

Scottish Seaside Town Briefing

Coastal property prices are riding a wave of *popularity*.



Introduction.

Over the last 12 months, 13 of the top 20 settlements in Scotland (ranked in terms of average house price) were located by the coast.

Elie and Earlsferry took the number one spot with an average house price of £869,459. Gullane in East Lothian was second, with an average house price of £504,139, while St Andrews came in third, with prices averaging £490,361.

When you look at all of the towns on the list, and consider what each has to offer in terms of quality of life, it's easy to understand why homes in these locations are achieving prime values within the Scottish market.

Top 10 Scottish coastal towns by average house price, 2023/24

Rank	Settlement	Avg. Price (Last 12 months)	No. of Transactions (Last 12 months)
1	Elie & Earlsferry	£869,459	22
2	Gullane	£504,139	53
3	St. Andrews	£490,361	178
4	North Berwick	£476,066	123
5	Longniddry	£462,768	33
6	Aberdour	£351,266	32
7	Crail	£334,084	38
8	Limekilns & Charlestown	£326,033	23
9	Kilcreggan	£324,609	26
10	Lower Largo, Lundin Links & Upper Largo	£319,321	42

Source: Rettie analysis of Registers of Scotland

Note: Only areas with 20 or more sales were included in the analysis

“The lifestyle on offer in some of Scotland’s coastal towns and villages is justly famous. They boast beautiful properties, stunning locations and friendly communities. It’s easy to see why these wonderful seaside locations are so popular, pushing the average property prices up to the exceptional levels we are currently seeing.”

Dr John Boyle, Director of Research & Strategy

Key findings.



13 out of Scotland's top 20 settlements (ranked by average house price) are located on the coast.



The top five most sought-after coastal settlements have average house prices of above £450,000.



The east coast dominates. Out of the top ten coastal settlements in terms of average house price, six are located in Fife and three in East Lothian. The only western settlement in the top ten is Kilcreggan in Argyll and Bute.



In recent years, most of the more expensive coastal settlements have seen their average house prices rise well above the national average.



Elie and Earlsferry is the coastal location with the highest average house price. It beats the other towns and villages comfortably.

Prices surge on the seaside.

In the last five years the growth in house prices in many of Scotland's coastal settlements has significantly outpaced the national average. There has been particularly impressive growth in four of the top five towns (ranked by average house price).

Since 2019, the average house price in Elie and Earlsferry has grown by 84%, in St Andrews it has increased by 57%, in Gullane by 40% and in Longniddry by 38%. The corresponding national figure is 20%.

North Berwick is the only coastal settlement in the top five that has not outpaced the Scottish average in terms of growth. However, the average price in the town has remained high and stable, with growth of 9% since 2019.

A key factor in the significant growth of values in these seaside towns has been the post-pandemic bounce, coupled with second home buyers from outside the area. This has had the most impact in attractive coastal areas that retain good connectivity with the main cities.

As well as strong house price growth in these popular seaside locations, we're also seeing the attractiveness to developers looking to build new homes. One such example, St Andrews West, is a community designed to create a contemporary neighbourhood with easy access to all that St Andrews offers.

Average house price growth in top five coastal settlements and Scotland, 2019–24

Settlement	Avg. House Price Growth (Since 2019)
Scotland	20%
Elie & Earlsferry	84%
Gullane	40%
St. Andrews	57%
North Berwick	9%
Longniddry	38%

Source: Revenue Scotland

“The surge we’re seeing in house prices in many of our coastal locations is outpacing the nationwide average. This is driven by the exceptional standards of living on offer, appealing to professionals, families, second home owners and retirees.”

Murray Watson, Senior Researcher



Elie and Earlsferry

Elie and Earlsferry is a charming coastal town located in the scenic East Neuk of Fife. It is known for its sandy beaches, rich history and vibrant community. The town boasts a blend of natural beauty, historic buildings and fine period properties. It also offers a range of outdoor activities, including water sports and coastal walks.

It's a small town, with fewer than 1,000 residents, and has a high rate of second home ownership, particularly among Edinburgh residents looking for fresh air and weekends away. With stunning views across the Firth of Forth, it is an ideal place for those seeking a peaceful yet active coastal lifestyle.

The property market in Elie and Earlsferry has been boosted in recent years by a number of high value sales (in what is a comparatively low-volume market). In 2023 the town saw four £1 million plus sales (with the highest at £2.6 million). So far in 2024 there have been five sales over £750,000.

Year	Elie & Earlsferry	YoY Growth	Total Growth Since 2019
2019	£443,707		
2020	£432,088	-3%	-3%
2021	£423,249	-2%	-5%
2022	£502,890	19%	13%
2023	£763,290	52%	72%
2024 (to date)	£818,143	7%	84%



Mid Rock House, Elie

St Andrews

St Andrews is a historic town on the east coast of Fife. It is renowned as being the 'home of golf' and the location of the world-famous Old Course. It is also the home town of Scotland's oldest University. St Andrew's rich history is evident in landmarks such as St Andrews Cathedral and St Andrews Castle. It also has a number of beautiful beaches, including the West Sands, which offers panoramic views over the North Sea.

