



Market Report

A Snapshot of your Marketing Sector

Craft Beer

This pack has been designed to provide information on setting up a business in the **Craft Beer** 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 Beer 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 moderate growth of the UK beer & cider market during 2019–24 can be attributed to the variety made available, such as craft beer, specialty brews, and innovative flavours, which have attracted consumers seeking unique experiences. The UK **beer & cider market recorded revenues of \$34,485.3 million in 2024**, representing a compound annual growth rate (CAGR) of 2.5% between 2019–24. (GlobalData Explorer - *Beer & Cider in the UK*, December 2025). This content is reproduced under license from GlobalData PLC, Copyright 2026.
- ◆ For new entrants, the heavy investment required in production capacity constitutes one barrier, and government regulation another. **Higher-end beers can command higher prices, however, which can allow smaller players an initial foothold in the market as a microbrewery.** Producers need to distribute their products widely, so they often depend heavily upon retail channels such as supermarkets. In such a market, economies of scale become much more important. As a result, barriers to entry, such as the capital outlay on large-scale production equipment, and the need to establish reliable supply chains from multiple third-party hop and barley growers, become much higher as players approach the mass market. (GlobalData Explorer - *Beer & Cider in the UK*, December 2025). This content is reproduced under license from GlobalData PLC, Copyright 2026.
- ◆ Demand for indie beer remains strong, with average **production in 2024 up 10% on 2023**. Interestingly, consumers perceive that indie beer has a 30% share of the UK beer market, roughly the same share of sales when global and independent beers freely coexist on the bar. **Independent beers currently have less than a 10% share of the UK beer market.** (SIBA, *SIBA Independent Beer Report 2025* [SIBA Independent Beer Report 2025](#)).
- ◆ While wines and sparkling wines are often associated with seasonal celebrations, the moderation trend and ongoing economic pressures might change festive drinking habits. In the UK, **38% of beer drinkers surveyed in September 2024 said they had switched from wine or spirits to beer** to save money in the previous three months and **57% of UK beer drinkers would like to try seasonal or limited edition beers.** (Mintel, *A Year of Innovation in Beer and Cider 2026*, February 2026).
- ◆ The national organisation for this industry is the [Society of Independent Brewers](#) (SIBA). Other industry bodies include , [The Scottish Beer & Pub Association](#) (SBPA), [Scottish Craft Brewers](#), [The Brewers Association UK](#) and [The British Beer and Pub 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 - *On-trade sales of craft beer brands in the UK (October 2025)***. As of 2025, Beavertown Neck Oil Session IPA was the leading craft beer brand ranked by sales in the on-trade channel in the United Kingdom. During the 12 months ended October 4, 2025, its sales amounted to approximately 285 million British pounds.
- ◆ **Mintel – *The Future of Beer and Cider 2026 (February 2026)***. Global beer launches have remained at consistent levels for the past six years, whereas cider launches are in slight decline as a proportion of total alcohol launches. New product launches for beer and cider have remained consistent for the last three years; however, only a quarter of 2025 launches were for genuine new products, rather than range extensions and relaunches. Brands that tell the story of how their premium-quality ingredients and artisanal methods enhance the beer drinking experience are more likely to trigger purchase.
- ◆ **GlobalData Explorer - *Beer & Cider in the UK (December 2025)***. Market consumption volumes declined with a negative CAGR of 0.7% between 2019–24, reaching a total of 5,327.5 million litres in 2024. The market's volume is expected to rise to 5,433.1 million litres by the end of 2029, representing a CAGR of 0.4% over 2024–29. The beer segment accounted for the market's largest proportion in 2024, with total revenues of \$29,989 million, equivalent to 87% of the market's overall value. The cider segment contributed revenues of \$4,496.3 million in 2024, equating to 13.0% of the market's aggregate value.

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

- ◆ **The Society of Independent Brewers** (www.siba.co.uk) are a trade organisation that represents the British independent brewing industry. They publish an annual report on the state of the industry, as well as hosting news articles relevant to the industry.
- ◆ **Brewed in Scotland** has a map of Scottish breweries on their website ([Scottish Breweries Map](#)) which lists beers and the location their brewery is based in across the country. Click the markers on the map to view details of the listed breweries.
- ◆ **The British Beer and Pub Association (BBPA)** ([Data & Statistics | BBPA](#)) publishes a range of data and statistics profiling our industry. From pubs in communities across the UK to historic data on beer prices.
- ◆ **Visit Scotland** – offers a list of [Brewery Experiences in Scotland](#), showcasing Scottish Craft Beer.
- ◆ **Scotland Food & Drink – [Brewing](#)** “With somewhere in the region of 145 breweries across Scotland, and around £1.4 billion in revenue for beer in the UK in 2022-23, the Scottish beer scene is thriving. Scottish beer travels widely, with Scotland’s beer industry exporting 6.9% of its revenue.” This site offers a link to a Suppliers Directory.

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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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