



Market Report

A Snapshot of your Marketing Sector

Beauty Therapy

This pack has been designed to provide information on setting up a business in the **Beauty Therapy** 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 **May 2025**.

What do I need to know about the Beauty Therapy 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 industry has struggled with rising costs and weak consumer confidence following post-pandemic recovery and inflationary pressure following the Russia-Ukraine war. However, with the **easing of inflation levels** and **higher consumer confidence**, consumers have been encouraged to spend more on hair and beauty treatments. Over the five years through **2029-30**, revenue is expected to rebound at a compound annual rate of **3.3%** to reach **£6.8billion**. (IBISWorld, Hairdressing and Beauty Treatment UK, November 2024).
- ◆ The Health and Wellness spa industry in the UK currently has a revenue of **£7.9 billion** and is expected to grow supported by a rise in international tourist numbers and a greater focus on wellbeing. Over the five years through **2029-30**, industry revenue is anticipated to grow at a compound interest rate of **3.2%** to reach **£9.3billion**. (IBISWorld, Health and Wellness Spa's, September 2024).
- ◆ The professional beauty/grooming/hair treatment market is expected to recover to its pre-pandemic value in **2024**, reaching **£16 billion**, with growth fuelled in part by inflationary price rises. Continued innovation in treatment options will also tempt engagement. (Mintel, Professional Beauty and Grooming Treatments – UK – 2024).
- ◆ There are online reports that publish statistics for the Beauty Industry. [National Hair and Beauty Federation](#) Statistics for 2024, [Policy Bee](#) Industry Statistics, [McKinsey and Co](#) The Wellness and Beauty Industry is Poised for a Glow Up.
- ◆ The national organisation for this industry is [British Association of Beauty Therapy and Cosmetology \(BABTAC\)](#) Other industry bodies include the [Guild of Beauty Therapists](#) , the [Hairdressing and Beauty Suppliers Association](#) , the [British Beauty Council](#) , and the [National Hair and Beauty Federation \(NHBF\)](#)



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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 – Cosmetic Surgeons Clinics UK -August- 2024.** IBISWorld estimates that Injectables, including Botox, Restalyne and Dermal Fillers, account for 22.5% (£543.3m) in a £2.4bn industry. Consumers are moving to towards less invasive procedures using Botox, dermal fillers and threading to achieve similar results as eyelid surgery and brow lifts.
- ◆ **IBISWorld – Hairdressing and Beauty Treatment UK (November 2024).** One of the key marketing tools for hair and beauty businesses is social media. Platforms, such as Facebook, Instagram and Tik Tok allow salons to promote their services with minimal investment. Small businesses and independent hairdressers have found social media invaluable for reaching potential clients and building a customer base.
- ◆ **IBISWorld - Hairdressing & Beauty Treatment in the UK (-June 2024).** Men are becoming more conscious of their beauty, so male grooming services are on the climb, providing growth opportunities for beauticians that cater to this market. The increasing popularity of skincare and the influence of well-groomed male figures on social media drive this trend. Men are increasingly interested in more than the basic haircut; concerns about ageing and general skincare issues will likely increase revenue from these product areas.

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

- ◆ The National Library of Scotland (NLS) has a range of eResources, including COBRA reports, which can be accessed at [National Libraries of Scotland](https://www.nls.uk). COBRA has several Business Opportunity Profiles on the beauty industry. These include key market issues and trends, trading, commercial and legal issues and legislation. Register for free access to the eResources at [How to join | National Library of Scotland](https://www.nls.uk).

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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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