



# Market Report

A Snapshot of your Market Sector

## Make Up Artist

### Cost of Doing Business Support

For information on **reducing the cost of running your business**, the [Find Business Support](#) website has links to advice, funding and regional support.

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](http://www.bgateway.com/businessplan)), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in **December 2023**. 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:

- ◆ Skincare services are estimated to account for **£172.7 million or 4% of the UK's £4.3 billion** hairdressing and beauty industry revenue in 2022-2023. This segment includes temporary make-up application, facials and body-wrap services, as well as industry players who provide clients with wedding and special event make-up application services. (IBISWorld, *Hairdressing & Beauty Treatment in the UK*, December 2023).
- ◆ Luxury and mainstream editorials pay from £150 to £250 depending on the experience of the artist. Indie editorials and editorials for independent magazines range from £90 to £170, catalogs from £75 to £270 and fashion campaigns from £170 to £320. A freelance makeup artist can expect to earn around £80 to £150 on average for doing bridal and bridesmaids makeup. For the mother of the bride, artists are paid on average £44 to £70. For film or TV programme, the makeup artist hourly rate highly depends on budget. For example, a project with a budget of £1 million to £1.5 million can earn a makeup artist up to £15.36 an hour, while the highest grossing projects, with a budget of £40 million or more, can see an MUA earning £24 an hour. (The Freelancer Club, [Makeup Artist Salary in the UK](#)).
- ◆ Couples marrying in 2022 were most likely to hire professionals for photography, hairdressing, floristry, wedding dress and make-up artistry, compared with doing it themselves. In 2022, **73% of couples hired professional make-up artists** for their wedding and spent an **average of £315**, an increase from £267 in 2021. In Scotland the average spend on professional make-up artists for weddings was £327. ([BrideBook, The UK Wedding Report 2023](#))
- ◆ The national organisations for this industry are the [Academy of Freelance Make Up](#), [National Association of Screen Make Up Artists and Hairdressers](#), [Guild of Professional Beauty Therapists](#) and [International Make Up Association](#).



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## Where can I find more information on my market?

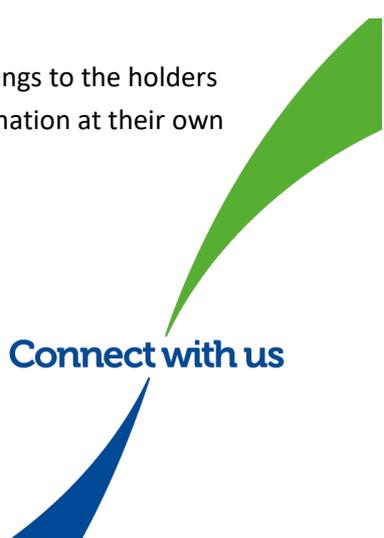
The Information Service has access to a number of databases which can offer more detail on this industry. Some of these reports are listed below - if you would like to be sent extracts from any of these reports, please contact us on **0300 013 4753** or email [info@bgateway.com](mailto:info@bgateway.com).

- ◆ **Mintel - Professional Beauty and Grooming Treatments, UK (May 2023).** Mintel reports that Long-lasting results are sought after amongst 56% of makeup buyers and yet usage of semi-permanent makeup remains niche. Make-up artists can therefore emphasise messaging around the duration benefits of semi-permanent makeup to tap into priorities around long-lasting. There is also opportunity to boost appeal to those looking to reduce time spent on their beauty regimes, as well as those that are looking to be eco-friendlier as semi-permanent makeup reduces the need to continually replenish products.
- ◆ **IBISWorld – Hairdressing & Beauty Treatment in the UK (December 2023).** Demand for industry services is influenced by fashion trends, consumer confidence and the level of discretionary income. Industry demand is also sensitive to demographic factors such as age and population growth. Discretionary services such as manicures, skincare services and hair colouring are more susceptible to changes in household income and consumer confidence. When disposable income rises, consumers tend to spend more money on the industry's services. Conversely, in periods of economic slowdown, weak disposable income leads to lower demand for the industry's services as they reduce unnecessary spending.
- ◆ **Mintel - Professional Beauty and Grooming Treatments, UK (May 2023).** Loyalty is high with consumers who opt for professional treatments, as 89% prefer to go back to the same person/people for treatments, driving an interest in things like loyalty card perks. They also found an interest in chat-free treatment options which signals opportunity for greater personalisation within the treatment space, whilst some may like to chat, 12% of adults who use professional beauty/grooming or hair treatments would rather the appointment be chat-free. Treatment venues can ask a client's preference around what level of conversation they enjoy and tailor their service to the individual.

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

- ◆ [Backstage – How to Become a Makeup Artist in the UK \(June 2021\)](#). Advice on breaking into the makeup artist industry.
- ◆ [Bectu – Ratecards: find out the rates for the work you do](#). Ratecards for hair and make-up as of March 2023 in TV dramas and film published by Bectu, the trade union for work in non-performance roles in live events, broadcasting, film and cinema, digital media, independent production, leisure, IT and telecoms, theatre and the arts.

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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](mailto: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](mailto: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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**Updated by: Andy**

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