



# Market Report

A Snapshot of your Marketing Sector

## Live Entertainment

This pack has been designed to provide information on setting up a business in the **Live Entertainment** 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 Live Entertainment 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 gross value added of the **arts, entertainment, and recreation** sector was almost **£35 billion in 2025**, from £33.7 billion in 2024. The number of tourists attending live music events across the UK increased by 22% in 2024 compared to 2023. Meanwhile, total spending by music tourists in the UK grew by roughly 30% from 2023 to 2024. In September 2025, the share of adults in the United Kingdom who said they had **been to the theatre in the past three months was 22%, up by 2%** compared to the same month of the previous year. (Statista, *Entertainment Behaviour in the UK, 2025*).
- ◆ Music's **contribution to the UK economy in 2024 hit a record £8 billion in terms of Gross Value Added (GVA)** – up 5% from £7.6 billion in 2023. Music exports revenue in 2024 reached a new high of £4.8 billion. **Total UK music industry employment in 2024 hit a record 220,000 (full-time equivalent posts) – up 2% from 216,000 in 2023**. The live music sector experienced continued growth in 2024, powered by concerts, particularly stadium and arena tours. UK festivals continue to lead the world in attracting artists and audiences. (UKMusic, *This is Music 2025*).
- ◆ DF Concerts announced that its programme of **summer 2025 live music events generated £164.6 million** in total economic impact **for Scotland** across the country's tourism, transport and hospitality sectors. Between June and August 2025, DF Concerts delivered 17 major concerts and festivals show days at venues including Bellahouston Park, Hampden Stadium, Murrayfield Stadium, Glasgow Green and the Royal Highland Centre. In total, **607,632 fans attended the events, generating £113.8 million** in direct visitor spend and an average economic impact of £232 per ticket. ([Glasgow Chamber of Commerce, January 2026, News](#)).
- ◆ The latest SOLT & UK Theatre Annual Membership Survey indicates low sector confidence. In the 2025 survey, 48% expected a surplus in 2025–26 and only 5% anticipated a substantial deficit. One year on in 2026, only **40% anticipate a surplus, with 13% now expecting a substantial deficit**. The sector has repeatedly underestimated the depth and duration of cost pressure. (Society of London Theatre & UK Theatre, *Theatre in the UK 2026*, March 2026).
- ◆ The national organisations for this industry include the [Federation of Scottish Theatre](#), the [National Theatre of Scotland](#), the [Scottish Music Industry Association](#), [Incorporated Society of Musicians](#), [British Arts Festivals Association](#), [Concert Promoters Association](#), [Creative Scotland](#) and [Event 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).

- ◆ **Statista – Live Music in the UK (2025). Concerts** drove the largest chunk of consumer spending, reaching roughly £5.0 billion in 2024, with a steady rise since audiences returned to live events after the pandemic. Festivals also grew strongly, hitting about £1.7 billion in 2024. The overall 2024 split shows concerts dominating spend at about 75%, with festivals making up the remaining 25%. (Statista, *Live Music in the UK*, 2025).
- ◆ **Statista – Metaverse Live Entertainment (April 2026).** The UK is experiencing a surge in demand for immersive live entertainment experiences within the Metaverse. This refers to the use of virtual and augmented reality technology to create immersive experiences for live events and performances. This includes virtual concerts, theatre productions, and comedy shows. These events can be attended by users in the metaverse, who can interact with each other and the performers in real time. The projected value in the Metaverse Live Entertainment market for the United Kingdom is expected to reach US\$12.0m by 2026. The market is anticipated to demonstrate an annual growth rate (CAGR 2026-2030) of 10.62%, resulting in a projected market volume of US\$17.9m by 2030.
- ◆ **Statista - Live Music in the UK (2025).** Financial topics were the overarching theme, when it comes to reduced attendance of live music events for fans in the UK, according to a survey conducted in 2025. 64% of respondents said that higher ticket prices prevented them from visiting live music events, while 52% indicated costs of living or financial constraints as reasons. Unfair ticketing pricing due to higher resales or dynamic pricing were mentioned by 50% of respondents. Additional event costs were problematic for 37%.

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

- ◆ [This Is Music 2025 from UK Music](#) outlines the huge economic contribution the UK music industry makes to the economy in 2023.
- ◆ [UK Live Music 2023 Report from LIVE](#) shows how live music's social, cultural and economic contribution is experienced right across the UK. Glasgow took the lead in Scotland with 5.5% of the UK's share.
- ◆ [Grassroots Music Venues Report 2024-2024 from Culture, Media and Sport Committee](#) is an analysis of the grassroots music sector in the UK.
- ◆ [Facts and Figures - The Creative Industries](#). Here you view articles and reports on various sectors of the creative industry in the UK.
- ◆ [COBRA, Accessed from National Library of Scotland](#) have several Business Opportunity Profiles on a range of live entertainment occupations. These include key market issues and trends, trading, commercial and legal issues and legislation.

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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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