



# Market Report

A Snapshot of your Marketing Sector

## Film Production

This pack has been designed to provide information on setting up a business in the **Film Production** 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](http://www.bgateway.com/businessplan)), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in **November 2025**.

## What do I need to know about the Film Production 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 industry is expected to grow at a **compound annual rate of 7.6%** over the five years through **2025-2026 to £8.1billion**. Industry revenue is forecast to grow to increase at a **compound annual rate of 7.9%** over the years through **2030-31** to reach **£11.8billion**. (IBISWorld, *Motion Picture Production in the UK*, June 2025).
- ◆ Cloud storage technology is boosting efficiency. It allows multiple users at once and offers storage space for files that would usually be too big to be stored on computers. Cloud technology will continue to become accessible to small studios and individuals leading to lowering start up costs. (IBISWorld, *Film, Video and TV Programme Production UK*, October 2025).
- ◆ Cinema and Theatre attendees grew in **2024**. **33% of consumers aged 18+** visited the cinema once or more in **February 2023** compared to **38% in October 2024**. Mintel predicts that cinema admissions will grow in the coming years, however, recovery will be slow as they continue to face competition from streaming services. (Mintel *Film and Cinema UK*, December 2024).
- ◆ With cinemas across the UK seeing an uptick in ticket sales, forecasts indicate that the **UK will rank third** overall in terms of filmed entertainment revenue by **2026**, surpassed only by the US and China. (Statista, *Film Industry in the UK 2025*)
- ◆ New research shows that Scotland's screen sector is on course to contribute **£1billion to the Scottish economy** by the end of **2030/31**. Employment in Scotland's screen sector grew by **12.1% from 10,940 full time equivalents (FTEs) in 2021 to 12,260 FTE's in 2023**. Scotland's box office recovery has been marginally faster than the rest of the UK. **2023** saw Scotland's cinema box office (**£79.9million**) **had recovered 80% of it's 2019 level (£99.8million)**. [Screen Scotland](#) 7 October 2025.
- ◆ The national organisation for this industry is [Creative Scotland](#). Other industry bodies include the [British Film Institute](#), the [British Film and Television Arts \(Scotland\)](#), the [Producers Alliance for Cinema and Television \(PACT\)](#), the [British Film Commission](#), [Screen Scotland](#), the [British Film Institute \(BFI\)](#) and the [UK Screen 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](mailto:info@bgateway.com).

- ◆ **IBISWorld – Film, Video and TV Programme Post- Production Services UK (August 2025).** Technology has reshaped the UK TV post-production industry over the past five years. A primary development has been the introduction of AI, which is being used to automate once manual tasks like media ingest, transcription and initial editing. AI helps to speed up turnaround times and produce quick VFX, improving productivity.
- ◆ **IBISWorld – Motion Picture Production UK (June 2025).** The growth of video-on-demand services has opened a new revenue stream for film production, boosting profitability, despite less revenue coming from cinemas. Streaming platforms have allowed production companies to cut out the middleman and go directly to the consumer.

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

- ◆ [Screen Scotland](#) drives development of all aspects of Scotland's film and TV industry, through [Funding and Support](#). Screen Scotland is part of [Creative Scotland](#) and delivers services and support with funding from Scottish Government and The National Lottery. Their strategy seeks to further develop Scotland as a centre of global production, and a nation with its own vibrant, confident film and screen culture.
- ◆ **The British Film Institute** [Industry and Data Insights](#) pages provide annual statistics and research reports along with box office figures.

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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](mailto: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](mailto: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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**Updated by: Sue**

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