

Voluntary Report – Voluntary - Public Distribution

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Report Name: Swedish Alcohol Purchasing Process - Overview of Systembolaget

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Report Highlights:

This report provides information on the purchase process of Sweden's alcohol monopoly Systembolaget, its different labeling and sustainability guidelines, as well as an analysis of the 2022 sales data per product group - wine, beer, liqueur, whiskey, cider, and mixed drinks.

Systembolaget Explained

A nationwide distribution system for alcohol was founded in Sweden 1955, and the stores were soon known as Systembolaget (meaning “the system company”, as bolaget means “the company” in Swedish).¹ In Sweden, Systembolaget has the exclusive right to sell almost all alcoholic beverages (i.e., spirits, wine, beer with an alcohol content above 3.6 percent, and cider with an alcohol content above 2.25 percent).² This Swedish alcohol policy has as aim to limit alcohol consumption.³ The approximately 450 physical Systembolaget stores sell to people above 20 years of age, to prevent the purchase of alcoholic drinks by people under the Swedish alcohol drinking limit of 18 years. Alcoholic beverages may also be ordered and picked up at 482 approved agents,⁴ or delivered at home (although the latter forms only a small part of company operations⁵). Systembolaget’s share in total alcohol consumption in Sweden was 75.0 percent in 2021. The remaining 25 percent was sold in HRI outlets and imported through personal travel,⁶ which includes internet sales from online stores in the EU.⁷

Sales Figures in 2022

In 2022, Systembolaget sold 558.4 million liters of beverages with a revenue of 37.2 billion Swedish Kroner (SEK) (\$3.3 billion).⁸ Wine sales totaled 18.8 billion SEK (\$1.7 billion) or 214.6 million liters, beer sales 8.8 billion SEK (\$0.8 billion) or 288.8 million liters, spirit sales 8.0 billion SEK (\$0.7 billion) or 24.8 million liters, and cider and mixed drinks 1.2 billion SEK (\$0.1 billion) or 26.8 million liters. Systembolaget also sold 210 million SEK (\$18.7 million) or 3.3 million liters of alcohol-free beverages.¹⁰

In 2022, the share of organic products was 13.6 percent of total sales or 5.9 million SEK (\$0.5 million).¹¹ Sales for so-called “most sustainable beverages” amounted to 8.8 percent of sales.¹² The most popular drink in Sweden is wine (data of 2021). It accounts for 45 percent of sales, and is followed by strong beer (31 percent), spirits (17 percent), low alcohol beer (5 percent), and cider and mixed drinks (2 percent).¹³ Systembolaget’s research indicates that overall alcohol consumption in Sweden has been decreasing since the mid-2000s, mainly among young men. Between 2011 and 2021 this decrease was roughly ten percent.¹⁴

Price of Alcohol in Sweden

Sweden adds several taxes to its alcohol beverages, making Swedish alcohol prices the third highest in the European Union (after Finland and Ireland, and for non-EU Nordic countries also after Norway and Iceland).¹⁵

¹ <http://systembolagethistoria.se/Tidslinje/>

² <https://www.systembolaget.se/bestalla-och-handla/privatimport/>

³ <https://www.omssystembolaget.se/salja-med-ansvar/vart-uppdrag/>

⁴ Responsibility Report 2022, retrieved from <https://www.omssystembolaget.se/ansvarsredovisning>, p. 3

⁵ Responsibility Report 2022, p. 83.

⁶ Responsibility Report 2022, p. 58.

⁷ For more information on the origin of alcoholic beverages in Sweden, please refer to the consumption data in <https://www.can.se/publikationer/alkoholkonsumtionen-i-sverige-2001-2021>, p. 23 (65). On internet sales: <https://www.tullverket.se/en/startpage/private/online/shoppingonline/buyingalcoholonline.4.311bf4f016e69d6ea0d438.html>.

⁸ Exchange rate used 1 Swedish Krona = \$0.0892.

⁹ Responsibility Report 2022, p. 56.

¹⁰ Financial Report Q4 2022, p. 7.

¹¹ Responsibility Report 2022, p. 39.

¹² More on the Most Sustainable Beverages Guidance below. Source of data: Responsibility Report 2022, p. 18.

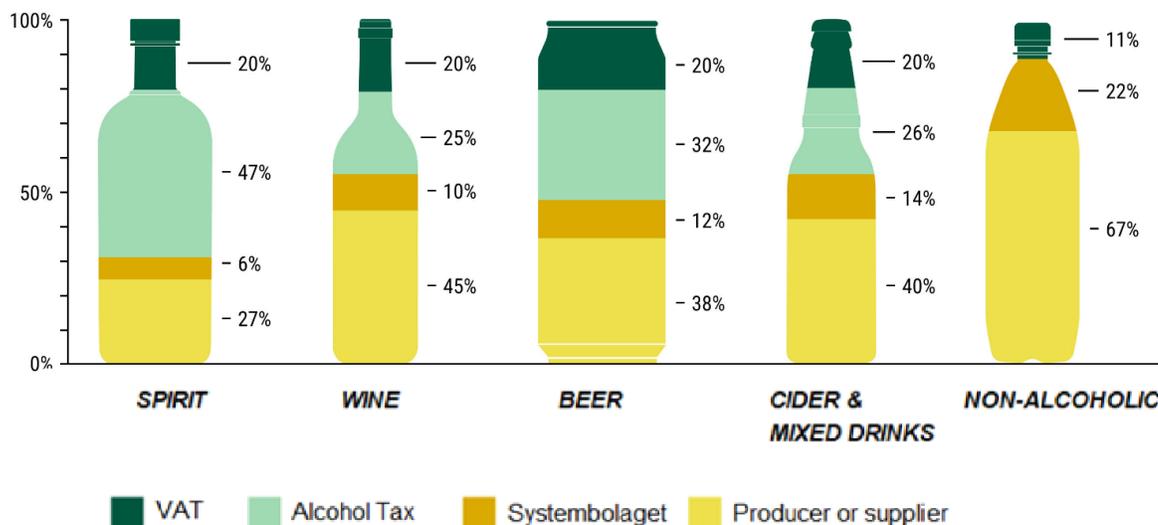
¹³ <https://www.omssystembolaget.se/folkhalsa/samhalle/alkoholrapporter/alkoholkonsumtionen-i-sverige/>

¹⁴ Id.

¹⁵ Data of 2020, <https://ec.europa.eu/eurostat/web/products-eurostat-news/-/ddn-20210830-1>.

Taxes include a Value Added Tax (VAT), an [Alcohol Tax](#), and Systembolaget adds a surcharge as well. The below figure shows how these components contribute to the total price of a Swedish alcohol beverage (Figure 1).

Figure 1. Price Construction of Drinks at Systembolaget, Based on the Average Sales Price of the Beverage.



Source: Adapted from

<https://www.omssystembolaget.se/salja-med-ansvar/ansvar-for-produkterna/inkopsprocess/prismodell/>

The VAT rate, as of 2023, is 25 percent for alcoholic beverages – which, when added to the price, accounts for 20 percent of the total sales price of a product. VAT is applied to nearly all alcoholic beverages (i.e., spirits, wine, and beer over 3.5 percent alcohol).¹⁶ The Systembolaget surcharge is a 14.7 percent mark-up on the purchase price, plus a product-specific surcharge. The 2023 Systembolaget surcharges are listed in Table 1. Finally, for 2024, the alcohol taxes have been set for all drinks with a 2.8 percent and higher percent alcohol by volume.¹⁷ See Table 2 for the specific tax per product group.

Table 1. 2023 Surcharges on Alcoholic Beverages by Systembolaget

General surcharge	Specific Surcharge per Product	
14.7 percent of the purchase price	Wine	5.40 SEK
	Beer	0.95 SEK
	Spirits	6.37 SEK
	Cider and mixed drinks	1.52 SEK
	Non-alcoholic beer, cider and mixed drinks	2.46 SEK
	Non-alcoholic wine and “other” non-alcoholic drinks	5.92 SEK

Source: <https://www.omssystembolaget.se/salja-med-ansvar/ansvar-for-produkterna/inkopsprocess/prismodell/>

¹⁶<https://skatteverket.se/foretag/moms/saljavarorochtjanster/momssatserochundantagfransmoms.4.58d555751259e4d66168000409.html>

¹⁷<https://www.skatteverket.se/foretagorganisationer/skatter/punktskatter/alkoholskatt/skattesatser.4.4a47257e143e26725aebc5.html>

Table 2. Swedish Alcohol Tax Tariffs for 2023 & 2024 in Swedish Kroner (SEK)

	Alcohol by volume	2023 (tax per liter)	2024 (tax per liter)
Wine and other fermented beverages (CN codes 2204 or 2205, produced through fermentation)	> 1.2 - ≤ 2.25	0.00 SEK	0.00 SEK
	> 2.25 - ≤ 4.5	9.65 SEK	10.38 SEK
	> 4.5 - ≤ 7	14.26 SEK	15.34 SEK
	> 7 - ≤ 8.5	19.62 SEK	21.12 SEK
	> 8.5 - ≤ 15	27.49 SEK	29.58 SEK
	> 15 - ≤ 18 (* wine only)	57.53 SEK	61.90 SEK
Non-fermented beverages (CN codes 2204, 2205, 2206)	> 1.2 - ≤ 15	34.64 SEK	37.34 SEK
	> 15 - ≤ 22	57.53 SEK	61.90 SEK
	Alcohol by volume	2023 (tax per vol. % alc.)	2024 (tax per vol. % alc.)
Beer	> 0.5 - ≤ 2.8	n/a	0.00 SEK
	> 1.2 - ≤ 2.8	0.00 SEK	n/a
	> 2.8	2.12 SEK	2.28 SEK

