



Spirits in Sweden

September 2022

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Spirits in Sweden - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Sales of spirits continue to thrive in 2021, bolstered by the cocktail trend
Premiumisation continues to influence demand for spirits as consumers look for small indulgences
Pink gin continues to capture the attention of drinkers

PROSPECTS AND OPPORTUNITIES

Positive outlook for spirits as demand grows
Non alcoholic spirits offer potential for development
Sustainability now a crucial part of the new product development process

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