



Market Report

A Snapshot of your Marketing Sector

Craft Gin

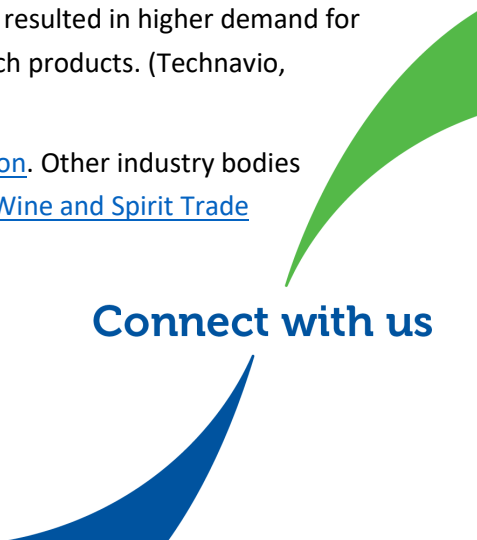
This pack has been designed to provide information on setting up a business in the **Craft Gin** industry in Scotland, as well as helping to inform the market research section of your business plan. You can find more information on how to write a business plan from the Business Gateway website (www.bgateway.com/businessplan), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in **August 2025**.

What do I need to know about the Craft Gin 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:

- ◆ Revenue is forecast to **climb at a compound annual rate of 2% to £954 million** over the five years through 2030-31. The industry will be defined by its green push, as producers intensify efforts amid broader net-zero goals and tightening regulations like the Extended Producer Responsibility scheme. As brands compete to defend market share, expect greater investment in marketing to stand out from the crowd. (IBISWorld, *Gin Production in the UK*, August 2025).
- ◆ Gin experienced another year of double-digit volume decline, driven by a continued shift in consumer preferences away from the classic gin & tonic. Instead, consumers are increasingly opting for cocktails like margaritas and other tequila-based alternatives. The most **significant drop was seen in flavoured white spirits**, with these drinks having suffered a sharp decline in popularity in recent years. By contrast, **classic gin variants** have proved **more resilient**, weathering the downturn better than their flavoured counterparts. (Euromonitor, *Spirits in the United Kingdom*, June 2025).
- ◆ Some 61% of adults drink white spirits, with vodka and gin neck and neck as the most widely drunk types. Usage of white spirits is slightly down compared with 2023, due in part to fewer people drinking gin. 42% of adults drink RTD alcoholic drinks, unchanged since 2023. **Growing alcohol moderation** provides opportunities to grow **sales of low-/no-alcohol versions of white spirits**. Retail volume sales of low-/no-alcohol spirits alternatives doubled over 2023-24, although from a low base. However, companies will need to address barriers to uptake of low-/no-alcohol spirits alternatives, including concerns over their price and whether they work as well in mixed drinks as their alcoholic equivalents. (Mintel, *White Spirits and RTDs - UK*, February 2025).
- ◆ Over the last decade, developing countries in regions like Africa, South America, Eastern Europe, and Southeast APAC have shown immense market potential for gins. Steady economic growth and development, especially in **APAC, MEA, and South America**, have translated into higher income levels among consumers. The increased purchasing power of middle-income consumers has driven the demand for innovative products in the food and beverage industry. This, in turn, has resulted in higher demand for gin products, as the rise in income has also led to greater affordability of such products. (Technavio, *Global Gin Market 2025-2029*).
- ◆ The national organisation for this industry is [The Scottish Distillers Association](#). Other industry bodies include [The Gin Guild](#), [Gin Club Scotland](#), [Scotland Food and Drink](#) and [The Wine and Spirit Trade Association](#).



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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 – Gin Production in the UK (August 2025).** The rise of more mindful drinking habits is prompting consumers to shun expensive nights out at pubs and bars, which are traditionally key markets for the gin industry. As on-trade venues continue to struggle, sales opportunities for gin producers are narrowing, placing pressure on industry revenue. With the growth of more conscious drinking habits, consumers are prioritising high-quality drinking experiences over drinking to excess. According to The Guardian in January 2024, Britons were opting for smaller, higher-quality alcoholic drinks as part of a broader trend toward moderation and mindful consumption. This creates an opportunity for premium gin producers to offer upscale, refined products that align with changing preferences.
- ◆ **Euromonitor – Spirits in the United Kingdom (June 2025).** Previous rising star flavoured gin saw demand fall significantly in 2024, and the trend is expected to continue in the next few years. This anticipated decline will be a key driver of volume decline over all spirits, while classic non-flavoured gins face a relatively more positive outlook. Traditional spirits such as gin, vodka, whiskies, brandy, cognac and rum experienced declining off-trade volumes, largely due to consumers reducing in-home consumption in response to rising prices and ongoing cost-of-living pressures. Additionally, a broader societal shift away from alcohol contributed to fewer drinking occasions at home.
- ◆ **Technavio – Global Gin Market 2025-2029 (January 2025).** Millennials, known for their adventurous and experimental nature, are gravitating towards unique and premium alcoholic beverages, including gin. This demographics preference for craft and artisanal products has led to a surge in the number of distilleries and innovative gin brands worldwide. The trend of premiumization, where consumers opt for high-quality and unique flavours, is particularly strong among millennials, who are willing to spend more on premium gin brands that offer distinct and sophisticated taste experiences

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

- ◆ [Visit Scotland](#) provides information on Scottish gin distilleries, tours and tastings as well as facts about the drink.
- ◆ [The Scottish Gin Society, Scottish Gin Distillery Map](#). This interactive map allows you to learn about the gin distilleries across the country.
- ◆ [IWSR - Five Key Trends Shifting the Beverage Alcohol Market in 2025](#). IWSR is the global leader in beverage alcohol data and insights. This summary looks at a number of growth opportunities for the year ahead.

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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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