



# Market Report

A Snapshot of your Marketing Sector

## Advertising and Marketing

This pack has been designed to provide information on setting up a business in the **Advertising and Marketing** 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 **April 2026**.

## What do I need to know about the Advertising and Marketing 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:

- ◆ In 2024 the United Kingdom advertising industry reached a value of **£36628.80 million**. In 2029, the United Kingdom advertising industry is forecast to have a value of £50551.99million, an increase of 38% since 2024. In 2024, the UK advertising industry **recorded an annual growth of 8.3%**. The growth is attributed to the continued expansion of internet users, which has directly supported the growth of online advertising (This content is reproduced under license from GlobalData PLC, Copyright 2026). (GlobalData Explorer, *Advertising in the United Kingdom*, December 2025).
- ◆ In 2024, the UK digital advertising market recorded an annual growth of 9.4%. The growth is associated with the continued expansion of internet users, which enabled advertisers to deploy digital campaigns across social media platforms, search engines, and websites. The **mobile segment** accounted for the market's largest proportion in 2024, with total revenues of **£18.3 billion**, equivalent to 61.5% of the market's overall value. The desktop segment contributed revenues of £11.4 billion in 2024, equating to 38.5% of the market's aggregate value. (This content is reproduced under license from GlobalData PLC, Copyright 2026). (GlobalData Explorer, *Digital Advertising in the United Kingdom*, December 2025)
- ◆ Influencer advertising promotes products or services to loyal followers. Influencer advertising via social media platforms allows marketers to reach targeted audiences based on social media profiles and effectively measure the performance of campaigns. **Influencers such as bloggers, vloggers, YouTubers, and key opinion leaders (KOL)** have loyal online fanbases with the same interests. This gives marketers an advantage to reach relevant audiences. At the same time, they build credibility based on the trust that followers have in influencers. Globally, the Influencer Advertising market is expected to show an annual growth rate (**CAGR 2024-2029**) of **9.91%**, resulting in a projected market volume of US\$56.28bn by 2029. (Statista, *Influencer Advertising: market data & analysis*, December 2024)
- ◆ **The Data Protection Act 2018** (<https://www.gov.uk/data-protection>) in the UK was the implementation of the EU General Data Protection Regulation. This law has significant implications for the use of personal data in marketing and advertising. Industry guidance on marketing for small businesses can be found from the [Information Commissioner's Office](#) and the [Direct Marketing Association](#).
- ◆ The national organisation for this industry is the [Advertising Association](#). Other industry bodies include the [Internet Advertising Bureau](#), [Advertising Standards Authority \(ASA\)](#), [The CMA](#), [DMA](#), [ISBA](#) and [Marketing Agencies Action Group](#).

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

The Information Service has access to several 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).

- ◆ **Statista – Influencer Marketing in the United Kingdom (December 2025).** The most used social media platforms for influencer marketing in the UK in Western Europe in 2025 were Instagram, TikTok, YouTube and Facebook. During a 2025 survey, approximately 93 percent of responding decision makers in Europe reported regularly using Instagram for influencer marketing, followed by TikTok with 79 percent. In comparison, four percent stated they would use Threads.
- ◆ **GlobalData Explorer - Advertising in the United Kingdom (December 2025).** The growth of programmatic advertising and connected media, including connected TV (CTV), over-the-top (OTT) platforms, digital audio, and digital out-of-home formats, is reshaping media buying by offering data-driven, real-time ad placements with broader reach and precise audience targeting. Such developments are expected to encourage higher advertising spend across digital channels, supporting the industry's expansion over the forecast period. (This content is reproduced under license from GlobalData PLC, Copyright 2026).
- ◆ **GlobalData Explorer - Digital Advertising in the United Kingdom (December 2025).** There is a great deal of product diversification in the digital advertising market: display ads, search engine marketing and optimisation, native advertising, pay-per-click, remarketing, affiliate marketing, and video advertising are the main services offered. Social media networks such as Instagram, Meta, and X find that video and display ads are the most popular, while search engines such as Google, Bing, and Yahoo find that search ads and pay-per-click products are more popular. New entrants wanting to enter the market must think of innovative advertising methods to gain a competitive advantage. (This content is reproduced under license from GlobalData PLC, Copyright 2026).

There are also several online resources you may find helpful:

- ◆ [Advertising Association - UK ad spend rose 11.4% to £12.5bn in Q3 2025.](#) The latest Advertising Association/WARC Expenditure report has found that UK advertising spend rose by 11.4% to £12.5bn in Q3 2025. Total ad spend is estimated to have risen by 10.1% to £46.9bn during 2025 as a whole and is set to rise a further 7.5% to exceed £50bn in 2026, although this is in the face of wider economic uncertainty.
- ◆ [IAB UK – Futurescape Study.](#) By 2030, IAB UK's [Futurescape Barometer](#) predicts that ad spend with Gen AI platforms (i.e. where AI platforms and tools are serving ads) is likely to reach £3.34 billion, rising to £6 billion if there is faster than anticipated development and uptake of ad solutions. At the same time, AI is expected to account for a significant share of ad spend in Search as AI-powered services and personal assistants streamline consumer journeys and aid planning.

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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: Andy**

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