



Market Report

A Snapshot of your Marketing Sector

Arts and Crafts

This pack has been designed to provide information on setting up a business in the **Arts and Crafts** 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 Arts and Crafts 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 craft industry in the United Kingdom is set to flourish in 2025, with handmade goods continuing to captivate consumers seeking quality, authenticity, and sustainability. The rise of e-commerce has also transformed the market, with over 10 million Brits now buying craft online—more than triple the number a decade ago. Despite this growth, in-person purchases remain popular, reflecting the personal connection many feel towards handmade items. (Combined Market Traders, [Craft Industry Trends for 2025: What's Hot in Handmade Markets](#) 2025).
- ◆ UK Department for Culture, Media and Sport (DCMS) latest export figures show that craft exports make up 35% (£3.5bn) of creative industries exports (£10.2bn). Exports have fallen in recent years (crafts exports were £4.8bn in 2017), in part because the free movement of people and goods and services between the UK and the EU ended. Note that the value of craft exports is significantly influenced by the export of gemstones and precious metals through the jewellery trade. Most craft exports continue to go to the US, Europe, Switzerland and China. (Crafts Council, [Policy Briefing](#), October 2025)
- ◆ 25% of people take part in arts and crafts at least once a month (15% weekly), rising to 29% among those with mental health problems. When examining where creative inspiration comes from, it's clear that Brits draw from both digital and traditional outlets. Websites and blogs are the most cited source overall at 27%, followed by books and magazines (24%) and friends (22%). Only 2% of respondents cite celebrities as a source of inspiration. For younger respondents, social media plays a bigger role. 42% of 18- to 29-year-olds find inspiration on Instagram, 33% on Pinterest, and 25% on TikTok. (Hobbycraft/Mind, [The Power of Making](#), October 2025)
- ◆ [CMTIA What's Hot in Handmade Markets](#) The craft industry in the UK is expected to flourish in 2025, with handmade goods continuing to captivate consumers seeking quality, authenticity and sustainability. Younger consumers are driving the vintage and nostalgia creations with under 35's accounting for around a third of craft buyers in the UK.
- ◆ The national organisation for this industry is [Craft Scotland](#). Other industry bodies include [Creative Scotland](#), [Crafts Council](#) and the [Creative Industries Council](#).



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Where can I find more information on my market?

The Information Service provides a bespoke research service for all Scottish businesses. If you have a more detailed research enquiry that you would like to explore, please contact us on **0300 013 4753** or email info@bgateway.com.

There are also several online resources you may find helpful:

- ◆ [Hobbycraft/Mind – The Power of Making](#) (October 2025). The growth in the popularity of crafting is being driven by younger adults, especially 18- to 29-year-olds (Generation Z) who are embracing creativity as a form of self-expression and self-care. Nearly a third (30%) of Gen Z say they participate in crafts and hobbies to support their mental wellbeing. Crochet has emerged as a surprise frontrunner among Gen Z crafters, with nearly one in five (19%) 18- to 29-year-olds turning to this craft to lift their mood – the highest of any age group. Notably, against other age groups, Gen Z also lead the interest in pottery (12%) and digital crafting (12%), showing the generation’s creativity blends traditional and tech-led crafts.
- ◆ [Crafts Council – Makers Survey 2025](#) (March 2025). Most makers operate on modest incomes from craft: half of respondents (49%) earned less than £10,000 from making in the past year, and 70% earned less than £20,000. The average UK wage is around £34,000, and many makers (62.3%) rely on additional income sources from outside the creative industries. The vast majority of craft businesses (94.9%) did not employ anyone on PAYE contracts in the past two years, indicating that most are sole proprietors.
- ◆ **World Crafts Council Europe** published their report, [The European Market for Crafts 2023](#). According to the results of their survey of citizens living in Europe, ‘the crafts buyer in Europe is predominantly female (69% of the respondents buyers of crafts), the age range is evenly distributed: 20 to 35 years old (29% of the total respondents), 36 to 45 years old (22%), 46 to 55 years old (24%) and 56 to 70 years old (26%). Their main occupations are: company employee (43%), followed by freelance or self-employed (25%), retired (13%) and civil servant (12%). Most of them claim to be users of social media. 77% of them use Facebook, 71 % use Instagram and 41% use Pinterest. Most of the people surveyed buy crafts for themselves (79%) and as a gift (55%)
- ◆ [CMTIA What’s Hot in Handmade Markets](#) The craft industry in the UK is expected to flourish in 2025, with handmade goods continuing to captivate consumers seeking quality, authenticity and sustainability. Younger consumers are driving the vintage and nostalgia creations with under 35’s accounting for around a third of craft buyers in the UK.
- ◆ [Axa Trends in UK Craft Business](#)
- ◆ [Liberty London UK’s Craftiest Cities](#)

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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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