



Market Report

A Snapshot of your Marketing Sector

Painting & Decorating

This pack has been designed to provide information on setting up a business in the **Painting & Decorating** 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 **April 2026**.

What do I need to know about the Painting & Decorating 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:

- ◆ The construction industry in the **UK is expected to grow in real terms by 2.2% in 2026**, supported by investments in housing and commercial projects. Improvements in the business environment is also likely to boost the construction industry's growth. The construction industry, over the remainder of the forecast period, is expected to record an average annual growth of 3.3% from 2027 to 2030, supported by investments in transport, housing, and energy projects, coupled with the government's 10-year Infrastructure Strategy (2025-36), announced by the government in June 2025 with an estimated investment of GBP725 billion (\$936.5 billion). (GlobalData Explorer, *Construction in the UK – Key Trends and Opportunities to 2030*, March 2026, *This content is reproduced under license from GlobalData PLC, Copyright 2026*).
- ◆ Revenue in the Paint, Wallpaper & Supplies market amounts to **US\$1.43bn in 2026**. Despite its steady growth trajectory, this market faces challenges due to the recent economic downturn and a decelerating construction sector, which have collectively led to a modest increase in revenue, with an expected annual growth rate of 0.98% (CAGR 2026-2030). In a global context, the **UK stands out as a significant player, generating the highest revenue in this sector**, with United States leading the way at **US\$54bn in 2026**. (Statista – *Paint, Wallpaper & Supplies Consumer Report- United Kingdom (2026)*).
- ◆ In 2025, **around 60% of homeowners intended to decorate their home and 41% were planning to hire a decorator**. This is according to the 2025 'UK Houzz & Home Report', which found that there was an ongoing interest in home improvement despite broader economic uncertainty (KBBFocus, [Key findings from the 2025 UK Houzz & Home Report](#), May 2025)
- ◆ When it comes to confidence around DIY projects, **females feel less confident than males** but are also less interested than males in things that would make them feel more confident, due to an overall lower interest in doing DIY projects at all. Reasons include not enough experience or time to carry out these projects, indicating an opportunity for businesses offering these types of services. (GlobalData Explorer, *UK Retail Hot Topics: DIY* (February 2025)).
- ◆ The national organisation for this industry is [Painting and Decorating Association](#). Other industry bodies include the [Scottish Decorators Federation](#), the [Federation of Master Decorators-Scotland](#), and the [British Coatings Federation](#).

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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 – Paint, Wallpaper & Supplies Consumer Report- United Kingdom (2025)**. This report from the series of Consumer Market Insights reports provides an in-depth overview of the Paints, Wallpaper & Supplies market, a key segment of the global DIY and hardware sector. This market has experienced sluggish growth, driven by economic downturns, intense competition, and supply chain challenges. Additionally, declining home renovation activities and reduced consumer spending have further impacted its performance. Despite these challenges, consumer preferences are shifting toward eco-friendly and sustainable products. Customers are increasingly drawn to paints and wallpapers that are natural and toxin-free, reflecting a growing awareness of environmental impacts. This trend aligns with the desire to create personalized, aesthetically pleasing living spaces while minimizing ecological harm. As DIY home improvement projects continue to rise in popularity, there is a slow but steady evolution in the market, driven by a growing interest in creativity and self-sufficiency.
- ◆ **GlobalData Explorer - UK Retail Hot Topics: DIY (February 2025)**. While just over half of consumers feel confident doing large DIY projects, most consumers feel confident doing smaller DIY projects. Consumers are more likely to outsource the work for larger home DIY projects.

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

- ◆ **Professional Painter and Decorator Magazine** (paintinganddecoratingnews.co.uk) – this provides industry news, product reviews and industry event information.
- ◆ **InsightDIY** (insightdiy.co.uk) – offers daily news articles and insights on the DIY industry, including a section with economic data which is accessible through the *knowledge centre* dropdown.
- ◆ **Startups** (How to become a painter and decorator | Startups.co.uk) – How to become a painter and decorator – useful advice on skills required, awareness of trade regulations, costs and potential earnings.
- ◆ **COBRA Reports**, accessed from National Library of Scotland, have several **Business Opportunity Profiles** on a range of home improvement industries including ‘**Decorator**’. These include key market issues and trends, trading, commercial and legal issues and legislation.

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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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