



Market Report

A Snapshot of your Marketing Sector

Record Label & Recording/Rehearsal Studio

This pack has been designed to provide information on setting up a business in the **Record Label & Recording/Rehearsal Studio** 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 Record Label & Recording/Rehearsal Studio 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 music industry grew by 5% last year and now contributes £8 billion to the economy.** Exports increased by the same amount and are worth £4.8 billion. Employment went up by 2%, with 220,000 working in the sector. UK music creator revenues continued to grow in 2024, but at a slower rate than the music industry as a whole. This was due to a softer release schedule by major UK recording artists and fewer major artists in a touring cycle during 2024. **UK Music has reported significant challenges in the studio sector over the past few years, and these challenges remain.** The key issues are Fees, Business rates and Threats to international revenues. Brexit has also impacted studios, with fewer EU clients and fewer US clients using the UK as a base for EU tours, and therefore not booking UK recording studios during the touring season. (UK Music, [This Is Music 2025](#)).
- ◆ **Digital music has been taking the world by storm, nearly tripling its market share according to a comparison report between 2010 and 2019.** Having accounted for only 26.3 percent of the music industry ten years ago (a year after Spotify launched in the UK), digital rose to make up 77.5 percent of the music sector's spend by 2019. The UK is estimated to be the biggest digital music market in Europe, with a revenue of approximately 1 billion U.S. dollars estimated by the end of 2020. When it comes down to formats - downloads and streams, the latter dominates. Having brought in at least three times the revenue of music downloads since 2017, streaming's share is expected to rise year-on-year until 2025. Meanwhile, revenue from downloads will remain largely the same. (Statista, *Music industry in the United Kingdom*, Dec 2025).
- ◆ The national organisation for this industry is [Scottish Music Industry Association](#). Other industry bodies include [UK Music](#), the [British Phonographic Industry \(BPI\)](#), the [Musicians' Union](#), the [Association of Independent Music](#), the [Music Producers Guild](#), the [Music Publishers Association](#) and [Creative Scotland](#).



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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.

- ◆ **Statista - Media eCommerce.** The eCommerce Media market is a sector of online retailing that focuses on selling media-related products through digital channels. The purpose of eCommerce Media is to provide consumers with a convenient and accessible way to purchase a wide range of products, including books, music, movies, and video games.
- ◆ **Statista - Music, Radio & Podcasts.** The report contains data on various areas of the music industry, including figures related to digital music, traditional music, and traditional radio.

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

- ◆ [UK Music](#) is the collective voice of the UK's world-leading music industry. They have undertaken a number of major research projects, which have helped underpin their work in a wide range of areas.
- ◆ From the Music Publishers Association, answers to [FAQs](#) about music publishing, including forming a music production company.
- ◆ [PRS for Music](#) licences the use of its members' music - whether played in public, broadcast, downloaded, streamed, or performed live, both in the UK and around the world - and collects and pays royalties to its members, securing revenue streams for music creators.

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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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