



# Market Report

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

This market report was updated by Business Gateway in **November 2024**.

## 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 **UK colour cosmetics** market reached **£1,869.8 million in 2023**, with a **9.2% growth** this year and a projected **20.9% increase** in retail value sales between 2024 and 2028. (Mintel, *Colour Cosmetics UK*, 2024)
- ◆ In the UK, **70% of makeup buyers do not typically have their makeup done by a professional on special occasions**, however, many are likely to seek out expert advice online, for tips on how to apply makeup for such occasions at home. This is reinforced by **59% of makeup buyers** using makeup primers on special occasions, likely influenced by professional recommendations from makeup artists. (Mintel, *Colour Cosmetics UK*, 2024)
- ◆ Despite an interest in **dupe products** within the category, **colour cosmetics** is expected to **outperform** in 2024 as consumer lifestyles continue to revert to normal. Factors such as **increasing trips to the office** or **renewed travel** occasions will **boost** spend. While the '**lipstick effect**' has supported spending in recent years, with a significant proportion of buyers stating they have purchased makeup products to treat themselves, rising confidence will create new reasons to spend as consumers will look to celebrate easing financial pressures. (Mintel, *British Lifestyles – UK*, 2024)
- ◆ **Women aged 16-24** are experimenting with the **broadest range of make-up products** and are the most open to buying products/brands they have not used before. The forecast **12.9%** rise in teenage females aged 15-19 by 2026 signals an opportunity for product innovation designed for teens. (Mintel, *Beauty and Personal Care Retailing – UK*, 2024)
- ◆ **Younger consumers** gravitate toward **natural, organic products**. Predominantly influenced by societal trends, they are prepared to pay a premium for these products, alongside retailers who provide exciting shopping experiences. (IBISWorld, *Hairdressing & Beauty Treatment in the UK*, 2024).
- ◆ 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 –Colour Cosmetics– 2024.** The colour cosmetics market is experiencing robust growth, driven by the daily use of basic essentials, such as foundation, concealer and mascara, with a significant consumer emphasis on long-lasting products. Brands can innovate and boost sales by enhancing the efficacy of daily essentials with better and more inclusive formulas. Growth in value sales of makeup may slow, as skincare and haircare become more important for younger generations. Formulating and advertising products with the next generation of makeup users in mind, and encouraging them to use a broad repertoire of products, will therefore be important to maintain spending in the market.
- ◆ **IBISWorld - Hairdressing & Beauty Treatment in the UK -2024.** Consumer confidence gradually improved with easing inflation and better GDP levels in 2024-25. Although cost-of-living pressures linger, the Financial Times reported in May 2024 that consumer confidence is at its highest in two years. This uptick has increased revenue for beauty and hairstyle businesses, as consumers are more willing to get these services more frequently.
- ◆ **Statista – Cosmetics market in the United Kingdom (UK) - 2024.** One booming global trend in the cosmetics sector is the growing demand for and availability of organic and natural cosmetic products. In the UK, the sales value of certified organic health and beauty products currently stands at over 138 million British pounds. Although organic beauty may still be considered niche compared with conventional cosmetics, the growth in the industry has been nothing short of phenomenal, with sales continuously increasing since 2010.
- ◆ **IBISWorld – Perfume & Cosmetics Manufacturing in the UK– 2024.** Businesses have been steadily moving to improve inclusivity and target new demographics, including gender, race, age and hair type, like curly, oily, or straight. For example, more men are picking up makeup and skincare goods as sales of male beauty products have expanded by 77% in 2024, according to Cosmetic Business

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

- ◆ [Gloss Genius - How to Become a Makeup Artist: Everything You Need to Know \(May, 2023\)](#). Read more on how to become a Makeup Artist and advice on how to break into the industry.
- ◆ [Bectu – Ratecards: find out the rates for the work you do](#). Explore 'Bectu' to find out the rates 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 websites, 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.



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## 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.

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You must not rely on the information in the report as an alternative to advice from an appropriately qualified professional. If you have any specific questions speak to your Business Gateway Advisor or consult an appropriately qualified professional.

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**Updated by: Rachel**

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