Source:

<https://www.skatteverket.se/foretagorganisationer/skatter/punktskatter/alkoholskatt/skattesatser.4.4a47257e143e26725aebc5.html>

Systembolaget's Purchase Process

Systembolaget offers imported alcoholic beverages from roughly 100 countries.¹⁸ Imported alcoholic beverages are sold to Systembolaget through more than 900 Swedish suppliers.¹⁹ A supplier is any Swedish company who registered with Systembolaget to be an approved supplier.²⁰ Around 300 new products a year are launched at Systembolaget. The purchase process starts with market research by Systembolaget. Based on its findings, a so-called launch plan is issued, describing the type of products Systembolaget would like to include in its assortment. Based on the launch plan, a tender is issued for products with fitting characteristics, such as being from a particular country, or with a particular taste profile, price point, packaging type, or alcoholic percentage. This is done 7-8 months ahead of the intended product launch.²¹ Any supplier may then put in an offer for products exactly matching these criteria. If a match occurs, Systembolaget will request product samples after the deadline of the tender has passed. The samples are then used in a blind tasting, in which a taste panel tries between thirty to one-hundred beverages. Brand, supplier, or producer are not disclosed to the panel during this tasting. If a product matches the required taste profile and fulfills the quality criteria, it will be considered for purchase. If purchased, the products will be analyzed in a laboratory to confirm an exact match with the tasting samples. Such analysis is repeated three months after the launch of a product to guarantee taste and style.

Another way for a product to be introduced into Systembolaget's product range is by popular demand from customers. If a product is regularly ordered by customers, then Systembolaget might consider its inclusion in the regular product selection.

¹⁸ <https://www.omssystembolaget.se/foretagsfakta/systembolaget-i-siffror/forsaljningsstatistik/>

¹⁹ Responsibility Report 2022, p. 3 and <https://www.omssystembolaget.se/english/producers/how-to-sell-in-sweden/>. For more information, please also see the GAIN exporter guide for Sweden: [SW2023-0001 Exporter Guide Sweden](#). A supplier is any Swedish company who registered with Systembolaget to be an approved supplier, see <https://www.systembolaget.se/kontakt/bli-leverantor/>.

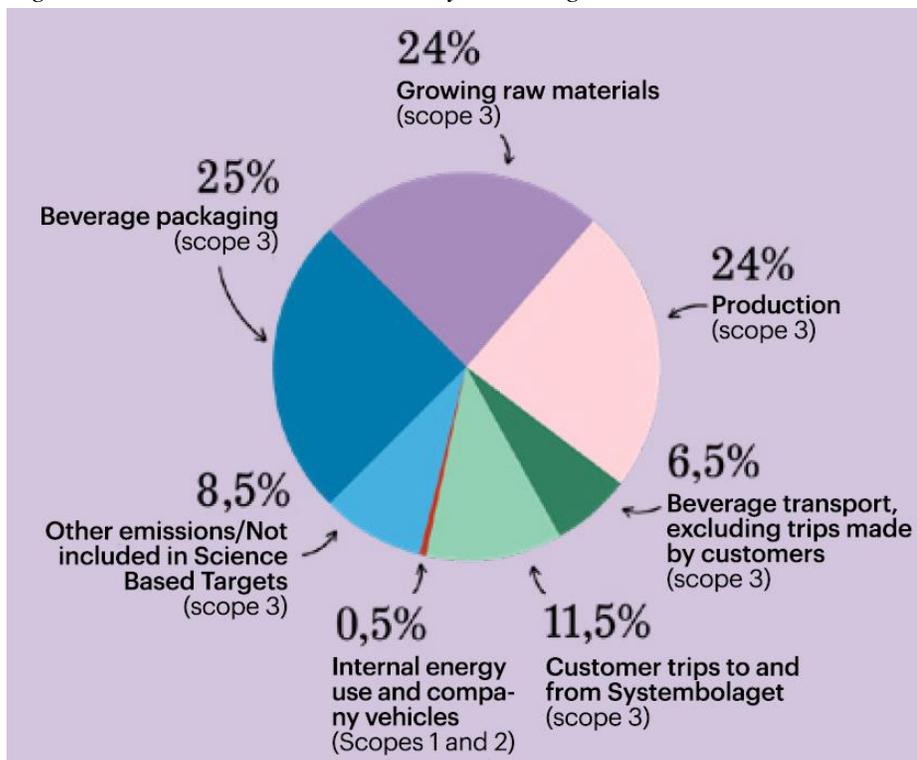
²⁰ <https://www.systembolaget.se/kontakt/bli-leverantor/>.

²¹ <https://www.omssystembolaget.se/english/producers/purchasing-process/>

Sustainability & Environment

Systembolaget's target is to lower the climate impact of its value chain by 50 percent in 2030 (compared to 2019). This entails a reduction of over 300,000 metric tons of carbon dioxide.²² By 2045, Systembolaget would like to have a net zero climate impact. In 2019, most of Systembolaget's climate impact came from beverage packaging, followed by the growing of raw materials and production of the beverage (both contributing 24 percent), see Figure 2. To reach the stated goals, Systembolaget focusses on increasing its assortment of products packaged in cans, cardboard packaging, PET bottles, or lighter glass bottles, because its assessment of the climate impact of these types of packaging shows that they have a more favorable climate impact (see Figure 3). Additionally, customers can opt for a beverage under the "Most Sustainable Beverages" guidance, where the climate footprint of the packaging is already taken into consideration. Systembolaget included environmental and climate requirements in its Purchasing Conditions, through incorporation of its Code of Conduct.

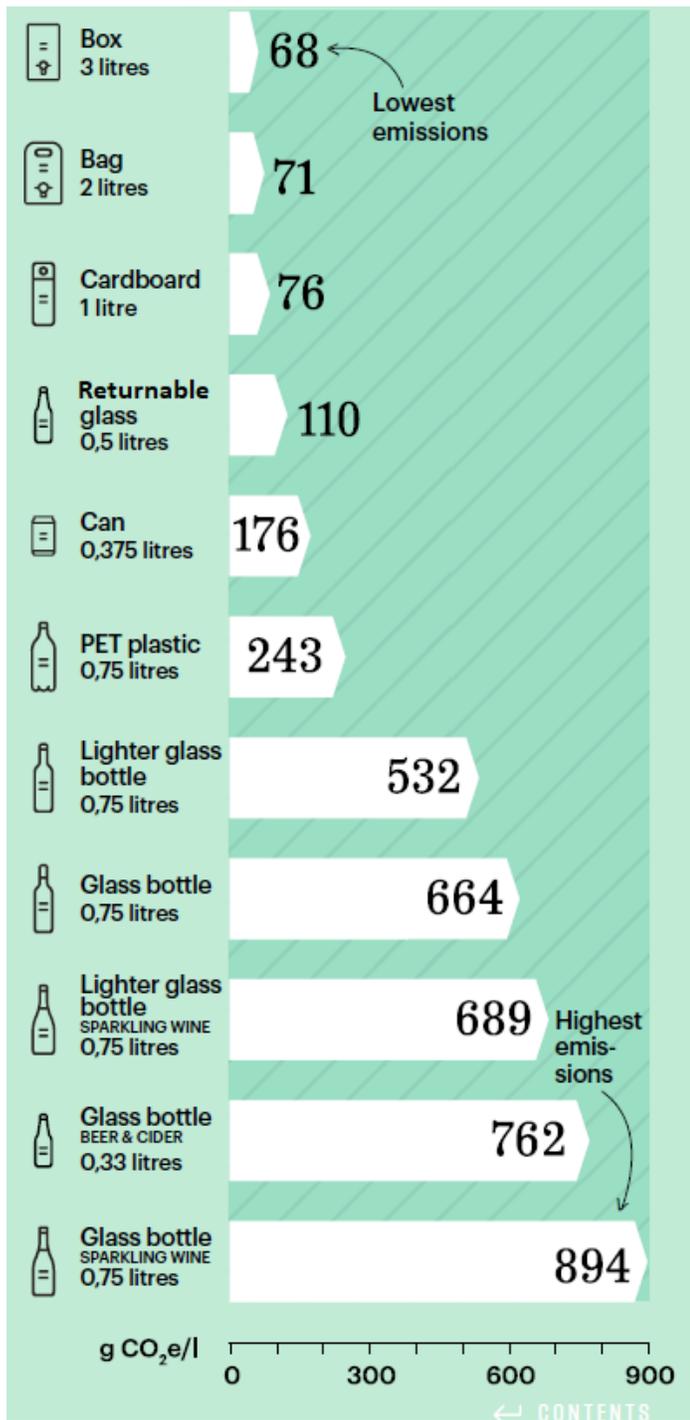
Figure 2. Total Emissions Linked to Systembolaget and Its Value Chain in 2019



Source: <https://www.omsystembolaget.se/ansvarsredovisning> (Responsibility Report 2022, p. 32)

²² Responsibility Report 2022, p. 33.

