

## **Alcoholic Drinks in Sweden**

Market Direction | 2023-06-27 | 79 pages | Euromonitor

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### **Report description:**

Sales of alcoholic drinks in Sweden failed to see any perceptible growth in volume terms in 2022, despite the easing of pandemic-related restrictions. While on-trade volumes continued to edge towards their pre-COVID-19 levels, as consumers returned to drinking in bars, restaurants and clubs, off-trade sales were impacted by soaring inflation and declining real wages, exacerbated by the ongoing war in Ukraine. This led to some downtrading to less expensive brands, as Swedes sought out more economical options.

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 (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: 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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Sustainability will continue as an industry focus

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## RTDS IN SWEDEN

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