

Market Report

A Snapshot of your Marketing Sector

Makeup Artist

This pack has been designed to provide information on setting up a business in the **Makeup 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 2025**.

What do I need to know about the Makeup 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:

- ◆ The **UK colour cosmetics** market reached **£2.1bn in 2024**, with a **5.4% growth** and a projected **12.4% increase** in retail value sales forecast between 2025 and 2030. (Mintel, *Colour Cosmetics UK 2025*, June 2025)
- ◆ **51%** of UK consumers say they feel intimidated by in-store sales assistants/makeup artists. (Mintel, *Colour Cosmetics UK 2025*, June 2025)
- ◆ The affordability of at-home beauty products in self-styling has contributed to a decline in salon visits, particularly for routine treatments like hairstyling, eyebrow grooming and basic make-up application, stealing sales away from the industry. A survey of 1,000 UK consumers from March 2022 by Attest found that 85% do DIY beauty and grooming treatments. Meanwhile, a survey by Yell published in November 2023 revealed that 90% of Brits "admit to attempting DIY hair and beauty treatments at home before seeing a professional, with 68% of those claiming to do so just to save money." (IBISWorld, *Hairdressing & Beauty Treatment in the UK*, April 2025)
- ◆ There's been a noticeable rise in hairdressers and make-up artists offering home-based services as they shift towards self-employment. According to the National Hair & Beauty Federation, as of 2023, 60.5% of people working in the hair and beauty sector are self-employed. (IBISWorld, *Hairdressing & Beauty Treatment in the UK*, April 2025)
- ◆ For better or worse, social media has amplified the importance of outer appearance with the dramatic rise in photos and videos posted online, pushing sales from the younger generation. YouTube makeup tutorials are dead. Attention has turned to short and snappy social media campaigns and TikTok' get ready with me' reels, promoting products and ultimately pumping up revenue. (IBISWorld, *Cosmetics Retailers in the UK*, July 2024)
- ◆ The national organisations for this industry are the [Academy of Freelance Make Up](#), [National Association of Screen Make Up Artists and Hairdressers](#), [Guild of Professional Beauty Therapists](#) and [International Make Up 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.

- ◆ **Mintel – Colour Cosmetics UK – 2025.** Interest in K-Beauty has been steadily rising in recent years, driven by users sharing their favourite products on social media. Popular K-Beauty 'glass skin' looks feature dewy, translucent skin – achieved with lightweight makeup products, like cushion foundations and clear mascaras. However, while appealing, some consumers hesitate to embrace glass skin trends, due to skill or product gaps.
- ◆ **IBISWorld - Hairdressing & Beauty Treatment in the UK - 2025.** There's a growing emphasis on **diversity** in the Hairdressing and Beauty Treatment industry, with businesses adapting to meet the needs of an increasingly multicultural customer base. Consumers now expect salons and beauty brands to offer inclusive products and services tailored to different hair textures and skin tones, driving up the need for specialised expertise and diverse product lines.
- ◆ **IBISWorld – Cosmetics Retailers in the UK – 2025.** Cosmetics focus on natural beauty trends. The popular lipstick effect encourages consumers to opt for smaller cosmetic items like illuminating makeup, as they lean towards natural, clean and neutral styles over dramatic looks.

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

- ◆ [**Prospects: Make-up artist**](#) provides information about the industry, with tips on how to get started and links to other organisations.
- ◆ [**Bectu – Ratecards: find out the rates for the work you do.**](#) Explore 'Bectu' to find out the rates for work in non-performance roles in live events, broadcasting, film and cinema, digital media, independent production, leisure, IT and telecoms, theatre and the arts.

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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@bgateaway.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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