Figure 3. Climate Impact from Beverage Packaging according to Systembolaget (in Carbon Dioxide Emissions/Liter)



Source: <https://www.omsystembolaget.se/ansvarsredovisning> (Responsibility Report, p. 33)

“Most Sustainable Beverages” Guidance (*Våra mest hållbara drycker*)

Since the spring of 2022, Systembolaget offers a range of products under “Most Sustainable Beverages” (see Figure 4). It is indicated with a label on the shelves, and it is meant as a guidance. The guidance is created to point consumers to Systembolaget’s most sustainable beverages, as “a way to reposition the beverage industry towards increased sustainability in the areas of environment, climate and working conditions”.²³



Figure 4. “Most Sustainable Beverages” Labeling on Shelf

The label reads: “Environmentally certified (cultivation & production); Social Responsibility (cultivation & production); Lower Climate Footprint (packaging)”.

Source:

<https://www.omsystembolaget.se/hallbarhet/hallbarhetsmarkningar/hallbartval/>

A product can bear the label on the shelf if it fulfills three requirements:

- 1) **Environmentally certified cultivation and production**, a criterion that is fulfilled if a product is produced under certifications approved by Systembolaget. There are currently 27 approved certifications qualifying for the “Most Sustainable Beverages” Label.²⁴ The approval of these certifications is done through an annual comparative analysis by an independent party, Intertek. Intertek considers the certification’s weighing of energy impact, climate impact, water and waste management, the effect on biodiversity, soil health, chemical use, during the cultivation and production process. Transport is not included in this analysis.
- 2) **Socially responsible working conditions** during cultivation and production. The foundation for the requirements is the [Amfori BSCI Code of Conduct](#),²⁵ which Systembolaget has implemented into its Code of Conduct.²⁶ Since 2021, these requirements are also embedded in all Purchasing Terms and Conditions.
- 3) **Environmentally friendly packaged**, in a package with a relatively lower climate footprint.²⁷ This takes into account the data in Figure 3. Glass bottles weighing more than 420 grams are considered not environmentally friendly.

²³ Responsibility Report 2022, p. 17.

²⁴ For a list of certifications, see

<https://www.omsystembolaget.se/hallbarhet/hallbarhetsmarkningar/hallbartval/miljocertifiering/>

²⁵ <https://www.omsystembolaget.se/hallbarhet/hallbarhetsmarkningar/hallbartval/arbetsvillkor/>

²⁶ Since 2012, see <https://press.systembolaget.se/pressmeddelanden/2011/systembolaget-infor-uppforandekod-i-inkopsvillkoren/>

²⁷ As defined in 2018 and 2019 by the external company Gaia Consulting Oy, see <https://www.omsystembolaget.se/hallbarhet/miljo-och-klimat/klimatpaverkan/>

The following types of packaging may qualify for “Most Sustainable Beverages”:²⁸

Wine and spirits: Bag-in-box, pouches, cardboard, aluminum can, PET bottle, returnable glass, and lighter glass bottles.

Beer, cider, and mixed drinks: Aluminum can, PET bottle, and returnable glass.

Also, in general for all other products, Systembolaget asks for the most climate-friendly packaging option and has a strong preference for wine for cardboard, pouches, boxes, PET plastics, cans; for beer for cans, PET plastic and returnable glass bottles; and for spirits for lightweight glass or PET plastic.²⁹

Traceability

For data to be verifiable, a product needs to be traced.³⁰ Systembolaget therefore requires the following:³¹

Wine: information about the producer and grower who have contributed to at least 2/3 of the production volume;

Beer, cider, mixed drinks and spirits: information on the producer and country of origin of the agricultural raw materials which have contributed to at least 2/3 of the production volume

If more than ten parties contributed, the ten largest contributors to the volume should be named.

How to qualify

Applying to qualify for the “Most Sustainable Beverages” is voluntary. Systembolaget maps a producer against social and environmental, country-specific risk indicators, to assess whether it qualifies to carry this label. The same criteria are used for both European Union (EU) countries and non-EU countries.³² Systembolaget buys these risk indicators from Verisk Maplecroft, a company developing these risk indicators. They get updated annually.³³ The indicators are created with confidential information belonging to Verisk Maplecroft – Systembolaget therefore stipulates they may not be used in other contexts.³⁴ Among the risk indicators are freedom of association and collective bargaining, risk of discrimination, payment of decent wages, respecting legal working hours, workers’ rights, safety in work environment, protection of employees from overheating and dehydration, risk of child labor, specific rights for young workers, equal rights and treatment of women and men, risk of forced labor or unethical recruitment practices, and risk of corruption and ethical business conduct.³⁵ A producer needs to prove to Systembolaget its product is without critical/high risk for any of these 17 risk indicators,³⁶ which may be done by holding a quality certification that counters each part sufficiently³⁷ – i.e., proving the risk is mitigated for that risk indicator. An example on how this might look can be found below in Figure 5. Additionally, suppliers

²⁸ <https://www.omsystembolaget.se/hallbarhet/hallbarhetsmarkningar/hallbartval/klimatavtryck/>

²⁹ Framework for sustainable purchasing of beverages of the fixed assortment (hereafter: Framework for sustainable purchasing), retrieved from <https://www.omsystembolaget.se/globalassets/pdf/hallbarhet/ramverk-for-hallbara-inkop-av-drycker-till-fast-sortiment-pa-systembolaget.pdf>, p. 9, p. 11-12.

³⁰ Framework for sustainable purchasing, p. 7.

³¹ Framework for sustainable purchasing, p. 11.

³² See also Framework for sustainable purchasing, p. 15.

³³ Framework for sustainable purchasing, p. 7-9.

³⁴ Framework for sustainable purchasing, p. 16.

³⁵ <https://www.omsystembolaget.se/hallbarhet/hallbarhetsmarkningar/hallbartval/arbetsvillkor/>

³⁶ Framework for sustainable purchasing, p. 16.

³⁷ As of 2023, Systembolaget acknowledges eight certifications to fulfill these criteria, see Framework for sustainable purchasing, p. 7, p. 12 and p. 15-16.

are asked to provide a self-assessment questionnaire on both social responsibility³⁸ and environmental conditions.³⁹

Figure 5. Example of how the country risk indicators (as determined by Verisk Maplecroft) can be countered by holding the right certification, mitigating the risk.

	Country risk	Certification 1	Certification 2	Certification 3
Biodiversity	Orange	Dark Green	White	Light Green
Reuse and recycling	White	Dark Green	White	White
Agro Chemicals	Red	Dark Green	White	Light Green
Water Use	Orange	Dark Green	White	Light Green
Energy and climate impact	White	Dark Green	White	White
Protecting employees from heat and dehydration	White	Dark Green	Dark Green	White
Decent Wages	White	Light Green	Dark Green	White
Working hours	Orange	Light Green	Light Green	White
Discrimination	White	Light Green	Dark Green	White
Freedom of Association and Collective Bargaining	White	Dark Green	Dark Green	White
Workers' rights	White	Dark Green	Dark Green	White
Forced labour or unethical recruitment practices	White	Dark Green	Dark Green	White
Occupational Health and Safety	White	Dark Green	Dark Green	White
Equal rights and treatment for women and men	White	Light Green	Dark Green	White
Young Workers	White	Light Green	Dark Green	White
Child Labour	White	Light Green	Dark Green	White
Corruption and ethical business behavior	Orange	Dark Green	Dark Green	White

Source: <https://www.omsystembolaget.se/globalassets/pdf/hallbarhet/framework-for-the-sustainable-procurement-of-set-range-beverages-at-systembolaget.pdf>

Criteria are expected to be further developed over time. Systembolaget acknowledges it will take more aspects of sustainability into account in the future, stating “the drinks that qualify today may not do so tomorrow”.⁴⁰

³⁸ https://www.omsystembolaget.se/globalassets/pdf/hallbarhet/ramverk-for-hallbara-inkop-av-tjanster_2023.pdf, p. 5.

³⁹ Responsibility Report, p. 38.

⁴⁰ <https://www.systembolaget.se/hallbarhet/hallbartval/darfor-markning/>

“Lower Climate Footprint Packaging” Label (*Förpackning med lägre klimatavtryck*)



Next to the “Most Sustainable Beverages” Guidance, there is also the “Lower Climate Footprint Packaging” Label. Products packaged in cardboard, aluminum cans, PET plastic, returnable glass bottles, or pouches, may qualify for this label. However, it is only used for a product category where consumers have to make a decision between two types of packaging.⁴¹ This means e.g., that beer cans do not qualify for the label (but wine in cans does), and, according to Systembolaget, nor do wine boxes.⁴²

Figure 6. Shelf with “Lower Climate Footprint Packaging” Label

Source: <https://www.omssystembolaget.se/hallbarhet/hallbarhetsmarkningar/klimatsmartare/>

Organic Label (*Ekologiskt*)



The “Most Sustainable Beverages” Label bears no link with organic certification (such as USDA certified organic, or “organic” under EU Regulation 2018/848). Instead, organic certification is being displayed in Systembolaget with the Swedish word “*ekologiskt*” (see Figure 7). Systembolaget notes that, compared to other environmental certifications, organic certifications generally have very high requirements for (or bans on) the use of pesticides and artificial fertilizers. However, Systembolaget also notes “organic certifications are generally somewhat weaker in other environmental areas”, nor does “EU organic [legislation] impose any requirements on the production stage”.⁴³ Nevertheless, Systembolaget permits organic certifications to count towards the “Most Sustainable Beverages” Label, given that “Systembolaget’s overall assessment is that organic farming - with its strengths and weaknesses - still plays a strategically important role in securing sustainable agriculture in the future”.⁴⁴

