

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 **December 2025**.

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:

- ◆ Over the five years through 2025-26, revenue is expected to expand at a compound annual rate of **1.4% to £1.9 billion**. The growth is in spite of the growth of online photography services and the effect of the cost-of-living crisis on major markets, including wedding photography... Over the five years through 2030-31, revenue is expected to grow at a compound annual rate of **0.7% to £2 billion**. (IBISWorld, *Photographic Activities in the UK*, August 2025)
- ◆ There were estimated to be **87,400** photographers, audio visual, and broadcasting equipment operators working in the United Kingdom as of Q2 2025; a decrease of approximately 5,800 since the same time the previous year. (Statista, October 2025)
- ◆ UK was the 6th-largest country in the market in 2024 and will continue to be the 6th-largest segment in 2029. It will grow at a compounded annual growth rate of **2.9%** between 2024 and 2029, which is lower than that of the overall market. Among the key countries, UK will be the 9th-fastest growing country and will grow from **\$2,007.8 million** in 2024 to **\$2,318.4 million** in 2029. It will contribute **2.7%** to the incremental growth of the overall market between 2024 and 2029 (Technavio, *Global Photography Services Market 2025-2029*)
- ◆ 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.

- ◆ IBISWorld – News Agencies in the UK (December 2025) “High-quality smartphone cameras make obtaining images much easier and camera technology has become more portable, allowing photojournalists to reach new areas more easily.”
- ◆ IBISWorld – Optical and Photographic Equipment Manufacturing in the UK (May 2025) “Fast-paced technological advances in lenses, accessories and parts. Improvements have focused on higher resolution, greater accuracy and enhanced functionality. Increasing demand for high-precision optical devices in manufacturing operations is driving demand.”

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**
 - **Photo Minilab**
 - **Photographic Equipment Retailer**

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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@bgateaway.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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