



# Market Report

A Snapshot of your Marketing Sector

## Cleaning Services

This pack has been designed to provide information on setting up a business in the **Cleaning Services** 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 **November 2025**.

## What do I need to know about the Cleaning Services 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:

- ◆ Over the five years through 2025-26, industrial cleaning activities revenue in the UK is expected to **grow modestly at a compound annual rate of just 0.2%, reaching £3.6 billion in 2025-26**, but forecast to climb at a compound annual rate of 2.8% over the five years through **2030-31, reaching £4.1 billion**. Reach-and-wash services are in high demand, driven by rising household spending and changing demographics. ONS data from 2023 shows UK households spent £2.10 per week on cleaning services, including window cleaning, a 12% increase on the previous year. Younger adults are leading this shift, with **40% of under-35s hiring a cleaner compared with just 17% of over-55s**, according to the British Cleaning Council in 2025. (IBISWorld, *Industrial Cleaning Activities in the UK*, August 2025).
- ◆ Over the five years **through 2025-26**, General Building Cleaning industry revenue is projected to climb at a compound annual rate of **5.6% to reach £9.8 billion**, and at a compound annual **rate of 1% to £10.3 billion by 2030-31**. Long-term contracts with the NHS and local authorities have stabilised income streams, while updated healthcare cleanliness standards have sustained demand for specialist cleaning. Smaller companies continue to dominate numerically, as ONS data shows that in March 2024, **89% of businesses employed fewer than 10 people**, but consolidation is intensifying at the top end of the market. (IBISWorld, *General Building Cleaning in the UK*, September 2025).
- ◆ Over the five years through 2025–26, **window cleaning industry revenue is projected to rise** at a compound annual rate of 2.1% to **reach £467 million**. Current-year revenue growth is modest at a projected 0.5% jump, while profit margins remain tight because April 2025's National Living Wage increase and elevated energy bills are rising faster than window cleaners can lift their prices. **Over the five years to 2030-31**, industry revenue is forecast to climb at a compound annual **rate of 2.6%, reaching £532 million**. Major players expand the use of robots and drones for complex projects and invest in regional capacity. (IBISWorld, *Window Cleaning Services in the UK*, August 2025).
- ◆ There were approximately **605,300 people employed in elementary cleaning occupations** in the United Kingdom as of the first quarter of 2025, compared with 608,600 in the previous quarter. (Statista, *Economy – Employment by Occupation*, July 2025.)
- ◆ The national organisation for this industry is the [British Cleaning Council](#). Other industry bodies include the [UK Housekeepers Association \(Scotland\)](#), [British Cleaners Association](#), the [Cleaning and Support Services Association](#), and the [Cleaning and Hygiene Suppliers Association](#).



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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).

- ◆ **IBISWorld – General Building Cleaning in the UK (September 2025).** From October 2025, producers will start receiving invoices under the UK's Extended Producer Responsibility scheme, which places the full cost of managing packaging waste on businesses. At the same time, the Plastic Packaging Tax has continued its upward trend and was raised again to £223.69 per tonne in April 2025. Together, these measures will significantly raise the cost of plastic packaging in cleaning consumables like chemical bottles, sachets and single-use dispensers.
- ◆ **Technavio - Global Contract Cleaning Services Market 2025-2029 (December 2024).** In 2024, the global contract cleaning services market was dominated by window cleaning service segment contributing to a market share of 34.2%. Increasing awareness of the benefits of green and eco-friendly products among commercial and industrial users has encouraged vendors to offer green and sustainable cleaning agents. Some of the major technological advancements adopted by vendors include robotic floor cleaners, solar trash compactors, and autonomous automatic scrubbers and vacuums. These automated machines help vendors reduce the use of manpower and also increase their operational levels and save costs.
- ◆ **IBISWorld – Industrial Cleaning Activities in the UK (August 2025).** Demographic change and NHS investment are set to transform the market. The share of UK residents over 65 is rising and the HM Treasury's 2025 Spending Review reveals government plans to raise NHS spending by 14% in 2025-26, raising the bar for infection-control and compliance in hospitals and care settings. These trends are likely to drive a marked acceleration in industry revenue, although tightening net-zero and sustainability procurement rules are reshaping what it takes to win public contracts, making low-solvent and eco-certified solutions a must-have for serious contenders. In this new landscape, the largest cleaning companies are doubling down on automation, smart technology and integrated FM services, driving industry consolidation.

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

- ◆ **My World of Work** has several job profiles including one for **Cleaners**. This gives a career outlook, focusing on working conditions, UK salary ranges, employment status, and more.  
[www.myworldofwork.co.uk/Cleaner](http://www.myworldofwork.co.uk/Cleaner).
- ◆ **Health and Safety Executive (HSE)** – this site provides occupational health and safety advice for people working in the cleaning industry, as well as information to employers on how to comply with health and safety law; [www.hse.gov.uk/cleaning](http://www.hse.gov.uk/cleaning).

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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: Eleanor**

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