

## **Beer in Sweden**

Market Direction | 2022-09-14 | 33 pages | Euromonitor

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### **Report description:**

Beer saw stronger growth in total volume terms in 2021 compared to the previous year, with this being backed by a partial recovery of on-trade demand as restrictions were eased. Lager remains the dominant beer category in Sweden, with domestic premium lager being the most popular option. Nonetheless, non/low alcohol beer was the most dynamic category in 2021 with it cannibalising sales of standard lager. Ale continues to be a novelty choice as development is slow and interest is limited.

Euromonitor International's Beer 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: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

Why buy this report?

- \* Get a detailed picture of the Beer 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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Euromonitor International  
September 2022

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##### 2021 DEVELOPMENTS

Beer sees improved performance in 2021 as on-trade sales see partial recovery  
Non/low alcohol beer thriving as consumers pursue healthier lifestyles  
Beer continues to be dominated by Spendrups Bryggeri and Carlsberg Sverige AB

##### PROSPECTS AND OPPORTUNITIES

Normalisation should support demand through both the on-trade and the off-trade  
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