

Alcoholic Drinks in Sweden

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

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

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 econom...

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.

Scotts International. EU Vat number: PL 6772247784

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

www.scott-international.com

Table of Contents:

Alcoholic Drinks in Sweden
Euromonitor International
November 2023

List Of Contents And Tables

ALCOHOLIC DRINKS IN SWEDEN

EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture

2022 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 1 Number of On-trade Establishments by Type 2016-2022

TAXATION AND DUTY LEVIES

Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2022

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 2 Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 3 Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 4 Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 5 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 6 Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 7 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 8 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 9 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 10 □Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 11 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 12 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 13 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 14 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 15 ☐Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 16 ☐Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 17 ☐Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 2 Research Sources

BEER IN SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Flat performance in 2022

Non/low alcohol beer thrives as consumers pursue healthier lifestyles

Spendrups Bryggeri and Carlsberg Sverige AB continue to dominate sales

PROSPECTS AND OPPORTUNITIES

Slow recovery for beer, thanks to challenging economic conditions

Consumers retain taste for non alcoholic beer as dark beer loses strength

Players to adopt sustainable practices, but small-scale breweries will face pressure from increasing costs

CATEGORY BACKGROUND

Lager price band methodology

Summary 3 Lager by Price Band 2022

Table 18 Number of Breweries 2017-2022

CATEGORY DATA

Table 19 Sales of Beer by Category: Total Volume 2017-2022

Table 20 Sales of Beer by Category: Total Value 2017-2022

Table 21 Sales of Beer by Category: % Total Volume Growth 2017-2022

Table 22 Sales of Beer by Category: % Total Value Growth 2017-2022

Table 23 Sales of Beer by Off-trade vs On-trade: Volume 2017-2022

Table 24 Sales of Beer by Off-trade vs On-trade: Value 2017-2022

Table 25 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 26 Sales of Beer by Off-trade vs On-trade: % Value Growth 2017-2022

Table 27 ☐Sales of Beer by Craft vs Standard 2017-2022

Table 28 ☐GBO Company Shares of Beer: % Total Volume 2018-2022

Table 29 ☐NBO Company Shares of Beer: % Total Volume 2018-2022

Table 30 ☐LBN Brand Shares of Beer: % Total Volume 2019-2022

Table 31 ☐Forecast Sales of Beer by Category: Total Volume 2022-2027

Table 32 ☐Forecast Sales of Beer by Category: Total Value 2022-2027

Table 33 ☐Forecast Sales of Beer by Category: % Total Volume Growth 2022-2027

Table 34 ☐Forecast Sales of Beer by Category: % Total Value Growth 2022-2027

WINE IN SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Declining volumes in 2022, as cash-strapped consumers look to cut back on discretionary spending

Sparkling wine sees mixed results, while red wine and sherry suffer from consumer shift towards lighter options

Competition intensifies, while increased value focus supports demand for bag-on-box wine

PROSPECTS AND OPPORTUNITIES

Slow growth for wine, thanks to decline in disposable incomes

Other sparkling, non alcoholic and still rose wines will continue to drive growth

Sustainability will continue as an industry focus

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

CATEGORY DATA

- Table 35 Sales of Wine by Category: Total Volume 2017-2022
- Table 36 Sales of Wine by Category: Total Value 2017-2022
- Table 37 Sales of Wine by Category: % Total Volume Growth 2017-2022
- Table 38 Sales of Wine by Category: % Total Value Growth 2017-2022
- Table 39 Sales of Wine by Off-trade vs On-trade: Volume 2017-2022
- Table 40 Sales of Wine by Off-trade vs On-trade: Value 2017-2022
- Table 41 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2017-2022
- Table 42 Sales of Wine by Off-trade vs On-trade: % Value Growth 2017-2022
- Table 43 Sales of Still Red Wine by Price Segment: % Off-trade Volume 2017-2022
- Table 44 □Sales of Still Rose Wine by Price Segment: % Off-trade Volume 2017-2022
- Table 45 □Sales of Still White Wine by Price Segment: % Off-trade Volume 2017-2022
- Table 46 □Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2017-2022
- Table 47 □GBO Company Shares of Still Light Grape Wine: % Total Volume 2018-2022
- Table 48 □NBO Company Shares of Still Light Grape Wine: % Total Volume 2018-2022
- Table 49 □LBN Brand Shares of Still Light Grape Wine: % Total Volume 2019-2022
- Table 50 □GBO Company Shares of Champagne: % Total Volume 2018-2022
- Table 51 □NBO Company Shares of Champagne: % Total Volume 2018-2022
- Table 52 □LBN Brand Shares of Champagne: % Total Volume 2019-2022
- Table 53 □GBO Company Shares of Other Sparkling Wine: % Total Volume 2018-2022
- Table 54 □NBO Company Shares of Other Sparkling Wine: % Total Volume 2018-2022
- Table 55 □LBN Brand Shares of Other Sparkling Wine: % Total Volume 2019-2022
- Table 56 □GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2018-2022
- Table 57 □NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2018-2022
- Table 58 □LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2019-2022
- Table 59 □GBO Company Shares of Non-grape Wine: % Total Volume 2018-2022
- Table 60 □NBO Company Shares of Non-grape Wine: % Total Volume 2018-2022
- Table 61 □LBN Brand Shares of Non-grape Wine: % Total Volume 2019-2022
- Table 62 □Forecast Sales of Wine by Category: Total Volume 2022-2027
- Table 63 □Forecast Sales of Wine by Category: Total Value 2022-2027
- Table 64 □Forecast Sales of Wine by Category: % Total Volume Growth 2022-2027
- Table 65 □Forecast Sales of Wine by Category: % Total Value Growth 2022-2027

