

The Swedish Wine market

By Jan Dworsky
Wines of Germany Sweden



Population June 2023: 10.54m*

Total wine sales through Systembolaget declined by 1% in volume and grew by 2% in value in 2023

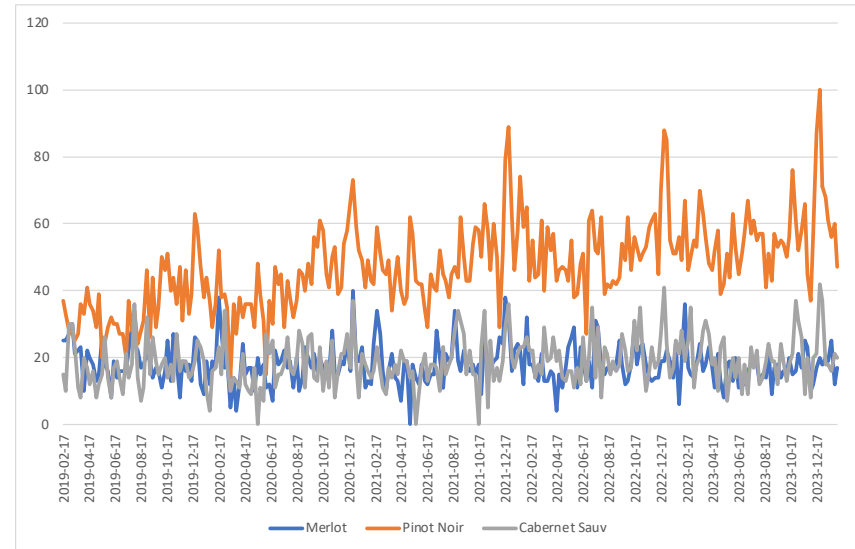
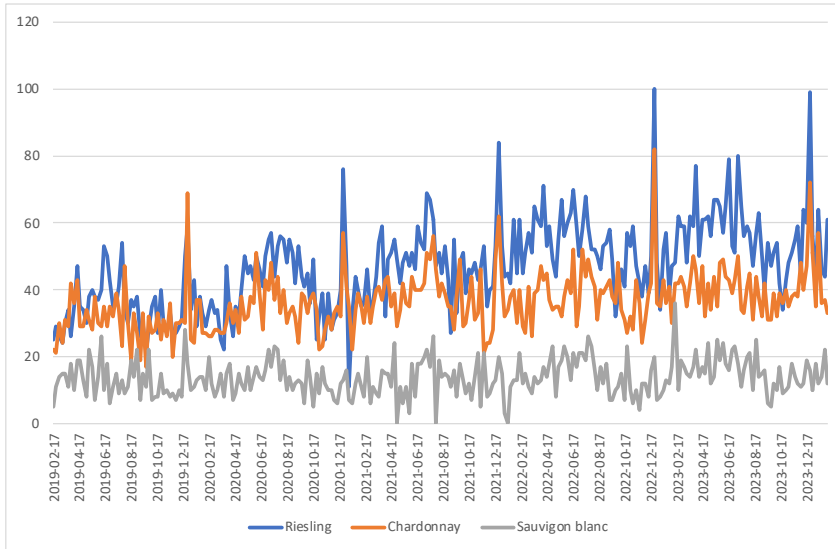
German wine sales through Systembolaget grew by 6% in volume and 12% in value for 2023 leaving the volume market share at 4.5% (4.2% 2022) and value share at 4.1% (3.7% 2022).

Source:

* <https://www.scb.se/hitta-statistik/sverige-i-siffror/manniskorna-i-sverige/sveriges-befolkning>

