

The Grocer

Focus On: Scotland

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Scotland is synonymous with food and drink – everything from whisky, salmon and shellfish to shortbread, oats and haggis – the world over. Trade body Scotland Food & Drink says the industry is the country's biggest employer and second biggest exporter, worth around £15bn to the economy. Which product sectors are in strongest growth and why? Are any in decline? Why? Are any emerging product categories gaining national importance? What impact will Trump's tariffs on exports to the US – the country's second biggest export market after the EU – have?

Emerging exports markets and categories: We will also be looking at where in the world demand Scottish food and drink is growing and declining most and how trade policies and other factors are impacting this. Does Scotch whisky still have cachet in the Far East? What about salmon, shortbread and haggis?

Trump's tariffs: Central to this feature will be an exploration of how US trade policy has impacted exports to the US from Scotland over the past year. What tariffs have been introduced on Scottish produce? What impact have they had? How is the industry responding?

Innovation: Another area of interest is NPDP. To what extent has innovation driven growth in Scottish food and drink at home and abroad over the past year? Which new products have proven most successful? We will profile four of the most interesting new products in a separate box out (please provide full product details and a high-res image).