



Market Report

A Snapshot of your Marketing Sector

Onshore and Offshore Wind Power

This pack has been designed to provide information on setting up a business in the **Onshore and Offshore Wind Power** 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 Onshore and Offshore Wind Power 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:

- ◆ Renewable generation output was a record 152.5 Terawatt Hours (TWh) in 2025, up 6 per cent from 2024, with a record share of 52.5 per cent of electricity generation. Increased capacity, better weather conditions, and record generation levels from offshore wind, solar PV and bioenergy led to this growth. **3.8 Gigawatts (GW) of capacity was added**, resulting in a total installed capacity of 65.1 GW, up from 61.3 GW in 2024 and 9.3 GW in 2010. Solar PV accounted for 2.8 GW of this added capacity, the remainder mainly **offshore wind (approximately 1 GW)**. **Wind generation has risen by 4 per cent** adding a record **87.1 TWh (and record 30 per cent share)**. **Offshore wind generation grew 6.6 per cent in 2025**. This was due to a 4.6 per cent increase in capacity and resolution of subsea export cable and connection issues which reduced generation in 2024. **Onshore capacity and generation saw lower growth rates of 1.7 per cent and 0.9 per cent** respectively. Offshore wind accounts for 23 percent share of renewables electricity generation in 2025 Q4 (up from 18 per cent in 2024 Q4), onshore wind up to 14 percent (from 13 per cent), and bioenergy, solar PV and Hydro holding the remaining percentages. ([Department for Energy Security and Net Zero, Energy Trends: March 2026](#))
- ◆ In the UK, the rapid expansion of wind power installations continues, driven by favorable policies and incentive programs. The Contracts for Difference (CfD) scheme remains the central mechanism supporting offshore wind projects, providing developers with long-term revenue stability and spurring investment in large-scale capacity. The Smart Export Guarantee further encourages the adoption of small-scale wind farms with capacities of up to 5MW, enhancing community participation in renewable energy generation. (GlobalData Power, *Wind Power Market*, October 2025). This content is reproduced under license from GlobalData PLC, Copyright 2026.
- ◆ The number of sites generating electricity from wind power in the UK has increased by over 40% over the ten years from 2013-2023, from **6,741** to **9,675** sites. However, figures show that the majority of this increase took place in the first half of this period, and have remained relatively stable since 2017. (Statista, *Wind energy industry in the UK*, March 2025).
- ◆ The national organisation for this industry is the [Offshore Wind Scotland](#). Other industry bodies include [Offshore Wind Industry Council | OWIC](#), [RenewableUK](#), and [Offshore Energies UK \(OEUK\)](#).



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.

- ◆ The UK holds the distinction of being the world's **second-largest market for offshore wind**. The British Energy Security Strategy (BESS), unveiled in April 2022, articulates the goal of attaining up to **50GW of offshore wind capacity by 2030**. This ambitious target includes a contribution of 5GW from cutting-edge floating wind technologies. However, **the UK is poised to marginally fall short** of the government's target of 50GW of offshore wind capacity by 2030. The UK failed to attract any bids from offshore wind developers in its latest Contracts for Difference (CfD) auction round in September 2023. The auction allocated support to 3.7GW for various technologies, which did not include offshore wind. The primary cause of this shortfall is the government's establishment of an excessively low maximum permissible strike price for offshore wind. (GlobalData Power, *UK Power Market Outlook to 2035*, October 2024). This content is reproduced under license from GlobalData PLC, Copyright 2026.
- ◆ **National Library of Scotland** – free registration offers access to [eResources for Business](#) such as **IBISWorld** and their report *Wind Power Generation in the UK*, Feb 2026: UK wind power generation sector revenue is expected to rise at a compound rate of 2.1% over the five years through 2025-26; with **revenue projected to grow 8.1% in 2025-26 to £5.6 billion** due to stronger electricity demand, steadier power prices and a growing installed base offset grid bottlenecks and lingering cost pressures. **The Scottish Government's Onshore Wind Policy Statement sets a minimum ambition of 20 gigawatts of installed onshore wind capacity in Scotland by 2030**, up from around 9 to 10 gigawatts today, according to the policy statement in 2022. Offshore wind is emerging as the main growth driver for UK wind revenues. (IBISWorld, *Wind Power Generation in the UK*, February 2026).

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

- ◆ [Renewable UK's EnergyPulse Database](#) offers data on upcoming projects; contracts and awards; generators; news; project installation and commissioning forecasts; and insights on the UK renewable energy industry. For member companies there's a dashboard (access may be requested by non-members)
- ◆ UK Government's [Renewable Energy Planning Data](#) publishes renewable energy planning data with access to the [Renewable Energy Planning Database](#) quarterly extracts tracking the progress of new projects from inception to construction and operation; online interactive maps for wind energy planning; aviation safeguarding maps; planning permission tools; and renewable energy statistics.
- ◆ The National Grid website has a [live data feed](#) allowing access to historic and real-time data on electricity demand, generation and import. We advise on verifying information the third party publisher data on this site from e.g. [EnergyDashboard](#) or [National Grid: Live](#) with official sources.

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 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 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: Jan

Connect with us