



# Market Report

A Snapshot of your Marketing Sector

## Publishing and Writing

This pack has been designed to provide information on setting up a business in the **publishing and writing** 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 **May 2026**.

## What do I need to know about the publishing and writing 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 publishing market **grew by 0.5% in 2024 to reach a value of \$8,268.2 million**. In 2029, the United Kingdom publishing market is forecast to have a value of \$9,279.3 million, an increase of 12.2% since 2024. Books is the largest segment of the publishing market in the United Kingdom, accounting for 61.2% of the market's total value in 2024. (GlobalData Explorer, *Publishing in the UK*, December 2025, *This content is reproduced under license from GlobalData PLC, Copyright 2026* ).
- ◆ The UK **books** market recorded **revenues of \$5.1 billion in 2024, representing a compound annual growth rate (CAGR) of 4.4% between 2019 and 2024**. In comparison, the French market declined with a negative CAGR of 0.03% and the German market increased with a CAGR of 0.7% to reach \$3.1 billion and \$10.7 billion, respectively, in 2024. The books market has increased as households spend more on education, leading to higher demand for textbooks, reference materials, and supplementary learning books. (GlobalData Explorer, *Books in the UK*, December 2025).
- ◆ The **UK newspapers** market recorded **revenues of \$2,031.3 million in 2023, representing a negative compound annual growth rate (CAGR) of 7.1% between 2018 and 2023**. The fall in newspaper advertisements is a significant contributor to the declining value and volume of the UK newspaper market. From major brands to small regional newspapers, players have started to digitalize their marketing strategies, as readership, and thereby, advertising increasingly shifts online. (GlobalData Explorer, *Newspapers in the UK*, March 2024).
- ◆ In 2023, total publisher sales of books, journals, and rights for both physical and digital formats in the UK reached £7.1 billion (up from £6.9 billion in the previous year), with **£4.4 billion coming from exported sales** (Statista, *Book market in the United Kingdom (UK)*, 2024).
- ◆ The revenue is forecast to experience significant growth in all segments in 2027. However, it can be observed that the growth of all three segments slows down in the later stages of the forecast period. Explicitly, the segment **eMagazines registers the smallest increase in 2027, with a value of 1.4 million U.S. dollars**. (Statista, *Digital publishing revenue in the United Kingdom (UK) from 2017 to 2027, by format*, March 2026).
- ◆ The national organisation for this industry is [Publishing Scotland](#). Other industry bodies include the [Publishers Association](#), [Independent Publishers Guild](#), [Writers & Artists](#), [Professional Publishers Association](#), [Society of Young Publishers](#), [Association of Learned and Professional Society Publishers](#), [Association of Online Publishers](#), [News Media Association](#) and [Creative Scotland](#).

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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).

- ◆ **GlobalData Explorer - Publishing in the UK (December 2025).** The UK publishing market is highly competitive, with leading players being WPP, Pearson, DGMT, and BBC. The market includes many players, from large groups to small independent publishers. While products can be differentiated by topic, style, and audience, customers can still switch easily within similar categories. Competition is especially intense in newspapers due to regional fragmentation, where local players compete directly with national brands. The market is also under pressure from falling traditional revenues and ongoing shifts to digital consumption. Digital competition is tougher due to social platforms taking ad spend and ad-blockers reducing digital ad income. Overall, rivalry is strong as publishers fight for shrinking attention and revenue.
- ◆ **Statista – Book Market in the UK (2024).** This report presents a selected range of statistics and data about the book market in the United Kingdom. The report begins with an overview of the market along with global data for context and follows with separate chapters on retail and consumption.
- ◆ **Statista – Digital Publishing in the UK (DMO) (2024).** This report has been compiled to provide statistical information about digital publishing in the United Kingdom. Data in this report is based on Statista's Digital Market Outlook (DMO), which offers forecasts, detailed market insights and essential performance indicators of the most significant areas in the Digital Economy, including various digital goods and services.

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

- ◆ **The Bookseller** ([thebookseller.com](http://thebookseller.com)) magazine is the UK's leading book industry magazine and posts online news and features on current industry events across all genres.
- ◆ The **Publishers Association** ([www.publishers.org.uk](http://www.publishers.org.uk)) publishes a range of industry-related [research](#).
- ◆ **Publishing Scotland** ([www.publishingscotland.org](http://www.publishingscotland.org)) has interesting [market insights](#) for Scotland and a guide to [starting a publishing business](#).
- ◆ **Publishers' Licensing Services** ([www.pls.org.uk](http://www.pls.org.uk)) provides UK and international publishers with collective licensing services, rights management services and help with permissions.

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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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