



Market Report

A Snapshot of your Marketing Sector

Photography

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

What do I need to know about the Photography 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 revenue of photographic activities in the United Kingdom will amount to approximately **1,984.65 million U.S. Dollars by 2025**. (Statista, *Industry revenue of “photographic activities” in the United Kingdom from 2012 to 2025*, February 2026)
- ◆ There were estimated to be approximately **87,400 photographers** and audiovisual operators working in the United Kingdom as of the second quarter of 2025, compared with 79,700 in the previous quarter. (Statista, *Number of photographers and audio-visual operators in the UK 2021-2025*, December 2025)
- ◆ In 2025, the largest segment of the UK photography market was commercial photography (corporate, product, advertising), which was estimated at **£650 million**. This was followed by wedding and event photography (£500 million) and portrait/family photography (£250 million). The UK photography market is very competitive and many photographers are diversifying their services to maintain an income (West London Studio, [2025 Market Trends for Professional Photography in the UK](#))
- ◆ The average salary for a Photographer is **£25,126** in 2026 (Payscale, [Photographer Salary in United Kingdom in 2026](#), February 2026)
- ◆ Looking at more recent data across the 2020 to 2025 period according to Artnet **19%** of photography lots sold above their high estimate – an **11%** increase – while **21%** sold below their low estimate, down 10%. The overall sell-through rate has risen to **63%**. With 928 upcoming lots, these figures reflect a growing confidence in the market, particularly in the mid-market segment (photographs valued between **\$10,000-\$30,000**) where the majority of sales have been executed. However, this also reveals a market driven more by volume than concentrated value. (My Art Broker, [What Photo London Tells Us About the Photography Market in 2025](#), August 2025)
- ◆ The national organisation for this industry is the [British Institute of Professional Photographers \(BIPP\)](#). Other industry bodies include the [Association of Photography](#), [Guild of Photographers](#) the [Scottish Photographic Federation](#), and the [Royal Photographic Society](#).



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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 – Forecasted number of unmanned aerial vehicles (UAVs) in the UK in 2030, by economic sector (November 2025)** This statistic shows a forecast of the number of UAVs, commonly known as drones, that will be used commercially within the United Kingdom in 2030, broken down by economic sector. According to the report 4591 were used in the technology, media and telecommunications sector.
- ◆ **GlobalData Explorer – Global Drones Market (April 2025)** The global drones market grew by 40.8% in 2024 to reach a value of \$18.3 billion. In 2029, the global drones market is forecast to have a value of \$61.3 billion, an increase of 235% since 2024. Commercial drones is the largest segment of the global drones market, accounting for 73.2% of the market's total value in 2024. *(This content is reproduced under license from GlobalData PLC, Copyright 2026)*

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

- ◆ The [Society of Photographers](#) Photographic Events, Seminars and Trade Shows. The website includes news, blogs and articles.
- ◆ **Thomson & Reuters Practical Law, Step-by-step guide to copyright in images online in the UK** [Practical Law](#) on how UK law protects images that are placed online, how to ensure that use of such images does not infringe copyright, and how to protect images from copyright infringement once they have been placed online.
- ◆ [COBRA Reports](#), Accessed from National Library of Scotland, have several Business Opportunity Profiles These contain key market issues and trends, trading, commercial and legal issues and legislation. Titles available include
 - **Photographer**
 - **Videographer**
 - **Photograph Equipment Retailer**
 - **Creative Industries - Industry Snapshot**

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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.



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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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