



# Market Report

A Snapshot of your Marketing Sector

## Local & Organic Food Production

This pack has been designed to provide information on setting up a business in the **Local & Organic Food Production** 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/media/dvwhjxbo/business\\_plan\\_guide.pdf](http://www.bgateway.com/media/dvwhjxbo/business_plan_guide.pdf)), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in **May 2026**.

## What do I need to know about the Local & Organic Food Production 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:

- ◆ Underpinned by greater price-consciousness, **2025 has seen a fall in purchasing sustainable food/drink products overall**. Consumers with healthy finances and generation Z display the most frequent sustainable shopping habits. The presence of children also promotes sustainable purchasing. The eco-consciousness of upcoming generations, should it endure as they age, stands to **add significant long-term momentum** to the sustainability trend. (Mintel, *Sustainability in Food*, June 2025)
- ◆ Consumers have long believed in the healthfulness of fruits and vegetables, but they are still not eating enough of them. In 2026 and beyond, increased access to GLP-1 medications and a renewed focus on fiber as a marker of healthy eating will push produce to finally become an essential part of a balanced plate. (Mintel, *The Future of Fruit and Vegetables*, February 2026)
- ◆ Healthiness is firmly on people's minds when it comes to food. **More than two in three try to eat healthily all or most of the time**. Only 18% always try to do this, a moderation mindset creating ample opportunities for treats. Young men cannot be ignored in this space, being the most likely to eat healthily all the time. Healthy finances go hand in hand with efforts to eat healthily, the issue thus set to gain focus once household finances improve. (Mintel, *Attitudes towards Healthy Eating, UK*, June 2025).
- ◆ According to a survey of UK consumers in 2024, around 27 percent of survey respondents stated that sustainability is important to them when it comes to organic food. Around 23 percent of respondents did not care about organic food in general. (Statista, *Attitudes towards Organic Food in the United Kingdom (UK) in 2024*, December 2024)
- ◆ Organic fruit and vegetables continue to see a strong resurgence in launch share. Fruit brands are catering to consumer interest in making fruit smoothies at home. After years of decline, fruit and vegetable launches with an organic claim have seen a resurgence in the last few years. Organic claims are significantly more established in the vegetable sub-category, with a third of launches featuring the claim in the last 12 months. This compares to 16% for fruit launches. (Mintel, *A Year of Innovation in Fruit and Vegetables*, January 2025)
- ◆ The national organisation for this industry is Organic Farmers and Growers (<https://ofgorganic.org>). Other industry bodies include the Organic Trade Board ([www.organictradeboard.co.uk](http://www.organictradeboard.co.uk)), Scotland Food and Drink ([www.foodanddrink.scot](http://www.foodanddrink.scot)), and the Soil Association ([www.soilassociation.org](http://www.soilassociation.org)).

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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](mailto:info@bgateway.com).

- ◆ **Mintel – The Future of Fruit and Vegetables (February 2026)**. Environmental, ethical and clean-label cues gain strength, with recyclability, traceability and preservative-free claims becoming standard. Natural and organic signals help maintain trust across varied processing levels.
- ◆ **Mintel – Attitudes towards Healthy Eating (June 2025)**. Consumer confidence remains subdued and spending is cautious. While most people try to eat mostly healthily, price is a high priority for many, with cost being a notable barrier to healthy eating. Solutions making healthy eating affordable will continue to resonate.
- ◆ **Statista - Organic Food Market in the United Kingdom (UK)** - This report presents a range of statistics and facts about the organic food market in the United Kingdom. The report gives an overview of the European market, sales and retail channel insights, as well as chapters on organic farming and consumer purchasing behaviour.

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

- ◆ [Soil Association – Organic Market Report 2025](#). This is the Soil Association’s annual report on the UK organic food and drink market. The most recent report found that Scotland has seen a strong increase in organic land managed under the Scottish government’s Agri-Environment Climate Scheme since 2021. As at the end of 2024, we’ve seen over 49,000 additional hectares of converted and maintained organic land under AECS management, representing a remarkable 69% increase since 2021.
- ◆ **Better Food Traders** is a UK-wide network that supports and promotes ethical food retailers who sell locally grown, planet friendly food. They have published a guide called [Organic Consumers: Tips for Retailers](#). In early 2024, the Organic Research Centre and UK Organic conducted consumer research into organic purchasing behaviour, gathering survey responses from 2,000 people. This toolkit draws out data and insights from that work, and includes some tips and advice for food retailers on how to market to organic shoppers
- ◆ **The Department for Environment, Food and Rural Affairs (DEFRA)** publish [annual statistics about the organic farming sector](#) in the UK and England .– last updated in **May 2025**.

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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](mailto: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](mailto: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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**Updated by: Carla Bennett**

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