



Wine in Sweden

August 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Wine Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Wine

INDUSTRY PERFORMANCE

Bag-In-Box and Premium Branding Reshape Consumer Wine Choices

Still Light Grape Wine Maintains Lead as Value Formats Gain Traction

Chart 2 - Non Alcoholic Wine Gains Mainstream Traction through Systembolaget

Celebrity-Backed Premium Labels and Bag-In-Box Formats Split Demand

Chart 3 - Volume Sales 2020-2030

Chart 4 - Volume Sales by Category 2025

WHAT'S NEXT?

Systembolaget's Packaging Push Shifts Demand to Eco-Formats

Chart 5 - Bag-In-Box Wine Offers Lower Environmental Impact

Non Alcoholic Wine Outpaces Traditional Styles as Health Focus Rises

Price Sensitivity and Niche Innovation Reshape Brand Strategies

Chart 6 - Forecast Volume Sales 2020-2030

Chart 7 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 8 - Analyst Insight for Wine

Giertz Vinimport Maintains Lead as Inflation Limits Share Gains

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Systembolaget Retains Control as Regulatory Changes Have Limited Impact

Farm Sales Offer New Route for Local Producers but Face Barriers

Systembolaget's Regulated Model Limits Retail E-Commerce and Innovation

ECONOMIC CONTEXT

Chart 11 - Economic Context for Wine

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Wine

Chart 15 - Population 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Alcoholic Drinks in Sweden - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Alcoholic Drinks

INDUSTRY PERFORMANCE

Major Brewers and Spirits Companies Expand Lighter Portfolios as Moderation Rises
Systembolaget'S Assortment Enables Trading Down and Selective Premium Spending
Younger Adults Drive Moderation with Fewer Drinking Occasions and Lighter Choices

Chart 18 - Major Brands Expand Alcohol-Free and Low-Abv Portfolios

Chart 19 - Volume Sales 2020-2030

Chart 20 - Volume Sales by Category 2025

WHAT'S NEXT?

Younger Consumers of Legal Drinking Age Drive Moderation as Businesses Shift to Value Creation
Niche Brands and Direct Sales Expand as Regulation Gradually Eases
Health and Premiumisation Reshape Product Development and Consumer Choices

Chart 21 - Forecast Volume Sales 2020-2030

Chart 22 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 23 - Analyst Insight for Alcoholic Drinks

Spendrups and Carlsberg Strengthen Leadership as Moderation Limits Share Shifts

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

CHANNELS

Systembolaget Maintains Channel Dominance as Alternatives Remain Limited
E-Commerce Impact Constrained by Monopoly and Regulatory Structure

MARKET BACKGROUND

Legislation
Legal Purchasing Age and Legal Drinking Age
Drink Driving
Advertising
Smoking Ban
Opening Hours
On-Trade Establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/Parallel Trade
Duty Free
Cross-Border/Private Imports

ECONOMIC CONTEXT

Chart 26 - Economic Context for Alcoholic Drinks
Chart 27 - Real Gdp Growth 2020-2030
Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Alcoholic Drinks
Chart 30 - Population 2020-2030
Chart 31 - Population by Generation 2025

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.