



Market Report

A Snapshot of your Marketing Sector

Property Development & Real Estate

This pack has been designed to provide information on setting up a business in the **Property Development & Real Estate** industry in Scotland, as well as helping to inform the market research section of your business plan. This report covers the following industry segments: **Property Development & Maintenance, Real Estate and Letting Agents.**

You can find more information on how to write a business plan from the Business Gateway website (www.bgateway.com/media/dvwhjxbo/business_plan_guide.pdf), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in **May 2026.**

What do I need to know about the Property Development & Real Estate 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:

- ◆ In 2030, the United Kingdom real estate market is forecast to have a value of **US\$485,380.7 million (approx. £359.0 million)**, an increase of 19.3% since 2025. The UK real estate market grew by 1.7% in 2025 to reach a **volume of 22,507.9 thousand units**. In 2030, the UK real estate market is forecast to have a volume of 26,484.8 thousand units, an increase of 17.7% since 2025. (Global Data Explorer, *United Kingdom – Real Estate*, April 2026). This content is reproduced under license from GlobalData PLC, Copyright 2026.
- ◆ The **industrial and logistic property market** is forecast to outperform retail and offices in terms of capital value growth in the period between 2025 and 2028. East Midlands accounted for the largest share of take-up in the UK logistics and industrial real estate market between the first and second quarters of 2025. The region accounted for approximately 30.7% of the annual take-up in the four-quarter period. Scotland accounted for 0.5%. (Statista, *Commercial Real Estate in the UK*, 2025).
- ◆ **Private housing was the repair and maintenance (R&M)** segment with the highest output value in UK, amounting to nearly **£34.8 billion in 2025**. Other private repair and maintenance work, and infrastructure R&M, had the second and third-highest output. (Statista, *Building Construction*, March 2026).
- ◆ In recent years, house prices have increased considerably across the UK due to the especially high demand, limited availability and rising construction costs. However, with the housing market cooling down, it can be expected that land values will also be affected. In December 2025, the **price of urban land for development** in the UK was **1.7% lower than a year earlier**. The value of **greenfield land decreased** in the same quarter by about **1.4%**. (Statista, *Building Construction*, April 2026).
- ◆ The **UK residential rental market is poised for significant growth**, with forecasts indicating a cumulative **increase of nearly 18.8% by 2029**. This surge is expected to be front-loaded, with a robust 4% rise anticipated in 2025. The recent upward trend reflects the complex interplay between housing affordability, mortgage rates, and supply of rental homes, as the UK housing market navigates a period of transition. (Statista, *Residential real estate in the United Kingdom: statistics and facts*, December 2025).
- ◆ The national organisations for this industry are the [Scottish Building Federation](#) and [Scottish Association of Landlords](#). Other industry bodies include [Built Environment - Smarter Transformation](#), the [Federation of Master Builders](#), [RICS](#) (the Royal Institution of Chartered Surveyors), the [Letting Protection Service](#), [Propertymark](#), [UK Association of Letting Agents](#), [Property Managers Association Scotland](#) and the [Construction Industry Council](#).

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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.

- ◆ **Statista – Commercial Real Estate in the UK (Dec 2025).** The UK is home to the largest commercial real estate market in Europe. The country's diverse and robust economy and London's status as a leading global financial centre make the UK an attractive destination for both domestic and international investors.
- ◆ **Statista – Rental Market in the UK (March 2025).** Rents in the UK have continuously increased over the last decade, with growth accelerating since 2021. In January 2025, the Index of Private Housing Rental Prices (IPHRP) rose by 8.7%, which was only slightly below the highest increase on record. In January 2025, the rent-to-income ratio in most of the UK's regions exceeded 30%. According to a November 2024 forecast, rents will continue to rise until 2029, though slower.
- ◆ **Global Data Explorer - United Kingdom Real Estate (2026).** Essential resource for top-line data and analysis covering the United Kingdom real estate industry. Includes industry size and segmentation data, textual and graphical analysis of industry growth trends, leading companies and macroeconomic information.
- ◆ **Global Data Explorer - Real Estate - Global Industry Data (2021-2030).** This interactive datafile provides extensive annual market data for 52 of the world's largest Real Estate markets and six major regions from 2021-2025 and market forecasts from 2026-2030. The datafile provides a market summary section, regional and country comparison sections, bubble analysis and options for downloading the underlying raw data.

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

- ◆ [Registers of Scotland - Property Market Report 2024-2025](#) This report provides a long-term statistical review of the property market in Scotland. They also offer [Data and Statistics](#) for you to explore.
- ◆ [Ryden's Scottish Property Review 2025](#). This annually published report provides market trends and data on office, industrial, retail & leisure, investment property and residential development in Scotland.
- ◆ [Savills UK | Prime Scotland House Prices – Q2 2025](#) Scottish market overview including valuations and regional insight. See more Savills property [research](#).
- ◆ [Citylets](#) publish [Quarterly Rental Market Reports](#) which provide residential letting market overviews for Scotland as a whole and also Scottish regions.
- ◆ [The Royal Institution of Chartered Surveyors](#) carry out [UK Residential Market Surveys](#).
- ◆ [Propertymark](#) provide [monthly news and reports](#) on the industry.
- ◆ [Rightmove](#) publish their own [House Price Index](#) which is the largest, most up-to-date monthly sample of residential property asking prices. The index monitors changes in house prices both annually and monthly, providing a comprehensive view on the current state of the property market in UK and Scotland.

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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 websites, 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.



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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.

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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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