

Economic Factors

The Scotch Whisky Association noted that the Food and Drink Sector is one of Scotland's key growth sectors³⁹.

- The Scottish Government's Economic Strategy identifies important sectors within the economy which represent potential for growth, employment and opportunity for international competitiveness. They include Food and Drink; Financial and Business Services; Life sciences; Energy; Tourism and the Creative Industries (including Digital).
- Scotch Whisky (direct impact only) accounts for approximately 60% of the entire Scottish Food and Drink sector GVA. The Scottish Food and Drink sector lies third behind energy and financial and business services.



Figure 95: Extract from Scotland's Economic Strategy March 2015 (Page 15)

- Measuring Scotch Whisky on its own, it sits behind sustainable tourism and the creative industries which have both experienced rapid growth in recent years.
- The Scotch Whisky industry is approximately 170% larger than Life Sciences in terms of GVA contribution.

³⁹ Scotch Whisky Association, January 2017, *The Economic Impact of Scotch Whisky Production in the UK*