WINE INTELLIGENCE

SWEDEN WINE LANDSCAPES

June 2020

REPORT BROCHURE

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CONTENTS

INTRODUCTION

According to the Wine Intelligence Market Attractiveness Model, Sweden is the 18th most attractive wine market globally and wine shows no signs of slowing down – a result of total still wine volumes holding strong and stable with retail prices increasing year-on-year.

The main driving factor behind the value of still wines increasing in the Swedish market is as a result of premiumisation, which is also occurring on a global scale. Sweden has benefited from a long-term shift towards premiumisation in wine, with consumers willing to spend more for better quality wine. Reflecting their increasing knowledge of the wine category, Swedish consumers are more willing to go up in price points to expand their repertoire and experience new wines. What was once considered a culture of wine surrounding mealtimes has transformed to more non-food occasions, hand-in-hand with growing interest in the wine category.

However, not all consumers are engaging with wine as intensely. In line with global trends, there is a growing interest in other alcoholic beverages (such as beer) and moderation, driven by younger consumers. Younger Swedish wine drinkers are going through a cultural shift, drinking less often than those in the same category only ten years ago. This does however present a potential future opportunity for not only alternative wine options (low and no alcohol) but also alternative packaging formats. The current 'alternative' products available in Sweden are still in their infancy and leave room for further development to improve quality before tackling the market.

In summary, the Swedish market is going through a cultural shift, similar to what is seen on a global level. Consumers are trading up for better quality wine as they engage more in the wine segment and are open to new and alternative products. The effects to the on-trade post COVID-19 are yet to be seen, but in a country where the on-trade only counts for a small proportion, little changes are anticipated. The impact to the wine industry as a whole though, will be telling over the next year.

PRICING

Report price:

GBP 3,000
USD 4,000
AUD 5,700
EUR 3,500

6 report credits
for report + data table

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84 pages

First time buyer, small business and academic discounts available.
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RESEARCH METHODOLOGY: QUANTITATIVE

- The data for this survey was collected in Sweden in March 2016, March 2017, March 2019 and March 2020
- Data was gathered via Wine Intelligence's Vinitrac® online survey
- 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 shown in the table

			Mar-16	***Mar-17***	***Mar-19***	***Mar-20***
		n=	***1,000***	***1,000***	***1,000***	***1,000***
Gender	Male		52%	51%	48%	48%
	Female		48%	49%	52%	52%
	Total		***100%***	***100%***	***100%***	***100%***
Age	18-24		11%	9%	5%	5%
	25-34		15%	15%	13%	13%
	35-44		14%	15%	13%	13%
	45-54		17%	17%	18%	18%
	55 and over		42%	44%	51%	51%
	Total		***100%***	***100%***	***100%***	***100%***

Source: Wine Intelligence, Vinitrac® Sweden, March 2016 (n=1,000), March 2017 (n=1,000), March 2019 (n=1,000) and March 2020 (n=1,000) Swedish regular wine drinkers

RESEARCH METHODOLOGY: QUALITITATIVE

TRADE INTERVIEWEES

Trade Interviews were conducted with four experienced industry professionals in the Swedish wine trade in 2020

Interviews followed a pre-determined discussion guide, and covered overall market trends, opportunities for different wine styles, retail channels and pricing

The four interviewees were members of the wine trade working in different roles:

1 x Wine Importer

1 x Wine Journalist

1 x Wine Educator

1 x Wine Category Manager

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