



Market Report

A Snapshot of your Market 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 **August 2024**. If you find the information contained in this document useful, tell us about it! Send us feedback [here](#); we will use your comments to help improve our service.

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:

- ◆ Participation in arts and crafts over the period November 2019 to December 2022 has increased by 5%. Participation in nature interests in 2022 is down by 4%; gardening, language learning, and **arts/crafts are each down by 3%**; photography is down by 2%. (Mintel, *Hobbies and Interests-UK*, 2023).
- ◆ Some **34% of adults have participated** in art and craft activities in the past 12 months. Amongst this group, over 50% have done painting or drawing, and 47% have taken part in textile activities. More specialist creative activities, in order of popularity, include plant/flower craft, jewellery making, metal or woodwork, soap/candle making, pottery, and sculpture. (Mintel, *Hobbies and Interests-UK*, 2023).
- ◆ Hobbycraft, the UK's leading arts and craft specialist retailer, has reported **strong Christmas 2022 sales, a 15% revenue increase to £203.1 million** at end of February 2023, and **18% increase in kids' crafting kits** to January 2023. Under-35s are the most likely to engage in creative activities with 40% of 16-34s participating in arts and/or crafts, 41% in photography and 47% in home improvements/DIY. (Mintel, *Hobbies and Interests-UK*, 2023).
- ◆ In May 2024, **ravelry.com** was the most visited crafts website worldwide. That month, that site recorded approximately **15 million visits**. Hobbylobby.com followed in the ranking, with nearly 13 million visitors. (Statista, *Hobbies: Most visited crafts websites worldwide June 2024*).
- ◆ Statista's Consumer Insights 2024 survey found that around 23% of UK respondents pursued DIY and arts and crafts as a hobby. (Statista, *Consumer Insights Global Survey 2024, August 2024*).
- ◆ Craft Scotland's Sector Report 2023 notes that 's. In 2020, total turnover in the Crafts and Antiques sector was recorded as £175 million accounting for 2.2% of CI's total turnover. This was greater than turnover in Visual Arts (£106.2m) but less than Fashion and Textiles (£200.5m).' (Craft Scotland, *Sector Report 2023, October 2023* – full report available at <https://shorturl.at/Ygfgz>).
- ◆ Craft Scotland's Sector Report 2023 suggests that 'while it is estimated that there are over 3,500 makers within the craft sector, official statistics for 2022 recorded 2,030 people in employment within the Crafts and Antiques sector in Scotland. Almost two-thirds of recorded employment is within manufacture of other furniture (62%) followed by retail sale of antiques (11%) and manufacture of jewellery and related articles (10%).' (Craft Scotland, *Sector Report 2023, October 2023*)
- ◆ The national organisation for this industry is [Craft Scotland](#). Other industry bodies include [Creative Scotland](#), [Textiles Scotland](#), [Crafts Council](#) and the [Creative Industries Council](#).



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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.

- ◆ **Statista - Art market in the United Kingdom - statistics & facts (May 2024).** The United Kingdom is the leading European art market and one of the major hubs for the global art trade. The United Kingdom alone accounted for approximately 17 percent of the global art market value in 2023. That year, the 27 member countries of the European Union made up 13 percent of the art market worldwide.
- ◆ **IBISWorld - Ceramic Household & Ornamental Article Manufacturing (Apr 2024).** Over the five years through 2023-24, revenue is anticipated to dip at a compound annual rate of 5.5% to £412.8 million, including a projected hike of 1.7% in 2023-24. Mounting interest in high-quality British-manufactured goods has also had a positive effect, with ceramics makers capitalising on heritage brands to support their presence in overseas markets. Over the five years through 2028-29, revenue is slated to swell at a compound annual rate of 1.4% to reach £443.3 million.
- ◆ **IBISWorld – Textile Weaving & Finishing in the UK (April 2024).** Industry revenue is forecast to swell at a compound annual rate of 0.6% over the five years through 2028-29 to just under £1.7 billion. Strengthening sales to key downstream markets will boost revenue, while demand for high-end and advanced finished fabrics and textiles will drive up profitability. Growing consumer awareness and demand for sustainable textiles drive the adoption of eco-friendly practices and materials, prompting weavers to explore alternatives and adapt their production processes.

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

- ◆ The **Crafts Council** is the development agency for contemporary craft in the UK. Their website has a number of useful resources including a directory of craftspeople, a section on business skills and learning, events listings and more (tinyurl.com/r5fezw3u).
- ◆ **Craft Scotland** has several resources for the maker community including sector research, a list of trade and retail events in the UK and worldwide and information on funding. (tinyurl.com/9eumwbdw).
- ◆ **Craft Scotland** - Collect 2024 was an international fair for visitors and galleries held at Somerset House in London, March 2024. Craft Scotland showcased a collection of ambitious new work from 12 of Scotland's talented makers. (tinyurl.com/yerrmrwe).
- ◆ **World Crafts Council Europe** published their report, [European Market for Crafts in 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%).'

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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.

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.

We hope you find this Market Report useful and we'd love to hear your feedback [here](#).

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