



REVEALED: St Andrews is Scotland's most expensive coastal location

The **Bank of Scotland Coastal Homes Review** tracks house price movements in 54 coastal locations in Scotland and 198 in total in Great Britain. The review is based on house price data from the Land Registry and Registers of Scotland.

- **Scotland's most expensive place to buy a home by the sea is St Andrews, with an average property price of £423,419**
- **North Berwick is nudged out of first place, with properties in the area now setting buyers back £421,613, on average**
- **The average price of a Scottish home by the sea is now £184,224, up 1% during 2023, outperforming the -4% average decrease across Britain**
- **Invergordon, Burntisland and Helensburgh saw the biggest coastal house price increases in 2023**
- **Cockenzie and Anstruther recorded the greatest seaside house price growth over last decade**
- **Rothesay is the most affordable place to live by the sea in Britain, at £101,477**

St Andrews has taken the title of the most expensive place to buy a home by the coast in Scotland, according to the latest analysis from Bank of Scotland.

Homes in the area - known for its world-famous university and golf courses - cost £423,419 on average, marginally up from 2022 but pushing North Berwick into second place.

The price of properties in the East Lothian town of North Berwick – which had retained the 'most expensive' title for the last six years - slipped back -4% in 2023. Homes in the desirable town now cost £421,613 on average, only slightly less than those in St Andrews.

Dunbar, also in East Lothian, completes the top three most expensive coastal areas to buy a home in Scotland, setting buyers back £304,569 on average.



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The lowest average price for a home near the sea can be found in Rothesay on the Isle of Bute - homes here cost an average of £101,477.

Scotland offers some of the most affordable places across Britain to set up a seaside home, with all of the 10 least expensive coastal homes found in the nation.

Scotland's most expensive coastal locations



Coastal costs

Those looking to purchase a home by the sea in Scotland will find that, on average, properties cost £184,224, up 1% during 2023 and outperforming the average across Britain which saw a decline (-4%).

When looking over the last decade, the cost of Scottish coastal homes rose by almost a third (+31%) on average between 2013 and 2023.



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Properties in Cockenzie (+72%) and Anstruther (+70%) saw the biggest gains in the last 10 years.

Year on year, the cost of a home grew the most in Invergordon in the Scottish Highlands. Homes in the area rose by over a third (+34%), to £154,293 on average.

Graham Blair, Mortgages Director, Bank of Scotland, said: “Scotland’s stunning coastline and breathtaking scenery make it a wonderful place for many to call home. For buyers looking to live by the sea, Scotland offers real value in comparison to coastal areas in other parts of Britain.

“In fact, for those who are keen for a peaceful and tranquil life and a more remote way of living, Rothesay on the Isle of Bute is the most affordable place to live by the sea in all of Britain. Coastal properties here are £100,000 on average.

“At the other end of the scale, St Andrews is now the most expensive coastal location in Scotland. Well-known for its famous golf courses and home to the nation’s oldest university, average property prices in the area are now more than £423,000. Scenic North Berwick isn’t far behind with properties there fetching a similar price tag.”

Table 1: Scotland’s most expensive coastal locations

Coastal location	Average house price
St Andrews	£423,419
North Berwick	£421,613
Dunbar	£304,569
Anstruther	£285,160
Helensburgh	£254,261
Nairn	£250,928
Musselburgh	£242,570
Cockenzie	£240,646
Inverkip	£231,846
Stonehaven	£230,964

Source: Scotland full year ROS for 2023



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Table 2: Scotland's least expensive coastal locations

Coastal location	Average house price
Rothesay	£101,477
Greenock	£107,111
Girvan	£107,349
Millport	£113,622
Saltcoats	£115,372
Campbeltown	£115,813
Ardrossan	£119,166
Port Bannatyne	£119,951
Stranraer	£120,157
Fraserburgh	£129,606

Source: Scotland full year ROS for 2023

Table 3: 20 biggest house price increases in Scottish coastal locations 2022 vs 2023

Coastal location	Average house price 2022	Average house price 2023	Change
Invergordon	£114,962	£154,293	+34%
Burntisland	£175,222	£207,525	+18%
Helensburgh	£219,574	£254,261	+16%
Wick	£124,857	£137,424	+10%
Greenock	£97,608	£107,111	+10%
Prestwick	£195,649	£214,384	+10%
Thurso	£126,716	£136,088	+7%
Alness	£157,669	£169,068	+7%
Dunbar	£284,121	£304,569	+7%
Nairn	£234,470	£250,928	+7%
Scottish coastal locations	£182,488	£184,224	+1%
All GB coastal locations	£306,491	£293,710	-4%

Sources:

Scottish coastal locations: Full year Registers of Scotland for 2022 and 2023

All GB coastal locations: Land Registry (E&W) and ROS (Scotland) - house price data 12 months to December 2022 and 2023



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Table 4: 20 biggest house price increases in Scottish coastal locations 2013 vs 2023

Coastal locations	Average house Price 2013	Average house price 2023	Change
Cockenzie	£139,691	£240,646	+72%
Anstruther	£167,386	£285,160	+70%
Musselburgh	£143,966	£242,570	+68%
Dunbar	£187,537	£304,569	+62%
Burntisland	£129,746	£207,525	+60%
St Andrews	£270,181	£423,419	+57%
Eyemouth	£121,144	£186,785	+54%
Irvine	£90,428	£139,088	+54%
Wick	£89,582	£137,424	+53%
Kirkwall	£126,821	£194,047	+53%
Scottish coastal locations	£140,255	£184,224	+31%
All GB coastal locations	£198,631	£293,710	+48%

Sources:

Scottish coastal locations: Full year Registers of Scotland for 2022 and 2023

All GB coastal locations: Land Registry (E&W) and ROS (Scotland) - house price data 12 months to December 2012 and 2022

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Notes to editors

This information is intended for the sole use of journalists and media professionals.

The prices used are simple arithmetic ('crude') averages. These prices are not standardised and therefore can be affected by changes in the sample from period to period. Note that individual seaside locations may be excluded from the lists in any given year if there is an insufficient number of transactions to calculate an average figure.

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