** <https://www.ekonomifakta.se/fakta/ekonomi/tillvaxt/bnp-per-capita>

Swedish trends by Google searches

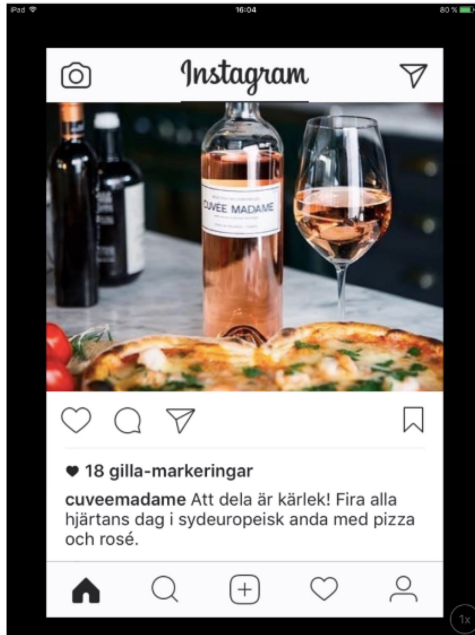
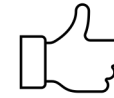
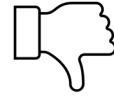


The Swedish alcohol market



- ✓ Alcoholic beverages below 3.5% can be purchased in grocery stores.
- ✓ Anything above 3.5% must be purchased at Systembolaget, through travel, direct imports or consumed at restaurants.
- ✓ Alcohol taxes – the tax for wine in the 8.5-15% bracket is SEK 29,58/liter (raised by 3kr 2024) and on top of that there is VAT of 25%.

Marketing is strictly regulated



Reviews is ok in advertising but 20-30 good reviews every week

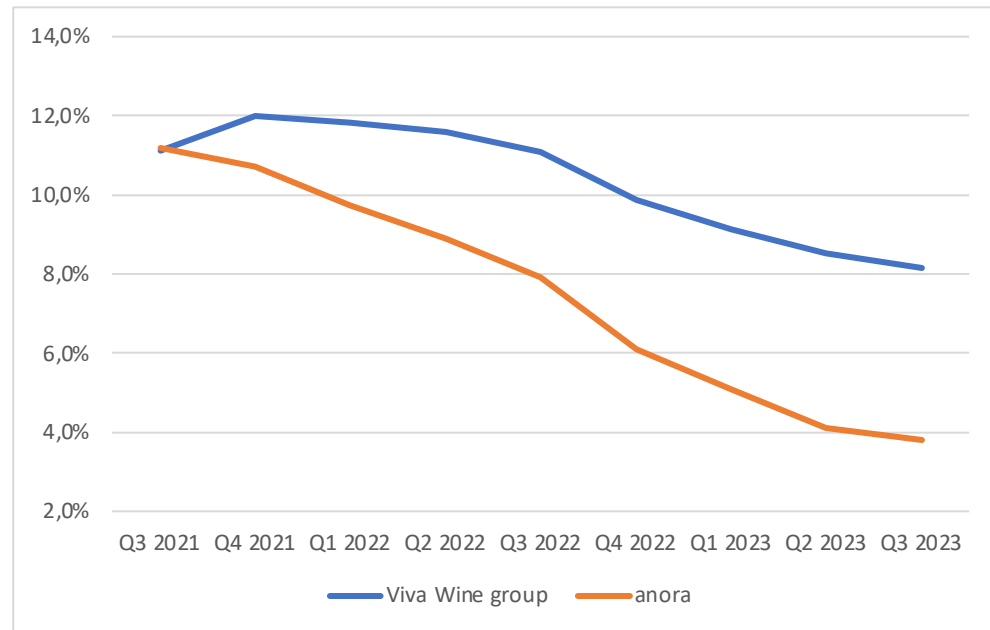


Wine importers under pressure



- Weak Swedish krona down 9% from end 2020 and prices at Systembolaget has only been raised by 6%. In addition, the tax on wine rose by 5% in 2023 and another 7% in January 2024 (29,58kr/liter).

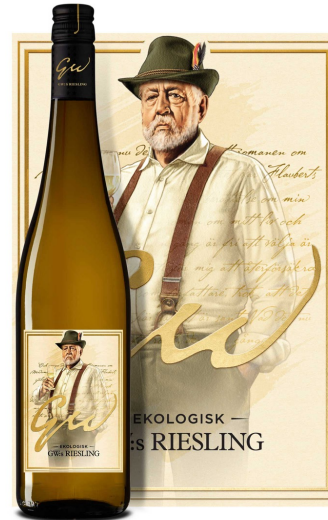
Profit margins have come down a lot for the two largest importers in Sweden (40% combined markeshare)



Celebrity wines popular

Build brand through popular celebrities – the segment as large as all German wine sales in 2023.

