



Market Report

A Snapshot of your Marketing Sector

Wellbeing Services

This pack has been designed to provide information on setting up a business in the **Wellbeing Services** industry in Scotland, as well as helping to inform the market research section of your business plan. This report covers the following industry segments: **Alternative & Complementary Therapy, Counselling and CBD Oil**.

You can find more information on how to write a business plan from the Business Gateway website (www.bgateway.com/media/dvwhjxbo/business_plan_guide.pdf), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in **May 2026**.

What do I need to know about the Wellbeing Services 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:

- ◆ In Scotland, after increasing for the first time since the pandemic in 2023 (48.9), mental wellbeing (measured through the Warwick Edinburgh mental wellbeing scale - WEBMWS) for adults remained at a similar level (48.5). ([Scottish Health Survey, 2024](#)).
- ◆ How people access therapy is changing, with an increase in therapy via online video conferencing. Twice as many people are having therapy over video conferencing (e.g. Zoom) compared to five years ago (13% in 2025 – 10% in 2022). **In person therapy is still the most popular** with more than two thirds (68%) preferring this type. Only 18% of people would be comfortable talking to an AI chat bot about their mental health - compared to 60% who would be comfortable talking to a therapist. ([BACP, UK Counselling Survey, 2025](#))
- ◆ In a poll measuring the share of actions taken by employers to manage their employees' mental health at work in the UK in 2025 the top response was access to a **counselling service, with 43%**. 41% selected an employee assistance service and 40% mental health first aid training. ([Statista, Health and Wellbeing at Work, 2025](#))
- ◆ Revenue in the **CBD Products** market in the United Kingdom is forecast to reach **US\$512.98m in 2026**. The revenue is anticipated to demonstrate an annual growth rate (CAGR 2026-2031) of 10.57%, leading to a **market volume of US\$847.80m by 2031**. The United Kingdom's CBD Products market is experiencing a surge in demand, driven by increasing awareness and acceptance of cannabis-based products. (Statista, *Market Insights – CBD Products*, March 2026).
- ◆ Cannabidiol (CBD) users tend to be younger, **38% are part of Generation Z**. 54% of cannabidiol (CBD) users are male. Many cannabidiol (CBD) users have a low annual household income. Cannabidiol (CBD) users are more likely to live in cities and urban areas than the average consumer. (Statista, *Target audience: Cannabidiol CBD users in the UK*, June 2024.)
- ◆ The national organisations for this industry are [Complementary and Natural Healthcare Council \(CNHC\)](#), [Counselling and Psychotherapy in Scotland](#), the [British Association for Counselling and Psychotherapy](#), [Cannabis Trade Association](#), the [Association for the Cannabinoid Industry](#). Other industry bodies include [Complementary Medical Association \(CMA\)](#), [British Psychotherapy Foundation](#), the [National Counselling Society](#), the [British Psychoanalytic Council](#), [Accredited Counsellors, Coaches, Psychotherapists and Hypnotherapists](#), the [British Hemp Association](#), the [Cannabis Industry Council](#), the [Centre for Medicinal Cannabis \(CMC\)](#) and the [British Hemp Alliance](#).

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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 – Mental Health (2026)**. According to Statista, 964,000 people in Great Britain reported work related stress, depression or anxiety in 2024/25.
- ◆ **Statista – Wellness Industry in the UK (2025)**. In 2025, consumer expenditure on health products and services was £35.5 billion pounds. There was an increase in health spending compared to the previous year. Consumers are increasingly using technology and wearables to track their health and wellbeing. The number of users in the digital fitness and wellbeing segment of the digital health market in the United Kingdom was forecast to grow year on year with no signs of slowing down. It appears that the future of the wellness industry will be a hybrid of irreplaceable in-person experiences and the wonders of technology and health data.
- ◆ **GlobalData Explorer - CBD oil drops benefits: Natural Wellness Solution (News, February 2025)**. This content is reproduced under license from GlobalData PLC, Copyright 2026.
- ◆ **GlobalData Explorer - Considerations for Brands Developing CBD Skincare Products (News, March 2026)**. This content is reproduced under license from GlobalData PLC, Copyright 2026.

