WINE INTELLIGENCE

SWEDEN:
WINE PACKAGING FORMATS

SEPTEMBER 2020

REPORT BROCHURE

PRICING

Report + data table

Price:

GBP 1,000
USD 1,300
AUD 1,900
EUR 1,200

2 report credits

Report length: 54 pages

Options to pay online or via invoice

First time buyer, small business and academic discounts available.
Please contact Courtney to enquire.

CONTENTS

INTRODUCTION

The Swedish wine market continues to provide promising opportunities for alternative packaging formats beyond 75cl glass and bag-in-box and compared with other global markets, there is much more openness and willingness to purchase alternative packaging formats in Sweden.

A striking characteristic of the Swedish market is in the universal awareness and appeal of all packaging formats for wine, particularly when compared with other markets in Europe and beyond. There are only very minor differences in terms of the gender, age or wine involvement levels of wine drinkers and their purchase, consideration and affinity for all wine packaging types, partly reflecting the structure of a monopoly market and the strategy focusing on responsibility and sustainability driven by Systembolaget.

Our new research on packaging format preferences in Sweden is showing a growing openness towards wine in a can amongst Swedish wine drinkers, albeit from a small base. A key opportunity for producers keen to develop a following for new wine brands lies in wine in cans, with drinkers in Sweden turning to cans as a way to trial new products, styles and brands. Over the past year for example, there has been a rise to over one third of wine drinkers who would consider purchasing wine in a can in Sweden.

However the 'winner' in terms of a wine packaging format opportunity in Sweden for 2020 is the PET (plastic) bottle. The proportion of regular Swedish drinkers who have purchased wine in this format increasing to over a quarter of all regular wine drinkers. According to trade experts, wine drinkers in Sweden have been encouraged to move towards PET, based on increased listings and therefore visibility of PET in Systembolaget stores. Consumer environmental consciousness is additionally supporting an openness and demand for PET, along with the practical benefits of this format (unbreakable) particularly for transporting to summer houses for example and being lighter to carry from store.

As well as supporting sustainability, value and convenience act as key purchase drivers among Swedish wine drinkers when it comes to purchasing across the range of packaging formats. Bag-in-box continues to be viewed by consumers as delivering value for money and convenient to carry therefore remaining a dominant part of the everyday norm in Sweden.

Despite the increasing environmental consciousness of consumers driving the purchase of alternative packaging, the main barrier to purchasing alternative packaging formats is the underlying preference for standard glass bottles. Smaller format bottles are seen as delivering comparatively poor value for money, whilst bag-in-box is considered to not keep wine as fresh. Additionally, the alternative packaging formats are strongly associated with specific wine drinking occasions - standard glass bottles and magnums for formal occasions, canned wine for on-the-go and bag-in-box for informal social events.

Nevertheless, the open-minded attitudes of Swedish wine drinkers alongside the strategies and focus of Systembolaget will continue to drive alternative packaging formats for wine in the years to come.

RESEARCH METHODOLOGY: QUANTITATIVE

The data for this report was collected in Sweden in March 2018, March 2019 and July 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:

		Mar-18	Mar-19	Jul-20
	n=	***1,000***	***1,000***	***500***
Gender	Male	51%	48%	48%
	Female	49%	52%	52%
	Total	***100%***	***100%***	***100%***
Age	18-24	9%	5%	5%
	25-34	15%	13%	13%
	35-44	15%	13%	13%
	45-54	17%	18%	18%
	55 and over	44%	51%	51%
	Total	***100%***	***100%***	***100%***

Source: Wine Intelligence, Vinitrac® Sweden March 2018 (n=1,000), March 2019 (n=1,000) and July 2020 (n=500) Swedish regular wine drinkers

RESEARCH METHODOLOGY: QUALITITATIVE

TRADE INTERVIEWEES

Trade Interviews were conducted with five 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 three interviewees were members of the wine trade working in different roles:

1 x Wine Importer

1 x Wine Journalist

1 x Wine Educator

Wine Intelligence Ltd Terms and Conditions of Licence for Syndicated Research Products – key sections

Definitions and Interpretation

The "Agreement" means the Agreement between Wine Intelligence Ltd and the Customer to provide a Licence for the use of the Syndicated Research Report(s) for Fees on these terms and conditions of business and as set out in a Proposal and the Acceptance of Proposal

"WI" is Wine Intelligence Ltd, trading as Wine Intelligence.

