



A division of the IWSR Group

Sweden

Wine Landscapes 2022



PRICING

Report Price:

GBP 4,500
AUD 9,000
EUR 5,400
USD 6,300

Report
length:
115
pages

Options to pay online or via invoice

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Research methodology

QUANTITATIVE

The data was collected in Sweden since March 2015

The following waves March 2017 and March 2019 were tracked against April 2022

Data was gathered via Wine Intelligence's Vinitrac® online survey

Respondents were screened to ensure that they were at least 18 years old; drank red, white or rosé wine at least once a month; and bought 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:

*Please note that additional gender categories were also surveyed. These categories fell naturally in the sample and were not enforced via quotas

	<i>n=</i>	Mar-17	Mar-19	Apr-22
Gender	Male	51%	48%	50%
	Female	49%	52%	50%
	Total	100%	100%	99%
Age	18-24	9%	5%	6%
	25-34	15%	13%	14%
	35-44	15%	13%	13%
	45-54	17%	18%	16%
	55 and over	44%	51%	51%
	Total	100%	100%	100%

Source: Wine Intelligence, Vinitrac® Sweden, March 2017, March 2019 and April 2022 (n≥1,000), Swedish regular wine drinkers

Research methodology

QUALITATIVE

Market interviews were conducted with five experienced industry professionals in the Swedish wine trade in 2022.

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

The five interviewees were wine-industry professionals working within the market in the following different roles:

- Wine writer
- President of a wine society
- Retailer
- Journalist
- Sale director
- Importer
- Researcher



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