



# Market Report

A Snapshot of your Market 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](http://www.bgateway.com/businessplan)), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in **July 2024**. If you find the information contained in this document useful, tell us about it! Send us feedback [here](#); we will use your comments to help improve our service.

## 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 more challenging macroeconomic environment will continue to weigh on the ceramic tiles market over 2024 and 2025. While inflationary pressures are expected to ease and interest rates have likely peaked, economic growth is forecast to be restrained over the next two years. This will likely hold back the recovery in key sectors of construction activity, including housebuilding and RMI activity. Overall, volume demand for ceramic tiles is not expected to recover to 2022 levels until 2027. (Mintel, *Ceramic Tiles UK*, January 2024).
- ◆ Over the five years through 2028-29, revenue is anticipated to grow at a compound annual rate of 4.1% to £5.3 billion. Residential construction activity will continue to drive growth, benefiting from supportive government policies to bolster the UK's housing stock. Non-residential construction activity will benefit from recovering economic conditions, supporting revenue. Recovering consumer confidence and incomes will support a resurgence of demand from homeowners. (IBISWorld, *Floor & Wall Covering in the UK*, April 2024).
- ◆ Consumer confidence remained weak in the past year due to the cost-of-living crisis, but consumers are investing in the home as many have had a renewed appetite for making their spaces a reflection of their needs. Investment in smaller-ticketed home projects remain popular as many invest in decorating or other minor home alteration projects. Many have invested in making their space a place to host and entertain as they agree that it is important to having a space to entertain. (Mintel, *Consumer Trends, Attitudes and Spending Habits for the Home UK*, February 2024).
- ◆ UK was the smallest country in the market in 2022 and will continue to be the smallest segment in 2027. It will grow at a compounded annual growth rate of 6.55% between 2022 and 2027, which is lower than that of the overall market. Among the key countries, UK will be the slowest growing country and will grow from \$4,501.78 million in 2022 to \$6,181.21 million in 2027. It will contribute 4.54% to the incremental growth of the overall market between 2022 and 2027. (Technavio, *Global Ceramic Tiles Market 2023-2027*).
- ◆ 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](mailto:info@bgateway.com).

- ◆ **IBISWorld – Brick & Tile Manufacturing in the UK (May 2024).** Brick and tile manufacturing revenue is projected to climb at a compound annual rate of 2.2% to £1.7 billion over the five years through 2029-30. Revenue growth is set to pick up in the coming years as interest rates come down, supporting investment activity. Commercial construction will also experience a resurgence, with companies bringing workers back to offices after a prolonged period of remote working. Advances in energy efficiency production and sustainable products will bolster the industry's relevance, boosting demand while avoiding government scrutiny.
- ◆ **Mintel – Ceramic Tiles UK (January 2024).** DIY enthusiasts may undertake an activity, such as tiling a kitchen or bathroom, but few DIY enthusiasts would feel confident enough to undertake an entire bathroom or kitchen refurbishment. Consumers are estimated to be responsible for around 40% of retail purchases of ceramic tiles, but that does not necessarily mean they are undertaking the activity and in many cases they will be using a tradesperson to undertake the fixing.
- ◆ **IBISWorld – Floor & Wall Covering in the UK (April 2024).** With economic conditions set to stabilise over the coming years, residential construction is set to increase. This growth will be supported by government housing initiatives and private investments to meet the housing demands of the expanding UK population.

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

- ◆ **UK Pro Tiling Training** offers information on training, and a summary of earnings and opportunities. ([www.tiling-courses.co.uk](http://www.tiling-courses.co.uk))
- ◆ **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](http://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](http://www.theconstructionindex.co.uk))

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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 [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.

## 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.

We hope you find this Market Report useful and we'd love to hear your feedback [here](#).

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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: Liesel**

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