

The big picture

The UK cleaning industry is worth about £24 billion a year and keeps growing. Two-thirds of households now pay for at least one home service a year, and bookings made through apps have grown 67%. There are more customers than good cleaners — that is the opportunity for USparkle.

Top UK cities for a cleaning business (best first)

Rank	City	Why it scores high
1	Bristol	Best balance of demand, pay and few rivals
2	Edinburgh	Very high search demand for cleaners
3	London	Biggest demand in the UK, highest incomes
4	Hull	Lots of cleaning job adverts, low competition
5	Glasgow	Big city, strong demand, moderate rivals
6	Manchester	Fast-growing, busy young professionals
7	Birmingham	Second city, big demand, cheaper to enter
8	Leeds	High incomes, but many rival firms
9	Liverpool	Solid demand, lower prices
10	Sheffield	Steady family demand, low competition

Source: money.co.uk analysis of disposable income, search demand, competitors and job adverts, plus cleaning industry reports (2024–2026).

Typical hourly prices customers pay (self-employed cleaners)

City	Typical hourly price	Notes
London	£19-£30	Customers pay most; charge 40-50% above average
Edinburgh	£17-£25	High demand, premium rates possible
Bristol	£16-£22	Top-scoring city for new businesses
Birmingham	£15-£20	Big market, value pricing works
Manchester	£15-£20	Busy professional customers
Leeds	£15-£20	High incomes, competitive
Glasgow	£14-£19	Strong demand, fair pricing
Hull / North East	£12-£16	Lower prices, but very low competition

What this means for USparkle prices

1. London first — the biggest and best-paying market in the UK. If you win London, everything else is easier.
2. Bristol, Edinburgh and Manchester — best mix of high demand and fewer rivals. These are the cheapest cities to grow in.
3. Hull, Sheffield, Stoke — fewer rival cleaning firms, so a new app stands out fast.
4. Deep cleans and end-of-tenancy cleans pay the most everywhere (£15-£22 an hour, £150-£400 per job). Push these in every city.

Where to spend your advert money (UK)

1. London — biggest prize. Advertise the £5-a-day Facebook/Instagram plan here first.
2. Bristol + Edinburgh — best value: high demand, fewer rivals, cheaper adverts.
3. Manchester + Birmingham — big cities, growing fast, good second wave.
4. Recruit cleaners in Hull, Stoke and Coventry — lots of people there are looking for cleaning work, so your cleaner-recruitment video works hardest there.

Worldwide demand (countries already in your app)

The same pattern repeats across your covered countries:

- USA — the world's biggest home-cleaning market; app booking is normal there.
- Gulf countries (UAE, Saudi, Qatar) — very high demand for home cleaners, good pay.
- Western Europe (France, Germany, Spain, Netherlands) — steady, high-income demand.
- Turkey and Eastern Europe — fast-growing demand and lots of people wanting cleaning work — good for recruiting cleaners.

Simple rule to remember

Advertise for CUSTOMERS where incomes are high (London, Bristol, Edinburgh, Manchester). Advertise for CLEANERS where people are looking for work (Hull, Stoke, Coventry, and abroad). USparkle already covers every one of these cities — you just need to point the adverts at them.

Ready-made links for each city

Track which city your adverts work in with your usual links, e.g.

usparkle.app/quote?src=bristol-facebook · usparkle.app/quote?src=london-tiktok

Then check Management → quote tracking to see which city brings customers.