



# Wine in Sweden

September 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Wine sees steep decline as consumers shift toward lighter and no/low-alcohol options  
Innovation shaped by affordability, packaging, and organic positioning  
Distribution dominated by Systembolaget, while e-commerce expands reach

PROSPECTS AND OPPORTUNITIES

Gradual recovery with rosé and non-alcoholic wines driving momentum  
Sustainability and carbon footprint reduction to shape market practices  
Innovation in grape varieties and local wine tourism to expand opportunities

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Alcoholic Drinks in Sweden - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retail 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

TAXATION AND DUTY LEVIES

Summary 1 - Taxation and Duty Levies on Alcoholic Drinks 2024

OPERATING ENVIRONMENT

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