Figure 7. Shelf with “Organic” Label

Source: <https://www.omssystembolaget.se/hallbarhet/hallbarhetsmarkningar/eko/>

⁴¹ <https://www.omssystembolaget.se/english/sustainability/labels/climate-smarter-packaging/>

⁴² <https://www.omssystembolaget.se/english/sustainability/labels/climate-smarter-packaging/>

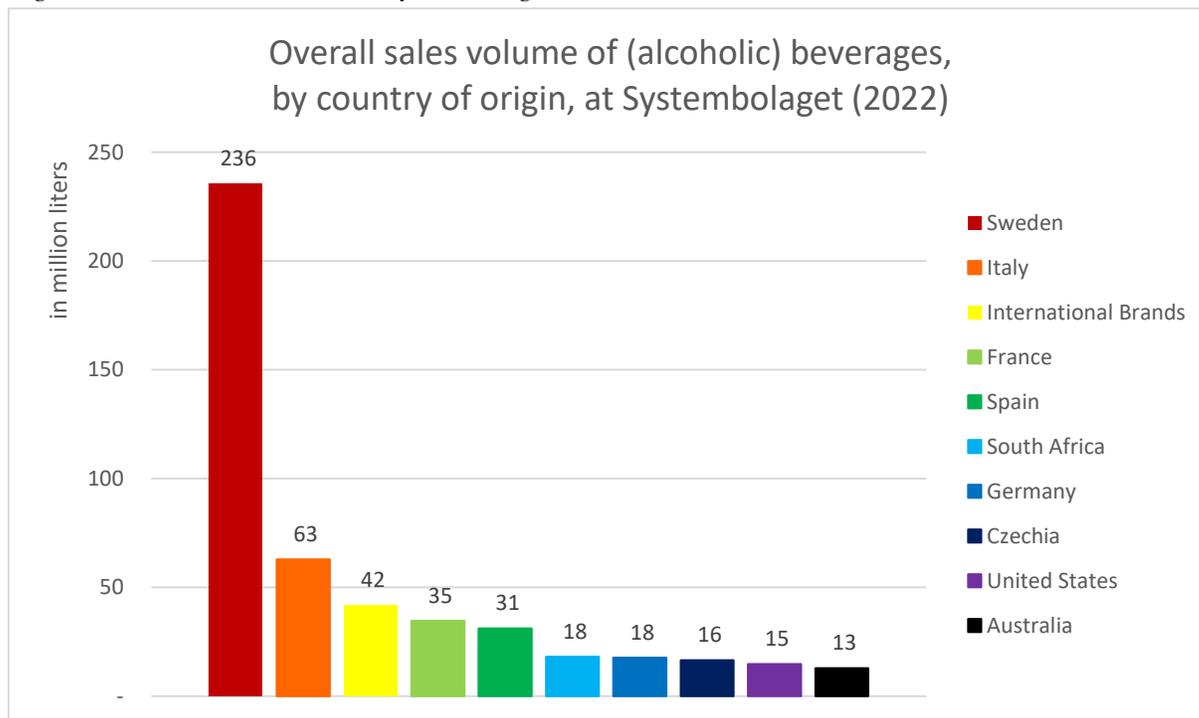
⁴³ <https://www.omssystembolaget.se/hallbarhet/hallbarhetsmarkningar/hallbartval/miljocertifiering/> and <https://www.omssystembolaget.se/english/sustainability/labels/sustainable-choice/environmental-certifications/>

⁴⁴ Id.

Product-Specific Sales

Systembolaget publishes country-specific data for products in [Systembolaget's 2022 statistics](#).⁴⁵ The largest proportion of beverages that were sold in 2022 originated from Sweden (235.6 million liters), followed by Italy (62.9 million liters), international brands (41.9 million liters), France (34.6 million liters), and Spain (31.1 million liters). The United States supplied 14.8 million liters (i.e., the ninth largest supplier to Systembolaget).

Figure 8. Overall Sales Volume Systembolaget, 2022



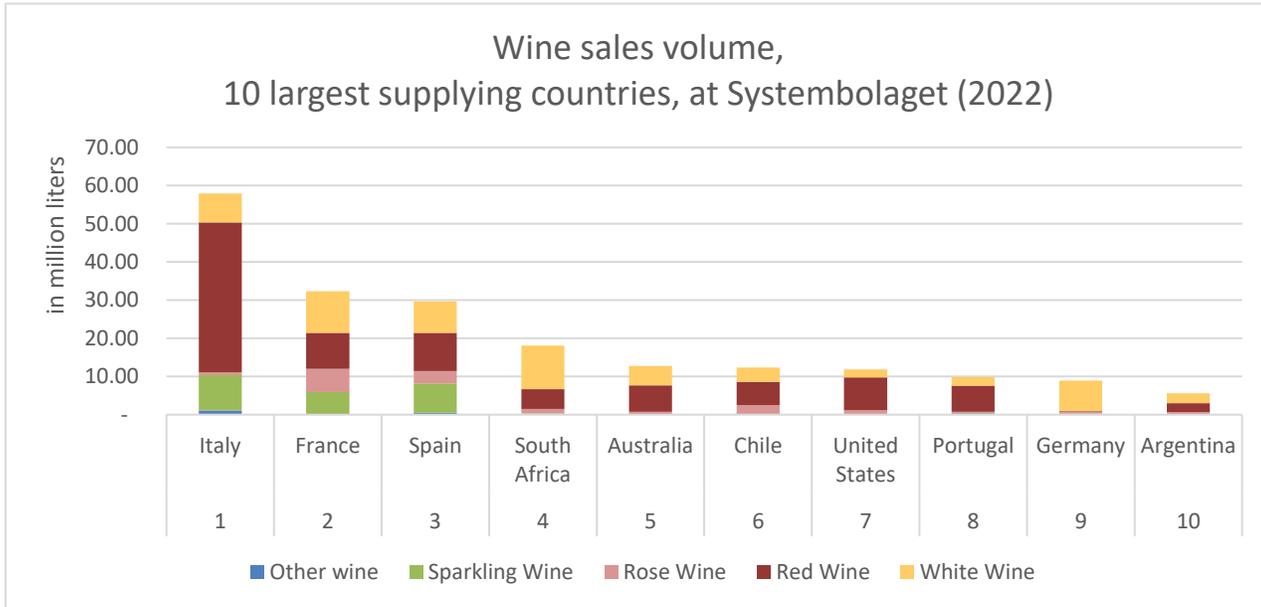
Source: Derived from 2022 Systembolaget statistics, retrieved from <https://www.omssystembolaget.se/foretagsfakta/systembolaget-i-siffror/forsaljningsstatistik/>

⁴⁵ <https://www.omssystembolaget.se/foretagsfakta/systembolaget-i-siffror/forsaljningsstatistik/>

Wine sales

In 2022, the leading supplier of wine (all categories combined) to Systembolaget was Italy (57.9 million liters), followed by “old world” countries France, and Spain (32.4 and 29.6 million liters, respectively). These were followed by “new world” countries South Africa, Australia, and Chile. The United States was the seventh largest supplier (11.8 million liters).

Figure 9. Wine Sales Volume

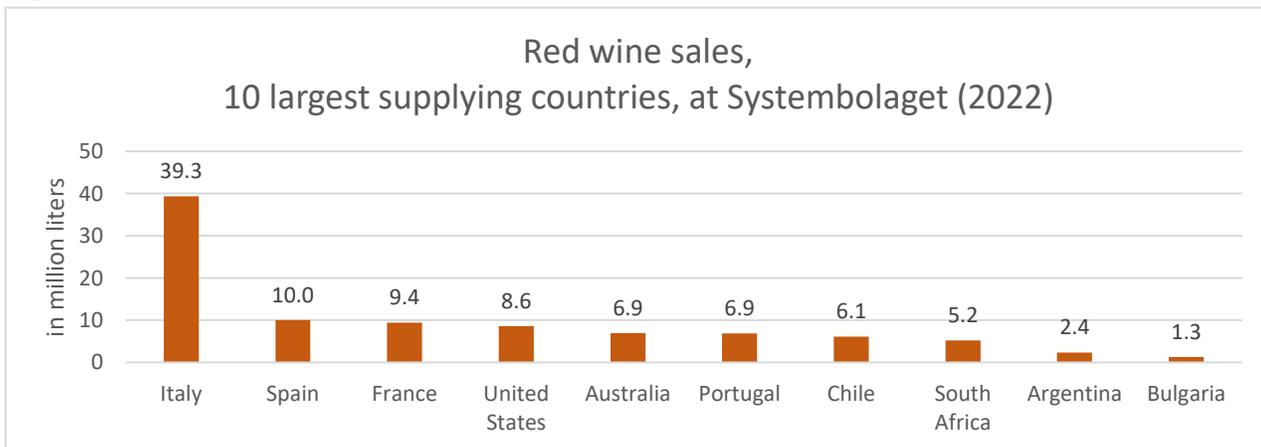


Source: Derived from [2022 Systembolaget statistics](#).

