



Flanders
State of the Art

COFFEE MARKET IN SWEDEN

FLANDERS INVESTMENT & TRADE MARKET SURVEY



SWEDISH COFFEE MARKET

Introduction to the market

July 2018

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1. INTRODUCTION

The top of the list for the world's coffee consumption can be summarized as follows:

Finland: 3.5 cups of coffee per person per day.

Sweden: 3.2 cups of coffee per person per day.

Norway and Denmark: 3.1 cups of coffee per person per day.

Our Nordic coffee culture is the subject of admiration as a remark for people from other countries. The stronghold of the brewery will continue. Sustainable cultivation is becoming increasingly common. Coffee that is produced for human and environmental purposes becomes more common. Demand for specialty coffee is increasing. Knowing which country and which farm the coffee is brewed, how it has been grown and who brewed it is getting more important.

Swedish Major Roasteries:

ARVID NORDQUIST

DELANERO

DELLERHAGEN

DROP COFFEE

ETNIA

JOHAN & NYSTRÖM

KOPPI

LILLA KAFFEROSTERIET

LOVE COFFEE ROASTERS

ZOËGAS

Some micro roasteries in Sweden:

Blekinge kafferosteri (Mörrum)

Cafego (Helsingborg)

Costas Roastery (Umeå)

DaMatteo (Göteborg)

Drop Coffee (Stockholm)

Etnia (Uppsala)

Guldrutans Kaffe (Söderhamn)

Koppi (Helsingborg)

Lilla Kafferostieriet (Malmö)

Love Coffee (Lund)

Qvarsebo Kaffe (Norrköping)

Solde (Malmö)

Solo Kaffe (Helsingborg)

Slöinge kafferostier (Slöinge)

Stockholmroast (Stockholm)

Waxholms kafferosteri (Vaxholm)

Åre kafferosteri (Järpen)

Major coffee brands in Sweden:

Able Brewing	Aerobie Aeropress	Arcaffé	Arvid Nordquist
Ascaso	Askinosie	Attibassi	Baratza
Bialetti	Bodum	Bosch	Bravilor Bonamat
Cafetto	Caffè del Doge	Caffé Diemme	Caffé Gioia
Caffè Mauro	Caffé Molinari	Caffè Poli	Chemex
Costas Roastery	Dalla Corte	Da Matteo	Delanero
DeLonghi	De Roccis Caffé	Dibar Café	Drop Coffee Roasters
Elektra	Espro	Etnia	Fiorenzato
Futura	Gaggia	Goriziana Caffé	Hario
Illy	Ilsa	Impod	Johan & Nyström
Jura	Kimbo Espresso	Koppi	La Genovese
Lakritsfabriken	La Marzocco	La Pavoni	La Piccola
Lavazza	Lilla Kafferosteriet	Love Coffee Roasters	Lucaffé
Macap	Mahlkönig	Melitta	Moccamaster
Nescafé	New York Caffé	Nivona	Passalacqua
Patric Chocolate	Prestat	Rocket Espresso	Segafredo
Solo kaffe	Stelton	Theodor	Vergnano
Vibiemme	Wilfa	Zoégas	

2. TYPES OF COFFEE

2.1 BREW COFFEE

In the Nordic countries, brewing coffee dominates, in bars and restaurants as well as at home. We are in Sweden accustomed to the fact that a so-called batter is included in the price of a cup of coffee, while in most other countries this luxury is not allowed but instead has to pay for a new cup of coffee. In a bar where the coffee is brewed in an electric brewer which is then placed on a special element to keep warm, the coffee can be kept warm for several hours without getting a burnt aftertaste.



2.2 SWEDISH AND FOREIGN COFFEE

We Swedes are often critical of the coffee we are served abroad - in comparison with Swedish strong coffee, this is weaker. In some countries, tourists are warned to drink coffee in Sweden or the Nordic countries, as their strength is believed to cause malady and palpitations. Nevertheless, Nordic coffee is generally considered to be high quality. The Swedish coffee shop Gevalia, for example, is sold as very exclusive abroad and can cost around SEK 70 per kilo, even in low-price countries such as Latvia and Bulgaria.



