



# Market Report

A Snapshot of your Marketing Sector

## Printing

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

## What do I need to know about the Printing 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 UK newspapers market recorded revenues of **\$1.9 billion in 2024, reflecting a negative compound annual growth rate (CAGR) of 7.8% from 2019 to 2024**. Decline is attributed to a shift in readers from printed newspapers to free or low-cost digital news sources, including websites, apps, and social media platforms. The UK newspapers market is expected to continue facing challenges, with consumption volumes projected to **decline further, reaching an estimated 1.1 million units by 2029**. This trend underscores the need for traditional publishers to innovate and adapt to the digital-first environment to survive. (GlobalData Explorer, United Kingdom - *Newspapers*, December 2025, *This content is reproduced under license from GlobalData PLC, Copyright 2026*).
- ◆ **The UK publishing market**, which encompasses the printing industry, recorded revenues of approximately **\$8.3 billion in 2024**. This figure reflects a negative compound annual growth rate (CAGR) of 0.1% from 2019 to 2024, indicating a slight decline in market performance during this period. In terms of growth trends, the market experienced a modest **increase of 0.5% in 4, reaching a value of \$8,268.2 million**. Looking ahead, the market is forecasted to grow to \$9,279.3 million by 2029, representing a 12.2% increase since 2024. **Books constitute the largest segment of the UK publishing market**, accounting for **61.2%** of the total market value in 2024. This segment's dominance highlights the continued relevance of printed materials despite the rise of digital alternatives. (GlobalData Explorer, *United Kingdom – Publishing*, December 2025)
- ◆ Print advertising remains a significant component of the advertising landscape in the United Kingdom, despite the increasing prominence of digital channels. The **UK advertising industry, which recorded revenues of \$49.4 billion in 2024**, has shown a compound annual growth rate (CAGR) of 8.3% from 2019 to 2024, indicating a robust market environment for various advertising formats, including print. However, the print advertising sector faces challenges, particularly with the declining advertising revenue trend in UK newspapers. Large advertising companies prefer to work with publishers that have the largest circulations, which puts smaller publications at a disadvantage. The ease of access to multiple distribution channels, such as newsagents and online platforms, facilitates the entry of new players, but the overall market dynamics are shifting towards digital formats (GlobalData Explorer, *United Kingdom - Advertising*, March 2025).
- ◆ The national organisation for this industry is the [British Printing Industry Federation](#). Other industry bodies include [Independent Print Industry Association](#) and the [British Association for Print and Communication](#)

Connect with us

## 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 – Global Print Advertising Market Insight (October 2024)** - The Print Advertising market in Worldwide has been experiencing significant changes and developments in recent years. In today's digital age, customer preferences have shifted towards online platforms for advertising. With the increasing popularity of social media and digital marketing, businesses are finding it more effective and cost-efficient to advertise their products and services online. This has resulted in a decline in print advertising as customers are now more inclined to consume information digitally.
- ◆ **Statista – Consumer Insight - Print media usage in the UK as of September 2025 (March 2026)** – Books is the largest segment with 33% of respondents having used printed books, 23% used daily newspapers, 18% used weekly newspapers and 18% used magazines.

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

- ◆ [Print Monthly](#) is an industry trade site which has news articles, features, blogs and videos for all aspects of printing.
- ◆ **The British Printing Industries Federation** ([British Print](#)) published a report, [The Future of Global Printing to 2028](#) This report discusses key consumer, technology and commercial dynamics shaping the evolution of the print industry to 2028.
- ◆ [BPIF](#) published the 2025 facts and figures for the printing industry in the UK. The report includes data for regional printing in the UK, products by sector, advertising in print and other data for the industry.
- ◆ [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:
  - **Books and Magazines**
  - **Independent Publisher**
  - **Advertising**

**Disclaimer:** Please note that this research may contain copyrighted material. Copyright belongs to the holders credited and as such, recipients of this research must only use the information for their own internal business purposes, and must not publish, reproduce or repurpose the information, or make it available to any third party, without permission from the original copyright holders. “Repurpose” includes any uploading of the information to AI tools.



Connect with us

## 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**



Connect with us

## 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](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.



Connect with us

## 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.

Although every effort has been made to ensure the accuracy of the information provided, Business Gateway will not be held liable for any inaccuracies or omissions in the data supplied, or for the content of any website that the document above may contain links to. By using this information, you accept this disclaimer in full. Also, please note that Business Gateway does not endorse any business or individual that may be referred to above.

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.

**Last updated: April 2026**

**Updated by: Carla Bennett**

**Connect with us**