



Market Report

A Snapshot of your Marketing Sector

Renewables

This pack has been designed to provide information on setting up a business in the **Renewables** 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 Renewables 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 UK's renewable energy market is experiencing sustained growth, with gross capacity additions projected to reach **9,763 MW in 2026**. This momentum continues through the decade, with annual installations expected to fluctuate but generally trend upwards. **By 2030, new capacity additions are forecasted to surpass 13,700 MW, and by 2035, the figure is anticipated to peak at nearly 17,000 MW.** These projections highlight a robust pipeline of renewable projects and underscore the UK's commitment to expanding its clean energy footprint, positioning the country as a leader in renewable capacity growth over the next decade. (GlobalData Power, *Capacity and Generation Indicators*, April 2026, *This content is reproduced under license from GlobalData PLC, Copyright 2026*)
- ◆ **A record 38.5 TWh of renewable electricity was generated in Scotland in 2025 – a 0.7% increase compared to the 38.3 TWh generated in 2024.** In 2025, there was 17.9 GW of renewable electricity capacity in Scotland – a 3.2% increase from 17.3 GW in 2024. As of the end December 2025, there were 1,201 renewable energy projects with an estimated capacity of 84.8 GW in the planning pipeline in Scotland. Scotland continues to generate more electricity than it needs. In 2025, net electricity exports (exports minus imports) were 20.8 TWh. (Scottish Government, [Energy Statistics for Scotland – Q4 2025](#), April 2026)
- ◆ **The UK renewable energy market size was valued at \$16.3 billion (£12.7bn) in 2020 and is expected to reach \$40.1 billion (£31.3bn) by 2030**, growing at a CAGR of 9.8% from 2021 to 2030. (BIS Research, *Global Renewable Energy in Agriculture*).
- ◆ The national organisations for this industry are [Renewable UK](#) and [Scottish Renewables](#). Other industry bodies include [The Centre for Sustainable Energy](#), the [Sustainable Energy Association](#), and the [Association for Renewable Energy and Clean Technology \(REA\)](#).



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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.

- ◆ **GlobalData Power - Strategic Intelligence: Renewable Energy (2026)**. This report provides a comprehensive analysis of the global renewable energy market, focusing on the forecast period through 2026. It examines the growth prospects for various power-generating technologies by evaluating key factors such as upcoming projects, energy policy developments, changing power mixes, market drivers and restraints, and investment patterns.
- ◆ **BIS Research - Global Green Hydrogen Market (2023-2033)**. This report provides a comprehensive analysis of the current and future market trends, drivers, challenges, and opportunities in the global green hydrogen industry. The report also includes insights on the market size, growth potential, and key players in the market. It covers various technologies used in green hydrogen production, such as proton exchange membrane electrolyzer, alkaline electrolyzer, anion exchange membrane, and solid oxide electrolyzer.

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

- ◆ [Scottish Renewables](#) is the representative body for the Scottish renewable energy industry. Their website hosts information on industry events taking place, as well as news articles and publications relevant to the renewable energy industry in Scotland. You can also view their membership directory for potential partners, clients, or networking opportunities.
- ◆ The Energy Saving Trust published a report in April 2025 titled "[Community and locally owned energy in Scotland](#)" which looks at small scale renewable energy installations in Scotland for the year 2024.
- ◆ The Scottish Government policy on [Renewable and low carbon energy](#) can be viewed online on the Scottish Government website. There are sections for On- and Offshore wind; marine energy; local and small-scale renewables; bioenergy; low carbon technologies, and other topics and issues relevant to the industry.

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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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