

Wine in Sweden

June 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Declining volumes in 2022, as cash-strapped consumers look to cut back on discretionary spending
Sparkling wine sees mixed results, while red wine and sherry suffer from consumer shift towards lighter options
Competition intensifies, while increased value focus supports demand for bag-on-box wine

PROSPECTS AND OPPORTUNITIES

Slow growth for wine, thanks to decline in disposable incomes
Other sparkling, non alcoholic and still rosé wines will continue to drive growth
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Alcoholic Drinks in Sweden - Industry Overview

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