

Report Brochure



THE SWEDEN WINE MARKET LANDSCAPE REPORT

September 2015

REPORT PRICE • GBP 2,500 • USD 4,000 • EUR 3,500 • AUD 5,500 • 5 Report Credits



Report price

Report price:

GBP 2,500

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Report credits:

5

Price also includes supporting data in Excel

(All Vinitrac® questions with cross-tabulations by gender, age, involvement, typical on/off-trade spend and household income)

81 page PowerPoint report



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‘At a time of great economic uncertainty among emerging markets, Sweden’s wine market comes as something of a welcome relief to producers, consuming 20 million cases of wine a year, all imported.’

‘This year’s report suggests that Swedes are learning to enjoy wine more as an informal drink, more regularly. Our tracking data suggests that more of the wine drinking population are drinking wine at least once a week, and those occasions tend to be more associated with informal meals or a relaxing wind-down drink at the end of the day.’

‘As with a number of other consumption markets, Sweden has caught the sparkling wine bug in recent years – especially Prosecco. Sales of Italian sparkling have more than doubled in the past 4 years, and are now approaching half a million cases.’

‘Spend levels also look to be nudging upwards, especially for informal occasions. Some 44% of respondents in our representative survey of Swedish wine drinkers now say they spend over SKr 80 on a bottle of wine to drink at home, up from 31% in 2011.’



*Richard Halstead
Chief Operating
Officer
September 2015*

- The data for this survey was collected in Sweden in February 2011, October 2013 and March 2015
- Data was gathered via Wine Intelligence's Vinitrac[®] online survey:
 - 1,000 Swedish regular wine drinkers (March 2015)
 - 549 Swedish regular wine drinkers (October 2013)
 - 1,002 Swedish regular wine drinkers (February 2011)
- Respondents were screened to ensure that they drink red, white or rosé imported wines at least twice a year
- Invalid respondents (those who sped through the survey or gave inconsistent answers to selected questions) were removed before analysis
- The data is representative of Swedish regular wine drinkers in terms of age and gender

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