# Alcoholic Drinks in Sweden

Market Direction | 2024-07-03 | 78 pages | Euromonitor

**AVAILABLE LICENSES:**

- Single User Licence €2150.00
- Multiple User License (1 Site) €4300.00
- Multiple User License (Global) €6450.00

**Report description:**

Alcoholic drinks saw total volume sales stagnate in Sweden in 2023. While the resumed cross-border trade from Norway boosted sales as Norwegian consumers appreciated the lower prices found in Sweden, the ongoing health and wellness trend had a negative impact on demand. Rising concerns about the health effects of consuming alcohol led to many consumers looking to reduce their alcohol consumption. Furthermore, consumers have become more budget conscious and have switched to products with lower AB...

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 (2019-2023), 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 2028 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.

**Table of Contents:**

Alcoholic Drinks in Sweden
Euromonitor International
July 2024

List Of Contents And Tables

ALCOHOLIC DRINKS IN SWEDEN
EXECUTIVE SUMMARY
Alcoholic drinks in 2023: The big picture
2023 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
Summary 1 Number of On-trade Establishments by Type 2017-2023
TAXATION AND DUTY LEVIES
Summary 2 Taxation and Duty Levies on Alcoholic Drinks 2023
OPERATING ENVIRONMENT
Contraband/parallel trade
Duty free
Cross-border/private imports
KEY NEW PRODUCT LAUNCHES
Outlook
MARKET INDICATORS
Table 1 Retail Consumer Expenditure on Alcoholic Drinks 2018-2023
MARKET DATA
Table 2 Sales of Alcoholic Drinks by Category: Total Volume 2018-2023
Table 3 Sales of Alcoholic Drinks by Category: Total Value 2018-2023
Table 4 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023
Table 5 Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023
Table 6 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023
Table 7 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023
Table 8 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023
Table 9 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023
Table 10 GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023
Table 11 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023
Table 12 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023
Table 13 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028

Table 14 Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028
Table 15 Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028
Table 16 Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028
DISCLAIMER
SOURCES
Summary 3 Research Sources
BEER IN SWEDEN
KEY DATA FINDINGS
2023 DEVELOPMENTS
Volumes stagnate, though non-alcoholic beer stands out
Beer drinkers look to economise
Growing focus on sustainability amongst leading players
PROSPECTS AND OPPORTUNITIES
Potential for non-alcoholic beer expansion despite competition
Change ahead in on-trade
Challenges for craft brewers, though government plans offer hope
CATEGORY BACKGROUND
Lager price band methodology
Summary 4 Lager by Price Band 2023
Table 17 Number of Breweries 2018-2023
CATEGORY DATA
Table 18 Sales of Beer by Category: Total Volume 2018-2023
Table 19 Sales of Beer by Category: Total Value 2018-2023
Table 20 Sales of Beer by Category: % Total Volume Growth 2018-2023
Table 21 Sales of Beer by Category: % Total Value Growth 2018-2023
Table 22 Sales of Beer by Off-trade vs On-trade: Volume 2018-2023
Table 23 Sales of Beer by Off-trade vs On-trade: Value 2018-2023
Table 24 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2018-2023
Table 25 Sales of Beer by Off-trade vs On-trade: % Value Growth 2018-2023
Table 26 Sales of Beer by Craft vs Standard 2018-2023
Table 27 GBO Company Shares of Beer: % Total Volume 2019-2023
Table 28 NBO Company Shares of Beer: % Total Volume 2019-2023
Table 29 LBN Brand Shares of Beer: % Total Volume 2020-2023
Table 30 Forecast Sales of Beer by Category: Total Volume 2023-2028
Table 31 Forecast Sales of Beer by Category: Total Value 2023-2028
Table 32 Forecast Sales of Beer by Category: % Total Volume Growth 2023-2028
Table 33 Forecast Sales of Beer by Category: % Total Value Growth 2023-2028
WINE IN SWEDEN
KEY DATA FINDINGS
2023 DEVELOPMENTS
Stagnant volume sales
Consumers seeing other sparkling wine as everyday option
Threat of increased cross-border activities
PROSPECTS AND OPPORTUNITIES
Positive outlook
Limited prospects for non-alcoholic wine despite health and wellness trend
Still rose wine to benefit from losing seasonal image

