



Market Report

A Snapshot of your Market Sector

Make-Up Artist

This pack has been designed to provide information on setting up a business in the Make-Up Artist 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 May 2018. 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 Make-Up Artist 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 Hairdressing and Beauty Treatment industry has recorded marginal growth over the past five years. While demand for the industry's basic services, like haircuts, has been relatively steady, demand for higher value services has been influenced by wider economic conditions. Prior to the start of the five-year period through 2017-18, value-conscious consumers cut back on more discretionary services such as beauty treatments, colouring and hair extensions. (IBISWorld, *Hairdressing & Beauty Treatment in the UK*, December 2017).
- ◆ Usage of treatments from spas, beauty/grooming salons and other treatment areas has risen from 2015-17, with the proportion of those having facial, massage and nail treatments seeing the biggest rise over this period. This is likely to be in response to the introduction of more technical facial treatments, e.g. LED (Light Emitting Diode) and radiofrequency facials, as well as express treatments. (Mintel, *Spa, Salon and In-Store Treatments*, September 2017).
- ◆ In general, the higher the level of disposable income, the more consumers spend on cosmetics and toiletries. In addition, sales of more expensive, higher value-added cosmetics and toiletries also tend to increase. Real household disposable income is expected to fall marginally during 2017-18, posing a threat to the industry. (IBISWorld, *Perfume and Cosmetics Manufacturing in the UK*, December 2017).
- ◆ The category maintained a high level of NPD (New Product Development) in 2017, with the lip segment making up the biggest share of launch activity. Lips saw a number of hydrating lipstick as well as lip gloss launches in 2017, whilst the face segment saw innovation in foundations offering a flawless look. (Mintel, *Colour Cosmetics*, May 2018).
- ◆ NPD (New Product Development) for men's facial skincare has shown a decline in the period 2014 to 2016, with 2016 seeing innovation in facial moisturisers with added benefits such as gradual tanning. (Mintel, *Men's Facial Skincare – UK*, June 2017).
- ◆ Make-up artistry industry bodies include the [National Association of Screen Make-up Artists and Hairdressers](#), the [Hair and Beauty Industry Authority](#) and the [Guild of Professional Beauty Therapists](#).



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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.

- ◆ **Mintel – Men and Women’s Beauty & Grooming Routines - UK (Feb 2017).** Not only does a strong selfie-culture drive interest in appearance that feeds beauty and grooming routines, but it also helps to keep consumers abreast of emerging beauty trends. Brands could benefit from harnessing the power of bloggers and vloggers to help expand product repertoires, particularly amongst younger, more image-focused adults.
- ◆ **IBISWorld – Hairdressing & Beauty Treatment in the UK (December 2017).** Over the next five years, industry revenue is projected to increase at a compound annual rate of **1% to £3.9 billion in 2022-23**. In the short term, the industry’s performance is expected to be constrained as a result of the economic uncertainty caused by the UK’s decision to leave the European Union. In the future, it is likely that consumers will begin to feel the effects of falling disposable incomes more keenly and start to reign in discretionary expenditure. Nevertheless, the industry’s performance is expected to improve over the longer term, with growth in male grooming anticipated to support demand for industry services.
- ◆ **Mintel – Colour Cosmetics - UK (May 2018).** Lips have the highest frequency of makeup application making lip cosmetics an essential make-up item. Lips remain important at every age, with **39% of women aged 16-24 applying make-up to their lips everyday as well as 34% of women aged over 65**.

Other reports which may be of interest to you are:

- ◆ Mintel – Gifting in Beauty and Personal Care – UK (January 2018)
- ◆ Mintel - Holiday Beauty – UK (November 2017)
- ◆ Mintel - Beauty Online – UK (October 2017)
- ◆ IBISWorld – Cosmetics & Toiletries Retailers in the UK (December 2017)

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

- ◆ **Hitched Wedding Beauty, (2017)** (tinyurl.com/ya897yhf). Hitched Online gives out tips on Wedding Beauty such as, favourite contour palettes, the best Wedding lipsticks, flawless foundations, eyelash extensions, 39 Bridal beauty hacks that will change your life.
- ◆ **National Careers Service, Job Profile: Make-up artist** (tinyurl.com/y6uq8fpy). This resource provides useful information on a number of aspects around the entry requirements, duties of the role, and working patterns and salary of a make-up artist.

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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 [Retaining and Grow Your Customer Base](#) (tinyurl.com/c2fw4o4) 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 Account](#)" 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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