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FOR IMMEDIATE RELEASE

Single malt down, blended malt up in 2025 Scotch data

What whisky readers should know about the export mix, not retail pricing.

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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