2.3 POPULAR COFFEE TYPES

In Sweden, we prefer to drink coffee types of Swedish descent, which is not the case in all countries. Most manufacturers of our domestic brands have at least one organic coffee in their product range. Furthermore, some research findings suggest that low-priced food contains more nickel than established and more qualitative brands - worth knowing for who drink a lot of coffee. Swedish coffee markets are demanding Swedish coffee types such as:

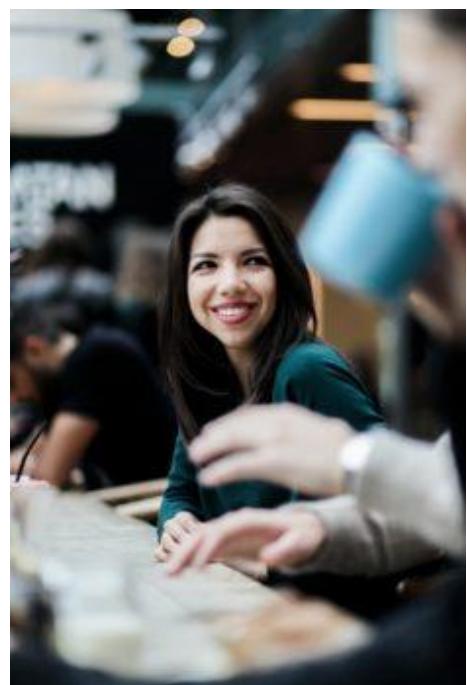
- **Zoegas Kaffe**
- **Gevalia Kaffe (now owned by JDE)**
- **Merrild Kaffe**
- **Classic Kaffe**
- **Löfbergs Lila**

The best-selling coffee in Sweden, Gevalia, is a mellow brew. However, the quality of the coffee beans and the preparation process differs significantly from other types of coffee, which indicates that Gevalia's success lies in how the company markets its product. Gevalia accounts for about 40% of the total sales of brewing coffee in Sweden. After that, Zoegas comes with a market share of 20%, followed by Löfbergs Lila with a market share of approximately 15%. Finally, Classic coffee stands for 9% of Swedish brewing coffee sales. The remaining market shares are attributable to a number of smaller players.

2.3.1 Classic kaffe

Classic coffee is characterized by a very good quality. The company that supplies this coffee is still family owned and was registered in 1961 by Arvid Nordquist at Östermalm in Stockholm. Before that, the founder had sold coffee at a delicatessen store at Östermalm. The local affiliation in Stockholm is one of the reasons why Classic coffee sells best in the capital region.

In the Swedish coffee market, Classic Coffee is the fourth largest producer - the brands Gevalia, Zoegas and Löfbergs Lila are the ones who sell better. The range of Classic coffee consists of beans, original coffee, brew coffee and espresso. On average, Classic coffee costs between 60 and 62 kronor per kilo of brewed coffee - slightly more expensive than the average price of one kilogram of coffee overall. The Swedish average price for one kilo of brew coffee is SEK 55. The slightly higher price for Classic coffee suggests that the producer offers high quality coffee blends that differ from the amount.



2.4 SPECIALTY COFFEE

Sweden is internationally seen as an important player in specialty coffee. Every year, about ten new micro-roasteries open in the

country, and the guests in the cafes are becoming increasingly interested in knowing where the coffee comes from. In the specialty coffee shops in Sweden, more and more coffee starters are founded (some roast specialty coffee, some roast commercial coffee and some mix the two types), but on the bar side there doesn't happen as much.

Sweden, the world's most modern country, has come to the conclusion that we love bar chains instead of going to the small privately owned coffee shop. This makes it difficult for the specialty coffee roasteries to get sales on their coffee unless they start their own coffee shop. Therefore, perhaps most roasteries will start their own point of sale. Additionally, it will be easier to sell your coffee to other coffee shops if you have a display window to potential customers and to show coffee drinks how you want your coffee to be made. Likely the market will be adjusted, some roasteries will close their business and some roasteries will continue to be a hobby business instead of a business.



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