

## **Fine Wines/Champagne and Spirits in Sweden**

Market Direction | 2024-10-30 | 17 pages | Euromonitor

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### **Report description:**

Fine wines/champagne and spirits is seeing relatively small growth in Sweden in 2024, which is mainly attributed to the fact that the majority of luxury alcoholic drinks are consumed at luxury foodservice establishments and hotels, rather than being purchased via retail channels per se. In turn, this can be explained by the strong trend for experiential luxury, whereby consumers are more inclined towards overall experiences, rather than simply investing in high-end goods per se. This means fine...

Euromonitor International's Fine Wines/Champagne and Spirits in Sweden report offers a comprehensive guide to the size and shape of the Fine Wines/Champagne and Spirits market at a national level. It provides the latest retail sales data, 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 and their effects on Fine Wines/Champagne and Spirits retailing along with the development of consumers' shopping patterns. Forecasts to 2028 illustrate how the market is set to change

Product coverage: Fine Wines, Luxury 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 Fine Wines/Champagne and 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.

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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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### FINE WINES/CHAMPAGNE AND SPIRITS IN SWEDEN

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#### 2024 DEVELOPMENTS

Relatively small growth for fine wines/champagne and spirits, as the majority consumption takes part within experiential luxury

Fine wines remains the core subcategory, while luxury whiskies sees the highest value growth

Leading brands see small erosion of shares as consumers seek new and smaller brands

#### PROSPECTS AND OPPORTUNITIES

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