



Market Report

A Snapshot of your Marketing Sector

Offshore and Onshore Wind Power

This pack has been designed to provide information on setting up a business in the **Offshore and Onshore Wind Power** industry in Scotland, as well as helping to inform the market research section of your business plan. You can find more information on how to write a business plan from the Business Gateway website (www.bgateway.com/businessplan), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in **July 2025**.

What do I need to know about the Offshore and Onshore Wind Power market?

The following summary statistics have been taken from market research reports and reliable resources that the Information Service uses to compile industry information. They should give you an indication of how your industry is faring at present and whether there is demand for your type of business:

- ◆ Fuelled by public-sector support for renewables, the UK's wind generating capacity increased from **24.3 gigawatts in 2019-20 to 30.3 gigawatts at the end of 2023-24**. Offshore wind has underpinned capacity expansion, with **more than six gigawatts of offshore wind capacity added**, supported by a £19 billion investment between **2016 and 2021**. Following the commissioning of the world's first offshore wind farm with a generation capacity of more than one gigawatt, Hornsea 1, in January 2020, Hornsea 2 became the world's largest offshore wind farm after entering full operation in August 2022. (IBISWorld, *Wind Power Generation in the UK*, October 2024)
- ◆ Renewable generation was a record 144.7 TWh in 2024, up 6.5 per cent from 2023, with new capacity more than offsetting less favourable weather conditions. Increased generation was driven by record levels of generation from bioenergy, wind, and solar PV. Renewable's share of electricity generation was 50.8 per cent in 2024, the first time that more than half of generation has come from renewables. This was the result of growth in renewable generation and a fall in non renewable generation. A total 4.2 GW of capacity was added taking the total installed capacity to 60.7 GW, up from 9.3 GW in 2010. The new capacity was largely made up of wind (**1.4 GW offshore and 0.8 GW onshore**) and solar PV (1.6 GW) ([Department for Energy Security and Net Zero, *Energy Trends: March 2025*](#))
- ◆ The UK holds the distinction of being the world's **second-largest market for offshore wind**. The British Energy Security Strategy (BESS), unveiled in April 2022, articulates the goal of attaining up **to 50GW of offshore wind capacity by 2030**. This ambitious target includes a contribution of 5GW from cutting-edge floating wind technologies. However, **the UK is poised to marginally fall short** of the government's target of 50GW of offshore wind capacity by 2030. The UK failed to attract any bids from offshore wind developers in its most recent Contracts for Difference (CfD) auction round held in September 2023. The auction allocated support to 3.7GW for various technologies, which did not include offshore wind. The primary cause of this shortfall is the government's establishment of an excessively low maximum permissible strike price for offshore wind. (GlobalData Power, *UK Power Market Outlook to 2035*, October 2024).



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Where can I find more information on my market?

The Information Service has access to a number of databases which can offer more detail on this industry. Some of these reports are listed below - if you would like to be sent extracts from any of these reports, please contact us on **0300 013 4753** or email info@bgateway.com.

- ◆ In the UK, the rapid growth of wind installations has been propelled by favorable policies and appealing incentive programs. Central to this advancement is the Contracts for Difference (CfD) scheme, which has been particularly successful in promoting offshore wind projects. Additionally, the Smart Export Guarantee (SEG) has stimulated the adoption of small-scale wind farms with capacities of **up to 5MW**. (GlobalData Power, *Wind Power Market*, August 2024).
- ◆ The government has ramped up support for offshore wind. It has committed to an **annual budget of £200 million to boost generation capacity** towards its target of **50 gigawatts by 2030**. Onshore wind projects are now included in CfD auctions. Since being re-instated to CfD auctions, onshore wind has secured **3.4GW of capacity for delivery between 2024-25 and 2027-28**. (IBISWorld, *Wind Power Generation in the UK*, October 2024)
- ◆ The number of sites generating electricity from wind power in the UK has increased by over 40% over the ten years from 2013-2023, from **6,741** to **9,675** sites. However, figures show that the majority of this increase took place in the first half of this period, and have remained relatively stable since 2017. (Statista, *Wind energy industry in the UK*, March 2025)

There are also a number of online resources you may find helpful:

- ◆ [Renewable UK's EnergyPulse Database](#) allows users to search for data on upcoming projects; contracts and awards; generators; industry news articles; project installation and commissioning forecasts; and their published reports and insights on the UK renewable energy industry. There's also a dashboard available to member companies, though access can be requested by non-members as well (though access is not guaranteed).
- ◆ The UK Government publishes information on renewable energy planning on [the government website website here](#). You can find links to quarterly extracts from the Renewable Energy Planning Database, which tracks the progress of new renewable energy projects from inception to construction and operation; online interactive maps for wind energy planning; aviation safeguarding maps; planning permission tools; and renewable energy statistics.
- ◆ The National Grid website has a [live data feed](#) which allows users to view and download historic and real-time data on electricity demand, generation and import. There are other third party sites which present this information as a dashboard or infographic form, such as [EnergyDashboard](#) or [National Grid: Live](#), though we would advise corroborating any data from them with official sources, as well as checking the sources cited for their data.