Recent celebrity launches with German Riesling.



How to reach the consumer



- ✓ By far the most important channel is Systembolaget (85%) – it must go through a Swedish importer.
- ✓ Not to forget the restaurant segment that can be a way into the market – in some cases the restaurants also have an import license.
- ✓ Direct imports by consumers is allowed but a small part of the market.

Systembolaget assortment



- ✓ 15,000 wines of which 1,744 in the fixed range, 1,843 in the temporary range and 10,873 in the available for order range. However, about 95% of sales volumes in the fixed range with 12% of products.
- ✓ Germany has 670 products listed (566 in 2022) of which 75 (66 2022) in the fixed range range representing 83% of sales volumes (65 white, 6 red, 1 rosé and 3 sparkling).

How to get into the fixed range



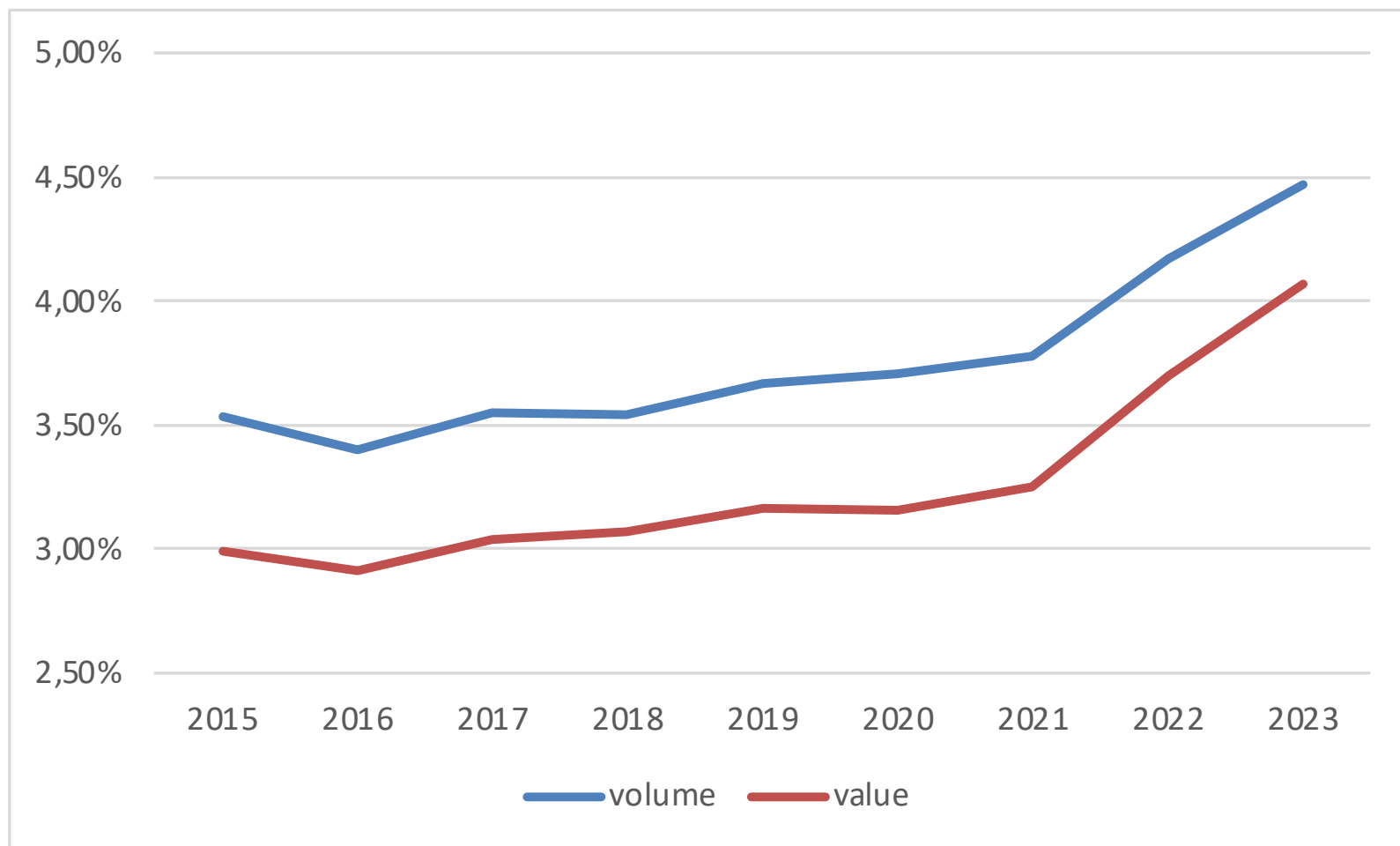
- ✓ Tenders – if a win, the position is for at least 9 months but if does not sell well enough in its defined price segment it's replaced.
- ✓ If it sells well enough in the available for order range, it can qualify for the fixed assortment. Example is Phillip Kuhn, one of three red wine fixed range listings, that entered that way in 2021.

