



# Market Report

A Snapshot of your Marketing Sector

## Adult and Domiciliary Care

This pack has been designed to provide information on setting up a business in the **Adult and Domiciliary Care** 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 **April 2026**.

## What do I need to know about the Adult and Domiciliary Care 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:

- ◆ As of 2022, **147,300 people worked in the adult social care sector in Scotland** (Scottish Social Services Council, 2022). The sector encompasses a diverse range of services tailored to support adults with care and support needs, spanning across public, private, and voluntary sectors. The demand for social care is expected to grow in the UK overall, as the number of people aged over 85 is projected to grow by 62% by 2037 (Office for National Statistics, 2024a). Similarly, the number of **people aged over 65** in Scotland is projected to **increase by almost a third by mid-2045**. (Skills for Care and Development, [Economic and social value of the UK adult social care sector: Scotland](#), July 2024).
- ◆ The direct impact in 2023, including wages and earnings of employees in the sector, as well as the operating profits of independent care, is estimated to comprise **£3.2 billion** in Gross Value Added (GVA) and **114,300** whole-time equivalent (WTE) **jobs**. When informal care was included, the direct GVA is estimated at nearly £17.0 billion, and the number of WTEs at almost 934,700, yielding a labour productivity of £18,200 per WTE. (Skills for Care and Development, [Economic and social value of the UK adult social care sector: Scotland](#), July 2024).
- ◆ In 2025, GVA in the Social Care sector was estimated to be **£6,497m**, generating 3.8% of Scotland's total economic output. Between 2015 and 2025, GVA in the sector was estimated to have **increased by 2.0%** on average each year, compared to equivalent annual growth of 0.9% across Scotland. Looking ahead, GVA in Social Care is forecast to grow on average by 2.0% each year between 2025 and 2035, which is slightly above Scotland's average (1.7%). In 2035, the sector is forecast to account for **4.0% of Scotland's total economic output**. (Skills Development Scotland, [Social Care: Sectoral Skills Assessment](#), October 2025).
- ◆ The national organisation for this industry is [Scottish Care](#). Other industry bodies include [The Care Inspectorate](#), the [Scottish Social Services Council](#), the [Coalition of Care and Support Providers](#) and [Care Information Scotland](#).



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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).

- ◆ **Statista – Care & Support, UK (July 2025)**. In 2025, on average, care homes in Scotland were more expensive than in England or Wales. In the UK, the average residential care home cost £1,406 per week – in Scotland £1,439. This is the cheapest type of care home, which provides support for day-to-day activities like dressing and bathing. Nursing homes, on the other hand, cost £1,549 per week in Scotland, providing nursing care around the clock. Specialized care like dementia care will also cost more.

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

- ◆ **[Skills Development Scotland - Social Care: Sectoral Skills Assessment](#)** (October 2025). The most recent Census data shows that Scotland's population is ageing with the number of people aged 65 and over increasing. The Social Care sector plays an increasingly significant role in contributing to the country's wellbeing, through providing more opportunities, creating sustainability and inclusive growth, and by reducing inequality and supporting parity between economic, environmental and social progress. However, the Social Care sector has challenges and is often perceived as unattractive, with unfavourable working conditions. Key skills gaps in Social Care, identified by managers, are infection prevention and control, digital skills, quality improvement and integrated service skills. Forecasts for the long-term (2028-2035) estimate that 60,000 people could be required in the sector.
- ◆ **[Skills for Care and Development - Economic and social value of the UK adult social care sector: Scotland](#)**, (July 2024). Overall, the adult social care sector in Scotland is estimated to support 171,400 whole-time equivalent (WTE) jobs and generate £5.2 billion in value when considering direct, indirect, and induced impacts, not including informal care. The adult social care sector also creates a wide range of benefits that are not captured in GVA or employment measures, such as the wellbeing of adults receiving care and peace of mind for the general population. The results of this analysis suggest that the socioeconomic benefits of the adult social care sector in Scotland are £34.1 billion while costing £17.3 billion. This means that for every £1 spent, there are £1.98 in socioeconomic benefits.
- ◆ **The Care Inspectorate** – offers a number of publications and statistical reports on various sectors within the care industry in Scotland. ([www.careinspectorate.com](http://www.careinspectorate.com)).
- ◆ **The Scottish Government** website has a number of statistical datasets relating to health and social care that you can access ([Health and Social care analysis](#)).
- ◆ **Public Health Scotland** – publishes regular releases on a variety of topics which present data from across NHSScotland, including statistics on social & community care. ([Public Health 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](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 contact us on [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 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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**Updated by: Andy**

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