



Market Report

A Snapshot of your Marketing Sector

Event Management

This pack has been designed to provide information on setting up a business in the **Event Management** 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 **January 2026**.

What do I need to know about the Event Management 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 industry revenue of party and event planners is expected to **grow at a compound annual rate of 19.2% to reach £2.38bn through 2025-2026**, with a forecast **growth rate of 2.4% to reach £2.68bn through 2030-31**. Event planners will need to innovate by continually integrating new technologies like virtual reality and AI to offer more immersive and personalised experiences. A focus on sustainability will also be vital as clients increasingly demand sustainable practices amid growing eco-consciousness. (IBISWorld, *Party & Event Planners in the UK*, December 2025).
- ◆ Mintel reports the market size for UK music concerts and festivals to be **£3.8bn in 2024 with a growth rate of 13.8% over 2023**. UK concert goers **attended an average of 2.5 concerts per person in 2025**, down from 2.7 in 2024. **67% of 16-34 year-olds** have been to a concert in the past 12 months. Rising ticket prices mean consumers are prioritising fewer, more-expensive gigs. (Mintel, *Concerts and Festivals UK*, July 2025).
- ◆ In 2024, the global event management as a service market was dominated by the corporate segment contributing to a market share of 58.5% and the individuals segment held the smallest market share of 5.2%. The global event management as a service market was valued at **US\$830.6million in 2024** and is estimated to **grow to US\$1,566.1 million in 2029**. (Technavio, *Global Event Management as a Service Market 2025-2029*, April 2025).
- ◆ Over the five years through 2025-26, conference centre revenue is projected to **grow at a CAGR of 48.7% to £1.25bn**, with an expected **rise of 6.4% in 2025-26**, followed by a **further growth to £1.49bn over the period to 2030-31**. Revenue growth is primarily due to the positive response to the return of in-person and hybrid conference events. (IBISWorld, *Conference Centres Letting & Operating in the UK*, December 2025).
- ◆ Over the five years through 2030-2031, wedding venue industry revenue is expected to increase at a CAGR of 2.5% reaching £4.4 billion. Couples are increasingly cost-conscious, opting for weekday or off-peak weddings, smaller guest lists and value-driven packages. As a result, venues for these events must rethink pricing strategies, promote seasonal offerings and showcase flexibility. (IBISWorld, *Wedding Venues in the UK*, May 2025).
- ◆ A national organisation for this industry is [EventScotland](#). Other industry bodies include the [National Outdoor Events Association \(NOEA\) Scotland](#), [Visit Scotland Business Events](#), the [Association of Event Organisers \(AEO\)](#), the [Association of British Professional Conference Organisers \(ABPCO\)](#), the [Events Industry Forum](#), the [Events Services Association \(TESA\)](#), and the [Event Supplier and Services Association \(ESSA\)](#).

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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.

- ◆ **Statista - Event ticket online bookings by brand in the UK as of September 2025.**
Ticketmaster, Eventbrite, See Tickets, Live Nation and AXS were the top five online booking platforms for UK consumers in 2025, based on a representative online survey conducted in 2025 among 2,021 consumers in the UK.
- ◆ **IBISWorld – Party & Event Planners in the UK (December 2025).** Corporate social events, such as conferences, meetings, and team-building activities, greatly depend on the willingness of companies to invest. Higher wage costs imposed by national insurance contributions in April 2025 are set to create tighter budgets for corporate events. Households mainly engage party and event planners for weddings, birthdays, and private functions, the budget for which is largely discretionary and depends on disposable income. Other important markets for party and event planning include non-profit entities, government agencies, and local authorities. While spending on events by these organizations is generally stable, demand is closely tied to public-sector budget allocations.
- ◆ **Mintel – Conferencing and Events UK (June 2024).** The sector is embracing a wide range of technology, ranging from event management software, mobile apps, digital engagement tools to wearable tech. While currently still in the early adoption stage, AI utilisation is expected to accelerate over the coming years as the industry continues to discover and explore its potential. The growing importance of sustainability, and DEI (diversity, equality and inclusivity), requires the industry to be more aware of who can participate, suppliers, materials, venues they utilise, and their environmental impacts. There is also a trend towards personalisation of event experiences, including an expectation of events to be tailored to attendees' unique interests and increasing the number of opportunities to connect. Networking remains a core objective for attendees and facilitating effective networking is key to the perceived value of conferences and events.

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

- ◆ **The Health and Safety Executive** has guidance on running events safely covering issues such as crowd management, licensing, venue and site design, public welfare and environmental issues. See the [HSE](#) website.
- ◆ **EventScotland** has a range of helpful tools and resources for event planning, social media guide and more. You can contact their Business Events team for further support. [EventScotland](#)
- ◆ **My World Of Work** has job profiles for [Events Coordinator](#) and [Events Manager](#) which look at the average UK salary ranges and provide information on what to expect, working conditions, qualifications and job opportunities.

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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 contact us on 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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