Tenders for fixed range at SB



- ✓ 407-17 Start date: March 14, 2024 - Organic Pinot Noir, Price € 3,4-4,5/lightweight bottle 50,000 liters
- ✓ 407-23 Start date: March 14, 2024 - Organic Weissburgunder from Rheinhessen, Pfalz or Baden. 24,000 liters in light weight bottle €3,5-4,8 per bottle
- ✓ 494-28 Start date: June 13, 2024 - Rosé sparkling wine in 250 ml can
- ✓ 495-16 Start date: September 12, 2024 - Riesling from Nahe, 16,000 liters. €4-4,8 per bottle
- ✓ 495-11 Start date: September 12, 2024 - Pinot noir in pouch bags 40,000 liters. €4.6-6,0 per pouch bag of 1.5l
- ✓ 495-29 Start date: September 14, 2024 - Organic Pinot Noir Rosé from Rheingau, 25,000 liters. € 3-3,8 per liter

Marketshare trends for German wines



Position of German wines



- ✓ Germany is the 8th largest market with a volume share of 4,5% in 2023 (ranked 7 in value).
- ✓ A strong position within white wines where Germany ranks as number 4 with a share of 12,0% in 2023 (ranked 2 in value after France – number 4 in 2021).
- ✓ Large opportunity still to grow share across all categories but in particular red and rosé.
- ✓ The trend remains positive, and a Riesling is becoming the go to white wine in bars/restaurants.

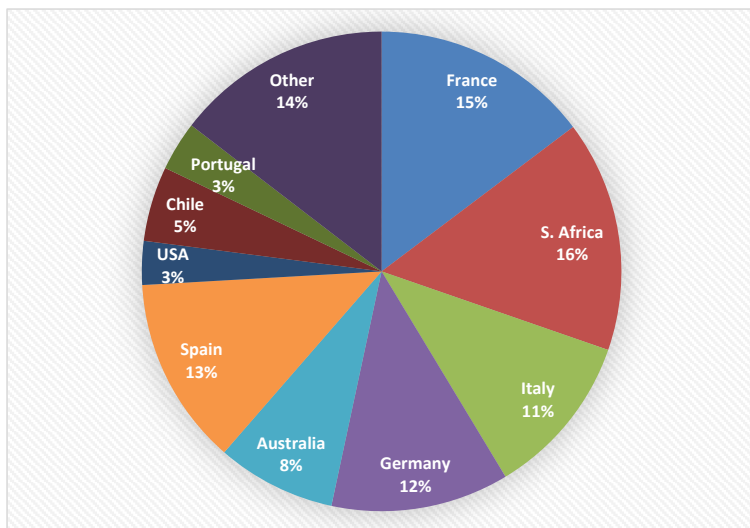
White wine sales (volume)



- German White wine sales grew by 5% in volume in 2023 well ahead of a flat market.
- German White wines defends a strong number 4 position with a share at 12.0% (number 2 in value after France).

