



Market Report

A Snapshot of your Marketing Sector

Interior Design

This pack has been designed to provide information on setting up a business in the **Interior Design** 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 **December 2025**.

What do I need to know about the Interior Design 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:

- ◆ As economic conditions improve, there is a rise in residential and commercial building construction activity. This leads to a forecast rise in Interior Design revenue to climb at a compound interest rate of **3.5%** over the **five years** through **2030-31 to reach £2.2billion**. The government is likely to be an important market, as interior designers are often employed to design interior spaces for institutional buildings such as healthcare and educational facilities. (IBISWorld, *Interior Design Activities UK*, August 2025).
- ◆ Interior design accounts for **£1.8bn (19.5%)** of the total revenue for Specialised Design activities in the UK. Demand for interior design is closely linked to construction activity and consumer sentiment (IBISWorld, *Specialised Design Activities UK*, November 2025)
- ◆ Around **60% of consumers** are planning to prioritise spending on their homes. Growing confidence indicates an uptick in demand for light renovations, even as larger projects are postponed. Larger DIY projects remain tied to the housing market and are influenced by potential interest rate changes. (Mintel, *Consumer Trends, Attitudes and Spending Habits for the Home UK*, February 2025).
- ◆ **Interior Designers**, tradespeople and social circles play a key role in shaping bathroom renovation choices. **71% of consumers**, 80% of high-income earners (**£50,000-£74,999**) seek bathrooms that showcase personal style, moving away from generic design. (Mintel, *Bathroom Furniture UK*, August 2025)
- ◆ Kitchen and utility room refits and repairs rose from **38% in 2024 to 45% in 2025**. While repairs and fittings upgrades had modest growth, refits saw significant increase, indicating a shift towards more transformational projects. Growing consumer intention to undertake kitchen or utility room projects, alongside higher planned budgets, indicates that activity and spending are likely to accelerate. (Mintel- *Kitchens and Kitchen Furniture UK* (September 2025)
- ◆ The national organisation for this industry is [British Institute of Interior Design](#). Other industry bodies include [Society of British and International Interior Design](#) and the [Chartered Society of Designers](#) .



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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 – Interior Design Activities UK (August 2025)**. Consumers and corporations are conscious of their effect on the environment. Interior designer companies now offer services considering the impact of using materials in design. The dedication to ethical sourcing drives up operating costs allowing interior designers to charge a premium for services.
- ◆ **Mintel – Kitchens and Kitchen Furniture UK (September 2025)**. Sustainability is set to be pivotal in future kitchen designs. Homeowners are increasingly prioritising energy efficiency and waste reduction. From water-saving taps to eco-friendly materials, the focus will be on creating environmentally friendly kitchen spaces that are practical and offer long-term savings.
- ◆ **IBISWorld- Specialised Design Activities UK (November 2025)**. Corporate clients and offices employ interior designers to design and create new interiors and features for offices, shops and other buildings. COVID-19 halted office construction and demand for office space with the introduction of hybrid working. Recently, companies have been encouraging employees to return to the office. This can lead to companies renovating offices to ramp up employee satisfaction.

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

- ◆ There are online reports and articles for the Interior Design market in the UK. According to the [Houzz 2025](#) survey, around **44% of Interior Designers** are reporting a good or very good outlook for **2025**. Over **69% expect revenue growth and around 44%** anticipate increased demand for their services.
- ◆ [Interiors News UK](#) News and articles from independent UK home and garden brands
- ◆ [Homes and Interiors Scotland](#) News and articles for the Scottish Interior Design market.
- ◆ [Design Economy - Design Council](#) The Environmental and Social Value of Design 2025 report.

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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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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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