



Spirits in Sweden

June 2023

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Spirits in Sweden - Category analysis

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2022 DEVELOPMENTS

Decline in off-trade volumes of spirits in 2022

Non alcoholic spirits see dynamic performance, albeit from a low base

E-commerce shows deceleration of growth trend

PROSPECTS AND OPPORTUNITIES

Spirit sales will remain sluggish, despite return of consumers to on-trade outlets

Non alcoholic formulations will maintain growth momentum

Sustainable packaging will continue as a key industry focus

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