



Market Report

A Snapshot of your Marketing Sector

Training Provider

This pack has been designed to provide information on setting up a business in the **Training Provider** 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 **May 2026**.

What do I need to know about the Training Provider 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:

- ◆ Revenue is forecast to grow at a compound annual rate of **1.8% over the five years through 2030-31 to reach £1 billion**. The prioritisation of vocational education as a core growth strategy will continue to enhance support for vocational and technical apprenticeships. Moreover, the number of people aged between 16 and 25 is forecast to rise, supporting enrolment in technical and vocational courses, as this demographic is the main market for the industry (IBISWorld, *Technical & Vocational Education in the UK*, September 2025, sourced from [National Library of Scotland](#)).
- ◆ Over the five years through 2025-26, revenue is expected to **increase at a compound annual rate of 2.3% to £5 billion**. The numerous benefits of online education and training (e.g. reduced learning and development costs, time savings and flexibility and promotion of continuous development) have spurred growth. Recognising its advantages, the government has implemented a series of measures to hasten the uptake of educational technology by investing in improving household internet connections across the UK. The rise in student numbers has supported demand for additional training courses for those looking to boost their grades (IBISWorld, *Online Education & Training in the UK*, July 2025, sourced from National Library of Scotland).
- ◆ Revenue in the Professional Certificates market is **projected to reach £241.08m in 2026** and is expected to show an annual growth rate (CAGR 2026-2030) of 4.64%, resulting in a **projected market volume of £271.28m by 2030**. In the Professional Certificates market, the number of users is expected to amount to 2.0m users by 2030 (Statista, *Professional Certificates in the UK*, April 2026).
- ◆ The national organisation for this industry is [Skills Development Scotland](#). Other industry bodies include the [Learning and Work Institute](#), [Chartered Institute of Professional Development](#), [Scottish Training Federation](#), the [Association of Employment and Learning Providers](#) and the [Learning & Performance Institute](#).



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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 - *Online Education & Training in the UK (July 2025, sourced from [National Library of Scotland](#))***. Online courses can be split into different categories, including academic, professional development and training and recreational, not including undergraduate or post-graduate qualifications. Courses can be regulated or non-regulated. Regulated courses come with an accredited qualification from an awarding body such as the Office of Qualifications and Examinations Regulation, or a professional body such as the Chartered Investment Management Institute.
- ◆ **IBISWorld – *Occupational Health & Safety Services in the UK (August 2025, sourced from National Library of Scotland)***. Occupational health and safety service providers offer training so workers understand how to handle specific materials and equipment. They may also provide them the opportunity to become licensed through training programmes. As well as specific vocational training, some staff need to undergo training to handle workplace emergencies. Participation in the labour force remains below pre-pandemic levels, which limits the number of workers requiring onboarding and refresher training. ONS data shows that in June 2025, the number of economically inactive people aged 16 to 64 was 444,000 higher than in March 2020.
- ◆ **IBISWorld – *Technical & Vocational Education in the UK (September 2025, sourced from National Library of Scotland)***. Demand for technical and vocational courses has experienced some notable shifts over the past five years. Demand for healthcare courses has swelled, pushing them to the top of the industry and granting them the title of second-most popular tier 1 apprenticeship in 2023-24, according to the ONS in July 2025. The skills gap in the healthcare sector has been a key driver of the popularity of these courses, with 106,000 vacancies reported by the NHS in Q3 of 2024-25, with many of these in nursing, making healthcare programmes appealing to young people looking for tangible job opportunities. Healthcare’s growing popularity has been a key driver of revenue growth.

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

- ◆ **Apprenticeships.scot, Learning Providers (www.apprenticeships.scot/learning-provider/)**. This page provides information on becoming a learning provider, along with a publication search tool.
- ◆ **Education & Training Foundation (www.et-foundation.co.uk)**. This foundation is a government-backed body for the Further Education and Training Sector. They provide support to teachers and trainers as well as professional development. The website also has a research section that has published reports on a wide range of subjects within the industry.
- ◆ **Findcourses.co.uk, Professional Training News (www.findcourses.co.uk/professional-training-news)**. You may find this website useful for the latest trends and analysis.

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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 contact us on 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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