The town has a great community feel and many high-class shops, cafes and restaurants. It offers historical charm, academic distinction, and a wide range of recreational opportunities. This makes it a highly desirable location for property buyers seeking a rich and fulfilling lifestyle.

The university and golf are key drivers for the town's buoyant housing market. To help meet this demand, the St Andrews West expansion is delivering a fine choice of exceptional new homes, alongside a new school, elderly care and civic amenities. Rettie is the selling agent for the new apartments and houses which are being delivered by Headon Developments and S1 Developments. St Andrews West was recently awarded Small Housing Development of the year at the Scottish Home Awards.

Year	St Andrews	YoY Growth	Total Growth Since 2019
2019	£341,990		
2020	£394,478	15%	15%
2021	£395,648	0%	16%
2022	£480,824	22%	41%
2023	£472,611	-2%	38%
2024 (to date)	£536,365	13%	57%

“St Andrews and the Fife coast are spectacularly popular, offering a great quality of life and some truly sensational homes. It is an area of sublime countryside and coastline, yet still highly accessible from the central belt and main cities. Add in several world-renowned golf courses, a world class ancient university and a dry sunny climate and the mix is simply irresistible.”

George Lorimer, Director, Rettie St Andrews



St Andrews West

Rettie Research Report

Gullane

Gullane is a picturesque seaside village in East Lothian, known for its world-class golf courses, including Muirfield where the Open Championship is played. Gullane Beach, with its expansive sands and views over the Firth of Forth, is perfect for family outings and water sports. The village is surrounded by beautiful countryside and offers the perfect home for those who like the outdoor life, yet want to be within a short drive of Edinburgh.

Gullane has a rich history, with the ruins of the Old Church of St Andrew adding to its charm. It is also something of a foodie destination thanks to its exceptional choice of restaurants, which include La Potinière, Chez Roux at Greywalls, and Tom Kitchin's Bonnie Badger. In recent years, the Gullane Food and Drink Festival (sponsored by Rettie) has helped to secure Gullane's place on the culinary map.

Year	Gullane	YoY Growth	Total Growth Since 2019
2019	£366,011		
2020	£488,957	34%	34%
2021	£468,135	-4%	28%
2022	£630,073	35%	72%
2023	£522,877	-17%	43%
2024 (to date)	£511,926	-2%	40%

“Living in East Lothian I can testify to the quality of life available in the County. There is something for everyone, from beautiful beaches to world famous golf courses and eateries. My team and I are delighted to be able to bring to market not only some of the finest homes in East Lothian, but in Scotland.”

Andrew Smith, Director of Country House Sales



Tigh Na Mara, Hill Road, Gullane: achieved £679/sq. ft.

North Berwick

North Berwick is a highly desirable seaside town in East Lothian which in 2024 was crowned the best place to live in the UK. It is known for its stunning beaches, great golf courses and historic landmarks, which include Tantallon Castle. It has a bustling high street and harbour area, and many top-notch shops, cafes and restaurants, which make it extremely popular with holiday makers and second home owners, many of whom live overseas.

North Berwick High School has an excellent educational attainment level and there are many active sports clubs to join. The town also offers a lively and welcoming atmosphere and a relaxed community feel. It has a direct train link to Edinburgh, which is just 25 minutes away. This means North Berwick is perfect for those who work in the city but want to enjoy the lifestyle offered by living in a coastal location.

Year	North Berwick	YoY Growth	Total Growth Since 2019
2019	£417,263		
2020	£413,073	-1%	-1%
2021	£451,101	9%	8%
2022	£475,052	5%	14%
2023	£460,631	-3%	10%
2024 (to date)	£453,661	-2%	9%



Seaview, Cromwell Road, North Berwick: achieved £679/sq. ft.

Longniddry

Longniddry is a lovely coastal village in East Lothian only 12 miles from Edinburgh, benefiting from having a direct rail link to the city – making it perfect for commuters. Close to the beaches of Longniddry Bents, which offer stunning views over the Firth of Forth, the village is steeped in history. Its landmarks include the 18th Century Gosford House, a magnificent neo-classical mansion.

With the nearby coastline perfect for dog walkers and water sports enthusiasts, the village offers an escape from the hustle and bustle of the city. It is also perfect for golf enthusiasts, who can enjoy the scenic links of Longniddry Golf Club. The village also has a strong community, thanks to its primary school, good selection of local shops, and community centre. Overall, it is an ideal location for those seeking a peaceful yet connected lifestyle.

Year	North Berwick	YoY Growth	Total Growth Since 2019
2019	£358,889		
2020	£377,238	5%	5%
2021	£421,531	12%	17%
2022	£449,878	7%	25%
2023	£430,155	-4%	20%
2024 (to date)	£495,319	15%	38%



Four Winds, Longniddry: achieved £424/sq. ft.



If you're looking to buy or sell in one of Scotland's popular seaside locations, please do get in touch as our teams operate in all of the top 10 Scottish coastal towns. We'll be happy to offer a free no obligation market appraisal of your property; or, if you're looking to buy we can discuss options that include period and new build opportunities.

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