

FREE GUIDE · 2027

The 2027 UK bridal makeup pricing guide

Indicative price ranges by region for the bride, bridesmaids, trials, travel and early starts, plus a ten-point "am I undercharging?" check.

Booked & Busy · bookedandbusy.app · Indicative guidance, not survey data. Sources and method on the last page.

Before the numbers

This guide is a sense-check, not a rate card. The ranges are deliberately wide because a newly qualified artist in a market town and a fully booked artist in central London are doing different jobs. Use it to spot whether you're way out, then price from your own costs.

How we put this together: we have not run our own survey, and none of these figures are survey results from us. Where a public source gives a figure we quote it and name it (S1-S8, listed at the end). The 'indicative range' column is our own rounded guidance, built by taking the quoted figures for that region, the UK-wide ranges in S1, S3 and S4, and two published artist price lists (S6, S7) as spot checks. Where we found no regional figure (South East outside London, Wales, Northern Ireland, early-start fees) we say so and give a wider band. Sources were read in October 2026 and mostly describe 2025-26 prices, so treat 2027 as 'these, plus whatever your costs have gone up by'. Your own prices should come from your costs, your diary and your local market, not from a table.

BRIDE, ON THE DAY, BY REGION

REGION	WHAT PUBLIC SOURCES SAY	INDICATIVE RANGE
London	Bark average £450 incl. trial [S3]	£300-£600+
South East (outside London)	No regional figure found	£250-£450
South West	Bark average £300 incl. trial [S3]	£220-£400
Midlands	Bark average £220 incl. trial [S3]	£180-£350
North West	Bark average £250 incl. trial [S3]	£180-£350
North East & Yorkshire	Bark North East average £200 incl. trial [S3]; one Newcastle price list £150 on the day [S7]	£150-£300
Scotland	Edinburgh bridal makeup £150-£400 [S6]	£150-£400
Wales	No regional figure found	£150-£350 (use the UK range)
Northern Ireland	No regional figure found	£150-£350 (use the UK range)

Bark's regional figures include a trial; most artists quote the trial separately, so compare like with like.

EVERYTHING ELSE

ITEM	WHAT PUBLIC SOURCES SAY	INDICATIVE GUIDANCE
Bridesmaids / party (each)	£75-£175 [S4]; published lists £55 [S7] and £85 [S6]	£55-£150 per person, higher in London
Bridal trial	£80-£200 (hair or makeup) [S4]; experienced artists £90-£150 [S1]	£60-£150, often credited if she books

Travel	HMRC approved rate 45p a mile [S8]	Free radius of 10-20 miles, then 45p a mile for the round trip; parking, tolls, ULEZ/congestion at cost
Early start	No public figure found	Our suggestion: £25-£50 for each hour (or part) you start before 7am. Check what local artists charge.
Touch-ups / stay-on	No consistent public figure found	Quote per hour of your time, not per face

A QUICK WORKED EXAMPLE (ILLUSTRATIVE ONLY)

Bride £300 + 3 bridesmaids at £85 + trial £90 + 30 miles beyond a 15-mile radius, round trip, at 45p (£27) + a 5:30am start, 2 hours early at £35 (£70) = **£742**. If the same booking were quoted 'bride plus 3, £500 all in', that's £242 of work given away.

Are you undercharging?

Tick each one that's true for you.

- ☐ You can't say, to the pound, what one wedding morning costs you in kit, travel, parking and hours (including the trial and the admin).
- ☐ Your bride price hasn't moved since 2025, but your product and fuel costs have.
- ☐ You travel more than 20 miles without charging for it, or you charge one-way miles.
- ☐ You start before 7am and the client pays the same as a 9am start.
- ☐ Your trial is free and not credited against anything, and half your trials don't book.
- ☐ You take a deposit smaller than the work you'd lose if she cancelled 6 weeks out.
- ☐ Bridesmaids are priced so low that a party of 6 earns less per hour than the bride alone.
- ☐ You've never turned down a date because of price, and you're fully booked every Saturday in peak season.
- ☐ You discount when someone says 'it's a bit over budget' without taking anything out of the package.
- ☐ Your price isn't written down anywhere, so it changes depending on how the enquiry 'feels'.

Your score. 0-2 ticks: you're probably priced about right. 3-5: you're likely leaving money on the table on most weddings. 6 or more: it's worth sitting down with a calculator before you take another 2027 booking.

FIVE WAYS TO RAISE PRICES WITHOUT LOSING THE BRIDES YOU WANT

1. Raise for new enquiries only; honour every quote already sent.
2. Put the early-start and travel fees in writing, so they're rules, not negotiations.
3. Credit the trial against the booking instead of making it free.
4. Set a minimum spend for peak Saturdays (May-September).
5. Take a booking fee that reflects the date you're holding, and say clearly when it's non-refundable.

Want this done for you? Booked & Busy keeps every enquiry, quote, contract, deposit and balance in one calm place. 30 days free, no card needed. Then Starter £15/mo (£132/yr) or Pro £25/mo (£250/yr). No VAT.

Founding Artist places: 20 places, 3 months of Starter free, then the standard price. You add a card when you claim and nothing is charged during the 3 months; cancel before they end and you pay nothing. Closes 23:59 UK time on 30 November 2026, or sooner if the places go.

Stay booked. Stay busy. Stay unbothered.

Sources

Read October 2026. Figures quoted as published; we have not verified the underlying data.

- S1** Bridebook, UK Wedding Report 2026 / 'Wedding beauty: hair, make-up & costs' (average couple spend on makeup £394 in 2026, £363 in 2025; bridal makeup 'from around £150 to £400'; experienced artist trials £90-£150)
<https://bridebook.com/uk/article/wedding-prices-beauty>
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- S2** Bridebook, 'Average wedding cost UK' (2025 report, ~7,000 couples: makeup £363)
<https://bridebook.com/uk/article/how-much-does-a-wedding-cost-the-uk-average>
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- S3** Bark, '2025 cost of wedding makeup, UK prices' (average £280, range £200-£450 incl. trial; regional averages: London £450, South West £300, North West £250, Midlands £220, North East £200)
<https://www.bark.com/en/gb/wedding-makeup/wedding-makeup-cost/>
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- S4** Hair and Makeup for Weddings, 'How much does wedding hair and makeup cost?' (bridal makeup £150-£400; bridesmaid makeup £75-£175; trials £80-£200)
<https://www.hairandmakeupforweddings.co.uk/how-much-does-wedding-hair-and-makeup-cost/>
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- S5** Hitched, regional supplier pages (wedding hair and makeup 'in the region of £100 and £450')
<https://www.hitched.co.uk/wedding-beauty-hair-make-up/bracknell/>
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- S6** The Bride Side, Edinburgh (published price list: bride + 3 makeup £585 incl. trial, extra party member £85; Edinburgh bridal makeup £150-£400)
<https://thebrideside.co.uk/blog/how-much-does-bridal-hair-and-makeup-cost-in-edinburgh-your-essential-guide/>
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- S7** Shelley Scott Makeup, Newcastle (published price list: bridal makeup on the day £150, bridal party £55 per person)
<https://www.shelleyscottmakeup.com/bridal>
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- S8** HM Revenue & Customs, approved mileage rates (45p a mile for the first 10,000 business miles by car)
<https://www.gov.uk/government/publications/rates-and-allowances-travel-mileage-and-fuel-allowances/travel-mileage-and-fuel-rates-and-allowances>
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