Volume (000 liters)	2018	2019	2020	2021	2022	2023
France	9 329	9 749	11 052	11 698	10 906	10 264
S. Africa	11 296	10 953	12 317	11 864	11 345	10 878
Italy	8 378	8 012	8 519	8 200	7 548	7 704
Germany	6 682	6 779	7 365	7 437	8 010	8 372
Australia	6 529	5 951	5 980	5 685	5 094	5 604
Spain	5 033	5 517	6 515	7 282	8 220	8 856
USA	1 731	1 670	2 080	1 997	2 063	2 055
Chile	4 610	4 352	4 254	3 663	3 694	3 526
Portugal	1 169	1 763	2 394	2 509	2 275	2 320
Other	9 646	10 289	11 117	11 181	10 751	10 170
Total	64 402	65 033	71 593	71 515	69 907	69 749
Yoy growth %						
France	-1	4	13	6	-7	-6
S. Africa	4	-3	12	-4	-4	-4
Italy	-1	-4	6	-4	-8	2
Germany	2	1	9	1	8	5
Australia	-1	-9	0	-5	-10	10
Spain	7	10	18	12	13	8
USA	3	-4	25	-4	3	0
Chile	6	-6	-2	-14	1	-5
Portugal	163	51	36	5	-9	2
Other	5	7	8	1	-4	-5
Total	3	1	10	0	-2	0

Marketshare 2023



Source: Systembolaget sales statistics

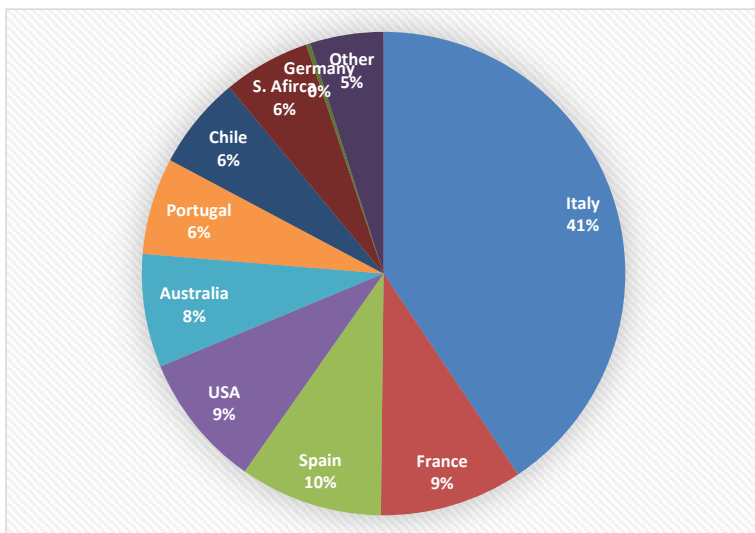
Red wine sales (volume)



- German Red wine grew by 34% in 2023 strongly outgrowing the market.
- The German market share at 0.3% has increased from extremely low levels. The value share is higher as there is limited presence in the low-end market.

Volume (000 liters)	2018	2019	2020	2021	2022	2023
Italy	38 680	38 405	40 495	39 963	39 311	38 421
France	8 663	9 327	10 020	9 860	10 014	9 046
Spain	11 475	11 152	11 374	10 942	10 014	9 046
USA	7 487	7 841	8 937	8 756	8 567	8 498
Australia	7 559	8 439	8 107	7 049	6 929	7 173
Portugal	5 507	5 660	7 958	7 731	6 880	6 120
Chile	7 154	7 038	7 397	6 479	6 090	5 882
S. Afirca	7 300	6 156	5 891	5 679	5 176	5 504
Germany	61	96	116	144	200	268
Other	3 996	4 433	5 015	5 062	4 159	4 640
Total	97 884	98 545	105 310	101 665	97 339	94 598
YoY growth %						
Italy	-4	-1	5	-1	-2	-2
France	0	8	7	-2	2	-10
Spain	-1	-3	2	-4	-8	-10
USA	0	5	14	-2	-2	-1
Australia	-6	12	-4	-13	-2	4
Portugal	6	3	41	-3	-11	-11
Chile	-5	-2	5	-12	-6	-3
S. Afirca	-6	-16	-4	-4	-9	6
Germany	-12	57	20	24	39	34
Other	1	11	13	1	-18	12
Total	-3	1	7	-3	-4	-3

