



Euromonitor
International

Rtds in Sweden

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Declining sales as moderation and regulation reshape demand
Strong competition and leadership in innovation
Distribution shaped by Systembolaget and the rise of e-commerce

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Modest recovery supported by non-alcoholic and convenient formats
Hard seltzers and local craft variants expected to gain ground
Innovation driving flavour variety and sustainability

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Alcoholic Drinks in Sweden - Industry Overview

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On-trade vs off-trade split
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Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

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Contraband/parallel trade
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DISCLAIMER

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