



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 **October 2020**. 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:

- ◆ Value growth for colour cosmetics slowed in 2018, increasing by **1.4% to reach £1.85 billion** compared with growth of 3.2% in the previous year. 19% of women spent less on colour cosmetics in the last 12 months whilst 31% bought products less frequently. (Mintel, *Colour Cosmetics, UK*, May 2019).
- ◆ Industry revenue is expected to **fall in 2020** due to the closure of UK salons during the **COVID 19 pandemic**. Additionally, economic shock following the UK's exit from the EU is expected to constrain growth. Over the five years through 2024-25, industry revenue overall is anticipated to increase at a compound annual rate of **2.6% to reach £4.7 billion**. (IBISWorld, *Hairdressing & Beauty Treatment in the UK*, March 2020).
- ◆ Product innovation and changing consumer tastes have been key drivers behind industry growth in the past five years, as environmental and health concerns have driven strong growth in organic and eco-friendly product segments. The **coronavirus** pandemic resulted in revenue growth during 2020 as consumers stockpiled hand sanitisers and anti-bacterial soap to protect themselves against the virus. However, demand for skincare products, haircare products, fragrances and make-up is expected to contract as consumers limit non-essential purchases over the period. Nevertheless, industry revenue is expected to **grow by 6.9%** in the current year. (IBISWorld, *Perfume & Cosmetics Manufacturing in the UK*, March 2020).
- ◆ The film and television and performing arts industries are also sources of work for make-up artists. According to British Film Industry (BFI) statistics, a total of **£3.62 billion** was spent on film and high-end television productions in the UK in **2019**, a record high and **up by 16% from 2018**. (BFI Statistics, 2019, tinyurl.com/ycvhr5em). However, the industry is projected to **decline by 6.6%** in the current year to **£1.9 billion** as a result of the global coronavirus outbreak. The industry relies heavily on demand from motion picture and television production and cinema admissions. (IBISWorld, *Film, Video & TV Programme Post-Production in the UK*, June 2020).
- ◆ The national organisations for this industry are the [Academy of Freelance Make Up](http://www.aofmakeup.com), (www.aofmakeup.com), [National Association of Screen Make Up Artists and Hairdressers](http://www.nasmah.co.uk) (www.nasmah.co.uk) and the [Guild of Professional Beauty Therapists](http://www.beautyguild.com) (www.beautyguild.com). Other industry bodies include the [International Association of Professional Make Up Artists](http://tinyurl.com/yabyxl2) (tinyurl.com/yabyxl2) and the [International Make Up Association](http://www.ima-make-up.com) (www.ima-make-up.com).

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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.

- ◆ According to a survey published by **Bridebook** in **April 2020**, 64% of weddings planned for 2020 were directly affected by the coronavirus outbreak, either by cancellation, postponement or logistical problems, and over a third of wedding-related business was likely to be lost in 2020. Bridebook also forecast that postponements in 2020 would lead to a rise in winter and weekday weddings in 2021, since weekend dates would quickly become fully booked. Evening Standard, April 2020 ([tinyurl.com/y7wfrzl8](https://www.tinyurl.com/y7wfrzl8)).
- ◆ **IBISWorld – Hairdressing and Beauty Treatment in the UK (March 2020)**. Skincare services are estimated to account for 4.9% of industry revenue in the current year. This segment includes temporary make-up application, facials and body-wrap services, wedding and special event make-up application services. This segment's revenue share is falling due to the relatively high price of these services and an improvement in the quality of DIY facial care products.
- ◆ **Mintel – Colour Cosmetics, UK (May 2019)**. Mintel's research suggests that consumers are attracted to companies that share their cultural and ideological values. In the colour cosmetics category, 37% of women look for/would look for cruelty-free claims in base makeup, 38% in lip makeup and 36% in eye makeup. Cruelty-free claims are more important than vegan claims, with only 9% of women looking for vegan claims in base makeup. A brand that communicates that it is good for the consumer (fragrance-free, natural ingredients, customised formulas) as well as good for the world (cruelty-free, environmentally friendly) can reach 71% of women.

Other reports we have access to are:

- ◆ Mintel – The Impact of COVID-19 on Beauty & Personal Care (June 2020)
- ◆ Mintel – Gifting in Beauty and Personal Care (April 2020)
- ◆ IBISWorld - Cosmetics & Toiletries Retailers in the UK (June 2020)

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

- ◆ **Make-Up Artist** is an online and print based journal for make-up artists working in fashion, media, film and TV. It provides product updates, reviews and industry news (www.makeupmag.com).
- ◆ **The Cosmetics, Toiletry and Perfumery Association (CTPA)** offers a comprehensive online resource offering industry guidance, market statistics, key facts and an ongoing survey which will examine the impacts of the coronavirus pandemic. (www.ctpa.org.uk/market-statistics).
- ◆ **National Library of Scotland** offers a COBRA Business Opportunity Profile for *Make-Up Artists*. This document details market trends, training opportunities and guidance on trading and legal issues. It can be accessed for free after registration with the library (auth.nls.uk/eresources/).

Disclaimer: This report has been updated on 22nd October 2020 - we have included Post COVID-19 market material where available. Please note that this research may contain copyrighted material. Copyright belongs to the holders credited above and, as such, recipients of this research reproduce and repurpose this information at their own risk.

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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**

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 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.

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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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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