



Spirits in Sweden

September 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Shift in consumer preferences weighs on spirits
- Altia Sweden AB retains leadership but faces mounting competition
- Distribution shaped by Systembolaget dominance, with e-commerce gaining ground

PROSPECTS AND OPPORTUNITIES

- Mature market outlook with only modest growth potential
- No- and low-alcohol trend to reshape category dynamics
- Innovation centred on craftsmanship, premiumisation, and sustainability

CATEGORY BACKGROUND

- Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
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- Competitive landscape
- Retail developments
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- 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

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