

Rtds in Sweden

June 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

On-trade sales return to growth, to the detriment of off-trade sales

Signs of further consolidation in 2022

Sales via e-commerce begin to stabilise, in line with return to pre-pandemic consumption patterns

PROSPECTS AND OPPORTUNITIES

Moderate growth expected, supported by trend towards lower ABV options

Non-alcoholic RTDS will lead future growth

Hard seltzers could gain traction

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