



# Market Report

A Snapshot of your Marketing Sector

## Live Entertainment

This pack has been designed to provide information on setting up a business in the **Live Entertainment** 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 **January 2025**.

## What do I need to know about the Live Entertainment 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 2024-25, the festivals industry's revenue is projected to expand at a compound annual rate of **5.7% to £4.8 billion**. According to the Association of Independent Festivals (AIF), in 2023, one in six UK festivals ended due to rising expenses and cost-of-living pressures. As of June 2024, the AIF reports that 50 festivals have been cancelled so far, bringing the total number of UK festivals that have disappeared since 2019 to 182. In response to this data, AIF calls for increased government support, including a VAT reduction from 20% to 5% for festivals in the face of rising supply chain costs. (IBISWorld, *Festivals in the UK* – September 2024).
- ◆ Frequency of concert attendance has also ticked up in the last 12 months. UK adults attended an estimated average of 2.8 concerts per head of population (compared to an estimated 2.5 in the previous 12 month period). 16-34s make up the largest proportion of all fan groups – **46% of attendees overall (19% are aged 16-24 and 27% aged 25-34)**. Over-55s account for around a fifth of concert-goers, including 19% of Frequent Fans. The affluent and expanding older demographic represents an opportunity for live music – helped by the continuing rise in 'heritage' acts with Boomer appeal. (Mintel, *Music Concerts and Festivals - UK - 2024*).
- ◆ The results of a survey conducted among live event attendees in the United Kingdom and published in late 2023 show, that music events are important to the public in the country. For example, some **63% of respondents said they would prefer to spend money on a concert rather than a theatre show**. Also, **88% of survey participants said that live music had a positive impact on their mental health**. (Statista, *Opinions on live events in the United Kingdom as of October 2023*)
- ◆ **Live music events** are now generating more than **£581 million for Scotland's economy**. Around 5340 Scottish jobs are estimated to have been supported last year by the industry, which was valued at £453 million in 2019, the year before the pandemic struck. (UK Music, [Here There and Everywhere 2023 Report](#))
- ◆ The national organisations for this industry include the [Federation of Scottish Theatre](#), the [National Theatre of Scotland](#), the [Scottish Music Industry Association](#), [Incorporated Society of Musicians](#), [British Arts Festivals Association](#), [Concert Promoters Association](#), [Creative Scotland](#) and [Event Scotland](#).

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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).

- ◆ **IBISWorld – Festivals in the UK (September 2024)**. Locals provide the bulk of revenue thanks to their ease of access to festivals. Locals live within a distance of approximately 15 miles from the venue. This level is anticipated to have fallen slightly as larger venues and festivals have attracted ever greater numbers of domestic and international music tourists.
- ◆ **Statista - Number of tourists attending live music events in the UK (from 2016 to 2023)** - The number of tourists attending live music events across the United Kingdom increased by 33% in 2023 compared to 2022. That year, the number of music tourists in the country, including domestic and inbound visitors, peaked at approximately 19.2 million. Meanwhile, total spending generated by music tourism in the UK grew by roughly 40% from 2019 to 2022.
- ◆ **Statista - Live Music in the UK (2024)**. This dossier includes the most important statistics on the live music industry in the United Kingdom. It looks at revenues and spending, music tourism, attendance figures, live music venues, employment in live music, and the festival scene in the UK. The dossier concludes with a chapter on the impact of coronavirus on the live music industry, including survey data on when audiences will return to live music events, and what measures would make them feel more comfortable returning to venues.

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

- ◆ [This Is Music 2024 from UK Music](#) outlines the huge economic contribution the UK music industry makes to the economy in 2023.
- ◆ [UK Live Music 2023 Report from LIVE](#) shows how live music's social, cultural and economic contribution is experienced right across the UK. Glasgow took the lead in Scotland with 5.5% of the UK's share.
- ◆ [Grassroots Music Venues Report 2034-2024 from Culture, Media and Sport Committee](#) is an analysis of the grassroots music sector in the UK
- ◆ [Facts and Figures - The Creative Industries](#). Here you view articles and reports on various sectors of the creative industry in the UK.
- ◆ [COBRA, Accessed from National Library of Scotland](#) have several Business Opportunity Profiles on a range of live entertainment occupations. These include key market issues and trends, trading, commercial and legal issues and legislation.

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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 [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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