



# Market Report

A Snapshot of your Market Sector

## Publishing and Writing

### 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 **Publishing and Writing** 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 **August 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 Publishing and Writing 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:

- ◆ **Industry revenue is forecast to rise at a compound annual rate of 0.6%** over five years through **2022-23 to reach £6.3billion**. The UK is the largest exporter of books in the world. This is due to the global ubiquity of the English language and the reputation the UK industry has, along with the strength of copyright law. (IBISWorld, *Book Publishing in the UK*, May 2023).
- ◆ There is a suggestion that consumers are tiring of digital media texts and may prefer to consume printed material solely or in conjunction with e-books. During the pandemic revenue grew slightly for e-books due to the enforced closure of unessential stores such as book retailers. **Since 2020-21**, e-books have returned to a state of decline, with revenue forecast to fall by **2.8% in 2023-24**. (IBISWorld, *E-Book Publishing in the UK*, June 2023).
- ◆ **When purchasing books around 56%** of consumers consider price. Economic pressure could see more turning to second-hand books market, a growing industry with **48% of book buyers** planning to purchase more second-hand books in the coming year. Avid readers who read multiple books a month may not always be able to afford fresh copies and second-hand offers a budget-friendly choice. (Intel, *Books and E-Books*, 2022).
- ◆ Operating conditions in the Regional Newspaper Publishing Industry have been difficult over the past five years, due to the rise of digital media enabling consumers to access a range of news articles and reports for free. Industry revenue is expected to decline at a compound rate of **6.1% through 2023-24 to £1.7billion**. **It is expected over the five years through 2028-29 revenue will fall to £1.5 billion**. (IBISWorld, *Regional Newspaper Publishing in the UK*, May 2023).
- ◆ The national organisation for this industry is [Publishing Scotland](#). Other industry bodies include the [Independent Publishers Guild](#), [Writers & Artists](#), [Professional Publishers Association](#), [Society of Young Publishers](#), [News Media Association](#) and [Creative Scotland](#).

## 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).

- ◆ **IBISWorld – *Children’s Book Publishing in the UK (July 2022)***. Tablet devices, such as Apple's iPad, are contributing to e-books' popularity by providing a way for books to be stored and accessed. Although e-books will help build revenue, controversies surrounding their appropriateness for children are anticipated to influence the time and money spent on this fairly new product. Preliminary studies have found no conclusive evidence supporting or contradicting concerns that children's e-books are less appropriate than printed books.
- ◆ **Mintel – *Magazines UK (2022)*** 67% of consumers that bought a print magazine from a newsagent went into a store to buy a magazine, compared with 55% of those who bought from a supermarket. Print buyers aged 55+ are the most likely to purchase their magazine from a newsagent, with 47% showing that titles that particularly appeal to this demographic are an important feature in the newsagents.

Some other reports that we can access for your market are:

- ◆ **IBISWorld** – Audiobook Publishing in the UK (February 2023)
- ◆ **IBISWorld** – Newspaper Publishing in the UK (March 2023)
- ◆ **Mintel** – National Newspapers UK (2022)
- ◆ **Statista** – Publishing in the UK Industry Insights and Data Analysis
- ◆ **Statista** – Book Market in the United Kingdom

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

- ◆ **The Bookseller** ([thebookseller.com](http://thebookseller.com)) magazine is one of the UK’s longest-standing magazines and is devoted to events and trends in the book trade. They post regular news stories and blog posts on current industry events across all genres.
- ◆ **The Digital Resources** ([tinyurl.com/53zdd9pv](http://tinyurl.com/53zdd9pv)) section of the **National Library of Scotland** offers free access to a number of different business resources. One of them, **COBRA**, contains a number of useful sources of information on the publishing and writing industries.
- ◆ **Publishing Scotland** ([tinyurl.com/4dzc9nwv](http://tinyurl.com/4dzc9nwv)) has their own publications providing news and statistics on the industry. Their most recent Annual Report provides industry data for 2020 to 2021.

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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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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: Sue**

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