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

- ◆ The [National Library of Scotland](#) provides free access to a range of [eResources for Scottish businesses](#). For example, **IBISWorld Employee Assistance Programme Services in the UK (2025)** and **IBISWorld Food Markets in the UK (2025)**, which includes a section on CBD-infused beverages. There are also a number of [COBRA start-up guides](#) which contain useful market summaries and links to further information e.g. **Counsellor/Psychotherapist; Acupuncturist; Aromatherapist; Herbalist; Homeopath; Nutritional Therapist; Reflexologist; Reiki Practitioner and Yoga Teacher**.
- ◆ [UK Great Place to Work – The State of Employee Wellbeing in the Workplace: 2024](#). “Tech and BioPharma are leading the way as the top-ranking sectors for wellbeing, attributed to strong interpersonal relationships, effective job design, work-life balance, and robust psychological safety measures. Charity & Not-for-Profits excel notably in work-life balance and psychological safety compared to other wellbeing dimensions. Healthcare sector shows a notable weakness in job design & fulfilment. Education and Manufacturing & Production are the lowest-ranking sectors in our Wellbeing Index, with both scoring particularly low in the general evaluation of wellbeing and work-life balance.”
- ◆ A recent study found Traditional, complementary and integrative medicine that two out of three individuals in the UK population use some form of traditional, complementary and integrative medicine (TCIM). Women, younger people and those with higher education levels are more likely to use TCIM. Increased health awareness and information access, along with a focus on holistic and preventative health, particularly for women, may account for the greater interest and utilisation of TCIM among these specific demographics (**BMJ**, [Traditional, complementary and integrative medicine use in the UK population: results of a nationally representative cross-sectional survey](#), January 2026).

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Further online resources you may find helpful:

- ◆ The [Complementary and Natural Healthcare Council \(CNHC\)](#) is a [PSA-accredited](#) UK voluntary register for complementary and alternative therapy practitioners. The CNHC has a list of [professional associations by therapy](#).
- ◆ Osteopaths and chiropractors require statutory registration by law. For more information see the General Osteopathic Council (OsC) www.osteopathy.org.uk and the Chiropractic Council (GCC) www.gcc-uk.org.
- ◆ **The Complementary Medical Association (CMA)**, a UK-based professional body supporting complementary and natural healthcare practitioners, has a free downloadable [Business Start-Up Toolkit & Workbook](#) designed to help individuals launch and grow a complementary or holistic therapy practice.
- ◆ [The Burnout Report 2025](#) – a report published by **Mental Health UK** highlighting the impact of physical, emotional and behavioural symptoms of burnout in people across the UK.
- ◆ **ScotPHO** – Scottish Public Health Observatory (www.scotpho.org.uk) helps in the collection and use of data on a wide range of health statistics, including information on [mental health](#).
- ◆ **The Mental Health Foundation** is a charity which publishes a range of documents and research (www.mentalhealth.org.uk/explore-mental-health/publications).
- ◆ **The Counselling Directory** lists professional counsellors and psychotherapists as well as publishing statistics (www.counselling-directory.org.uk/)
- ◆ [Food Standards Scotland](#) - Food businesses must apply for **Novel Food** authorisation of their CBD extracts, isolates and associated products to be placed on the GB market using the regulated product application service. This service is hosted on the **Food Standards Agency (FSA)** website and is operated jointly by **Food Standards Scotland (FSS)** and the FSA. In most cases the applicant will be the manufacturer, but others such as trade bodies and other suppliers may also apply.
- ◆ [Cannabis Industry Council](#) – offers several relevant industry publications which are free to view or download, including *Business setup, contracts, and payment*; *Promoting cannabis: current rules and regulations*; and *Cannabis A-Z* (a useful glossary of terms and definitions).
- ◆ [The Latest UK CBD Statistics Explained](#) – this article published in September 2025 by [Releaf UK](#) provides some information on the usage of CBD in the UK. “Surveys suggest that around 21% of British adults have tried CBD or medicinal cannabis at some point, with roughly 11% using CBD products on a regular basis and an estimated 1.3 million taking it daily. CBD has been legally available in the UK since 2016. Since 2019, all ingestible CBD products have required Novel Food authorisation. Oils, capsules, gummies and topicals are permitted, but CBD flower remains illegal.”

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.

Disclaimer: Please note that this research may contain copyrighted material. Copyright belongs to the holders credited and as such, recipients of this research must only use the information for their own internal business purposes, and must not publish, reproduce or repurpose the information, or make it available to any third party, without permission from the original copyright holders. “Repurpose” includes any uploading of the information to AI tools.

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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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