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BEER MARKET IN SWEDEN

Competitive landscape and importers
July 2018

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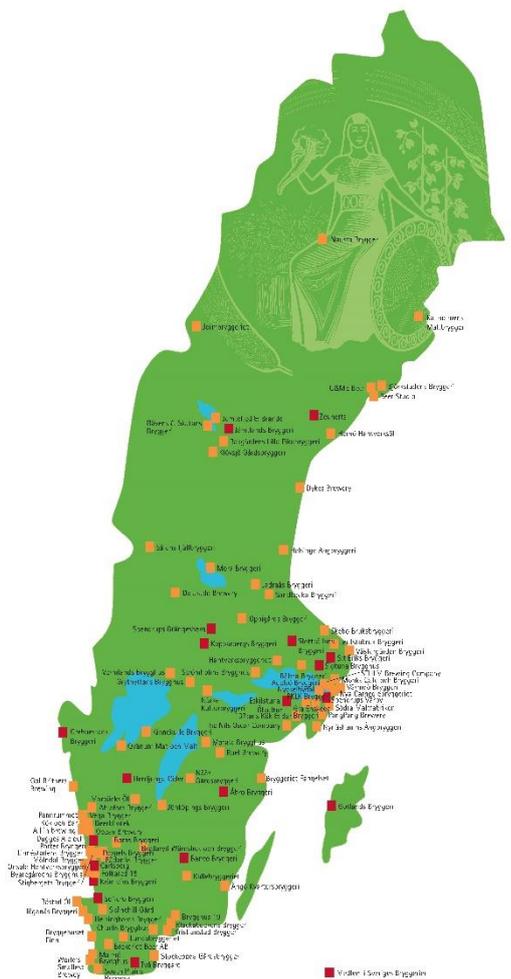
2.1 COMPETITIVE LANDSCAPE

The clear leader of beer in 2016 continued to be Carlsberg Sverige, which registered a 34% total volume share. The company was followed by Spendrups Bryggeri with a 27% total volume share. Carlsberg Sverige has a long-standing presence in Sweden, enabling it to establish and reinforce its market position. The company invests in marketing, innovation and has a considerable advantage in terms of economies of scale relating to distribution. The company is a leader in product innovation with a focus on emerging and strong trends. The company launched Backyard Brew High Wheeler and SorBeer in June 2016, both of which are non/low alcohol beer brands and meet the surging demand for non/low alcohol beer.

Over recent decades, the number of breweries in Sweden has basically exploded. Today, more than 240 breweries are operating commercially and the range of high-quality brews on the market is wider, deeper and stronger than ever. **Note** that the only breweries included are those in the [Sveriges Bryggerier](#) (the Swedish Brewers Association), whose figures these are. Since the mid-1990's there have been many new micros, who are not all represented in these figures.

2.2 PROSPECTS

Sales and the popularity of craft beer will continue to grow over the forecast period, as it is expected that even more micro-breweries brewing craft beer will pop up across the country. As demand for craft beer increases, sales of beer are expected to shift towards Systembolaget, where well-trained staff can give professional advice on drinking culture, types of beverages and production processes. Another growing area will be organic beer, as Swedes presume that organic hops and malts have higher quality. Systembolaget sold almost 14 million liters of organic beer in 2016, which corresponded to almost 6% of all beer sold through Systembolaget. The percentage of organic beer is set to continue to increase over the forecast period.



Map of brewery locations in Sweden



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