

Market Report

A Snapshot of your Marketing Sector

Tiler

This pack has been designed to provide information on setting up a business in the **Tiler** 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 **October 2025**.

What do I need to know about the Tiler 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 Floor and Wall Covering industry's revenue is forecast to **climb** at a compound annual rate of **1% over the five years through 2024-25 to reach £4.1 billion**. Floor and wall tiling is the **largest** segment in this sector and accounts for **54.6% of industry venue (£2.2bn)**. Due to the required skill and its time-consuming nature, more income is usually generated from tiling compared to other covering types. (IBISWorld, *Floor & Wall Covering in the UK*, February 2025).
- ◆ Brick and tile manufacturing revenue is projected to climb at a compound annual rate of **6.6% to £1.8 billion over the five years through 2029-30**. According to the ONS, repair and maintenance climbed by **8.3% in 2023**. This was because many people chose to renovate rather than move to a new home amid elevated property prices and interest rates. Ceramic tiles and flags account for **14.2%** of industry revenue (£182.3m). (IBISWorld, *Brick & Tile Manufacturing in the UK*, March 2025).
- ◆ Home spending is set to rise, with energy efficiency projects and fitted furniture gaining interest. After years of cautious spending and a subdued housing market, the latter half of 2024 showed signs of recovery with a slight rise in transactions. Now, **30% of consumers plan to increase home investment**, driven by improved mortgage rates. Higher earners, particularly mortgage holders, are prioritising high-value projects like **bathroom refits**. Some **83%** of high earners plan to invest in their homes, signalling a quicker recovery in this segment. These high earners are driving demand, with **66% planning to spend within the next 12 months**. Their focus often centres on big-ticket projects such as kitchen renovations, bathroom upgrades or adding fitted furniture (Mintel, *Consumer Trends, Attitudes and Spending Habits for the Home UK*, February 2025).
- ◆ UK was the smallest country in the market in 2023 and will continue to be the smallest segment in 2028. It will **grow** at a compounded annual growth rate of **6.7% between 2023 and 2028**, which is lower than that of the overall market. Among the key countries, UK will be the 4th-fastest growing country and will grow **from \$4,610.7 million in 2023 to \$6,368.9 million in 2028**. It will contribute **3.8%** to the incremental growth of the overall market between 2023 and 2028. UK contributed 4.5% to the global ceramic tiles market in 2023, and its contribution will **decline to 4.3% in 2028**. (Technavio, *Global Ceramic Tiles Market 2043-2028*).
- ◆ The national organisation for this industry is [The Tile Association](#). Other industry bodies include the [Federation of Master Builders](#), [Scottish Building Federation](#), [Construction Scotland](#), and the [Association of British Ceramic Distributors](#).

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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 – Brick & Tile Manufacturing in the UK (March 2025).** Brick and tile manufacturers are heavily reliant on the construction industry, particularly residential and commercial building projects. When construction activity slows, demand for bricks and tiles drops sharply. This results in higher revenue volatility compared to the wider manufacturing sector, which is more diversified. According to BCIS, new work output is forecast to have dropped by 4.7% in 2024, resulting in brick and tile manufacturers seeing a drop in demand.
- ◆ **Mintel – Consumer Trends, Attitudes and Spending Habits for the Home UK (February 2025).** For those who have more recently moved into their current home, they are far more likely to have spent on their homes in the past year. Those who have lived in their homes for less than five years have invested in bigger-ticketed home projects like kitchen and bathroom refits and home extensions. These consumers are likely high-earners who own their home on a mortgage and feel more confident in terms of their finances.
- ◆ **IBISWorld – Floor & Wall Covering in the UK (February 2025).** Like the rest of the construction sector, floor and wall covering contractors have been struggling with a skill shortage in recent years. According to a report by the Skills Trading Group, using data from the ONS, the number of floorers and wall tilers declined by 33.8% between 2004 and 2020. This downward trend is likely to have persisted in the years since due to ongoing challenges, including the impact of Brexit and an ageing workforce, exacerbating the skills gap.

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

- ◆ **The Tile Association (TTA)** has a 'Find a Tiler' tool which can be searched by location. This may be helpful in identifying local competitors. (www.tiles.org.uk)
- ◆ **The UK Government** has monthly statistics on '[building materials and components](#)' from the Department for Business, Energy & Industrial Strategy.
- ◆ **The Construction Index** has up-to-date news and analysis on construction output and trends in the United Kingdom, which may offer further insight into residential and commercial building markets. (www.theconstructionindex.co.uk)
- ◆ **COBRA Reports**, Accessed from [National Library of Scotland](#) have a Business Opportunity Profile on being a **Tiler**. This includes 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@bgateaway.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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