CATEGORY DATA
Table 34 Sales of Wine by Category: Total Volume 2018-2023
Table 35 Sales of Wine by Category: Total Value 2018-2023
Table 36 Sales of Wine by Category: % Total Volume Growth 2018-2023
Table 37 Sales of Wine by Category: % Total Value Growth 2018-2023
Table 38 Sales of Wine by Off-trade vs On-trade: Volume 2018-2023
Table 39 Sales of Wine by Off-trade vs On-trade: Value 2018-2023
Table 40 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2018-2023
Table 41 Sales of Wine by Off-trade vs On-trade: % Value Growth 2018-2023
Table 42 Sales of Still Red Wine by Price Segment: % Off-trade Volume 2018-2023
Table 43 Sales of Still Rose Wine by Price Segment: % Off-trade Volume 2018-2023
Table 44 Sales of Still White Wine by Price Segment: % Off-trade Volume 2018-2023
Table 45 Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2018-2023
Table 46 GBO Company Shares of Still Light Grape Wine: % Total Volume 2019-2023
Table 47 NBO Company Shares of Still Light Grape Wine: % Total Volume 2019-2023
Table 48 LBN Brand Shares of Still Light Grape Wine: % Total Volume 2020-2023
Table 49 GBO Company Shares of Champagne: % Total Volume 2019-2023
Table 50 NBO Company Shares of Champagne: % Total Volume 2019-2023
Table 51 LBN Brand Shares of Champagne: % Total Volume 2020-2023
Table 52 GBO Company Shares of Other Sparkling Wine: % Total Volume 2019-2023
Table 53 NBO Company Shares of Other Sparkling Wine: % Total Volume 2019-2023
Table 54 LBN Brand Shares of Other Sparkling Wine: % Total Volume 2020-2023
Table 55 GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2019-2023
Table 56 NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2019-2023
Table 57 LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2020-2023
Table 58 GBO Company Shares of Non-grape Wine: % Total Volume 2019-2023
Table 59 NBO Company Shares of Non-grape Wine: % Total Volume 2019-2023
Table 60 LBN Brand Shares of Non-grape Wine: % Total Volume 2020-2023
Table 61 Forecast Sales of Wine by Category: Total Volume 2023-2028
Table 62 Forecast Sales of Wine by Category: Total Value 2023-2028
Table 63 Forecast Sales of Wine by Category: % Total Volume Growth 2023-2028
Table 64 Forecast Sales of Wine by Category: % Total Value Growth 2023-2028
SPIRITS IN SWEDEN
KEY DATA FINDINGS
2023 DEVELOPMENTS
Falling volume sales, but non-alcoholic spirits sees growth
Increasing focus on sustainability focuses on packaging
Growth in local gin production
PROSPECTS AND OPPORTUNITIES
Sluggish performance ahead
Potential for further expansion of non-alcoholic spirits
Ongoing move to greater sustainability
CATEGORY BACKGROUND
Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
Summary 5 Benchmark Brands 2023
CATEGORY DATA
Table 65 Sales of Spirits by Category: Total Volume 2018-2023

