



# 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 Plan Guide \(May 2025\)](#), 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 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:

- ◆ Despite considerable growth in the wedding venues market in the years following Covid restrictions, the industry is facing a lot of challenges from rising costs. It also has to adapt to meet changing consumer expectations and social norms ([IBISWorld, Wedding Venues in the UK, September 2023](#)).
- ◆ There were **26,955 marriages** in Scotland in **2024**. Despite increased numbers in the immediate post-covid years, there has been a general decline in marriage numbers over the last decade. The total number of marriages in **2024** was **7% lower than in 2014**. Of these, a total of **1,086 (or 4%)** were same-sex marriages and **6,458 (or 24%)** were between partners who both reside outside Scotland ([National Records of Scotland, Marriages and Civil Partnership Time Series Data, August 2025](#)).
- ◆ The average spend on a wedding in **2026** is **£20,604**. The largest proportion of spending (**51%**) is on the **venue hire and catering**, followed by **wedding attire (19%)** and **photography (10%)** ([Bridebook, The average cost of a UK wedding in 2026 is £20,604, March 2026](#)).
- ◆ In **2025**, there were **10,055 businesses** with the UK SIC code for event catering activities and **8,085** with the code for photographic activities. The majority of these were small businesses **with 0-4 employees (73% of event catering businesses and 92% of photographic activities businesses)** ([Office for National Statistics, UK business: activity, size and location, Sep 25](#)).
- ◆ The top Scottish council area in terms of weddings was **Dumfries and Galloway**, with **4,748** weddings (largely due to the popularity of Gretna Green), followed by **City of Edinburgh** with **2,762**, Glasgow City with **2,127** and **Highland** with **1,711** ([National Records of Scotland, Marriages and Civil Partnership Time Series Data, August 2025](#)).
- ◆ The age of married couples has been increasing over the last decade. In 2026 the average age at marriage was **34.8** and **20%** of weddings were between couples **aged 40 or over** ([Bridebook, The UK wedding report, March 2026](#)).



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## Where can I find more information on my market?

The UK wedding market spans a number of different sectors so there are a range of professional associations, who represent these businesses. The main organisations are:

- ◆ [National Association of Wedding Professionals](#)
- ◆ [Association of British Wedding Businesses](#)
- ◆ [Scottish Wedding Industry Alliance](#)
- ◆ [The UK Wedding Association](#)
- ◆ [British Institute of Professional Photography](#)
- ◆ [British Florist Association](#)
- ◆ [Retail Bridalwear Association](#)
- ◆ [The Wedding Tourist Alliance](#)

The [National Library of Scotland](#) provides free access to a range of [eResources for Scottish businesses](#). These include **IBISWorld** reports such as **Wedding Venues in the UK (May 2025)** and **COBRA** reports such as **Wedding Planner (July 2025)**, **Specialty Cake Maker (December 2025)** and **Wedding Stationery Maker (January 2025)**.

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

- ◆ [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 .
- ◆ Magazines like [Hitched](#) and [Confetti](#) provide useful insight into trends in the industry.
- ◆ Wedding shows like the [Scottish Wedding Show](#), [National Wedding Show](#) and [National Asian Wedding Show](#) can showcase suppliers.
- ◆ The [UK wedding report 2026 \(Bridebook, 2026\)](#) provides a lot of interesting statistics on the wedding industry.

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](mailto:info@bgateway.com).

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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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