



# Market Report

A Snapshot of your Marketing Sector

## Wedding Services

This pack has been designed to provide information on setting up a business in the **Wedding Services** 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 **February 2026**.

## What do I need to know about the Wedding 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:

- ◆ The Wedding Venue industry has had a tumultuous time, with the plummet caused by COVID-19 in 2020-21 and the subsequent boom in 2021-22 when restrictions eased. **Overall, wedding venue revenue is projected to grow at a compound annual rate of 2.5% between 2026-2031 with revenue projected to reach 4.4bn** (IBISWorld, *Wedding Venues in the UK*, September 2023). **The average cost of a wedding in the UK in 2024 was £23,250** (Statista, *Wedding Industry in the UK, 2025*) and in a survey by Hitched.co.uk and Bridebook, nearly half of couples said **economic conditions had directly impacted their wedding budget**, lowering potential revenue for venues.
- ◆ **Being or getting married is important to 63% of Gen Z.** One in five Gen Zers plan to get married in the next five years, suggesting that, for many, it will be further ahead in the future... **Nearly four in 10 Gen Zers, though, do not see marriage as important in their lives**, demonstrating a significant shift in priorities in modern society. If Gen Z are to follow the same path as Millennials, who are not getting married at the same rate as previous generations, the number of couples tying the knot will continue to decline (Mintel, *Lifestyles of Generation Z UK, 2025*).
- ◆ **Weddings account for 26.6% (£632.9m) of Party & Events Planning industry revenue in 2025.** The marriage rate will continue its long term decline. Location and value were the leading factors for couples choosing a wedding venue and when considering pricing options, the most popular was a choice of set packages with inclusions (Statista, *Wedding Industry in the UK, 2025*). Demand for elaborate ethnic weddings is still high. **The Asian Wedding Association claims that the British Asian wedding industry was worth £3 billion in 2023-24**, offering plenty of lucrative revenue opportunities for party and event planners that cater to this market. (IBISWorld, *Party & Event Planners in the UK*, October 2024)
- ◆ There were **25,869 marriages** in Scotland in 2024, which is 100 up from the previous year. Of these, a total of **1,086** were same-sex marriages. (National Records of Scotland, [Marriages and Civil Partnership Time Series Data](#), August, 2025)
- ◆ The national organisation for this industry is the [National Association of Wedding Professionals](#). Other industry bodies include the [Association of British Wedding Businesses](#), the [Retail Bridalwear Association](#), and the [Scottish Wedding Industry 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 – Photographic Activities in the UK (August 2024)**. Wedding photography generates the largest share of revenue. The UK photographic activities industry is currently experiencing a contraction in one of its principal revenue streams, wedding photography, largely due to the impact of the cost-of-living crisis. According to Shoot Proof in April 2025, approximately 10% of photographers are now operating across multiple business models, including client-based, event/sport-based and art/production-based photography.
- ◆ **IBISWorld – Bridal Stores in the UK (August 2025)**. Bridal boutique revenue is slated to inch upwards by 0.1% to £406 million in 2025-26. Unsurprisingly, bridal store revenue is heavily influenced by the marriage rate. For couples who want to get married, affordability is a growing concern, prompting brides to opt for affordable alternatives to traditional boutique attire, like those found on high-street retailers, rental platforms and even supermarkets.
- ◆ **IBISWorld - Catering Services in the UK (December 2025)**. Weddings account for 25.5% of the market share for Catering Services, with a revenue of £360.5m. Catering services for weddings can range from large, extravagant affairs to smaller, low-cost events. Some catering companies also offer additional services, like flowers, wedding cakes, entertainment and music. Climbing operational costs have resulted in many caterers hiking prices to protect profitability.

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

- ◆ **COBRA Reports**, Accessed from [National Library of Scotland](#) Have several Business Opportunity Profiles on a range of wedding oriented businesses, including **Wedding Planner, Wedding Car Hire, Videographer, Cake Maker** and **Marquee Hire**. These profiles include key market issues and trends, trading, commercial and legal issues and legislation.
- ◆ [The UK Wedding Report 2025](#) from BrideBook is the largest and most comprehensive report the wedding industry has to offer. Based on data from 6000+ couples.
- ◆ [Tie The Knot Scotland](#) has a supplier directory which covers all types of service and product providers in the wedding sector, as well as information on venues, wedding trends, and news articles relevant to the Scottish and UK wedding industry.
- ◆ [The Scottish Wedding Guide](#) has a directory of wedding suppliers and venues covering the whole of Scotland, as well as articles on trends in UK and Scottish weddings

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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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