

## **Spirits in Sweden**

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

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **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.

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.

**Scotts International. EU Vat number: PL 6772247784**

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

[www.scott-international.com](http://www.scott-international.com)

## Table of Contents:

Spirits in Sweden  
Euromonitor International  
September 2022

### List Of Contents And Tables

#### SPIRITS IN SWEDEN

##### KEY DATA FINDINGS

##### 2021 DEVELOPMENTS

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

##### CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

Summary 1      Benchmark Brands 2021

##### CATEGORY DATA

Table 1 Sales of Spirits by Category: Total Volume 2016-2021

Table 2 Sales of Spirits by Category: Total Value 2016-2021

Table 3 Sales of Spirits by Category: % Total Volume Growth 2016-2021

Table 4 Sales of Spirits by Category: % Total Value Growth 2016-2021

Table 5 Sales of Spirits by Off-trade vs On-trade: Volume 2016-2021

Table 6 Sales of Spirits by Off-trade vs On-trade: Value 2016-2021

Table 7 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 8 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2016-2021

Table 9 Sales of Dark Rum by Price Platform: % Total Volume 2016-2021

Table 10 □Sales of White Rum by Price Platform: % Total Volume 2016-2021

Table 11 □Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2016-2021

Table 12 □Sales of English Gin by Price Platform: % Total Volume 2016-2021

Table 13 □Sales of Vodka by Price Platform: % Total Volume 2016-2021

Table 14 □Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2016-2021

Table 15 □GBO Company Shares of Spirits: % Total Volume 2017-2021

Table 16 □NBO Company Shares of Spirits: % Total Volume 2017-2021

Table 17 □LBN Brand Shares of Spirits: % Total Volume 2018-2021

Table 18 □Forecast Sales of Spirits by Category: Total Volume 2021-2026

Table 19 □Forecast Sales of Spirits by Category: Total Value 2021-2026

Table 20 □Forecast Sales of Spirits by Category: % Total Volume Growth 2021-2026

Table 21 □Forecast Sales of Spirits by Category: % Total Value Growth 2021-2026

CHART 1 Alcoholic Drinks Off-Trade Volume Sales Growth Scenarios: 2019-2026

CHART 2 Alcoholic Drinks On-Trade Volume Sales Growth Scenarios: 2019-2026

CHART 3 Alcoholic Drinks Impact of Soft Drivers on Off-Trade Volume Sales: 2019-2026

CHART 4 Alcoholic Drinks Impact of Soft Drivers on On-Trade Volume Sales: 2019-2026

##### ALCOHOLIC DRINKS IN SWEDEN

**Scotts International. EU Vat number: PL 6772247784**

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

[www.scotts-international.com](http://www.scotts-international.com)

## EXECUTIVE SUMMARY

Alcoholic drinks in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

## MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Table 22 Number of On-trade Establishments by Type 2015-2021

## TAXATION AND DUTY LEVIES

Summary 2 Taxation and Duty Levies on Alcoholic Drinks 2021

## OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

## KEY NEW PRODUCT LAUNCHES

Outlook

## MARKET INDICATORS

Table 23 Retail Consumer Expenditure on Alcoholic Drinks 2016-2021

## MARKET DATA

Table 24 Sales of Alcoholic Drinks by Category: Total Volume 2016-2021

Table 25 Sales of Alcoholic Drinks by Category: Total Value 2016-2021

Table 26 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2016-2021

Table 27 Sales of Alcoholic Drinks by Category: % Total Value Growth 2016-2021

Table 28 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2021

Table 29 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2021

Table 30 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2021

Table 31 □Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2021

Table 32 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2017-2021

Table 33 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2016-2021

Table 34 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2021

Table 35 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2021-2026

Table 36 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2021-2026

Table 37 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2021-2026

Table 38 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2021-2026

## DISCLAIMER

## SOURCES

Summary 3 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

## Spirits in Sweden

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-10"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com