

Alcoholic Drinks in Sweden

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Report description:

Sales of alcoholic drinks were generally positively impacted by the COVID-19 pandemic in 2020, with the sharp rise in retail sales compensating for the sharp decline in sales through the on-trade channel. While retail volume growth slowed in 2021 as restrictions were eased this was accompanied by a strong recovery in sales through the on-trade channel as consumers returned to drinking in restaurants, bars and other on-trade outlets. Despite the developing health and wellness trend many Swedes st...

Euromonitor International's Alcoholic Drinks in Sweden report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Alcoholic Drinks market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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CATEGORY BACKGROUND

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