

## **Spirits in Sweden**

Market Direction | 2022-09-14 | 35 pages | Euromonitor

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### **Report description:**

Spirits witnessed dynamic double-digit growth in off-trade volume terms in 2020 with sales benefiting from the near-absence of private imports and duty-free sales, as well as limited nightlife activity due to various restrictions in place on bars and nightclubs. The cocktail trend is traditionally popular in bars and clubs in Sweden but during the pandemic it migrated to the off-trade as some consumers looked to replicate these drinks at home. While off-trade sales have dropped off in many alcohol...

Euromonitor International's Spirits 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: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

- \* Get a detailed picture of the Spirits 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.

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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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Sales of spirits continue to thrive in 2021, bolstered by the cocktail trend

Premiumisation continues to influence demand for spirits as consumers look for small indulgences

Pink gin continues to capture the attention of drinkers

##### PROSPECTS AND OPPORTUNITIES

Positive outlook for spirits as demand grows

Non alcoholic spirits offer potential for development

Sustainability now a crucial part of the new product development process

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