



Market Report

A Snapshot of your Marketing Sector

Consultancy

This pack has been designed to provide information on setting up a business in the **consultancy** 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 **April 2026**.

What do I need to know about the consultancy 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 consulting industry is valued at approximately £20.4 billion**, with around £5.9 billion of that generated from exports as of 2025. The sector is experiencing record-breaking export growth, playing a vital part in the country's economic strategy and job creation. **The management & marketing consultancy market in the UK reached a value of \$20.3 billion in 2024, with projections to reach \$26 billion by 2029**— a 28% increase. The compound annual growth rate (CAGR) for the sector between 2019 and 2024 was 10.1% (Global Data, *Consultancy*, 2026). This content is reproduced under license from GlobalData PLC, Copyright 2026.
- ◆ **Information technology is the largest segment, accounting for 26.3%** of the market's total value in 2024 (about \$5.3 billion). **Operations management represents 11.9%** (about \$2.4 billion). This underscores the strong demand for complex, tech-driven consulting services. (Global Data, *Consultancy*, 2026). This content is reproduced under license from GlobalData PLC, Copyright 2026.
- ◆ In 2025, 66% of the UK management consultants surveyed stated that the **consultancy service that was expected to increase the most was artificial intelligence (AI)**. 59% of management consultants said digital technology services was expected to increase the most and 39% said cost reduction services. (Statista, *Projected growth of services in the consulting industry UK 2022-2024*, November 2025).
- ◆ The national organisation for this industry is [Management Consultancies Association](#). Other industry bodies include the [Institute of Consulting](#) and the [Public Relations Consultancy Association](#).



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Where can I find more information on my market?

The Information Service provides a bespoke research service for all Scottish businesses. If you have a more detailed research enquiry that you would like to explore, please contact us on **0300 013 4753** or email info@bgateway.com.

The [National Library of Scotland](#) provides free access to a range of [eResources for Scottish businesses](#). These include IBISWorld reports such as **IBISWorld - Management Consultants in the UK (April 2025)**, **IT Security Consulting in the UK (October 2024)** and **Marketing Consultants in the UK (November 2024)**

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

- ◆ The Management Consultancies Association (MCA) [Annual Industry Report 2025 Key Findings](#) are free to read online: the consulting sector is expected to grow 3.6% in 2025 and 7.8% in 2026 suggesting a positive outlook for the industry; and due to global demand, consulting fee income accrued overseas has increased by 2%, with exports outside Europe up by 5% year-on-year. Growth areas include US, Saudi Arabia, India and Japan.
- ◆ [Consultancy.uk](#) is an online platform for UK's advisory and consulting industry, covering consulting news, firm updates, and project developments.
- ◆ [Consultancy UK – News, May 2026](#) – “A study of UK consulting industry clients has found that two-in-five organisations are looking to consulting firms for support with digital and technological transformations. Data from the Management Consultancies Association confirms this trend is sharpest in the public sector – where more than half of clients are prioritising technology investment.”
- ◆ The Global City – “Professional services provide nearly 1.4m jobs across Great Britain, including 517,000 in management consultancies. Management consultancy also contributed £22bn to the UK economy in 2024.” [Management Consultancy, The Global City](#).

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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 [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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