



# Market Report

A Snapshot of your Marketing Sector

## Life and Business Coaching

This pack has been designed to provide information on setting up a business in the **Life and Business Coaching** 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 Life and Business Coaching 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:

- ◆ Organizations are investing more in coaching to support leadership development and employee well-being. Many Executive MBA programs now incorporate executive coaching, with participation rising from 58% in 2011 to over 87% in 2023. The coaching industry in Europe has experienced substantial growth. According to the **International Coaching Federation's 2023 study, the number of active coaches in Western Europe increased by 54% from 2019 to 2022, reflecting a compound annual growth rate of 15.43%**. The adoption of technology in coaching practices has become essential. Online coaching platforms, virtual reality simulations, and AI-driven tools are revolutionizing client engagement, offering greater accessibility and flexibility. ([Association for Coaching, Research on current trends in coaching, November 2024](#)).
- ◆ **Revenue in the Health & Wellness coaching market is projected to reach £454.26m in 2025**. Revenue is expected to show an annual growth rate (CAGR 2025-2029) of 7.29%, resulting in a projected market volume of **£589.38m by 2029**. **User penetration will be 31.79% in 2025 and is expected to hit 34.64% by 2029**. (Statista, *Digital Fitness & Well-Being*, 2025).
- ◆ Life coaching is an unregulated profession in the UK. Life coaches can gain certifications through various training providers and coaching programmes, but this isn't a requirement of the role. Opportunities for life coaches with recognised professional qualifications are increasing. Life coaches could work for the National Health Service (NHS), or as part of community projects in schools, universities or prisons. They also work for specific organisations, internally mentoring the staff. ([Prospects, Training to become a life coach, November 2024](#)).
- ◆ Revenue in the **Professional Certificates market** in the UK is projected to reach **£241.08m in 2026**. Revenue is expected to show an annual growth rate (CAGR 2026-2030) of 4.64%, resulting in a projected market volume of **£271.28m by 2030**. One of the key trends in the Professional Certificates market in the UK is the increasing popularity of online learning platforms. Another trend in the market is the growing demand for industry-specific certifications. As industries become more specialized, professionals are seeking certifications that are tailored to their specific field. This trend is driven by the need for specialized skills and knowledge in industries such as technology, finance, healthcare, and project management. (Statista, *Market Insights: Online Education: Professional Certificates*, April 2026).
- ◆ The national organisation for this industry is the [Association for Coaching](#). Other industry bodies include the [British School of Coaching](#), the [Chartered Institute of Personnel and Development](#), the [International Coach Federation UK](#), the [Association for Professional Executive Coaching & Supervision](#), the [European Mentoring & Coaching Council](#) and the [Worldwide Association of Business Coaches](#).

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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 - Target audience: *Followers of life coaches on social media in the UK (March 2025)***. Followers of life coaches on social media tend to be younger, 42% are Millennials. 55% of followers of life coaches on social media are female. Many followers of life coaches on social media have a high annual household income. Followers of life coaches on social media are more likely to live in cities and urban areas than the average consumer.

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

- ◆ **[ICF \(International Coaching Federation\) - 2024 ICF Coaching Snapshot: Coaching and Mental Well-Being.](#)** Mental well-being is an area of coaching expected to grow in the coming years with 72% of coach practitioners planning to continue and expand their offering and effectiveness in it. Mindfulness, visualization, and meditation techniques are the most used techniques to help support clients with their well-being.
- ◆ **[Life Coach Directory.](#)** This website could be helpful in assessing potential competition with its UK-wide search function and has information on the different areas under the coaching umbrella. There is also a member's area for professional life and business coaches.
- ◆ **[The British School of Coaching](#)** offers a range of support on qualifications and provides a variety of short courses and events related to different aspects of coaching, including wellbeing, psychology, cognitive behavioural therapy, and team coaching techniques.
- ◆ **[The Coaching Tools Company - The Coaching Industry 2024.](#)** This blog looks at some of the key insights and trends that are behind the growth in the market.
- ◆ You may wish to take a look at the **[Life Coach job profile from Prospects.](#)** This covers several different areas including responsibilities, what to expect, skills, qualifications, employers, and a small number of case studies.
- ◆ **Executive Coaching – [Coaching Trends 2025](#)** – this report reflects insights from 45 global Executive Coaches, and includes a section on forecasts for 2026.

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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 contact us on [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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**Updated by: Eleanor**

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