

VisitAberdeenshire

2025 Annual Consumer Research

Focus on: Food and Drink Findings



75% “3 in 4 respondents love to taste and experience **local food and drink**”

Visitors **prioritise** food and drink when in destination, particularly in terms of experiencing **local**, and **shopping local**.

We asked our sample about a range of activities whilst on holiday.

81%

Likely to **enjoy**
local food and drink

66%

Likely to **shop local**
(crafts, food, souvenirs)

44%

Likely to **visit**
breweries/distilleries/vineyards

36%

Likely to **seek out**
farm visits/experiences

34%

Likely to **take part in cookery**
workshops/food tastings



About our research: **Sample:**
1,600 UK adults

Fieldwork:
October 2025 (Wave 4)

Data Collection: Taylor MacKenzie

Analysis: Scattered Clouds

Want to know more?

Contact: Deirdre O'Donnell, Insights & Evaluation Manager
deirdre.odonnell@visitabdn.com

Visit: [Research & Insights](#) to explore the full results.