



Market Report

A Snapshot of your Marketing Sector

Fine Art

This pack has been designed to provide information on setting up a business in the **Fine Art** 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 Fine Art 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 United Kingdom is the leading European art market and one of the major hubs for the global art trade. In 2024, the UK accounted for almost **20 percent** of the global sales value of art and antiques, ranking behind the United States and ahead of China. When comparing the global art market share in the UK and the European Union, the United Kingdom alone generated a higher value than all 27 EU member countries. That said, while the UK is the largest art market with the lowest reduced VAT rate for imported artworks in Europe, since Brexit, France has become a more convenient location to import art to within the EU single market.” (Statista, [Art market in the United Kingdom](#), December 2025)
- ◆ “The global art market returned to growth in 2025, with sales increasing by **4% year-on-year to an estimated \$59.6 billion**. While this marked a welcome shift in the direction of the market following two consecutive years of declining values, the recovery was moderate and uneven, leaving the market below its 2022 peak... The UK was the **second-largest market with a stable share of 18%**... Sales in the UK reached **\$10.5 billion in 2025, up 2% from 2024**. While public auction sales grew, dealer sales were more subdued, keeping the **overall growth rate to a modest 2%**, with total sales still below those achieved in 2019. “ (Art Basel & UBS, [Art Market Report 2026](#))
- ◆ As we approach 2026, Modern British and Contemporary artists have demonstrated remarkable resilience in the art market, reflecting the complexities of modern society and engaging with issues such as identity and diversity. Their popularity is furthered by environmental concerns, which are set to become even more prominent in 2026 as collectors pay closer attention to where art comes from and its impact on the planet. Often drawing inspiration from the natural world, these artists frequently express deep concern about their work about its visible destruction caused by climate change. (Dawsons Auctions, [Art Market Trends in 2026](#), December 2025)
- ◆ Portland Gallery have a news page which publishes quarterly reports on the British art market, the most recent being their [2025 Summer/Autumn Market report](#). These reports look at notable sales and trends in auctions and the secondary art market. ([Portland Gallery](#))



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Where can I find more information on my market?

The following UK organisations represent businesses working in the **Fine Art** industry:

- ◆ [Creative Scotland](#) are a public body who support the cultural and creative sectors in Scotland.
- ◆ [Fine Art Trade Guild](#) are a member organisation for the fine art print trade.
- ◆ [The Association of Leading Visitor Attractions](#) are a membership organisation representing the UK's museums, galleries, palaces, castles and similar sites.

The [National Library of Scotland](#) provides free access to a range of [eResources for Scottish businesses](#). These include **IBISWorld titles related to industry in question**

The following resources may also be helpful when setting up your business:

- ◆ [Creative Scotland: Resources and Publications](#) page hosts guides, toolkits and resources for those in the creative sector.
- ◆ [Craft Scotland](#) are the national development agency for the craft industry in Scotland. They offer support to creators to develop their creative and business practice.
- ◆ [Visual Arts Scotland](#) are a membership organisation for artists in Scotland. Their platform allows artists to network with and support one another, and offers benefits to their member artists.
- ◆ [Society of Scottish Artists](#) are an artist-led organisation who offer their member's exhibitions, residencies, social events and development opportunities.
- ◆ The [Scottish Potters Association](#) are a charity who aim to raise awareness of pottery in Scotland as well as standards in the craft. They are a member-run organisation who offer support to new and experienced professionals alike.

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.

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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 and Sales](#)

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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