



Beer in Sweden

October 2025

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Beer in Sweden - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Marginal growth for beer in a mature category
Competitive landscape shaped by leading brewers and sustainability
Distribution remains tightly regulated, but e-commerce continues to gain ground

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Modest growth expected, led by non-alcoholic beer
Health and wellness to reshape beer innovation
Craft beer to strengthen premium and innovation credentials

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