



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 **April 2026**.

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:

- ◆ **59% of adults drink either vodka or gin.** 43% of adults drink RTDs, with cans the leading format. Most people drink vodka/gin in mixed serves. Premium gins have ample opportunities to drive purchase despite the income squeeze. Differentiating their offering from rivals' is key for brands, with unique and locally sourced ingredients among leading factors people would pay more for. **29% of category buyers would pay more for gin with unique ingredients; 22% for one which sources its ingredients locally.** Craft brands are typically the most active in emphasising provenance, but as this has become ubiquitous, brands must go beyond on-pack claims to stand out. (Mintel, *Vodka, Gin and RTDs UK*, February 2026).
- ◆ There is a high degree of customer loyalty for established brands, with the most established brands in each defined category of spirit being recognized worldwide. However, recent years have seen an increase in sales of own-label brands. For example, **a rise in craft distillation in the UK, together with a resurgence in the popularity of gin, has allowed smaller companies such as Jensen's to produce premium quality gins from a small manufacturing facility in London.** Such companies are also able to be more flexible than larger players and can therefore be more experimental with their flavour infusions and product categories, potentially disrupting the market. (GlobalData Explorer, *Spirits in the United Kingdom*, December 2025). This content is reproduced under license from GlobalData PLC, Copyright 2026.
- ◆ Craft Gin Club, an online retailer specialising in drinks subscriptions, replaced Diageo as the leading advertiser in 2025, taking a 30% share of total category adspend. Social media made up most of Craft Gin Club's marketing activity in 2025. Many of these posts centred around at-home socialising, a key purchase driver for vodka/gin/RTDs. Other adverts from Craft Gin Club highlighted its superior offering compared to leading supermarkets. This should appeal to people who are in the position to trade up to premium spirits; **a wide selection of alcoholic drinks is seen as important by 38% of supermarket shoppers** who are not influenced by price. (Mintel, *Vodka, Gin and RTDs UK*, February 2026).
- ◆ 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.

- ◆ **Statista –Leading brands of gin in the United Kingdom in 2024 (November 2025)**. Based on the number of consumers, the leading brand of gin in the United Kingdom was Gordon's with 5.24 million consumers in 2024. The brand Bombay Sapphire was ranked in second place with around 3.22 million consumers, followed by Any Tanqueray.
- ◆ **GlobalData Explorer – Spirits in the United Kingdom (December 2025)**. The performance of the market is forecast to accelerate, with an anticipated CAGR of 2.4% over 2024–29, which is expected to drive the market to a value of \$21,655.2 million by the end of 2029. Comparatively, the French and German markets will grow with CAGRs of 1.5% and 1.9%, respectively, to reach \$23,024.6 million and \$20,917.6 million in 2029. (This content is reproduced under license from GlobalData PLC, Copyright 2026.)
- ◆ **Mintel - Vodka, Gin and RTDs UK (February 2026)**. Local vodka/gin brands offer a powerful means for on-trade venues to woo punters. Under-35s' strong interest in venues that stock these amplifies the opportunity here, as this age group are the key pub-goers. Buying in a base spirit and infusing it with botanicals to create their own gin on-site is another option for pubs/bars to engage consumers by offering a hyper-local and exclusive product.

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.
- ◆ **Threshers** - one of the UK's longest-established online drinks merchants offers an article [The Biggest Gin Trends for 2025 & 2026](#).

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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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