Red Wine

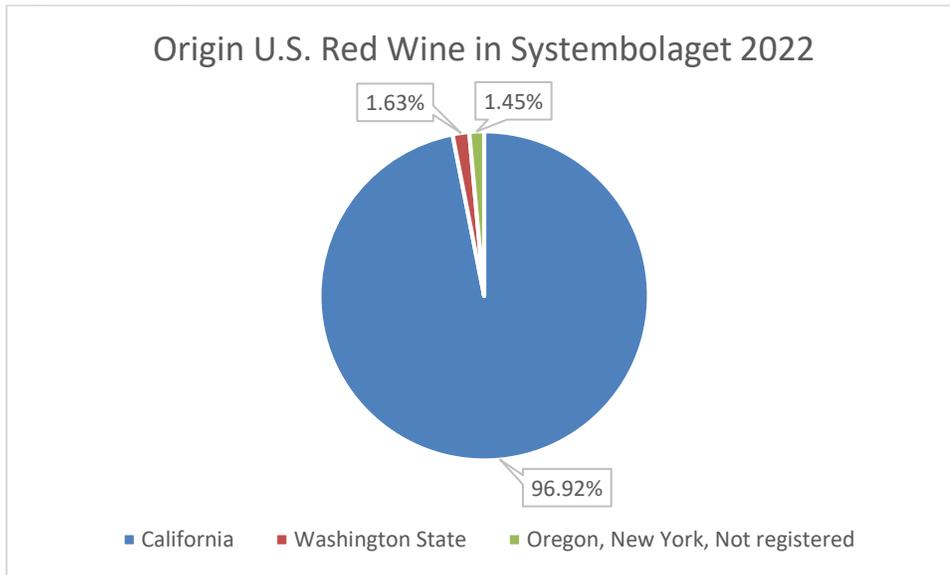
Red wine sales were dominated by Italy (39.3 million liters), followed by Spain (10.0 million liters), and France (9.4 million liters). The United States was the fourth largest supplier of red wine, supplying 8.6 million liters in 2022. Most of the U.S. red wine derives from the state California (see Figure 11).

Figure 10. Red Wine Sales Volume



Source: Derived from [2022 Systembolaget statistics](#).

Figure 11. Origin Red Wine Sales Volume

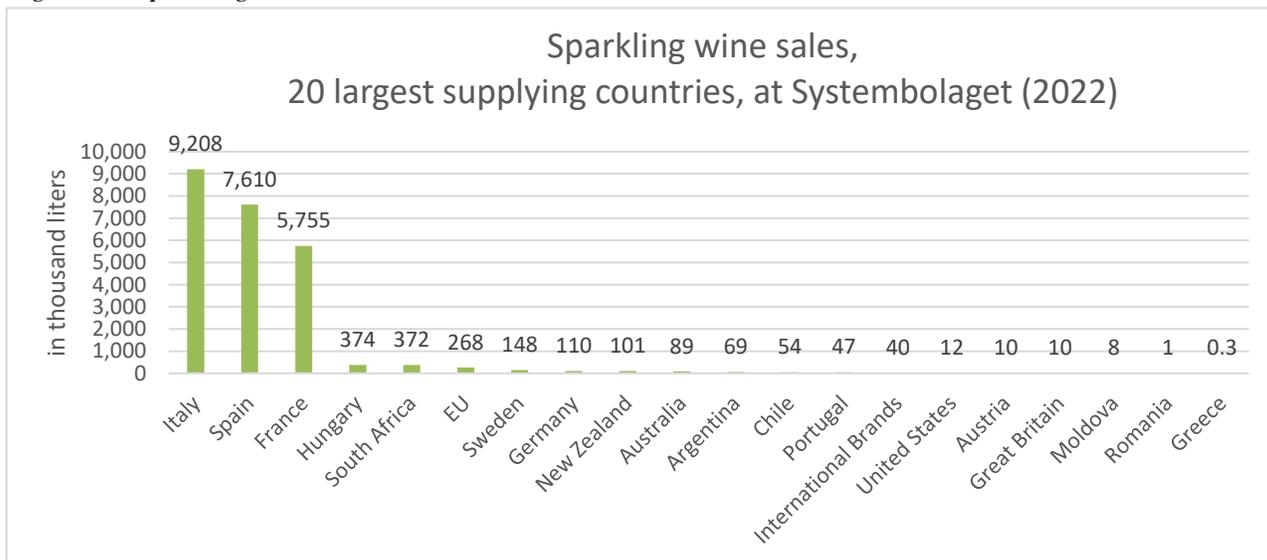


Source: Derived from [2022 Systembolaget statistics](#).

Sparkling Wine

Sparkling wine sales were led by Italy (9.2 million liters), followed by Spain (7.6 million liters), and France (5.8 million liters). Many other countries supplied products, but on a much smaller scale than compared to the top three suppliers. The United States was the 15th largest supplier, with 11,800 liters.

Figure 12. Sparkling Wine Sales Volume

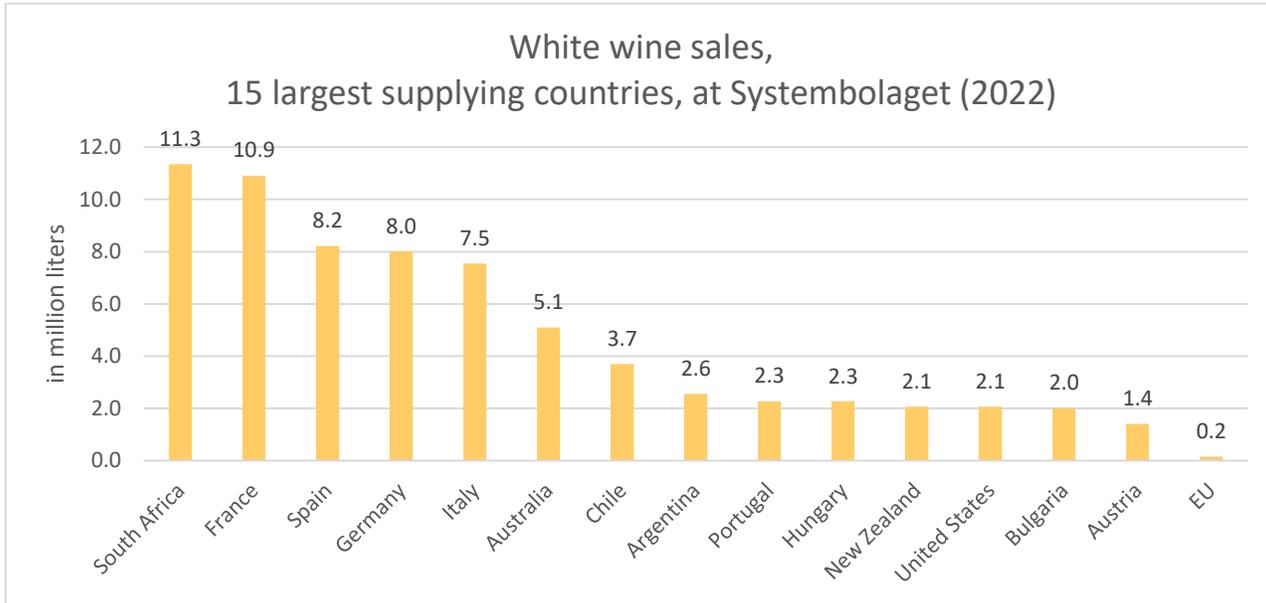


Source: Derived from [2022 Systembolaget statistics](#).

White Wine

White wine sales were led by South Africa (11.3 million liters), followed by France (10.9 million liters) and Spain (8.2 million liters). The United States was the 12th largest supplier of white wine (2.1 million liters) in 2022.

Figure 13. White Wine Sales Volume



Source: Derived from [2022 Systembolaget statistics](#).

Rose Wine

Rose wines were supplied by a few countries. After the European countries of France (6.1 million liters) and Spain (3.3 million liters), Chile was the largest supplier (2.5 million liters). The United States was the fourth largest supplier (1.2 million liters). About 17.6 million liters of rose wine, in total, were sold in 2022.

Figure 14. Rose Wine Sales Volume

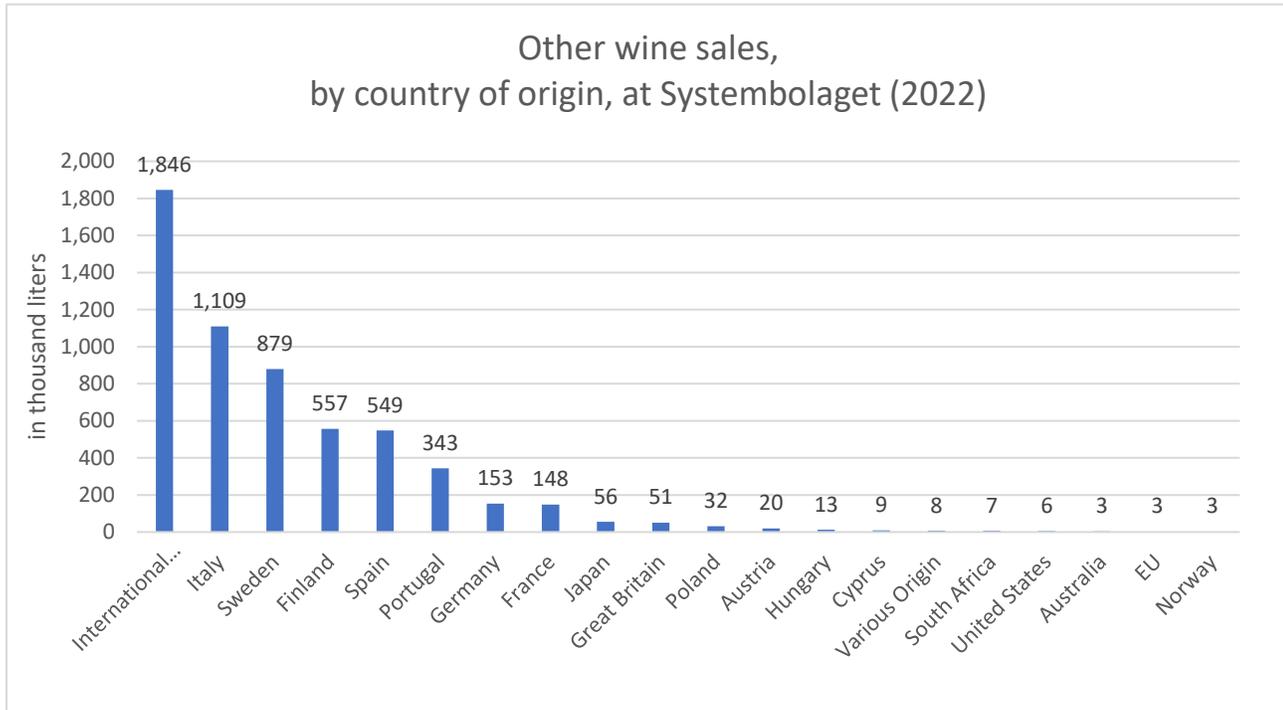


Source: Derived from [2022 Systembolaget statistics](#).

