



Market Report

A Snapshot of your Market Sector

Photography

This pack has been designed to provide information on setting up a business in the Photography 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 2018. 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 Photography 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 largest segment is wedding photography at **38.1%** of industry revenue, followed by advertising and fashion photography with **18.1%**, commercial and industrial with **12.2%** and school and graduation photography accounting for **8.9%**. Portraiture generates **6.2%** of revenue and the final **5.3%** is made up of 'other' which entails underwater, aerial, medical and biological photography and photomicrography. (IBISWorld, *Photographic Activities in the UK, September 2017*)
- ◆ Advertising agencies constitute one of the largest markets for industry operators, because they buy photography services for advertising campaigns for print and billboard advertisements. Increased business activity for advertising agencies tends to boost demand for industry services. Out-of-home (billboard) advertising is expected to account for **5.5%** of industry revenue in 2017-18. (IBISWorld, *Advertising Agencies in the UK, January 2018*)
- ◆ Statistics show that there were **8017 marriages** in the 2nd quarter of 2017, 35 fewer than during the second quarter of 2016 (a fall of 0.4 %). Of the total, 244 were same-sex marriages. There were also **10 civil partnerships** (6 male and 4 female). You can explore further quarters of the year at the National Records of Scotland. (*Births, Deaths, and other Vital Events: Figures for the second quarter of 2017*) (tinyurl.com/y9htjjes)
- ◆ According to the **Wedding Photography Industry Survey 2016**, the average spending on a wedding photographer is **£1450** with **35%** of couples also booking an engagement shoot. (tinyurl.com/jmk2pym)
- ◆ **65%** of photographers feel optimistic they will earn a greater percentage of their income from photography in 2015. A massive **150% increase** among professionals using Instagram as the #1 social media network to market their work and a **14% spike** among those turning to Facebook first. A **12% increase** among enthusiasts who are turning to blogs to learn more about business and technique. (Takeaways from the 2015 Outlook Survey: *Photographers Feel Optimistic, Instagram Booms, and more*, February 2015) (tinyurl.com/j7f8ad7)



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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.

- ◆ **IBISWorld - *Photographic Activities in the UK (September 2017)*** - As wedding photography is the largest service segment of the industry, movements in the UK marriage rate have a direct effect on industry performance. A rise in the number of weddings triggers demand for professional wedding photography services and has a significant effect on industry growth. Despite remaining at a relatively low level in historical terms, the marriage rate is forecast to increase during 2017-18, and present an opportunity to the industry.

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

- ◆ **Creative Industries Federation (June 2017)** have published statistics released by the government that the UK's creative industries continue to experience strong and resilient employment and export growth - outpacing the wider UK economy on both fronts. Exports in services in 'film, TV, radio and **photography**' industry and 'music, performing and visual arts' also showed strong growth in the last year. (tinyurl.com/ybo8jetu)

The national organisations for this industry are:

- ◆ The [British Institute of Professional Photographers \(BIPP\)](#) is a qualifying organisation which provides training and support to professional photographers.
- ◆ The [Association of Photography \(AOP\)](#) provides access to a network of fellow assistants and professionals. You can also promote yourself on their web based Assistant Search directory. The AOP offers portfolio critiques, workshops and seminars, and runs competitions, which offer winners a good opportunity to improve their career prospects.
- ◆ The [Master Photography Association \(MPA\)](#) offers members a variety of membership benefits, including education, qualifications, informative regional meetings, national seminars, business building promotions and marketing support.
- ◆ The [Bureau of Freelance Photographers](#) helps freelance photographers sell their pictures to the editorial market.
- ◆ The [Cultural Enterprise Office](#) provides support and development services to creative micro• businesses UK.

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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 [Retaining and Grow Your Customer Base](https://tinyurl.com/c2fw4o4) (tinyurl.com/c2fw4o4) will help you to identify who your customers are, how to use this information to sell more effectively and how to actively compete in your marketplace.

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 Account](#)" 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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