

# Cider/Perry in Sweden

June 2023

Table of Contents

## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Off-trade volumes stagnate, in face of competition from other alcoholic drinks

Non alcoholic cider continues to grow from a small base

New flavour varieties continue to drive new product development, alongside organic and naturally-sourced ingredients

### PROSPECTS AND OPPORTUNITIES

Rebound in off-trade sales anticipated, but increasing competition from other alcoholic drinks will force players to invest in new flavour combinations

Health trends set to drive further growth in non alcoholic cider

Rising interest in local cider production could invigorate the market

### CATEGORY DATA

Table 1 - Sales of Cider/Perry: Total Volume 2017-2022

Table 2 - Sales of Cider/Perry: Total Value 2017-2022

Table 3 - Sales of Cider/Perry: % Total Volume Growth 2017-2022

Table 4 - Sales of Cider/Perry: % Total Value Growth 2017-2022

Table 5 - Sales of Cider/Perry by Off-trade vs On-trade: Volume 2017-2022

Table 6 - Sales of Cider/Perry by Off-trade vs On-trade: Value 2017-2022

Table 7 - Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 8 - Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2017-2022

Table 9 - GBO Company Shares of Cider/Perry: % Total Volume 2018-2022

Table 10 - NBO Company Shares of Cider/Perry: % Total Volume 2018-2022

Table 11 - LBN Brand Shares of Cider/Perry: % Total Volume 2019-2022

Table 12 - Forecast Sales of Cider/Perry: Total Volume 2022-2027

Table 13 - Forecast Sales of Cider/Perry: Total Value 2022-2027

Table 14 - Forecast Sales of Cider/Perry: % Total Volume Growth 2022-2027

Table 15 - Forecast Sales of Cider/Perry: % Total Value Growth 2022-2027

## Alcoholic Drinks in Sweden - Industry Overview

### EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing 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

Table 16 - Number of On-trade Establishments by Type 2016-2022

### TAXATION AND DUTY LEVIES

Summary 1 - Taxation and Duty Levies on Alcoholic Drinks 2022

## OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

## KEY NEW PRODUCT LAUNCHES

Outlook

## MARKET INDICATORS

Table 17 - Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

## MARKET DATA

Table 18 - Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 19 - Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 20 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 21 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 22 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 23 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 24 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 25 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 26 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 27 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 28 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 29 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 30 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 31 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 32 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

## DISCLAIMER

## SOURCES

Summary 2 - Research Sources

### 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/cider-perry-in-sweden/report](http://www.euromonitor.com/cider-perry-in-sweden/report).