Other Wine

Other wine sales were dispersed over several countries, and dominated by international brands (1.8 million liters).

Figure 15. Other Wine Sales Volume

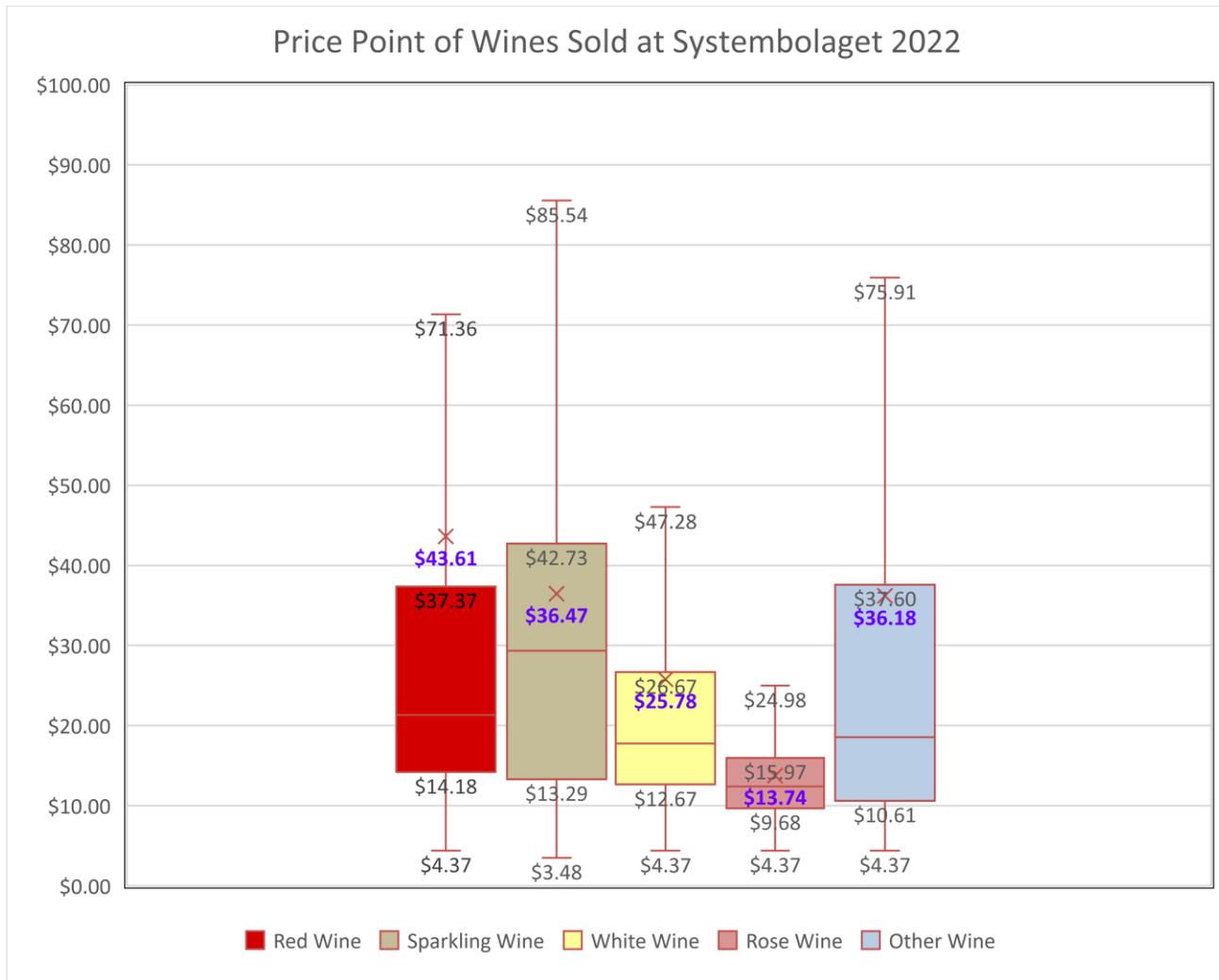


Source: Derived from [2022 Systembolaget statistics](#).

Retail Prices Wines

In Figure 16, the price point of the wines in Systembolaget is mapped. It excludes outliers, and shows the spread in prices for the different products, as well as the average sales price.

Figure 16. Wine Price Point. Outliers have been excluded for this box plot. The colored part shows the spread in prices between the 25th and 75th percentile of the data, so the middle 50 percent. At the top and bottom are the minimum and maximum price (outliers excluded). The cross (“x”) marks the average price (printed in bold and purple). Exchange rate used: 1 Swedish Krona = \$0.0892.

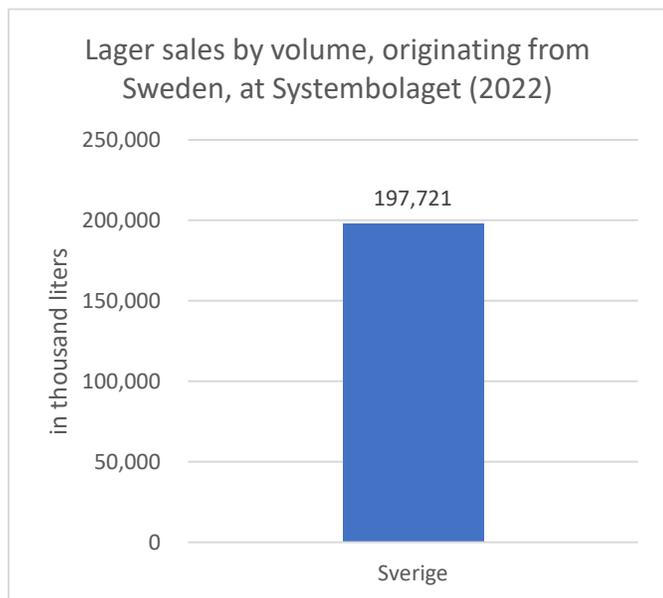


Source: Derived from 2022 Systembolaget statistics, retrieved from <https://www.omsystembolaget.se/foretagsfakta/systembolaget-i-siffror/forsaljningsstatistik/>

Lager beer sales

Lager was the most popular beer style in Sweden in 2022, most of which originated from Sweden (197.7 million liters).

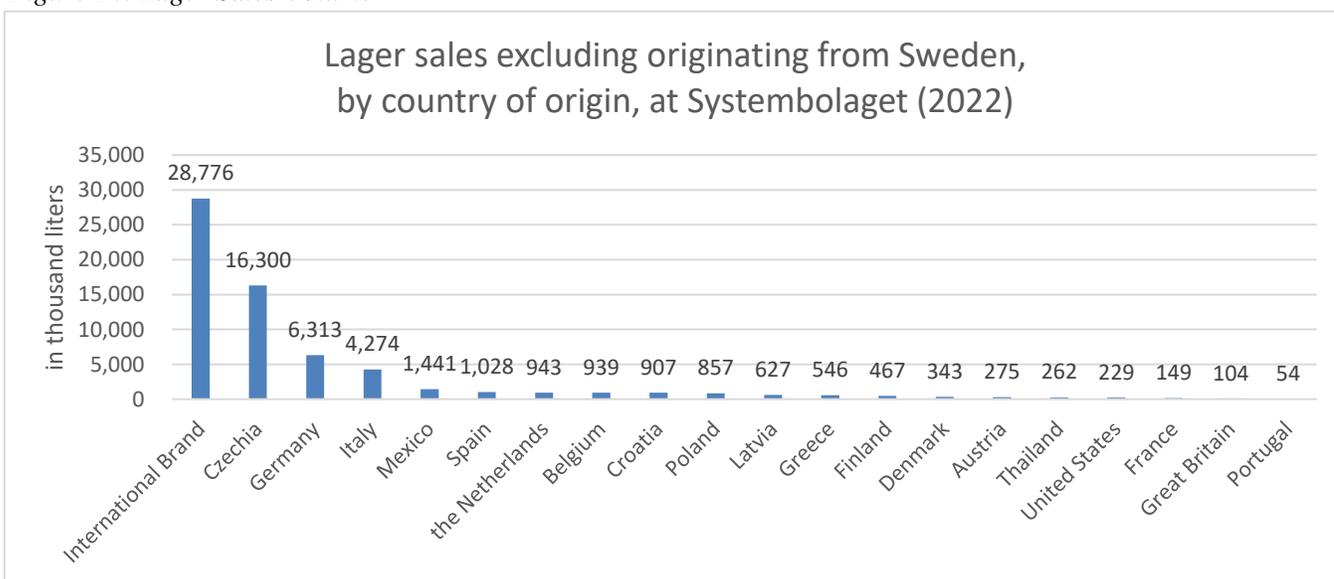
Figure 17. Sales Volume of Swedish Lager



Source: Derived from [2022 Systembolaget statistics](#).

