



SCOTCH WHISKY 2025 EXPORTS

#SupportScotch



@ScotchWhiskySWA

www.scotch-whisky.org.uk

“

It's said that form is temporary, but class is permanent. Scotch Whisky is an iconic product which appeals around the world, and the industry's great resilience means that our long-term potential for continued growth is clear. It is within both the UK and Scottish Governments' power to facilitate the supportive environment producers need, boosting and sustaining growth for Scotch Whisky and the wider economy, and we stand ready to work in partnership to achieve that aim.”



MARK KENT
Chief Executive, SWA

”



1.3bn 70cl bottles equivalent shipped, down -4.27%



Scotch Whisky exported to over 160 markets around the world



£5.3bn of Scotch Whisky exported, down -1.8%



Exports of Scotch Whisky to the US down -15% May - Dec

TOP 10 MARKETS BY VALUE

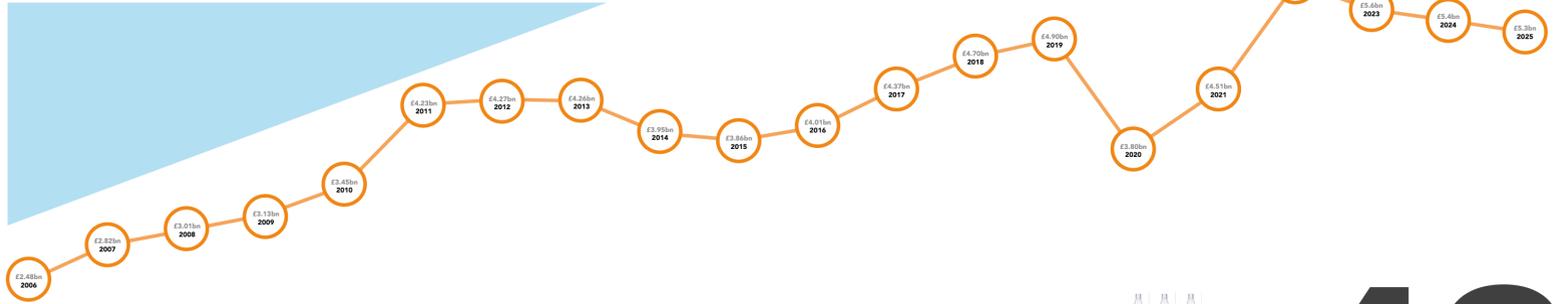
Market	Value	VS 2024
UNITED STATES	£933m	-4%
FRANCE	£404m	-3.6%
INDIA	£286m	15%
SINGAPORE	£274m	-11.6%
TURKEY	£255m	43%
TAIWAN	£233m	-22%
SPAIN	£208m	6%
GERMANY	£177m	4.6%
CHINA	£161m	-0.3%
UAE	£155m	7%

TOP 10 MARKETS BY VOLUME*

Market	Volume	VS 2024
INDIA	220m	15%
FRANCE	152m	-14%
UNITED STATES	120m	-9%
GERMANY	59m	5.8%
BRAZIL	54m	3.3%
JAPAN	54m	-27%
SPAIN	54m	-8.4%
TURKEY	53m	13%
POLAND	43m	-10.3%
CHINA	34m	14%

* 70cl BOTTLES EQUIVALENT

EXPORT VALUE OVER 20 YEARS



43
BOTTLES OF SCOTCH WHISKY EXPORTED EVERY SECOND

▼ DOWN FROM 44 PER SECOND IN 2024

GLOBAL REGION MARKET SHARE BY VALUE

