

St Andrews crowned Scotland's most expensive coastal location – but affordability still found in the Firth of Clyde

The **Bank of Scotland Coastal Homes Review** tracks house price movements in 54 coastal locations in Scotland and 197 in total in Great Britain. The review is based on house price data from the Registers of Scotland and the Land Registry.

- **Scotland's most expensive place to buy a home by the sea is St Andrews, with an average property price of £458,381**
- **The average price tag of a Scottish home on the coast is £187,727, up 2% during 2024, compared to a -1% average decrease for coastal homes across Britain**
- **Gourock saw the biggest coastal house price increase in 2024, up by 24%**
- **Campbeltown is the most affordable place to live by the sea both in Scotland and Britain as a whole, at £103,078**
- **Housing market in Scottish coastal locations worth around £1.9 billion last year**

St Andrews has once again been named Scotland's most expensive coastal location, according to new research from the Bank of Scotland.

The average home in the historic Fife town now costs £458,381 – up 8% in the past year.

Why are house prices so high in St Andrews?

St Andrews is one of Scotland's most famous and desirable towns, internationally renowned as the birthplace of golf and home to Scotland's oldest university. Residents benefit from beautiful

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beaches and a thriving cultural scene, with boutique shopping and fine dining options also on their doorstep.

When it comes to the property market, it remains one of the most sought-after locations in the country. However, the town's compact size and conservation policies limit new developments, keeping the supply of new homes tight. The large student population and year-round tourism also fuel the local buy-to-let market.

Where else makes the list?

North Berwick, East Lothian - £419,723

A short train ride from Edinburgh, North Berwick is a stylish seaside town in East Lothian known for its sandy beaches, golf courses, and vibrant arts scene.

Dunbar, East Lothian - £292,073

Completing the top three is Dunbar, also in East Lothian. With dramatic cliffs and coastal trails, it's a haven for hikers, surfers, and cyclists.

Coastal prices rise in Scotland

Across Scotland, the average price of a home by the sea now stands at £187,727 – up 2% year-on-year. That contrasts with Great Britain overall, which saw prices of coastal homes fall slightly (by 1%) over the last year, with an average price tag of £295,991.

Gourock on the Clyde coast saw the biggest jump in 2024, with average prices up 24% to £175,660.

Over the last five years prices in Scottish coastal towns are up by 25%, compared to a British average of 18%.

The charming harbour town of **Anstruther** – nestled in the East Neuk of Fife and perhaps best known for its award-winning fish and chips – saw the biggest increase in Scotland over this five-year period, adding £91,294 (+52%) to the price of the typical property.

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Scotland's coastal housing market worth nearly £2 billion

Inverness recorded the highest combined value of coastal home purchases in Scotland over the last year, with deals totalling almost £195 million. This was followed by **Ayr** (£179 million) and **Musselburgh** (£93 million).

Overall the housing market for coastal locations in Scotland was worth around £1.9 billion last year, up around 4% from the previous year.

Ayr saw the biggest number of transactions (963), followed by **Inverness** (915) and **Greenock** (626).

Where is it more affordable to live by the coast in Scotland?

Scotland dominates the list of most affordable coastal towns across Britain, with all 10 of the cheapest spots located north of the border.

Top of the list is **Campbeltown**, on the scenic Kintyre Peninsula, where the average home costs just £103,078 – down 11% in the past year. Once dubbed the whisky capital of the world, Campbeltown offers dramatic coastal views and access to the islands of Islay, Jura and Arran.

It's followed by **Rothesay** (£111,764), **Millport** (£114,008) and **Port Bannatyne** (£115,421) – all island communities on Scotland's west coast, nestled within the sheltered waters of the Firth of Clyde.

Isla Benzie, Head of Bank of Scotland Mortgages, said:

"Scotland's coastline offers something for everyone – from the historic streets of St Andrews to the island charm of Rothesay and Millport. While some of the most sought-after locations continue to command premium prices, there are still plenty of affordable options for buyers willing to look beyond the traditional hotspots.

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Press Release



“Coastal property prices in Scotland have risen over the past year, reflecting strong demand and the enduring appeal of seaside living. But it’s also important to recognise the diversity of these communities – while some are thriving, others face real challenges linked to housing affordability, seasonal economies and access to services.”

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Data tables on following pages.

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Data tables

Table 1: Scotland’s most expensive coastal locations

Coastal location	Average house price
St Andrews	£458,381
North Berwick	£419,723
Dunbar	£292,073
Anstruther	£267,367
Helensburgh	£246,938
Musselburgh	£240,581
West Kilbride	£240,349
Stonehaven	£237,600
Prestonpans	£237,183
Nairn	£230,438

Source: Registers of Scotland full year 2024

Table 2: Scotland’s least expensive coastal locations

Coastal location	Average house price
Campbeltown	£103,078
Rothesay	£111,764
Millport	£114,008
Port Bannatyne	£115,421
Girvan	£116,211
Greenock	£117,751
Ardrossan	£124,532
Wick	£126,708
Stranraer	£128,888
Saltcoats	£129,194

Source: Registers of Scotland full year 2024



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Table 3: Biggest house price increases in Scottish coastal locations 2023 v 2024

Coastal location	Average house price 2023	Average house price 2024	Change
Gourock	£141,278	£175,660	+24%
Montrose	£131,342	£148,638	+13%
Banff	£131,191	£146,996	+12%
Peterhead	£132,030	£147,859	+12%
Saltcoats	£115,372	£129,194	+12%
Rothsay	£101,477	£111,764	+10%
Cove Bay	£176,182	£194,018	+10%
West Kilbride	£218,393	£240,349	+10%
Greenock	£107,111	£117,751	+10%
Tayport	£175,808	£192,718	+10%
All Scottish coastal locations	£184,224	£187,727	+2%
All GB coastal locations	£299,940	£295,991	-1%

Source: Registers of Scotland full year 2023 and 2024 / Land Registry house price data 12 months to January 2024 and January 2025

Table 4: Biggest house price increases in Scottish coastal locations 2019 vs 2024

Coastal locations	Average house Price 2019	Average house price 2024	Change
Anstruther	£176,073	£267,367	+52%
Burntisland	£152,987	£226,743	+48%
Lossiemouth	£133,564	£197,823	+48%
Troon	£148,942	£217,887	+46%
Eyemouth	£135,754	£192,655	+42%
Dingwall	£128,353	£179,774	+40%
West Kilbride	£171,999	£240,349	+40%
Dunbar	£209,872	£292,073	+39%
St Andrews	£330,988	£458,381	+38%
Gourock	£127,745	£175,660	+38%
Scottish coastal locations	£150,201	£187,727	+25%
All GB coastal locations	£251,147	£295,991	+18%

Source: Registers of Scotland full year 2019 and 2024 / Land Registry house price data 12 months to January 2020 and January 2025

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Notes to editors

Methodology

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 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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