Among foreign lager suppliers in Sweden, the largest suppliers were international brands (28.8 million liters), the Czech Republic (16.3 million liters), and Germany (6.3 million liters) in 2022. The United States was the seventeenth largest foreign supplier (0.2 million liters).

Figure 18. Lager Sales Volume

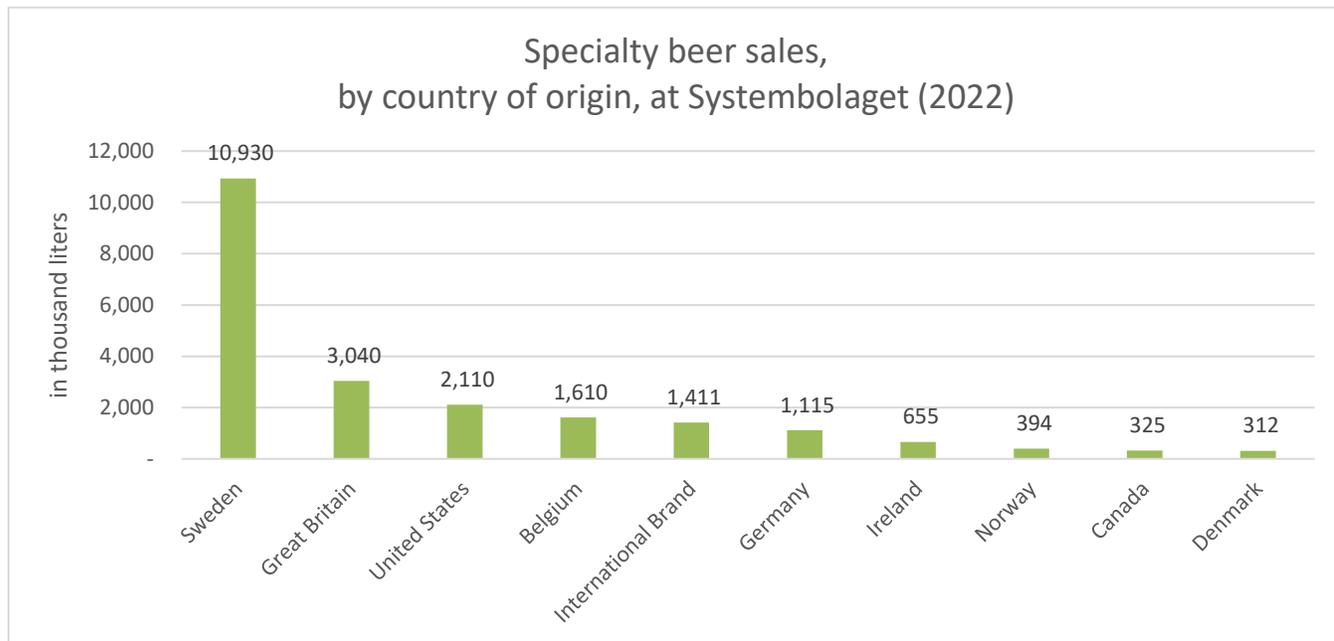


Source: Derived from [2022 Systembolaget statistics](#).

Specialty Beer Sales

Sweden was also the leading supplier of specialty beers in the Swedish market (10.9 million liters), followed by Great Britain (3.0 million liters) and the United States (2.1 million liters).

Figure 19. Specialty Beer Sales Volume

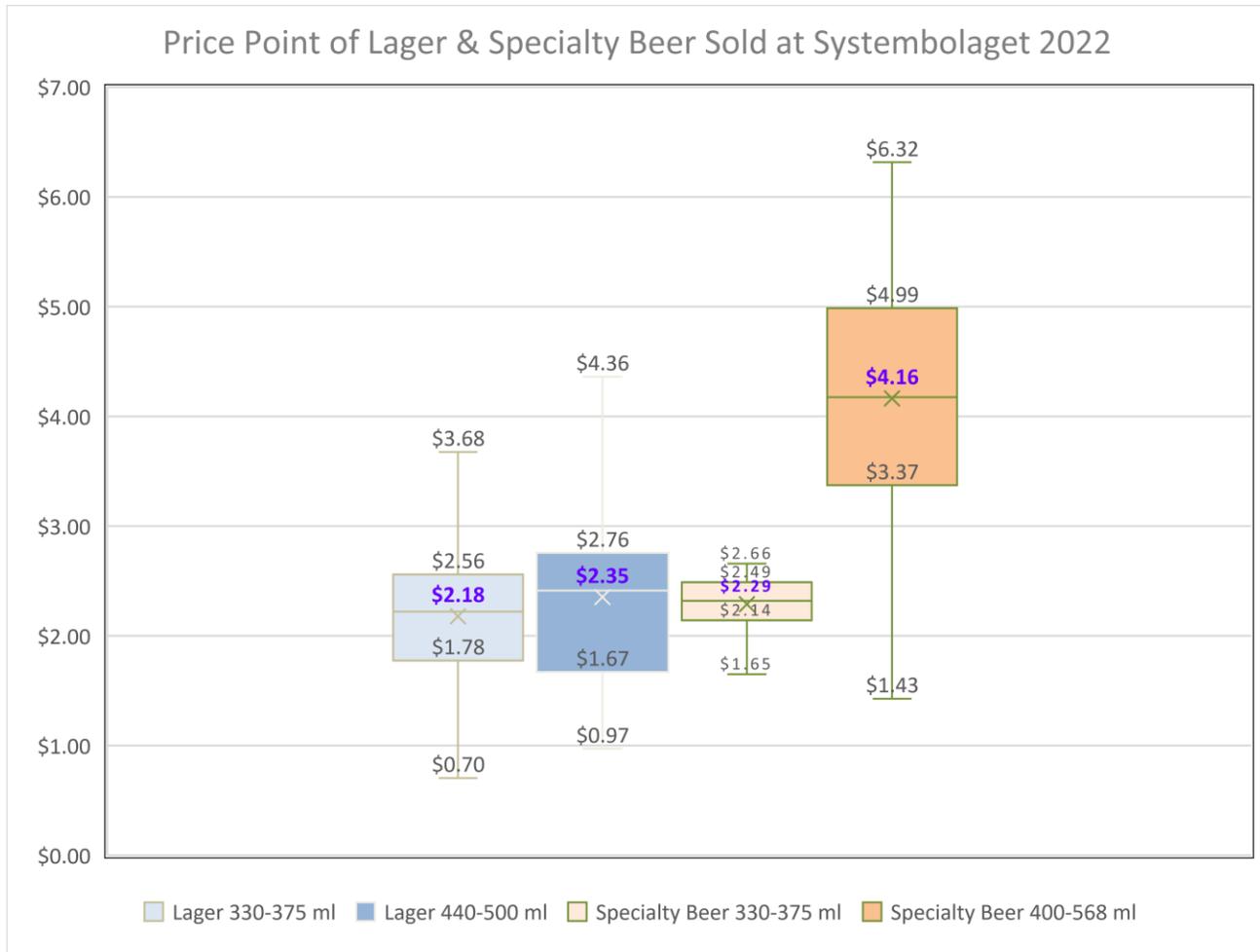


Source: Derived from [2022 Systembolaget statistics](#).

Retail Prices Beers

In Figure 20, the price point of lager and specialty beer in Systembolaget is mapped. It excludes outliers, and shows the spread in prices for the different products, as well as the average sales price.

Figure 20. Beer Price Point. Outliers have been excluded for this box plot. The colored part shows the spread in prices between the 25th and 75th percentile of the data, so the middle 50 percent. At the top and bottom are the minimum and maximum price (outliers excluded). The cross (“x”) marks the average price (printed in bold and purple). Exchange rate used: 1 Swedish Krona = \$0.0892.

