



Euromonitor
International

Cider/Perry in Sweden

September 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Cider struggles as moderation and price sensitivity weigh on demand
Kopparbergs retains leadership through innovation and diversification
Distribution led by Systembolaget, with e-commerce expanding

PROSPECTS AND OPPORTUNITIES

Modest recovery supported by non-alcoholic cider and flavour innovation
Sustainability shaping packaging and positioning
Innovation in flavours and local sourcing to attract new consumers

CATEGORY DATA

Table 1 - Sales of Cider/Perry: Total Volume 2019-2024
Table 2 - Sales of Cider/Perry: Total Value 2019-2024
Table 3 - Sales of Cider/Perry: % Total Volume Growth 2019-2024
Table 4 - Sales of Cider/Perry: % Total Value Growth 2019-2024
Table 5 - Sales of Cider/Perry by Off-trade vs On-trade: Volume 2019-2024
Table 6 - Sales of Cider/Perry by Off-trade vs On-trade: Value 2019-2024
Table 7 - Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2019-2024
Table 8 - Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2019-2024
Table 9 - GBO Company Shares of Cider/Perry: % Total Volume 2020-2024
Table 10 - NBO Company Shares of Cider/Perry: % Total Volume 2020-2024
Table 11 - LBN Brand Shares of Cider/Perry: % Total Volume 2021-2024
Table 12 - Forecast Sales of Cider/Perry: Total Volume 2024-2029
Table 13 - Forecast Sales of Cider/Perry: Total Value 2024-2029
Table 14 - Forecast Sales of Cider/Perry: % Total Volume Growth 2024-2029
Table 15 - Forecast Sales of Cider/Perry: % Total Value Growth 2024-2029

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

Contraband/parallel trade
Duty free
Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 16 - Retail Consumer Expenditure on Alcoholic Drinks 2019-2024

MARKET DATA

Table 17 - Sales of Alcoholic Drinks by Category: Total Volume 2019-2024

Table 18 - Sales of Alcoholic Drinks by Category: Total Value 2019-2024

Table 19 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2019-2024

Table 20 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2019-2024

Table 21 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2024

Table 22 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2024

Table 23 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2024

Table 24 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2020-2024

Table 25 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2019-2024

Table 26 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2024

Table 27 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2024-2029

Table 28 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2024-2029

Table 29 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2024-2029

Table 30 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 2 - Research Sources

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