

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 **December 2025**.

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:

- ◆ Management consultancy industry revenue is expected to climb at a compound annual rate of 0.6% over the five years through 2024-25 to £79 billion. Revenue is forecast to swell at a compound annual rate of 4.5% over the five years through 2029-30 to £98.4 billion. Digital transformation will continue to fuel revenue growth as businesses keep on investing significant sums to integrate advanced technology into their operations. Evolving regulations in various markets, like financial services and data protection, will necessitate the expert guidance of consultants. Demand for consultancy regarding sustainability will also aid revenue growth (IBISWorld, *Management Consultants in the UK*, April 2025).
- ◆ IT strategy consulting services accounts for 34.8% (£27.5 billion) of industry revenue; Corporate strategy consulting accounts for 12.3% (£9.7 billion); Process and operations management consulting 12.2% (£9.6 billion); Programme or project management consulting 10.7% (£8.5 billion); Risk management consulting 8.1% (£6.4 billion); Human capital consulting 6.3% (£5 billion); and Other consulting services accounts for 15.6% (£12.3 billion) (IBISWorld, *Management Consultants in the UK*, April 2025).
- ◆ In 2024, the market size of the management consulting industry in the United Kingdom reached £77 billion. This was a significant increase compared to the previous year of almost £6 billion. This was the highest market value ever recorded for the management consulting industry in the UK. 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).
- ◆ Computer consultant industry revenue is expected to swell at a compound annual rate of 2.3% over the five years through 2025-26, to £83.3 million. This includes a projected hike of 1.2% in 2025-26 as technology becomes increasingly fundamental, boosting industry profit to a high of 18.2% in 2025-26. Industry revenue is anticipated to swell at a compound annual rate of 2.9% over the five years through 2030-31 to reach £96 million. The evolving landscape of mobile technology and cloud computing promises ongoing opportunities for modernisation and innovation in consultancy offerings. Recent public and private intrigue in AI capabilities also presents a vast amount of new and exciting opportunities for consultants, provided they can adapt quickly enough (IBISWorld, *Computer consultancy activities in the UK*, September 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 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 - Management Consultants in the UK (April 2025).** The industry mainly consists of independent contractors and specialised boutique consulting services, resulting in high fragmentation. One of the main reasons for the significant number of small companies in the industry is the ease with which new consultancies can be established – legal barriers and start-up costs are fairly low. As the industry has broadened its services, many consultants have opted to specialise in specific industries and niche markets, like environmental consulting and cybersecurity solutions, instead of offering comprehensive strategic services, opening the market to individuals with industry-related knowledge. This trend for highly specialised and tailored services allows many independent firms to win contracts, holding concentration down. Building a solid reputation and establishing long-lasting relationships with clients is fundamental to success, as repeat business is pivotal. The high number of consultants offering similar services raises barriers to entry.

Additional relevant reports we have access to includes:

- ◆ **IT Security Consulting in the UK (October 2024)**
- ◆ **Marketing Consultants in the UK (November 2024)**
- ◆ **Brand Consultancy in the UK (September 2024)**
- ◆ **Environmental Consultants in the UK (October 2024)**
- ◆ **SEO & Internet Marketing Consultants in the UK (November 2024)**
- ◆ **Global Strategy Consulting Market 2025-2029**
- ◆ **AI Consulting Market Size 2025-2029**
- ◆ **Global Marketing Consulting Market 2025-2029**

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.

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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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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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