Marketshare 2023



Source: Systembolaget sales statistics

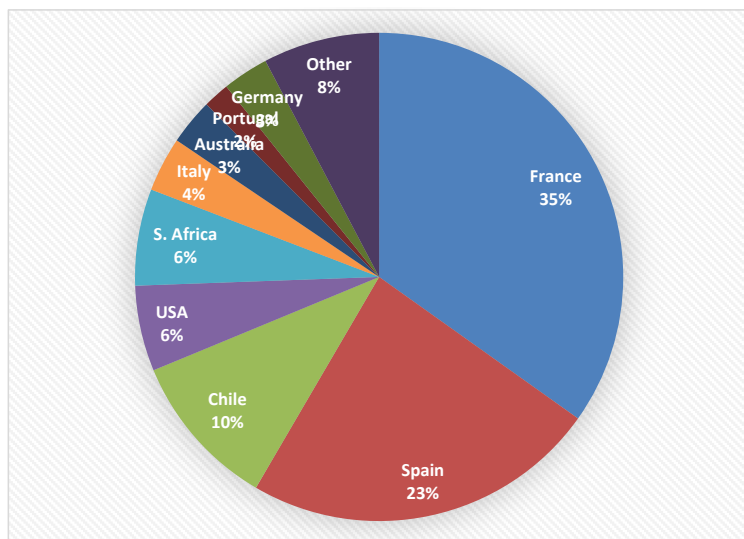
Rosé wine sales (volume)



- German Rosé wine sales in volume grew by 13% in 2023 outgrowing the market.
- The German market share at 3,2% has increased from 0% in 2018.

Volume (000 liters)	2018	2019	2020	2021	2022	2023
France	4 752	4 727	6 216	6 425	6 102	6 264
Spain	2 076	1 810	2 750	3 118	3 254	4 238
Chile	2 213	2 081	2 732	2 413	2 462	1 859
USA	2 331	1 701	1 789	1 328	1 166	1 019
S. Africa	1 774	1 559	1 584	1 345	1 149	1 151
Italy	1 039	776	800	949	750	651
Australia	1 265	793	640	806	633	548
Portugal	312	388	457	428	329	312
Germany	15	234	507	525	486	549
Other	930	1 581	1 857	1 980	1 750	1 386
Total	16 691	15 415	18 825	18 792	17 595	17 428
YoY growth %						
France	15	-1	31	3	-5	3
Spain	29	-13	52	13	4	30
Chile	4	-6	31	-12	2	-25
USA	-4	-27	5	-26	-12	-13
S. Africa	22	-12	2	-15	-15	0
Italy	30	-25	3	19	-21	-13
Australia	73	-37	-19	26	-21	-13
Portugal	1	24	18	-6	-23	-5
Germany	167	1461	117	4	-7	13
Other	4	70	17	7	-12	-21
Total	15	-8	22	0	-6	-1

Marketshare 2023



Source: Systembolaget sales statistics

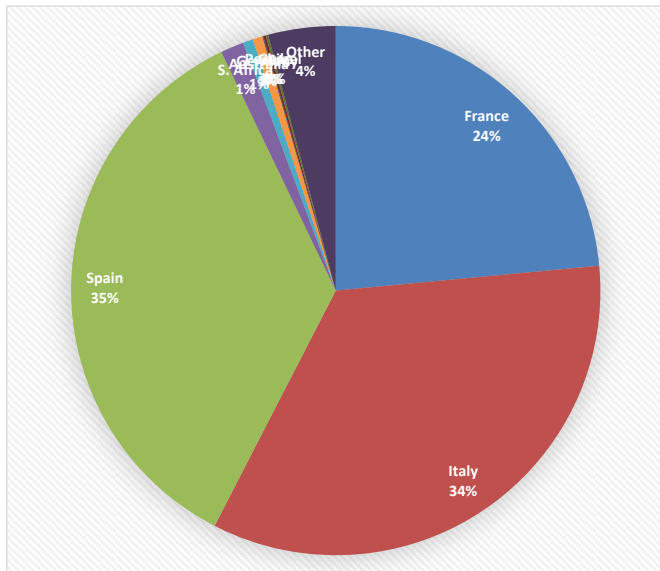
Sparkling wine sales (volume)



- German Sparkling wine sales back to growth.
- The German market share is only 0,6%.

