



Euromonitor
International

Wine in Sweden

July 2024

Table of Contents

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 rosé wine to benefit from losing seasonal image

CATEGORY DATA

Table 1 - Sales of Wine by Category: Total Volume 2018-2023

Table 2 - Sales of Wine by Category: Total Value 2018-2023

Table 3 - Sales of Wine by Category: % Total Volume Growth 2018-2023

Table 4 - Sales of Wine by Category: % Total Value Growth 2018-2023

Table 5 - Sales of Wine by Off-trade vs On-trade: Volume 2018-2023

Table 6 - Sales of Wine by Off-trade vs On-trade: Value 2018-2023

Table 7 - Sales of Wine by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 8 - Sales of Wine by Off-trade vs On-trade: % Value Growth 2018-2023

Table 9 - Sales of Still Red Wine by Price Segment: % Off-trade Volume 2018-2023

Table 10 - Sales of Still Rosé Wine by Price Segment: % Off-trade Volume 2018-2023

Table 11 - Sales of Still White Wine by Price Segment: % Off-trade Volume 2018-2023

Table 12 - Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2018-2023

Table 13 - GBO Company Shares of Still Light Grape Wine: % Total Volume 2019-2023

Table 14 - NBO Company Shares of Still Light Grape Wine: % Total Volume 2019-2023

Table 15 - LBN Brand Shares of Still Light Grape Wine: % Total Volume 2020-2023

Table 16 - GBO Company Shares of Champagne: % Total Volume 2019-2023

Table 17 - NBO Company Shares of Champagne: % Total Volume 2019-2023

Table 18 - LBN Brand Shares of Champagne: % Total Volume 2020-2023

Table 19 - GBO Company Shares of Other Sparkling Wine: % Total Volume 2019-2023

Table 20 - NBO Company Shares of Other Sparkling Wine: % Total Volume 2019-2023

Table 21 - LBN Brand Shares of Other Sparkling Wine: % Total Volume 2020-2023

Table 22 - GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2019-2023

Table 23 - NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2019-2023

Table 24 - LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2020-2023

Table 25 - GBO Company Shares of Non-grape Wine: % Total Volume 2019-2023

Table 26 - NBO Company Shares of Non-grape Wine: % Total Volume 2019-2023

Table 27 - LBN Brand Shares of Non-grape Wine: % Total Volume 2020-2023

Table 28 - Forecast Sales of Wine by Category: Total Volume 2023-2028

Table 29 - Forecast Sales of Wine by Category: Total Value 2023-2028

Table 30 - Forecast Sales of Wine by Category: % Total Volume Growth 2023-2028

Table 31 - Forecast Sales of Wine by Category: % Total Value Growth 2023-2028

Alcoholic Drinks in Sweden - Industry Overview

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 32 - Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

MARKET DATA

Table 33 - Sales of Alcoholic Drinks by Category: Total Volume 2018-2023
Table 34 - Sales of Alcoholic Drinks by Category: Total Value 2018-2023
Table 35 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023
Table 36 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023
Table 37 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023
Table 38 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023
Table 39 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023
Table 40 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023
Table 41 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023
Table 42 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023
Table 43 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023
Table 44 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028
Table 45 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028
Table 46 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028
Table 47 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 3 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/wine-in-sweden/report.