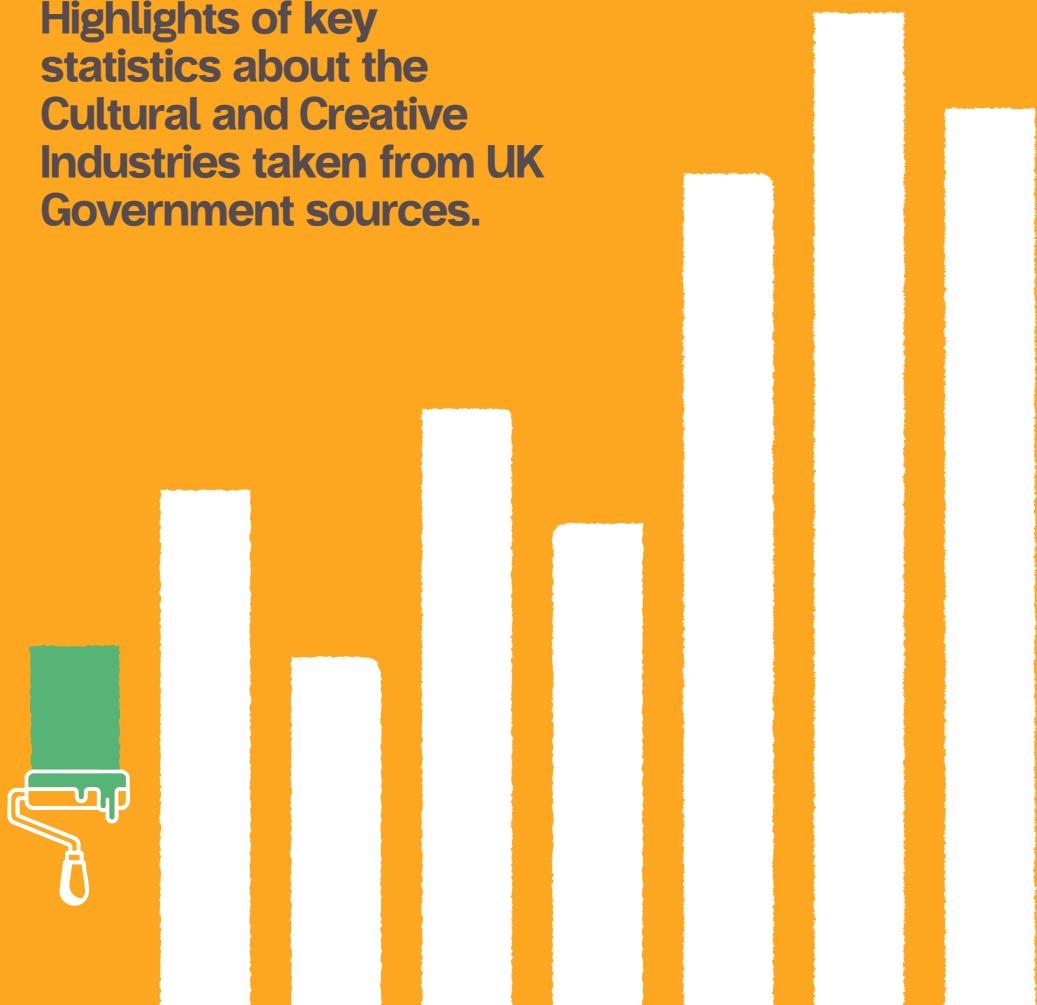


2025 Q4



Cultural and Creative Industries Quarterly Statistical Bulletin

Highlights of key statistics about the Cultural and Creative Industries taken from UK Government sources.



COMPILED BY GEORGE VINCENT,
CREATIVE UK POLICY & RESEARCH TEAM

Contents

CREATING GROWTH	5
OUR SIZE AND SHAPE	7
CULTURAL AND CREATIVE EXCHANGE	11
INNOVATION AND INVESTMENT	13
OUR TALENT	15
CREATIVE EDUCATION	27



**UPDATED STATISTICS RELEASED
SINCE LAST PUBLICATION AND
INCLUDED IN THIS BULLETIN**

- GVA, and GVA Growth, for the Cultural and Creative Industries
- Employment and Self-Employment within the Creative and Cultural Industries
- Demographic Representation within Employment across the Creative and Cultural Industries
- Socio-Economic Representation within Employment across the Cultural and Creative Industries
- Enrolment in Creative A-Levels,
- Enrolment in Creative Vocational Qualifications
- Enrolment in Creative GCSEs



This bulletin highlights key statistics about the Cultural and Creative Industries taken from UK Government sources.

