



Euromonitor  
International

# Cider/Perry in Sweden

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Table of Contents

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Cider struggles as moderation and price sensitivity weigh on demand  
Kopparbergs retains leadership through innovation and diversification  
Distribution led by Systembolaget, with e-commerce expanding

#### PROSPECTS AND OPPORTUNITIES

Modest recovery supported by non-alcoholic cider and flavour innovation  
Sustainability shaping packaging and positioning  
Innovation in flavours and local sourcing to attract new consumers

#### CATEGORY DATA

Table 1 - Sales of Cider/Perry: Total Volume 2019-2024  
Table 2 - Sales of Cider/Perry: Total Value 2019-2024  
Table 3 - Sales of Cider/Perry: % Total Volume Growth 2019-2024  
Table 4 - Sales of Cider/Perry: % Total Value Growth 2019-2024  
Table 5 - Sales of Cider/Perry by Off-trade vs On-trade: Volume 2019-2024  
Table 6 - Sales of Cider/Perry by Off-trade vs On-trade: Value 2019-2024  
Table 7 - Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2019-2024  
Table 8 - Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2019-2024  
Table 9 - GBO Company Shares of Cider/Perry: % Total Volume 2020-2024  
Table 10 - NBO Company Shares of Cider/Perry: % Total Volume 2020-2024  
Table 11 - LBN Brand Shares of Cider/Perry: % Total Volume 2021-2024  
Table 12 - Forecast Sales of Cider/Perry: Total Volume 2024-2029  
Table 13 - Forecast Sales of Cider/Perry: Total Value 2024-2029  
Table 14 - Forecast Sales of Cider/Perry: % Total Volume Growth 2024-2029  
Table 15 - Forecast Sales of Cider/Perry: % Total Value Growth 2024-2029

## Alcoholic Drinks in Sweden - Industry Overview

### EXECUTIVE SUMMARY

Alcoholic drinks in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retail 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

### TAXATION AND DUTY LEVIES

Summary 1 - Taxation and Duty Levies on Alcoholic Drinks 2024

### OPERATING ENVIRONMENT

Contraband/parallel trade  
Duty free  
Cross-border/private imports

## KEY NEW PRODUCT LAUNCHES

Outlook

## MARKET INDICATORS

Table 16 - Retail Consumer Expenditure on Alcoholic Drinks 2019-2024

## MARKET DATA

Table 17 - Sales of Alcoholic Drinks by Category: Total Volume 2019-2024

Table 18 - Sales of Alcoholic Drinks by Category: Total Value 2019-2024

Table 19 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2019-2024

Table 20 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2019-2024

Table 21 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2024

Table 22 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2024

Table 23 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2024

Table 24 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2020-2024

Table 25 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2019-2024

Table 26 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2024

Table 27 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2024-2029

Table 28 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2024-2029

Table 29 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2024-2029

Table 30 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2024-2029

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## SOURCES

Summary 2 - Research Sources

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