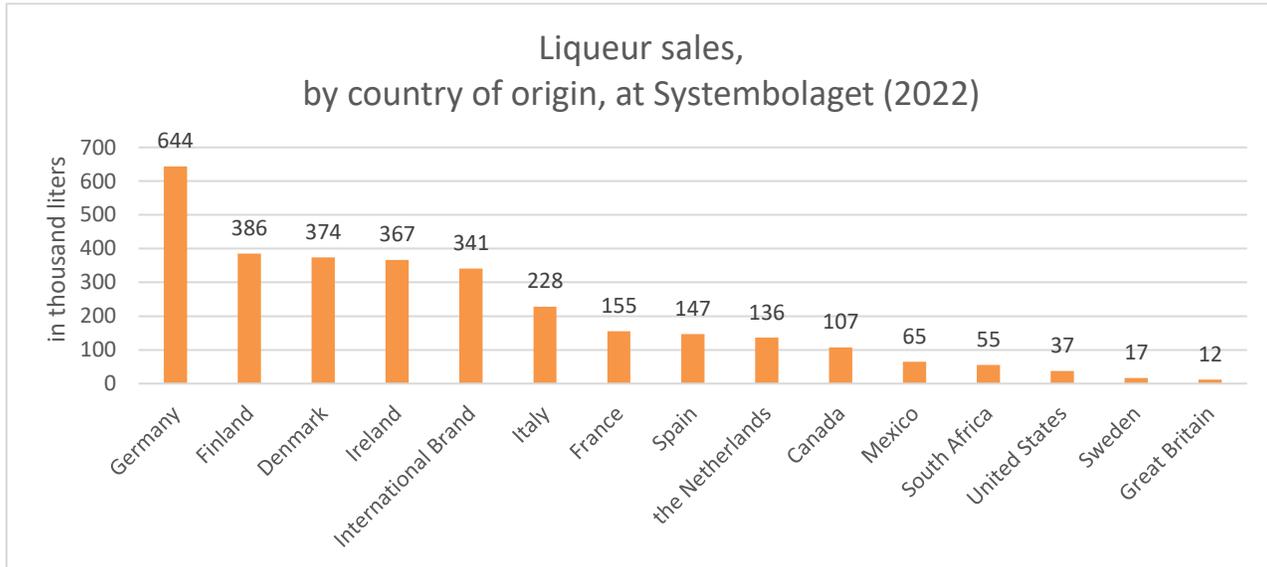


Source: Derived from 2022 Systembolaget statistics, retrieved from <https://www.omsystembolaget.se/foretagsfakta/systembolaget-i-siffror/forsaljningsstatistik/>

Liqueur Sales

Liqueur sales volumes have been steady in Sweden and are dominated by North European countries, being Germany (0.64 million liters), Finland (0.39 million liters), and Denmark (0.37 million liters). The United States was the thirteenth largest supplier (0.04 million liters).

Figure 21. Liqueur Sales Volume

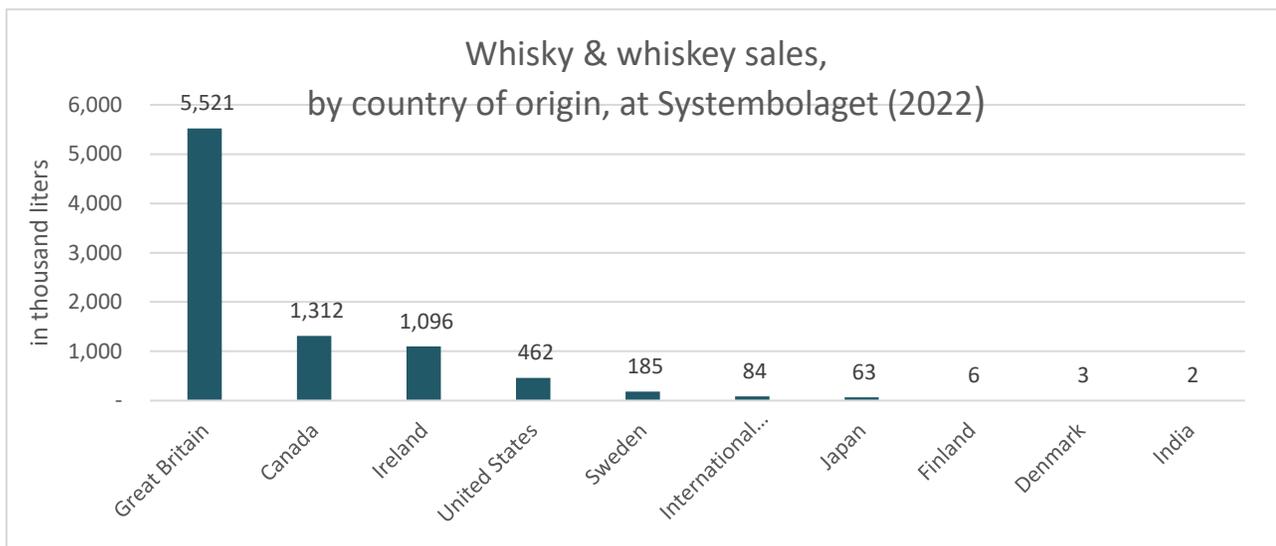


Source: Derived from [2022 Systembolaget statistics](#).

Whisky & Whiskey Sales

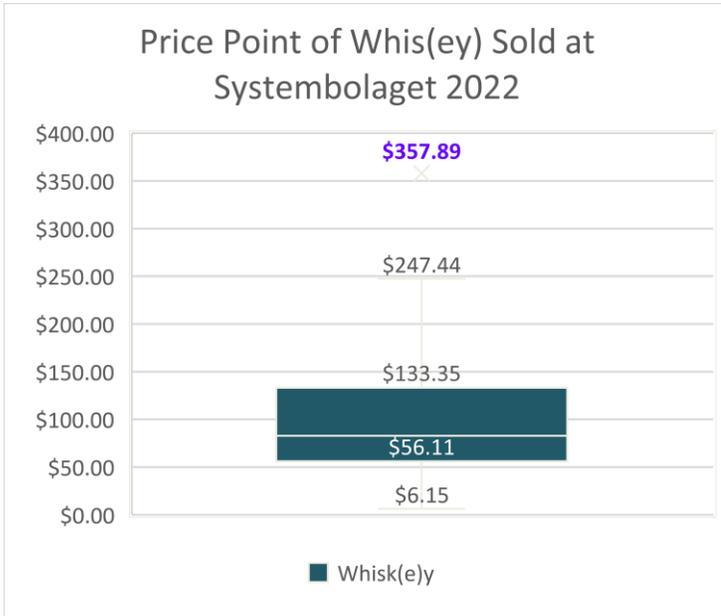
Swedish sales of whisky were dominated by Great Britain (5.5 million liters). Other large players in the market were Canada (1.3 million liters), Ireland (1.1 million liters), and the United States (0.5 million liters). The Price Point is shown in Figure 23.

Figure 22. Whisk(e)y Sales Volume



Source: Derived from [2022 Systembolaget statistics](#).

Figure 23. Whisk(e)y Price Point. Outliers have been excluded for this box plot. The colored part shows the spread in prices between the 25th and 75th percentile of the data, so the middle 50 percent. At the top and bottom are the minimum and maximum price (outliers excluded). The cross (“x”) marks the average price (printed in bold and purple). Exchange rate used: 1 Swedish Krona = \$0.0892.

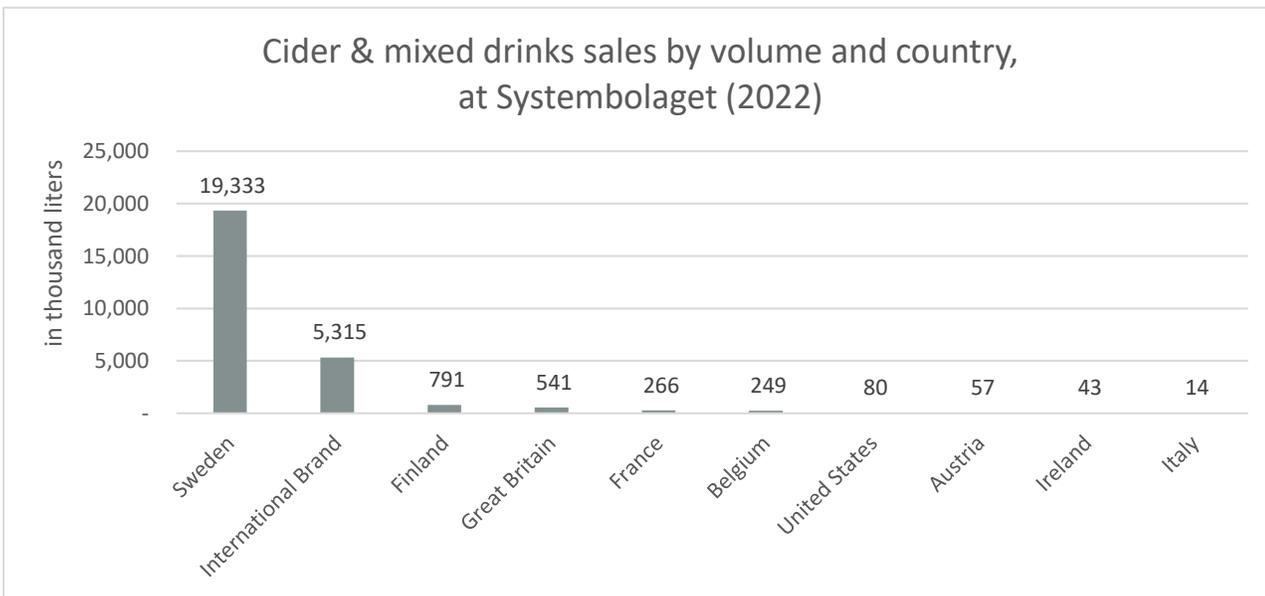


Source: Derived from [2022 Systembolaget statistics](#).

Cider & Mixed Drinks Sales

Cider & mixed drinks were mainly supplied by Swedish manufacturers (19.3 million liters). The United States supplied 0.08 million liters and was Systembolaget’s seventh largest supplier in 2022.

Figure 24. Cider & Mixed Drinks Sales Volume



Source: Derived from [2022 Systembolaget statistics](#).

Attachments:

No Attachments.