



Market Report

A Snapshot of your Market Sector

Web Designer

This pack has been designed to provide information on setting up a business in the **Web Designer** 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 **March 2020**. 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 Web Designer 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:

- ◆ Global internet usage continues to develop rapidly, with **1,157% growth between 2000 and 2019**. This has created opportunities for world trade to even small companies previously confined to trading in a local region for cost or logistical reasons. Not only has the use of the internet grown exponentially in the last few years, but penetration in industrialised regions is now very high, reaching some 90% in North America, almost 69% in Oceania/Australia and almost 88% in Europe. (Mintel, *IT Services - UK*, February 2020).
- ◆ According to ONS data, only **48.4%** of companies have a website (up from 46.1% in 2017), but this is again reduced by the low incidence of websites among micro companies. If only companies with more than 10 employees are considered, penetration rises to **83.9%** (up from 81.9% in 2017), with near universal usage among larger companies (Mintel, *Computer Security - UK* - January 2020).
- ◆ The industry of Computer Consultants has performed well over the past five years and is expected to record strong growth. Over the five years through 2019-20, revenue is forecast to grow at a compound annual rate of **3.9%**, including growth of **1.6%** in the current year, to reach **£52 billion**. Over the next five years, the Computer Consultants industry is expected to grow steadily, albeit at a slightly slower rate than the past five years. (IBISWorld, *Computer Consultants in the UK*, December 2019).
- ◆ The cloud computing market is continuing to grow strongly, with increases in both the number of companies adopting the cloud and number of applications used by each company. Revenues were expected to reach **£21.9 billion in 2019**, equivalent to growth of 133% since 2015. (Mintel, *IT Services - UK*, February 2020).
- ◆ The national organisation for this industry is the [UK Web Design Association](#). Other industry bodies include [ScotlandIS](#) and [Web Professionals](#).

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.

- ◆ **Mintel – Computer Security - UK (January 2020)**. The UK has very advanced e-commerce activity. For B2C customers this relates purely to website sales, but the B2B sector also has the e-commerce channel of electronic data interchange (EDI), particularly among the largest enterprises. Despite the strong establishment of e-commerce in the UK, the market continues to be in strong growth. Total growth of more than 18% in 2018 took total sales to £688.4 million through e-commerce, consolidating growth of 14% in the previous year. In both 2017 and 2018, there was a particular strengthening of website sales. The ONS identified that 18.4% of all business of companies was conducted through e-commerce in 2018, up from 16.6% in 2017.
- ◆ **IBISWorld – Software Development in the UK (July 2019)**. The Software Development industry's revenue is forecast to grow at a slightly slower rate over the five years through 2024-25. The prolonged uncertainty generated by the UK's upcoming withdrawal from the European Union has the potential to cause a slowdown in industry demand as businesses hold back on costly software investments. Additionally, operators could become isolated from EU funding and research collaboration following the UK's exit from the European Union.
- ◆ **Mintel – Cloud Computing - UK (August 2019)**. There is a direct correlation between the size of a company and the likelihood that it has a website. Despite being a low-cost and often highly cost-effective media for company marketing and promotion, the smallest companies are less likely to operate a website. Yet the geographic reach of the internet offers SMEs and micro companies the opportunity to expand their operations cost effectively. Among small companies, websites are frequently operated through cloud computing via third party hosts.

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

- ◆ **The Creative Industries** (tinyurl.com/tf3tf7s). The website includes statistics and infographics on creative industry.
- ◆ **PayScale - Average Web Developer Salary in United Kingdom** (tinyurl.com/tvs5sw5). The website contains information on the Web Developer job profile, skills and salary. "The average salary for a Web Developer in United Kingdom is £25,424".
- ◆ **Tech Jury - Website Design Industry Statistics: All You Need To Know In 2020** (April 2019) (tinyurl.com/wb224lm).

Disclaimer: please note that this research may contain copyrighted material. Copyright belongs to the holders credited above and, as such, recipients of this research reproduce and repurpose this information at their own risk.



Connect with us

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**

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 [Retaining and Grow Your Customer Base](#) will help you to identify who your customers are, how to use this information to sell more effectively and how to actively compete in your marketplace.

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 website, 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](#).

Although every effort has been made to ensure the accuracy of the information provided, Business Gateway will not be held liable for any inaccuracies or omissions in the data supplied, or for the content of any website that the document above may contain links to. By using this information, you accept this disclaimer in full. Also, please note that Business Gateway does not endorse any business or individual that may be referred to above.

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.

Last updated: March 2020

Updated by: Aleksandra

Connect with us