"Customer" means the person or entity purchasing the Licence for the use of the Syndicated Research Report(s)

"Proprietary Information" means all information contained in the Syndicated Research Report(s) and associated briefings or presentations by WI, plus all logos, Processes, third party data and formats contained therein

"Licence" means the Customer's right to use, store, retrieve and disseminate the Syndicated Research Report(s), as defined by the Agreement

"Acceptance of Proposal" means the document provided by the Customer to WI confirming the terms of engagement of WI to provide the Customer with the License for the use of the Syndicated Research Report(s)

"Fees" means the fees payable by the Customer to WI, as set out in the Contract, plus VAT at the current rate, subject to exemptions as set out in UK and EU law

"Processes" means any research processes, techniques and methodologies used in the creation of the Syndicated Research Report(s)

"Proposal" means the specification of the Syndicated Research Report(s) by WI to the Customer

"Syndicated Research Report" means a written document containing Wine Intelligence copyright materials such as data, information, insight, commentary, either written, oral, video, or audio and, where appropriate, copyright materials of a Third Party that have been reproduced by permission

"Representative Organisation" means any body, association, trading group, generic organisation or any other coalition of interested parties, howsoever constituted, that acts on behalf of a broader group of stakeholders

"Subscription Products" means Syndicated Research Reports delivered to the Customer periodically as part of an ongoing Agreement

1. Engagement

The Customer engages WI to provide the Syndicated Research Report(s), and WI agrees to do so upon the terms of the Agreement for payment of the Fees.

The Fees for the Syndicated Research Reports shall be priced in Pounds Sterling. WI will publish indicative prices in Euros, [XX] Dollars, Australian Dollars, Canadian Dollars from time to time, and the Customer will have the opportunity to pay for Syndicated Research Reports using these currencies. Should the Customer opt for this form of payment the exact amount payable will be based on the prevailing exchange rate at the time of the execution of the Agreement.

2.. **Copyright**

2.1 The Copyright in the Syndicated Research Report(s) shall at all times vest with WI. The copyright in all artwork, data and copy for each element of the report created and assembled by WI shall at all times remain the property of WI.

2.2 All copyright and any other intellectual property rights in any material produced supplied or made available by a third party to WI for inclusion in the Syndicated Research Report shall remain the property of the third party. The Customer warrants its title to WI, except as may be expressly disclosed in writing, and agrees to indemnify WI against any claims by third parties in respect of any infringement of their copyright or other intellectual property rights.

2.3 WI asserts to the Customer its moral right to be identified as the author of the Syndicated Research Report in accordance with the UK Copyright Designs and Patents Act 1988 Section 77 and 78, and shall be entitled to hold itself out as the author of the Syndicated Research Report (and in particular the research undertaken in the process of completing the Syndicated Research Report) as part of WI's own general marketing activities. WI shall be entitled to publish the name of the Customer in association with the Syndicated Research Report(s) as part of this general marketing activities.

2.4 The copyright in the Processes used to execute the Syndicated Research Report shall remain the property of WI throughout.

3. Licence

3.1 WI grants to the Customer under the Agreement a non-exclusive Licence in perpetuity to store and retrieve an electronic version of the Syndicated Research Report(s)

3.2 The Customer is entitled to disseminate the Syndicated Research Report(s) within its immediate organisation, including organisations affiliated by majority shareholdings, legally liable partnerships, or other majority ownership structure

3.3 If the Customer is a Representative Organisation, the entitlement outlined in Clause 7.2 DOES NOT extend to parties who hold membership or similar interest in the Representative Organisation, except by specific written permission from WI and the payment of further Fees associated with a Multi-User Licence

3.4 The Customer is entitled to extract elements of the Syndicated Research Report and re-use them for internal and external presentations, subject to the doctrine of Fair Use

3.5 At all times the Customer must identify any information extracted from the Syndicated Research Report in 7.5 above as being from WI

4. Warranties

No advice or information whether oral or written provided by WI to the Customer through the Syndicated Research Report(s) shall create any warranty not expressly stated in this Agreement.

The Client warrants and undertakes to abide by the UK Copyright Designs and Patents Act 1988 Section 77 & 78, and undertakes to obey the copyright restrictions on any materials received as part of this Agreement.

Please contact Wine Intelligence for full terms and conditions

Connecting wine businesses with knowledge and insights globally

Wine Intelligence London (Head Office)

109 Maltings Place
169 Tower Bridge Road
London
SE1 3LJ

Telephone: +44 (0)20 8194 0090
Email: info@wineintelligence.com
Website: www.wineintelligence.com
Follow us: