

# Domiciliary Care - UK - October 2019

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## This report looks at the following areas:

- Despite numerous consultations and government pledges, adult social care still faces significant challenges
- Rising number of people requesting care but fewer people are receiving it, whilst number of carers and home care agencies decline

The UK market for domiciliary care rose in value between 2014/15 and 2018/19 by a cumulative 5% – from £81.6 billion to £85.9 billion.

While the market is believed to have remained at a fairly consistent value over the last five years, the commercial sector is expected to represent just over a fifth of total market value. This also comprises the direct private sector supply and voluntary informal sectors, which meet the needs of the vast majority of low intensity contacts.



“Those operating in the industry are continually looking for new solutions with the main objective of being able to care for patients effectively in their own home. Domiciliary care providers who manage to offer personalised, affordable and clinically-led care solutions will be best positioned to gain opportunities from the ever-ageing population in the UK.”

– Lewis Cone, Senior B2B Analyst

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- Market value to rise by 6% to 2023/24

### What's included

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- **Despite tight margins, several providers expand service provision...**
- **...whilst others look to unique offerings to create business opportunities**

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## COMPETITIVE STRATEGIES

- **Despite tight margins, several providers expand service provision...**
- **... whilst others look to unique offerings as a means of creating business opportunities**

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