Global Trends - Wine Industry Key Elements

Scottish minimum pricing to impact over half of alcohol sales, while wine and premium spirits could benefit

Wine and premium brands could be the big winners of Scotland’s impending minimum price legislation, it has been revealed.

Pending a legal challenge by the Scotch Whisky Association (SWA), the Scottish Government’s delayed bill could have a major impact on the Scottish alcohol industry, where at least 50% of alcohol currently doesn’t meet the impending minimum 50p per unit price legislation.

Spirits will be the most impacted as 69% of volume currently sold is below the 50p per unit threshold. Beer is the next most impacted (67% of volume is below the threshold) followed by cider (51%).

However, wine and premium brands - particularly in spirits - are likely to benefit as the difference in price between premium and cheaper brands diminishes. According to Nielsen, wine has the “most to gain” as only 3.4% of wine sales would be affected.

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