



# Market Report

A Snapshot of your Marketing Sector

## Delicatessen

This pack has been designed to provide information on setting up a business in the **Delicatessen** 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](http://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 Delicatessen 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:

- ◆ The cheddar segment accounted for the market's largest proportion in 2025, with total revenue of \$22.1 million, equivalent to 35.1% of the market's overall value. The mozzarella segment contributed revenue of \$19.5 million in 2025, equating to 30.9% of the market's aggregate value. The dominance of the cheddar segment is attributed to its deep-rooted cultural significance, widespread culinary use, and strong consumer preference. Cheddar is the most consumed cheese in the UK, making its plant-based alternative a natural choice for consumers transitioning to dairy-free options. (GlobalData Explorer, *Vegan Cheese in the UK*, March 2026. This content is reproduced under license from GlobalData PLC, Copyright 2026).
- ◆ The performance of the market is forecast to decelerate, with an anticipated CAGR of 3.5% over 2025–30, which is expected to drive the market to a value of \$18,996.8 million by the end of 2030. Comparatively, the French and German markets will grow with CAGRs of 2% and 2.5%, respectively, to reach \$10,291.2 million and \$16,293.6 million in 2030. Market growth over the forecast period is expected to be supported by rising demand for ready-to-eat and premium savory products, driven by urban lifestyles and a strong food culture that embraces diverse high-quality foods. (GlobalData Explorer, *Savory & Deli Foods in the UK*, February 2026).
- ◆ Premiumisation continues to be a key growth lever, even amid budget constraints. Consumers are willing to trade up for artisanal, regionally sourced or flavour-enhanced cheese products. Artisanal and regional cheese options are expected to flourish, driven by a consumer desire for authenticity, provenance and craftsmanship (Euromonitor, *Cheese in the UK*, August 2025).
- ◆ The national organisation for this industry is [Scotland Food & Drink](#). Other industry bodies include [Quality Meat Scotland](#), [British Retail Consortium](#), [Guild of Fine Food](#), [Food and Drink Federation](#), [National Craft Butchers](#) and [Independent Retail Confederation](#)



Connect with us

## 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).

- ◆ **Statista – Deli Store and Bakery Shoppers in the UK (March 2025).** Insights from a **Target Audience** report states 52% of **deli store and bakery shoppers** are male with 36% being millennials. When visiting deli stores and bakeries, 48% of shoppers say that they tend to buy items spontaneously.
- ◆ **Statista- Processed Meat UK (December 2025).** Consumers in the United Kingdom are becoming more health conscious and are seeking out processed meat alternatives that are perceived as healthier and more sustainable. There is a growing demand for ethically sourced and sustainable meat products. Shifts in government policies and regulations regarding food safety and labelling have had an impact on the market as consumers are becoming more aware of ingredients and food sourcing.
- ◆ **GlobalData Explorer – Savory & Deli Foods in the UK (February 2026).** The UK savory & deli foods market grew during 2020–25, primarily due to evolving consumer preferences and lifestyle shifts that increased demand for convenient, premium-quality food options. Furthermore, rising disposable incomes strengthened consumers' purchasing power and willingness to experiment with diverse and internationally inspired flavors, reflecting the UK's multicultural culinary landscape.

There are also online resources you may find helpful:

- ◆ **The Scottish Food Guide-** has a section on [Delis](#) in Scotland, with outlet listings and locations.
- ◆ **Scotland Food and Drink - [The Knowledge Bank](#)** is a free to register page that provides research and market data for **Scotland's** food and drink producers and retailers.
- ◆ **Speciality Food Magazine-** published an article in May 2025 [What are the best types of European Charcuterie to buy?](#) The article examines which varieties are popular with consumers.
- ◆ **DEFRA-** (Department for Food and Rural Affairs) [Food Statistics in your Pocket](#) (Updated April 2025) provides regular updates which give insight into production trends and consumer behaviour.

**Disclaimer:** Please note that this research may contain copyrighted material. Copyright belongs to the holders credited and as such, recipients of this research must only use the information for their own internal business purposes, and must not publish, reproduce or repurpose the information, or make it available to any third party, without permission from the original copyright holders. "Repurpose" includes any uploading of the information to AI tools.



Connect with us

## 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**



Connect with us

## 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.



Connect with us

## 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.

Although every effort has been made to ensure the accuracy of the information provided, Business Gateway will not be held liable for any inaccuracies or omissions in the data supplied, or for the content of any website that the document above may contain links to. By using this information, you accept this disclaimer in full. Also, please note that Business Gateway does not endorse any business or individual that may be referred to above.

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: Liesel**

**Connect with us**