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How can I find out about my competitors?

Business Gateway's online guide to [Competitor Analysis](#) explains how to find your competitors, how to research what they're doing and how to act on what you learn about them.

Immediate competition will be from other businesses in your local area. There are several online directories which can be used to find company information and generate lists easily and at no expense. Many Local Authorities also publish local business directories on the web. Below are some key web resources:

- ◆ General business directories such as [Yell](#), [Thomson Local](#) or [Google Maps](#)
- ◆ Trade specialists like [EuroPages](#) (European directory), [The Wholesaler](#) or [Free Index](#)
- ◆ Business to business (B2B) specialists such as [Kompass](#)

Likewise, your local Chamber of Commerce may publish a members' directory; find your local Chamber on the [Scottish Chambers](#) website.

Once you've identified who your competitors are, the next step is to gather information on the way they do business. Which services do they provide? How do they market themselves? How much do they charge?

To learn about your competitors:

- ◆ Look for articles or adverts in local newspapers, trade press and directories.
- ◆ Try to read their marketing material; if the company has an online presence, visit the company's website as a first port of call. Not only does it give you a better understanding of the company's activities, it can also offer a wealth of information such as a company history or staff biographies, as well as the company's partners or suppliers
- ◆ Search for information on limited UK companies via the [Companies House](#) website
- ◆ Gain an insight into your competitor's performance using credit checks and the accounts that limited companies are required to submit to Companies House each year.

We can provide credit checks free of charge; if you are interested in using this resource, or looking for us to help you find relevant publications, please contact us by emailing info@bgateway.com or by calling **0300 013 4753**



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What about suppliers?

[Choosing and Managing Suppliers](#) can help you decide what you need from a supplier, how to identify one and how to choose one to deal with.

Trade associations or industry specific organisations may also be able to recommend suppliers or contacts. You can also use the aforementioned resources for finding competitors to find suppliers.

Once you have decided on a supplier, we can run a credit check on the company to help assess their financial stability. We provide credit checks free of charge; if you are interested in using the resource please info@bgateway.com or by calling **0300 013 4753**.

Who are my customers?

Your business plan should include information about the customers you would expect. Business Gateway's guides on [Market and customer research](#) will help you to identify new trends, opportunities, customers and competitors.

It can be useful to group your customers by geographical location, age or lifestyle. The websites listed below are freely available and can provide most of this information. If you can't find what you're looking for from these websites, please contact us and one of the team will be happy to help:

- ◆ Access the latest population estimates from the [National Records of Scotland \(NRS\)](#). NRS also offers demographic factsheets for each council area in Scotland, which can provide summary statistics for the area you will be based in.
- ◆ Information from the most recent census in 2011 is released via the official website. See in particular the [Census Area Profiles](#). Clicking on your area of interest will give the latest population figures, including estimates by age.
- ◆ [Understanding Scottish Places](#) has interactive profiles of towns and cities across Scotland. It can be useful for understanding the interrelationships and flows between towns, and also gives comparisons between two or more places.
- ◆ [Scottish Government Statistics](#) provide accurate and up-to-date statistics on Scotland, covering population, health, education and housing.
- ◆ [The Scottish Household Survey](#) provides information on the structure, characteristics, attitudes and behaviour of Scottish households, both at a national and local level.
- ◆ [Office for National Statistics \(ONS\)](#) is the recognised national statistical body for the UK. ONS covers a wide range of demographic, economic and social issues at a UK level.



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How can you help me with other aspects of starting my business?

The Business Gateway website has guides, videos, online tutorials and tips on all aspects of starting up a business in Scotland. Follow the links below to explore each resource:

Accountancy

Institute of Chartered Accountants of Scotland's (ICAS) ["Find a Chartered Accountant"](#) tool

Funding

[Practical information](#) on finance and funding for starting and growing your business

Insurance

[Business insurance guide](#)

Legal Help

Gov.uk ["Licence Finder"](#) tool

Law Society of Scotland's ["Find a Solicitor"](#) tool

Pricing

Business Companion [Pricing & payment guide](#).

Please note: the most effective way to research pricing is to conduct your own research – visit wholesalers or suppliers to obtain price lists, find quotes from similar companies and work out what other businesses in your area are charging

Promotion

[BG guides to Marketing](#)

Training

[Skills Development Scotland's My World of Work](#)

[Funding for training](#)

[Small Business Bonus Scheme \(Scotland\)](#)

Your local Business Gateway can offer events, workshops and 1:2:1 support on all aspects of starting and developing your business. Call the helpline on **0300 013 4753** to find out what is available in your area.

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You must not rely on the information in the report as an alternative to advice from an appropriately qualified professional. If you have any specific questions speak to your Business Gateway Advisor or consult an appropriately qualified professional.

Last updated: 23rd July 2025

Updated by: Patrick MacDonald

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