
SWEDEN LANDSCAPES

June 2018 Report

The logo for Wine Intelligence, featuring the word "wine" in a lowercase, sans-serif font with a white dot over the "i", and the word "intelligence" in a smaller, lowercase, sans-serif font below it. The logo is set against a light blue circular background.

wine
intelligence



Sweden Landscapes 2018

Report overview



Report price:

GBP 2,500
USD 3,500
AUD 4,500
EUR 3,000

5
report
credits

The Sweden Landscapes 2018 report includes:

- Report with the latest information regarding the Swedish wine market, supported by:
 - Wine Intelligence Vinitrac
 - Wine Intelligence market experience
 - Secondary sources
 - Trade interviews
- User-friendly data table with all the measures from Vinitrac showing significances, cross tabbed with:
 - All Swedish regular wine drinkers in 2018
 - Gender groups
 - Age groups
 - Regions
- Tracking data vs. 2015 and 2016
- Hot Topic – Alternative wine

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Management summary

Key trends in the Swedish wine market



1. THE WINE MONOPOLY DETERMINES CONSUMER BEHAVIOUR

- Though Systembolaget continues to be the number one channel to purchase alcoholic beverages, consumers have been looking elsewhere to purchase wine since 2015

2. STILL WINE SEES SLIGHT DECLINE OVER THE YEARS

- Craft beer continues to grow and threaten the wine category
- Swedes are deciding to refrain from alcohol consumption, as a general health trend continues to grow

3. SWEDES ARE CONTINUING TO PURCHASE WINE AT HIGHER PRICES

- Recent tax increases and a desire for quality are driving Swedish wine drinkers to spend more
- As interest in wine rises, consumers are becoming more willing to spend money on exclusive wines

4. HEALTH-CONSCIOUS SWEDES ARE SEEKING ALTERNATIVE WINE OPTIONS

- Following health trends, Swedish wine drinkers, especially younger consumers, are seeking alternative and healthier wine options, including organic wines

5. FOODIE CULTURE DRIVING CONSUMERS TO MATCH WINE AND FOOD CHOICES

- As food knowledge grows, consumers are starting to integrate wine into their dining habits

- The data for this survey was collected in Sweden in March 2015, March 2017 and March 2018
- Data was gathered via Wine Intelligence’s Vinitrac® online survey:
 - 1,000 Swedish regular wine drinkers (March 2015)
 - 1,000 Swedish regular wine drinkers (March 2017)
 - 1,000 Swedish regular wine drinkers (March 2018)
- Respondents were screened to ensure that they drink wine at least once a month; drink red, white or rosé wine; and buy wine in the off-trade or in the on-trade
- 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
- The distribution of the sample is:

		Sweden		
		2015	2017	2018
		<i>sample size</i>	1000	1000
Gender	Male	52%	51%	51%
	Female	48%	49%	49%
	Total	100%	100%	100%
Age	LDA-24	11%	9%	9%
	25-34	15%	15%	15%
	35-44	14%	15%	15%
	45-54	17%	17%	17%
	55 and over	42%	44%	44%
	Total	100%	100%	100%

Source: Wine Intelligence, Vinitrac® Sweden, Mar’15 (n=1,000), Mar’17 (n=1,000), and Mar’18 (n=1,000), Swedish regular wine drinkers



Trade interview methodology

- Trade Interviews were conducted with seven experienced industry professionals in the Swedish wine trade in March 2018
- Interviews followed a pre-determined discussion guide, and covered overall market trends, opportunities for different wine styles, retail channels and pricing
- The six interviewees were members of the wine trade working in different roles:
 - 2 x Wine Importers
 - 1 x Wine Category Manager

How does Vinitrac[®] work?

1) Defining the right samples:

- Wine Intelligence, with the support of global research companies (e.g. TNS, YouGov), regularly runs calibration studies in each market in order to define demographic specifications of the wine consumers and the size of the market (i.e. penetration of wine consumption)

2) Running the online survey:

- Invitations to participate in an online survey programmed by Wine Intelligence are then distributed to residents in each market
- Respondents are directed to a URL address, which provides access to the online survey
- Based on given criteria (e.g. age, beverage, frequency of wine consumption) respondents will either proceed or screen out of the survey
- Wine Intelligence monitors completed responses to build samples representative of the target markets' wine drinking population based on the most recent calibration study

3) Cleaning the data:

- When a representative sample is logged, the survey is closed
- Wine Intelligence will then clean out all invalid data points (e.g. those who sped through the survey or gave inconsistent answers to selected questions) and weight the data in order to ensure representability

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

Format: 88-page PowerPoint (PDF) and Excel data table

Purchase online: <http://www.wineintelligence.com/product-category/report-type/wine-landscape-reports/>

Contact us directly: reports-shop@wineintelligence.com

If you have any questions, please contact your local Wine Intelligence office:

AVIGNON

Jean-Philippe Perrouty, Director, Wine Intelligence France | T +33 (0)486 408 417 | Email: jean-philippe@wineintelligence.com

CAPE TOWN

Dimitri Coutras, South Africa Country Manager | T +27 828288866 | Email: dcoutras@iafrica.com

DELAWARE

Erica Donoho, USA Country Manager | T +1 973 699 4158 | Email: erica@wineintelligence.com

FRANKFURT

Wilhelm Lerner, Associate Director/Germany Country Manager | T +49 (0)175 5806 151 | Email: wilhelm@wineintelligence.com

LONDON

Eleanor Hickey, Senior Business Manager | T +44 020 7378 1277 | Email: eleanor@wineintelligence.com

SAO PAULO

Rodrigo Lanari, Brazil Country Manager | T +55 (0) 11 3065-8411 | Email: rodrigo@wineintelligence.com

SYDNEY

Ben Luker, Business Executive | T +61 (0) 416 638 272 | Email: ben@wineintelligence.com

TRIESTE

Pierpaolo Penco, Italy Country Manager | T +39 349 424 3371 | Email: pierpaolo@wineintelligence.com

VALLADOLID

Juan Park, Director, South America and Iberia | T +34 637 214 829 | Email: juan@wineintelligence.com