



Market Report

A Snapshot of your Marketing Sector

Pubs and Clubs

This pack has been designed to provide information on setting up a business in the **Pubs and Clubs** 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 Pubs and Clubs 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:

- ◆ In 2025, UK pubs and bars generated **£18.9 billion in revenue**, supported by nearly **28,400 businesses** and **492,000 employees**. Most venues are drink-led, and over a third of adults visited pubs every two weeks, indicating sustained but moderately frequent patronage. (Statista, *Key Data on Pubs & Bars in the UK, 2025*).
- ◆ The distribution of venues is weighted toward drink-led premises: as of March 2025, there were **54,376 drink-led establishments** compared with 35,640 food-led ones. (Statista, *Number of Food & Drink Premises in Great Britain 2025, April 2025*)
- ◆ Looking at Consumers, 36% of British adults visited a pub once a fortnight for food and drinks, while 9% did so weekly (Statista, *How often Brits eat and drink in pubs 2025, December 2025*).
- ◆ The UK pub, club & bar channel was valued at **GBP27 billion (\$33 billion) in 2023** and registered a CAGR of 0.5% during 2018–23. 42% of consumers in the 18–24 years age group visit at least once a week, a higher proportion than those aged 55–64 years. Male consumers visit the channel slightly more frequently than their female counterparts; 29% of male consumers visit at least once a week compared to 12% of females. (GlobalData Explorer, *The Future of Foodservice to 2028, July 2024, This content is reproduced under license from GlobalData PLC, Copyright 2026*)
- ◆ The second quarter of 2025 was tough for hospitality, and latest data shows venues in the late-night economy contracted by 1.7% in just three months—equivalent to three net closures a week. Nevertheless, there are some encouraging signs of growth in some segments of the market, and any upswing in consumer confidence will hopefully translate into a better second half of the year. (Night Time Industries Association, [Night Time Economy Market Monitor Aug 25](#)).
- ◆ The national organisation for this industry is the [Scottish Beer and Pub Association](#). Other industry bodies include the [Scottish Licensed Trade Association](#), the [Night Time Industries Association](#), the [British Beer and Pub Association](#), [Scotland Food and Drink](#), [UK Hospitality](#) and the [Campaign for Real Ale \(CAMRA\)](#).



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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 - Pubs in the United Kingdom (August 2025)**. Presents broad industry statistics, facts, key players, consumer data, and a spotlight on J D Wetherspoon.
- ◆ **Statista - Pub, bar, and club spending growth in the UK 2024 (July 2025)**. Tracks year-over-year changes in consumer spending. Spending rebounded in most months of 2024, stabilizing after the disruption from lockdown periods.
- ◆ **GlobalData Explorer - The Future of Foodservice to 2028 UK (July 2024)**. This report provides an in-depth evaluation of the UK foodservice market, including analysis of the key issues impacting on the industry. For each of four key profit sector channels – QSR, FSR, coffee and tea shops, and pubs, clubs and bars.

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

- ◆ [The Night Time Industries Association UK](#) (NTIA), association aims to promote an understanding of the benefits that the Night-Time Industry brings to the UK and beyond. The website includes information on their campaigns, state of the industry reports and other relevant research. They have released three significant reports that provide critical insight on the night time economy, consumer behaviours, and the electronic music scene in the UK.
- ◆ [DRAM](#). This website has news updates on Scottish hospitality in addition to interviews with those working industry.
- ◆ [Scottish Licensed Trade News](#). This website has news and features on the hospitality industry across Scotland.

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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 contact us on 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.

Last updated: April 2026

Updated by: Victoria

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