Volume (000 liters)	2018	2019	2020	2021	2022	2023
France	4 372	4 577	4 827	5 686	5 755	5 759
Italy	8 350	8 744	9 515	10 024	9 208	8 349
Spain	4 273	5 064	5 951	7 022	7 610	8 655
S. Africa	361	405	441	489	372	350
Australia	247	320	396	174	89	152
Germany	386	350	201	142	110	147
USA	39	35	14	10	12	12
Portugal	1	4	14	29	47	40
Chile	80	15	7	45	54	33
Other	1 017	919	836	946	1 031	1 010
Total	19 128	20 432	22 202	24 566	24 288	24 507
YoY growth %						
France	5	5	5	18	1	0
Italy	15	5	9	5	-8	-9
Spain	22	19	18	18	8	14
S. Africa	140	12	9	11	-24	-6
Australia	296	29	24	-56	-49	71
Germany	1	-9	-43	-29	-22	33
USA	719	-11	-59	-33	22	1
Portugal	-44	233	256	101	64	-14
Chile	-45	-82	-55	586	19	-38
Other	-7	-10	-9	13	9	-2
Total	14	7	9	11	-1	1

Marketshare 2023



Source: Systembolaget sales statistics

German sales by price point



Strong growth in the mid to high end segments.

Highest market share in the 101-149kr range.

	Value (SEKm)		Volume (litre)		Market share value		Market share volume	
	2023	chg %	2023	chg %	2023	2022	2023	2022
< 81kr	249	6%	3 801 078	-1%	4,96%	4,80%	5,29%	5,17%
81-100 kr	126	-19%	1 358 816	-19%	2,80%	3,82%	2,73%	3,93%
101-149 kr	372	29%	3 093 852	28%	5,36%	4,11%	5,58%	4,13%
150-250 kr	189	17%	1 038 927	16%	3,93%	3,85%	3,95%	3,98%
>250 kr	56	31%	174 068	39%	1,82%	1,45%	2,20%	1,77%
Total	992	12%	9 466 740	6%	4,07%	3,20%	4,48%	3,70%
Source: Systembolaget sales statistics								

Red wine is a big opportunity



- ✓ German Pinor Noir – value for money versus increasingly expensive Bourgogne.
- ✓ Grand Hotel the leading 5-star hotel in Sweden – 157 pages wine list with 8 pages German white wines, 21 pages of red Bourgogne and only three German red wines (0 two years ago).
- ✓ But a very positive trend with German red wine sales at Systembolaget up by 35% in 2023 (market negative).

To find the "right" importer is key



- ✓ Systembolaget must buy products through a Swedish importer/beverage supplier.
- ✓ The market has consolidated with two large groups VIVA and Anora controlling one third of the market. The top 50 importers controlling 92% of the market.
- ✓ **It's a joint effort to build a brand – producer needs to be involved in marketing.**

50 importers in Sweden – 92% ms



Name	Group	MS %
Giertz Vinimport AB	VIVA	10%
The Wine Team Global AB	VIVA	8%
Oenoforos AB	Oenofors	7%
Anora Sweden AB	Anora	4%
Fields Wine Co		3%
Arvid Nordqvist		3%
Enjoy Wine & Spirits AB	DiLucca	3%
Domaine Wines Sweden	Martin & Servera	3%
Wine Affair Scandinavia		3%
Spring Wine	Spendrups	3%
Hermansson & Co		2%
The Wine and Spirits Collective		2%
Nigab		2%
VCT Sweden AB		2%
Pernod Ricard Sweden AB		2%
Treasury Wine Estates		2%
Morningstar brands	VIVA	2%
Iconic Wines	VIVA	2%
Ward Wines		2%
Bibendum	Anora	2%

Name	Group	MS %
Tuesday Wine		2%
Winepartners Nordic	The Beverage Gro	2%
Lively Wines		1%
Henkell Freixenet		1%
Stellan Kramer		1%
Winemarket Nordic	VIVA	1%
Vinunic AB	Anora	1%
Nelex Beverage		1%
Johan Lidby Vinhandel		1%
The WineAgency Sweden	Anora	1%
Wine Detectives		1%
The Company of Urban Wines		1%
Vinia Sweden	Sigva	1%
Terrific Wines		1%
Carovin	oenofors	1%
Provinium		1%
Kiviks Musteri		1%
Sophonie AB		1%
WineWorld AB		1%
Moet Hennessy		1%
Tryffelsvinet		1%
Apricot		1%