This bulletin is updated with the most recent versions of each dataset each quarter. The date for each expected update is also highlighted for each statistic.

Sector definitions of the Cultural and Creative Industries are taken from definitions provided by the Department for Culture, Media and Sport (DCMS).¹ Figures are generally reported separately, and there is significant overlap between the two sectors.

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¹ DCMS (2022) DCMS Sectors Economic Estimates Methodology. Available at: <https://www.gov.uk/government/publications/dcms-sectors-economic-estimates-methodology>. N.B. definitions of the Creative Industries may vary across the devolved nations; for example, Creative Wales excludes 62.02 (computer consultancy); see Creative Wales (2025) Creative Sectors. Available at: <https://www.creative.wales/creative-sectors>. The DCMS criteria are used to allow for standardised comparisons to be made across variables and against third-party research, such as: Fodor, M.M., Komorowski, M. and Lewis, J. (2023) Clwstwr Creative Industries Report No 1.3: Report Update: The Size and Composition of the Creative Industries in Wales in 2022. Available at: https://clwstwr.org.uk/sites/default/files/2023-09/Creative%20Industries%20Report%20No%201_3_Final.pdf.

01

Creating Growth

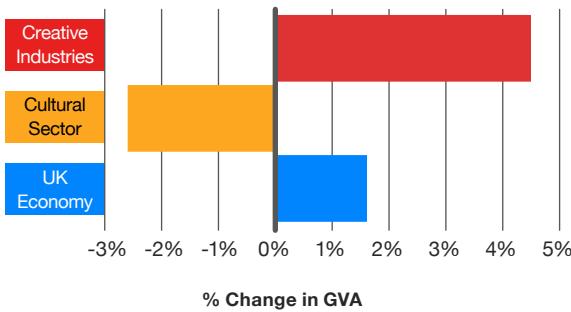
The Cultural and Creative Industries continue to occupy a notable share of the UK economy. The Creative Industries has grown at more than double the rate of the wider economy in the past year.

GVA (Gross Value Added to the UK economy) for the Cultural and Creative Industries

- Source: [DCMS Economic Estimates: Monthly GVA \(to September 2025\)](#) | Published: 28 November 2025 | Next Update: February 2026 (expected).

- According to the latest provisional DCMS Economic Estimates, the GVA of the Creative Industries was estimated at £134.12bn (or 5.79% of total UK GVA) between Oct 2024 and September 2025.

FIGURE 1 Year on Year GVA Change (Year to Sept 25 versus September 24)



- The estimated GVA of the Cultural Sector was £34.32bn (or 1.44% of total UK GVA) in the same period.
- The entire GVA of the UK economy was estimated to be £2.315tn in the same timeframe.

GVA growth for the Cultural and Creative Industries

- Source: [DCMS Economic Estimates: Monthly GVA \(to September 2025\)](#) | Published: 28 November 2025 | Next Update: February 2026 (expected).

- The latest DCMS Economic Estimates show that the GVA of the Creative Industries grew by 4.6% (up from £128.22bn) in the year to September 2025 compared to the year to September 2024.
- The GVA of the Cultural Sector shrank by an estimated 2.51% (down from £34.32bn) in the same period.
- Total GVA of the UK economy is estimated to have grown by 1.53% in the same timeframe, up from £2.281tn.



02

Our Size and Shape

Creative and Cultural businesses are largely concentrated in London and South East England, and the corresponding sectors contain a higher proportion of Small and Medium Enterprises (SMEs) than the wider UK economy.