SPIRITS IN SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

- 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

CATEGORY BACKGROUND

- Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
- Summary 4 Benchmark Brands 2022

CATEGORY DATA

- Table 66 Sales of Spirits by Category: Total Volume 2017-2022

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 67 Sales of Spirits by Category: Total Value 2017-2022
 Table 68 Sales of Spirits by Category: % Total Volume Growth 2017-2022
 Table 69 Sales of Spirits by Category: % Total Value Growth 2017-2022
 Table 70 Sales of Spirits by Off-trade vs On-trade: Volume 2017-2022
 Table 71 Sales of Spirits by Off-trade vs On-trade: Value 2017-2022
 Table 72 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2017-2022
 Table 73 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2017-2022
 Table 74 Sales of Dark Rum by Price Platform: % Total Volume 2017-2022
 Table 75 □Sales of White Rum by Price Platform: % Total Volume 2017-2022
 Table 76 □Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2017-2022
 Table 77 □Sales of English Gin by Price Platform: % Total Volume 2017-2022
 Table 78 □Sales of Vodka by Price Platform: % Total Volume 2017-2022
 Table 79 □Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2017-2022
 Table 80 □GBO Company Shares of Spirits: % Total Volume 2018-2022
 Table 81 □NBO Company Shares of Spirits: % Total Volume 2018-2022
 Table 82 □LBN Brand Shares of Spirits: % Total Volume 2019-2022
 Table 83 □Forecast Sales of Spirits by Category: Total Volume 2022-2027
 Table 84 □Forecast Sales of Spirits by Category: Total Value 2022-2027
 Table 85 □Forecast Sales of Spirits by Category: % Total Volume Growth 2022-2027
 Table 86 □Forecast Sales of Spirits by Category: % Total Value Growth 2022-2027

CIDER/PERRY IN SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Off-trade volumes stagnate, in face of competition from other alcoholic drinks

Non alcoholic cider continues to grow from a small base

New flavour varieties continue to drive new product development, alongside organic and naturally-sourced ingredients

PROSPECTS AND OPPORTUNITIES

Rebound in off-trade sales anticipated, but increasing competition from other alcoholic drinks will force players to invest in new flavour combinations

Health trends set to drive further growth in non alcoholic cider

Rising interest in local cider production could invigorate the market

CATEGORY DATA

Table 87 Sales of Cider/Perry: Total Volume 2017-2022
 Table 88 Sales of Cider/Perry: Total Value 2017-2022
 Table 89 Sales of Cider/Perry: % Total Volume Growth 2017-2022
 Table 90 Sales of Cider/Perry: % Total Value Growth 2017-2022
 Table 91 Sales of Cider/Perry by Off-trade vs On-trade: Volume 2017-2022
 Table 92 Sales of Cider/Perry by Off-trade vs On-trade: Value 2017-2022
 Table 93 Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2017-2022
 Table 94 Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2017-2022
 Table 95 GBO Company Shares of Cider/Perry: % Total Volume 2018-2022
 Table 96 □NBO Company Shares of Cider/Perry: % Total Volume 2018-2022
 Table 97 □LBN Brand Shares of Cider/Perry: % Total Volume 2019-2022
 Table 98 □Forecast Sales of Cider/Perry: Total Volume 2022-2027
 Table 99 □Forecast Sales of Cider/Perry: Total Value 2022-2027
 Table 100 □Forecast Sales of Cider/Perry: % Total Volume Growth 2022-2027
 Table 101 □Forecast Sales of Cider/Perry: % Total Value Growth 2022-2027

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

RTDS IN SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

On-trade sales return to growth, to the detriment of off-trade sales

Signs of further consolidation in 2022

Sales via e-commerce begin to stabilise, in line with return to pre-pandemic consumption patterns

PROSPECTS AND OPPORTUNITIES

Moderate growth expected, supported by trend towards lower ABV options

Non-alcoholic RTDS will lead future growth

Hard seltzers could gain traction

CATEGORY DATA

Table 102 Sales of RTDs by Category: Total Volume 2017-2022

Table 103 Sales of RTDs by Category: Total Value 2017-2022

Table 104 Sales of RTDs by Category: % Total Volume Growth 2017-2022

Table 105 Sales of RTDs by Category: % Total Value Growth 2017-2022

Table 106 Sales of RTDs by Off-trade vs On-trade: Volume 2017-2022

Table 107 Sales of RTDs by Off-trade vs On-trade: Value 2017-2022

Table 108 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 109 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2017-2022

Table 110 GBO Company Shares of RTDs: % Total Volume 2018-2022

Table 111 NBO Company Shares of RTDs: % Total Volume 2018-2022

Table 112 LBN Brand Shares of RTDs: % Total Volume 2019-2022

Table 113 Forecast Sales of RTDs by Category: Total Volume 2022-2027

Table 114 Forecast Sales of RTDs by Category: Total Value 2022-2027

Table 115 Forecast Sales of RTDs by Category: % Total Volume Growth 2022-2027

Table 116 Forecast Sales of RTDs by Category: % Total Value Growth 2022-2027

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Alcoholic Drinks in Sweden

Market Direction | 2023-06-27 | 79 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@scott's-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scott's-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="2026-03-11"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com