Market Report

A Snapshot of your Marketing Sector

Web Designer

business gateway

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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 **November 2025**.

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 Services revenue is **expected to contract** at a compound annual rate of 0.6% **over the five years through 2025-26 to £658.2 million.** A difficult economic environment, marked by peak inflation of 11.1% in October 2022, high interest rates and persistent cost-of-living difficulties dampened downstream businesses' confidence. However, profit is starting to recover, as reducing reliance on physical infrastructure cuts maintenance bills and a stronger pound reduces the expense of purchasing foreign software essential to the industry. **Revenue is forecast to climb at a compound annual rate of 2.7% to £751.4 million over the five years through 2030-31**. (IBISWorld, *Web Design Services in the UK*, June 2025).

◆ Many companies in the UK seek out graphic designers who specialise in advertising solutions that integrate with websites and mobile apps. Industry revenue is expected to climb at a compound annual rate of 2.3% over the five years through 2029-30 to £4.6 billion. Many **graphic designers are likely to continue to expand their offerings to include designing web-based media** creating computer graphics and providing product layout **– web design accounted for 20% (£827.7m) of industry revenue in 2025.** (IBISWorld, *Graphic Design Activities in the UK*, October 2024).

◆ In 2024, the **global web development market was dominated by the SMEs** segment, contributing to a market share of 69.0%. The Large enterprise segment held the smallest market share of 31.0%. In 2029, this market is expected to still be dominated by SMEs segment contributing to a market share of 71.0% and the large enterprise segment is expected to hold the smallest market share of 29.0%. **UK was the 6th-largest country in the market in 2024** and will improve its relative position in the overall market to become the **5th-largest segment in 2029**. (Technavio, *Global Web Development Market 2025-2029,* April 2025).

◆ Cyber security considerations are an increasing aspect of web design. As of 2025, it was estimated that **cybercrime cost the UK economy US$61 billion. This figure is projected to increase to over US$1.82 trillion by 2028.** A survey conducted in the UK (September 2023 to January 2024) found that around 13% of businesses that had identified a data breach incident or a cyberattack in the preceding 12 months had seen at least one outcome after the incident. The most common were the situations where the website or online services were taken down or made slower and the temporary loss of access to files or networks. (Statista, *Cybercrime and companies in the UK*, 2025).

◆ The national organisations for this industry are ScotlandIS; BCS - The Chartered Institute for IT; The Digital Marketing Association; The Design Business Association; and CSD(The Chartered Society of Designers).

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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.

- ◆ **IBISWorld** – **Web Design Services in the UK (June 2025**). The emergence of convenient all-in-one platforms, like Shopify, poses a challenge to traditional content web development services, which may see a decline in revenue as more companies opt for these self-service options. However, custom/premium platform web development is still the leading product in the industry, as clients prefer websites that align with their operational goals, user journeys, and branding, offering more adaptability than standard templates. The rise of AI presents a double-edged sword for the industry. On the one hand, AI can automate various web design tasks, including user optimisation, content development, personalised user experiences and coding, enabling businesses to expand their range of offerings and take on more clients, but it could also dip industry revenue as individuals and SMEs might opt to create their websites using AI instead of hiring designers.

- ◆ **Technavio** – **Global Website Builder Software Market 2024-2028 (November 2024).** The global website builder software market was valued at $2,145.0 million in 2023 and is estimated to grow to $2,757.2m in 2028. The growing importance of digital storefronts for small businesses is a primary driver, as more enterprises recognize the necessity of an online presence to reach broader audiences and enhance customer engagement. The proliferation of affordable smartphones and mobile data plans is creating a new wave of Internet-first businesses and entrepreneurs who require simple, cost-effective website building solutions.

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

- ◆ **Forbes Media – Business Newsletter October 2025:** UK Website Statistics 2025 – "*According to a 2025 Forbes Advisor poll with 152 respondents, 70% said they could build their own website, with over a third (38%) citing that it's easy to do.*" This edition of the newsletter offers other relevant data about websites in UK, including small business usage and most popular software.

- ◆ **National Library of Scotland –** free business eResources include COBRA business start-up guides, including one for **Web Developer 2024**, which includes market information and links to further guidance. Registration is free for Scottish users (https://www.nls.uk/business/).

- ◆ **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.

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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 contact us on 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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