Overall Number of Creative and Cultural Businesses in the UK

- Source: [ONS IDBR \(Inter-Departmental Business Register\) Activity, Size and Location \(as of March 2025\)](#)² | Published: 24 September 2025 | Next Update: September 2026 (expected).
- Creative Industries (2025): 269,655 businesses (9.86% of all UK enterprises).
- There are 0.6% more creative businesses operating in the UK in 2025 than in 2024 (up from 268,080).
- Cultural Sector (2024): 84,595 businesses (3.09% of all UK businesses).
- There are 2.73% more cultural business operating in the UK in 2025 than in 2024 (up from 82,350).

² Data is sourced from HMRC VAT and PAYE registers which may exclude micro-businesses below the VAT turnover threshold: ONS (2024) UK business; activity, size and location QMI. Available at: <https://www.ons.gov.uk/businessindustryandtrade/business/activitysizeandlocation/methodologies/ukbusinessactivitysizeandlocationqmi>. Consequently, these figures may disproportionately underestimate figures for the Creative and Cultural Industries compared to other sectors.

Number of Creative and Cultural Businesses in the UK by Size

- Source: [ONS IDBR \(Inter-Departmental Business Register\) Activity, Size and Location \(as of March 2025\)](#)³ | Published: 24 September 2025 | Next Update: September 2026 (expected).

Creative Businesses

- Creative micro-businesses (0-9 employees): 251,970 (or 93.44% of all creative businesses).
- Creative SMEs (Small and Medium Enterprises; 0-249 employees): 269,115 (or 99.80% of all creative businesses).

³ Employee count bands used to define business size: DEBIS (2021) Business population estimates for the UK and regions 2021. Available at: <https://www.gov.uk/government/statistics/business-population-estimates-2021/business-population-estimates-for-the-uk-and-regions-2021-statistical-release.html#definitions-and-terminology>.

- Large creative businesses (250 employees or more): 540 (or 0.20% of all creative businesses).

Cultural Businesses

- Cultural micro-businesses (0-9 employees): 80,715 (or 95.41% of all cultural businesses).
- Cultural SMEs (Small and Medium Enterprises; 0-249 employees): 84,460 (or 99.84% of all cultural businesses).
- Large cultural businesses (250 employees or more): 135 (or 0.16% of all cultural businesses).

All UK Businesses

- All micro-businesses (0-9 employees): 2,437,845 (or 89.15% of all businesses).
- All SMEs (Small and Medium Enterprises; 0-249 employees): 2,723,200 (or 99.58% of all businesses).
- All large businesses (250 employees or more): 11,415 (or 0.42% of all businesses).

Number of creative businesses in the UK by region

- Source: [ONS IDBR \(Inter-Departmental Business Register\) Activity, Size and Location \(as of March 2025\)](#) | Published: 24 September 2025 | Next Update: September 2026 (expected).

Creative Businesses

- There are 141,460 creative businesses in London and South East England (or 52.46% of all creative businesses).
- There are 107,295 creative businesses in England outside of London and South

East England (or 39.79% of all creative businesses).

- There are 20,900 creative businesses in the devolved nations (or 7.75% of all creative businesses).

Cultural Businesses

- There are 49,160 cultural businesses in London and South East England (or 58.11% of all cultural businesses).
- There are 28,775 cultural businesses in England outside of London and South East England (or 34.02% of all cultural businesses).
- There are 6,660 cultural businesses in the devolved nations (or 7.87% of all creative businesses).

All UK Businesses

- There are 943,230 businesses in London and South East England (or 34.49% of all businesses).
- There are 1,433,390 businesses in England outside of London and South East England (or 52.42% of all businesses).
- There are 357,995 businesses in the devolved nations (or 13.09% of all businesses).

FIGURE 2 OVERLEAF

**Creative UK members can
view the full stats bulletin at
[portal.wearecreative.uk/membership/
q4-cultural-and-creative-industries-
statistical-bulletin-2025/26](https://portal.wearecreative.uk/membership/q4-cultural-and-creative-industries-statistical-bulletin-2025/26)**

TO SEE:

- CULTURAL AND CREATIVE EXCHANGE STATS
- INNOVATION AND INVESTMENT STATS
- EMPLOYMENT STATS
- CREATIVE EDUCATION STATS

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