



Market Report

A Snapshot of your Market Sector

Equestrian Services

This pack has been designed to provide information on setting up a business in the **Equestrian Services** 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 **January 2021**. 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 Equestrian Services 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:

- ◆ Approximately a third of horse owners were worried that the ongoing impacts of COVID-19 would make it difficult for them to provide for their horse's essential needs, including livery costs, feed, forage, farrier, and veterinary bills. (Williams, J.M.; Randle, H.; Marlin, D. COVID-19: Impact on United Kingdom Horse Owners. *Animals* **2020**, *10*, 1862) (tinyurl.com/y4k75ak2).
- ◆ The BETA National Equestrian Survey 2019 key findings include: the economic value of the equestrian sector stood at **£4.7 billion** of consumer spending across a wide range of goods and services. This had increased from £4.3 billion in 2015 and as of the 2019 survey, there were **27 million people** in Britain with an interest in the equestrian industry. There was an increase in the number of people who had ridden at least once in the past 12 months, reaching 3million from 2.7million in 2015. (British Equestrian Trade Association, *BETA National Equestrian Survey 2019*, March 2019) (tinyurl.com/yyaajup5).
- ◆ Firms in the **horse racing industry** rely on veterinarians to provide medical treatment for their animals. This market's share of industry revenue is expected to have remained resilient over most of the past five years due to the strong performance of UK's racing industry but is projected to fall markedly in the current year, due to the temporary suspension of racing activities during the COVID-19 lockdown. In 2020-21, this market is expected to **generate 9% of industry revenue**. (IBISWorld, *Veterinary Services in the UK*, October 2020).
- ◆ The absence of **spectators** from sports stadia for more than three quarters of the year is expected to **reduce** consumer spending on event attendance by **79% in 2020**. Horseracing attendances are expected to be **down by 89% in 2020** following the COVID-19 related suspension of all activity in March and the prohibition of spectators when meetings were allowed to take place again from the beginning of June. However, horseracing industry revenues have held up better than those of other sports thanks to the levy imposed on betting on the sport, which was able to continue online as meetings were staged once more. (Intel, *Spectator Sports: Inc Impact of COVID-19, UK*, November 2020).
- ◆ The national organisation for this industry is the [British Equestrian Trade Association](http://www.beta-uk.org) (www.beta-uk.org). Other industry bodies include [Horse Scotland](http://www.horsescotland.org) (www.horsescotland.org), [The British Horse Society](http://www.bhs.org.uk) (www.bhs.org.uk), [British Equestrian Federation](http://www.bef.co.uk) (www.bef.co.uk), [National Equine Welfare Council](http://www.newc.co.uk) (www.newc.co.uk), [The British Show Horse Association](http://www.britishshowhorse.org) (www.britishshowhorse.org) and the [British Horseracing Authority](http://www.britishhorseracing.com) (www.britishhorseracing.com).

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 – Spectator Sports UK (November 2020).** As of 2019, event attendance was much more of a minority activity, even for those sports that have the greatest number of venues and fixtures, such as football, cricket and horseracing. Attendance rates peak at 47% among football fans living in households with a combined income in excess of £50,000 annually, and at 45% among those aged 25-34. Spectating at cricket matches is led by older demographics (peaking at 41% among fans aged 45-54), while horseracing does not achieve better than 33% attendance in any group, with only 25-34 year olds reaching this level.
- ◆ **Technavio - Global Equestrian Protective Clothing Market (2018-2022).** The equestrian protective clothing market is composed of several products like boots, helmets, breeches, gloves, and others to provide safety and comfort while riding, as well as representing a fashion statement. The global equestrian protective clothing market, which is one of the closely related markets of the global adventure tourism market, is expected to grow at a faster rate along with other key product segments of the related market. The top three countries in the equestrian protective clothing market in EMEA are France, Spain, and Portugal. By 2022, France is expected to continue dominating the market in EMEA with a share of 32.10%, followed by Spain with 23.47% and Portugal with 12.81% share.

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

- ◆ Some key players in the equestrian services sector in Scotland are [Shoe Secure](http://www.shoeseecure.com) (www.shoeseecure.com), [Gleneagles Equestrian Centre](http://www.gleneagles.com) (www.gleneagles.com) and the [Scottish Equestrian Centre](http://www.scottishequestrianhotel.com) (www.scottishequestrianhotel.com).
- ◆ **BETA report, August 2019 - Developing Benchmarks & Trends to measure equestrian activity in Scotland** – this report published key industry data about horse riding in Scotland, including the number of riders (198k) and estimated horse population (70k). (tinyurl.com/yxjt39y7).
- ◆ **National Equine Welfare Council, Horse Welfare Organisations.** (tinyurl.com/z56uo7r).
- ◆ **The British Equine Veterinary Association** (www.beva.org) is a membership organisation for those interested in equine veterinary medicine, providing training, education and guidance to equine veterinary surgeons, equine veterinary nurses, and those working as allied professionals within the equine industry.
- ◆ **Horse & Hound, Industry News.** A resource to keep you up to date with news and events in this industry. (www.horseandhound.co.uk).
- ◆ **UK Government, Code of Practice for the Welfare of Horses, Ponies, Donkeys and their Hybrids.** (tinyurl.com/y9dxaxw3) A document detailing the responsibilities and requirements of all of those who care for, own horses or are involved in the equestrian industry.

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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 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](#).

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