



Market Report

A Snapshot of your Market Sector

Remote PA

This pack has been designed to provide information on setting up a business in the Remote **PA** industry in Scotland, as well as helping to inform the market research section of your business plan. A **Remote PA** is defined as **someone who offers outsourced administrative services to businesses from a remote location. It can also be known as a Virtual PA.** 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 **April 2026**.

What do I need to know about the Remote PA 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 Society of Virtual Assistants (the main body representing the industry in the UK), have over **6,000 members across the UK** ([Society of Virtual Assistants](#))
- ◆ In terms of global market size, the virtual assistant market—particularly in health care—is **projected to grow significantly, reaching around 51.9 billion U.S. dollars by 2028**, compared to 5.8 billion U.S. dollars in 2020. These reports provide broad insights, from technology adoption to market forecasts and usage scenarios across industries. (Statista, *Virtual Assistants*, 2024)
- ◆ In the UK, the BPO sector is forecast to grow from **\$31.91 in 2025 to \$38.83 billion in 2030**. The average spend per employee will increase from \$887.20 in 2025 to \$1,049.24 in 2030. The UK's BPO industry has developed particular expertise in serving the Financial Services sector due to the strong influence of this target market (Statista, *Business Process Outsourcing Market Insight*, December 25)
- ◆ **Virtual assistants are becoming more and more common**, despite the name evoking science fiction images of digitized personal assistants. While most have not reached the capabilities of Iron Man's Jarvis, many can help users with day-to-day tasks. These include, but are not limited to, checking the weather, ordering food, or simply playing music on command. With ongoing development of technologies, these assistants are likely to improve and change. (Statista, *Virtual Assistant Technology*, Dec 2025)
- ◆ The average salary of Executive Assistants in the UK (not specifically virtual assistants) is £42,535 (according to [Reed](#)) and £22,872 (according to [Talent](#)).
- ◆ Bodies for this industry include the [UK Association of Virtual Assistants \(UKAVA\)](#), the [Society of Virtual Assistants](#) and the [Institute of Executive Assistants and Administrators](#).

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 - Virtual assistants (2024)**. This report provides exclusive statistical information about virtual assistant technology. It includes chapters on the market overview, consumption, and a special focus on natural language processing. Regional trends are also explored, both in the United States and in India.
- ◆ **Statista - Virtual Assistant Technology (2025)**. This report provides a broad overview of virtual assistants. It covers their core functions such as helping users check the weather, order food, or play music by command and details the most popular products including Apple's Siri, Google Assistant, Amazon Alexa, Microsoft Cortana, as well as Chinese assistants like Baidu DuerOS and Xiaomi Xiao AI. The report examines how these assistants are integrated with various devices, including smartphones, smart speakers, cars, and other smart home products, reflecting widespread consumer adoption.
- ◆ **Statista - Business Process Outsourcing (2024)**. Business Process Outsourcing (BPO) refers to transferring entire business processes or individual activities from a company to a third party and is often IT-based. BPO covers a wide variety of business processes, usually either in the back office, e.g., human resources or in the front office, e.g., customer service in call centres.

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

- ◆ [Find a VA \(Society of Virtual Assistants\)](#). allows you to search for Virtual Assistants, who meet the agreed standards of the Society. You can also apply to have your own business listed.
- ◆ [Resources \(UK Association of Virtual Assistants\)](#). provides template contracts covering different aspects of the Virtual Assistant role.
- ◆ [VA Pro Magazine](#). Includes articles on various aspects of working as a Virtual Assistant)
- ◆ [VA Conference](#). This is the annual UK Virtual Assistant conference.
- ◆ [PA salaries: UK, Ireland and key European countries \(Institute of Executive Assistants and Administrators\)](#). Includes information on average salaries for Personal Assistants (not specifically Virtual Assistants).

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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.

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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