

## **Spirits in Sweden**

Market Direction | 2023-06-27 | 32 pages | Euromonitor

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### **Report description:**

Following a two-year period of healthy volume growth, sales of spirits declined in 2022. This was attributable to the poor performance of the off-trade, as inflationary pressures forced many consumers to show more prudence with their spending. Moreover, with the relaxation of pandemic-related restrictions, a number of Swedes returned to bars, restaurants and nightclubs, in preference to drinking spirits at home. Whiskies saw a particularly disappointing performance, especially blended Scotch var...

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 (2018-2022), 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 2027 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.

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Spirits in Sweden  
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Decline in off-trade volumes of spirits in 2022

Non alcoholic spirits see dynamic performance, albeit from a low base

E-commerce shows deceleration of growth trend

#### PROSPECTS AND OPPORTUNITIES

Spirit sales will remain sluggish, despite return of consumers to on-trade outlets

Non alcoholic formulations will maintain growth momentum

Sustainable packaging will continue as a key industry focus

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

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