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FOR IMMEDIATE RELEASE

Smaller Scotch categories added around GBP47m

A UK industry comparison from the seven published SWA category lines.

KEY FINDINGS

Bottled blended Scotch was about GBP3.2bn, roughly 60% of reported 2025 export value.

Single malt exports were GBP1.6bn, about 29%, and down 6.0% in value on 2024.

Bottled blended malt rose 23.1% and bulk blended malt rose 16.9% in SWA data.

Combined blended malt categories: GBP240m in 2024 and GBP287m in 2025.

The GBP47m calculated difference is approximate and uses rounded published values.

SWA narrative reports +0.8% for blended whisky while its category table reports -1.2% for bottled blend; these two are not treated as reconciled.

WHY IT MATTERS

Growth in two small blended-malt categories contrasts with shrinking single-malt **export value. This does not establish consumer sales, profits or whisky quality.**

METHODOLOGY

Whisky Clan compared seven category lines in SWA 2024 and revised 2025 releases.

Figures are UK border export values, rounded by SWA, not individual brand sales.

Source 2025: https://www.scotch-whisky.org.uk/newsroom/2025-export-figures/

Source 2024: https://www.scotch-whisky.org.uk/newsroom/2024-export-figures/

Full analysis: https://www.whisky-clan.com/post/scotch-export-categories-2025-blended-malt-growth-research

Original Whisky Clan charts are freely available for editorial reuse with credit to Whisky Clan and the original SWA data, and a link requested to the analysis.

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