Table 66 Sales of Spirits by Category: Total Value 2018-2023
Table 67 Sales of Spirits by Category: % Total Volume Growth 2018-2023
Table 68 Sales of Spirits by Category: % Total Value Growth 2018-2023
Table 69 Sales of Spirits by Off-trade vs On-trade: Volume 2018-2023
Table 70 Sales of Spirits by Off-trade vs On-trade: Value 2018-2023
Table 71 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2018-2023
Table 72 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2018-2023
Table 73 Sales of Dark Rum by Price Platform: % Total Volume 2018-2023
Table 74 Sales of White Rum by Price Platform: % Total Volume 2018-2023
Table 75 Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2018-2023
Table 76 Sales of English Gin by Price Platform: % Total Volume 2018-2023
Table 77 Sales of Vodka by Price Platform: % Total Volume 2018-2023
Table 78 Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2018-2023
Table 79 GBO Company Shares of Spirits: % Total Volume 2019-2023
Table 80 NBO Company Shares of Spirits: % Total Volume 2019-2023
Table 81 LBN Brand Shares of Spirits: % Total Volume 2020-2023
Table 82 Forecast Sales of Spirits by Category: Total Volume 2023-2028
Table 83 Forecast Sales of Spirits by Category: Total Value 2023-2028
Table 84 Forecast Sales of Spirits by Category: % Total Volume Growth 2023-2028
Table 85 Forecast Sales of Spirits by Category: % Total Value Growth 2023-2028
CIDER/PERRY IN SWEDEN
KEY DATA FINDINGS
2023 DEVELOPMENTS
Cider/perry suffers from limited offer
Upmarket potential
Dynamism in non-alcoholic segment
PROSPECTS AND OPPORTUNITIES
Continued growth despite obstacles
Potential in non/low alcohol and premium segments
On-trade channel key to category development
CATEGORY DATA
Table 86 Sales of Cider/Perry: Total Volume 2018-2023
Table 87 Sales of Cider/Perry: Total Value 2018-2023
Table 88 Sales of Cider/Perry: % Total Volume Growth 2018-2023
Table 89 Sales of Cider/Perry: % Total Value Growth 2018-2023
Table 90 Sales of Cider/Perry by Off-trade vs On-trade: Volume 2018-2023
Table 91 Sales of Cider/Perry by Off-trade vs On-trade: Value 2018-2023
Table 92 Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2018-2023
Table 93 Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2018-2023
Table 94 GBO Company Shares of Cider/Perry: % Total Volume 2019-2023
Table 95 NBO Company Shares of Cider/Perry: % Total Volume 2019-2023
Table 96 LBN Brand Shares of Cider/Perry: % Total Volume 2020-2023
Table 97 Forecast Sales of Cider/Perry: Total Volume 2023-2028
Table 98 Forecast Sales of Cider/Perry: Total Value 2023-2028
Table 99 Forecast Sales of Cider/Perry: % Total Volume Growth 2023-2028
Table 100 Forecast Sales of Cider/Perry: % Total Value Growth 2023-2028
RTDS IN SWEDEN

KEY DATA FINDINGS
2023 DEVELOPMENTS
New product developments help to drive growth
Further consolidation in RTDs
Consumers have become accustomed to shopping online
PROSPECTS AND OPPORTUNITIES
Expanding product range to support growth
Rising demand for non-alcoholic RTDs
Further innovation
CATEGORY DATA
Table 101 Sales of RTDs by Category: Total Volume 2018-2023
Table 102 Sales of RTDs by Category: Total Value 2018-2023
Table 103 Sales of RTDs by Category: % Total Volume Growth 2018-2023
Table 104 Sales of RTDs by Category: % Total Value Growth 2018-2023
Table 105 Sales of RTDs by Off-trade vs On-trade: Volume 2018-2023
Table 106 Sales of RTDs by Off-trade vs On-trade: Value 2018-2023
Table 107 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2018-2023
Table 108 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2018-2023
Table 109 GBO Company Shares of RTDs: % Total Volume 2019-2023
Table 110 NBO Company Shares of RTDs: % Total Volume 2019-2023
Table 111 LBN Brand Shares of RTDs: % Total Volume 2020-2023
Table 112 Forecast Sales of RTDs by Category: Total Volume 2023-2028
Table 113 Forecast Sales of RTDs by Category: Total Value 2023-2028
Table 114 Forecast Sales of RTDs by Category: % Total Volume Growth 2023-2028
Table 115 Forecast Sales of RTDs by Category: % Total Value Growth 2023-2028

SCOTTS INTERNATIONAL

# Alcoholic Drinks in Sweden

Market Direction | 2024-07-03 | 78 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 | €2150.00 |
| | Multiple User License (1 Site) | €4300.00 |
| | Multiple User License (Global) | €6450.00 |
| | 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* | | Phone* | |
| First Name* | | Last Name* | |
| Job title* | | | |
| Company Name* | | EU Vat / Tax ID / NIP number* | |
| Address* | | City* | |
| Zip Code* | | Country* | |
| | | Date | 2026-03-11 |
| | | Signature | |

**Scotts International. EU Vat number: PL 6772247784**
tel. 0048 603 394 346 e-mail: support@scotts-international.com
www.scotts-international.com