

Wine in Sweden

Market Direction | 2023-06-27 | 37 pages | Euromonitor

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Report description:

Wine in Sweden saw a disappointing performance in 2022, thanks to a moderate decline in off-trade volumes. Sales flourished during the first year of the pandemic, having benefitted from minimal international travel and cross-border trade across much of the year, which drove up domestic demand. With consumers returning to bars and restaurants in greater numbers, this had a negative impact on off-trade sales in both 2021 and 2022, as Swedes drank less wine at home. Inflationary pressures, which le...

Euromonitor International's Wine 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: Fortified Wine and Vermouth, Non Alcoholic Wine, Non-Grape Wine, Sparkling Wine, Still Light Grape 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 Wine 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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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

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