors operating in the WCM market offer new features, such as hyper-personalization, to the headless content management system (CMS). (Technavio, *Global Web Content Management Market, 2022-2026*).
- ◆ Industry revenue is expected to **rise at a compound annual rate of 2.5%** over the five years through 2028-29 to reach **£74.6billion**. **Software consulting** is the largest service for consultants, representing **63.8%** of industry revenue, with **systems and technical consulting** the next biggest contributor at **16.5%**. (IBISWorld, *Computer Consultants in the UK*, November 2023).
- ◆ As of June 2021, **27 thousand individuals** were employed as **web design and development professionals** outside the creative industries, a slight decrease from the previous year. (Statista, *IT Services*, November 2023).
- ◆ Cyber security considerations are an increasing aspect of web design. As of 2023, the **estimated annual cost of cybercrime in the UK was US\$320 billion**. This figure is projected to increase to over US\$1.82 trillion by 2028. In 2022, among other European markets and the United States, the UK had seen the highest losses through cybercrime for the second consecutive year, with around US\$4.21 million on average for a data breach. (Statista, *Impact of cybercrime on companies in the United Kingdom (UK)-Statistics & Facts*, December 2023).
- ◆ The national organisations for this industry are [ScotlandIS](#); [BCS, The Chartered Institute for IT](#); [The Digital Marketing Association](#); [The Design Business Association](#); and [Web 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](mailto:info@bgateway.com).

- ◆ **The Government** is strengthening the Network and Information Systems Regulations 2018 to ensure the UK is better protected from cyberattacks. The changes follow a number of high-profile attacks on managed service providers, which provide services such as security monitoring and digital billing. Other changes include requiring improved cyber-incident reporting to regulators such as Ofcom, Ofgem and the Information Commissioner's Office. (UK government, [www.gov.uk/government/news/cyber-laws-updated-to-boost-uks-resilience-against-online-attacks](https://www.gov.uk/government/news/cyber-laws-updated-to-boost-uks-resilience-against-online-attacks) Press Release November 2022).
- ◆ **IBISWorld – Web Design Services in the UK (July 2023)**. AI's role in web design is yet to be truly uncovered but looks set to hugely streamline operations and reduce much of the human interaction needed in web design services. AI can automate a handful of the tasks and functions needed for web design, including user optimisation, content development, personalised end-user experience and coding. While the benefits offered by AI prove attractive for web designers, the technology also has the potential to pick away at industry revenue, especially from individuals and SMEs, which might use it to create their own websites instead of turning to designers.
- ◆ **IBISWorld – Computer Consultants in the UK (November 2023)**. Competition from start-up technology specialists will likely discourage businesses from using traditional tech giants. Offshoring is likely to pose the greatest threat to computer consultants moving forward. The most notable offshore operator is the Indian IT giant Infosys, which is expanding its domestic workforce and is fast becoming a major global player in computer consultancy outsourcing.

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

- ◆ **Tech Jury - Website Design Industry Statistics: *All You Need to Know In 2023*** (August 2023).
- ◆ **Best Startup Scotland** – in 2022 this entrepreneurship site carried out a ranking exercise of Web Design Companies in Scotland. The [top 101 Web Design companies in Scotland](#) includes links to further information about the companies.
- ◆ **Glassdoor - Web Designer Salary in UK** - (<https://www.glassdoor.co.uk/Salaries/web-designer-salary>). The website contains information on the Web Developer job profile, career path and salary. "The average salary for a Web Developer is £33,387 per year in the United Kingdom, with a range from £25000 - £46000."
- ◆ **National Library of Scotland** – free business eResources include COBRA business start-up guides, including one for **Web Designer 2022**, which includes market information and links to further guidance. Registration is free for Scottish users (<https://www.nls.uk/business/>).

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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. Publications are also available at [Statistics and Research](#).
- ◆ [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: December 2023**

**Updated by: Eleanor**

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