Objectives 2024



Press

Media

1 000 Press cuttings, 10 of them are high quality Tier 1

Newsletter

+ 10% new subscribers

Digital

Instagram

25% more followers

Facebook

+5% more followers

Website

20% traffic increase

HoReCa

> 100 restaurants & importers at Riesling Weeks

Associations to partner with in 2024



The Swedish Sommelier Association



The Swedish Culinary Team



Market Data Sweden, 2024, © Wines of Germany



Activities overview 2024



Q1 - Q2

- Riesling Birthday
- Sweden Sommelier Championship
- Sommelier trip to Germany
- Media/influencer tasting event
- German Wine List of the Year, trade fair
- Riesling Weeks

Q3 – Q4

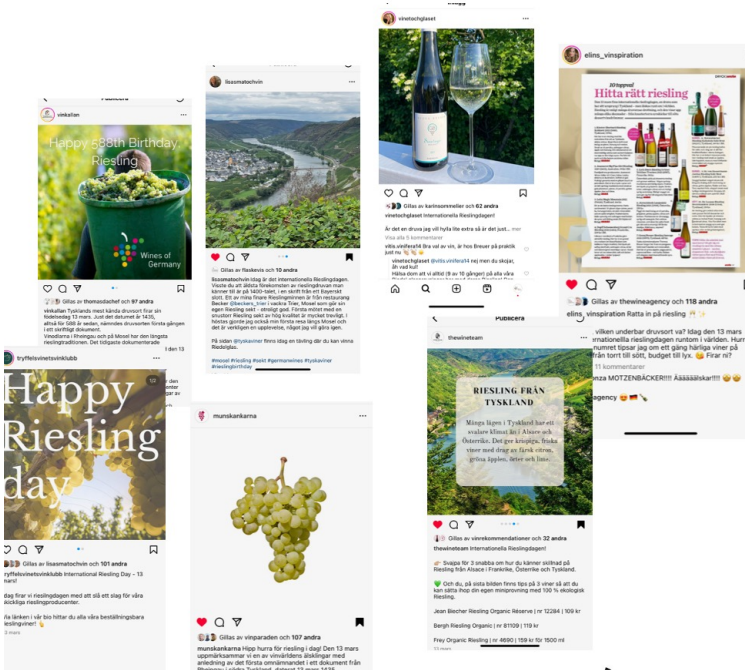
- POP-UP tasting Stockholm
- Sommelier tasting Malmö or Gothenburg
- Media/influencer tasting event
- Christmas open house

Riesling Birthday



We will celebrate the Riesling Birthday to engage the wine interested consumers in Sweden, journalists and the wine trade industry. We will do a creative online competition campaign to increase the number of followers at @tyskaviner.

- We will send a press release in late January 2024 to long lead media. Our core target media/influencers are lifestyle, food and beverage to highlight the birthday and we will send a reminder to short lead media, end of February.
- We will create an online quiz for sommeliers where they can test their knowledge about Riesling. The results will be used for content later in various channels.
- A social media competition about Riesling will be posted on our own channels to engage the followers and to gain new followers.



CHOOSE | SHARE | CARE

Market Data Sweden, 2024, © Wines of Germany



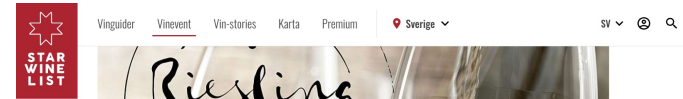
Riesling Weeks Campaign



For two weeks in June, we put Riesling on the spotlight in restaurants all over Sweden and the wine importers participate by giving nice discount on Riesling.

Our objective is to showcase the great variety of Riesling and create awareness for German wine. All participating restaurants gets an attractive kit of promotional material. This year we will increase the number of collaborate with some of the most popular restaurant guides. The consumers gets special Riesling offers, tailored Riesling menus, winemaker visits and masterclasses. Including this year:

- Advertising on social media including sponsoring posts
- Partnership with Star Wine List
- Engage restaurants and consumers with competitions
- Winemakers' dinners, tastings
- Marketing material; promotion site, stickers, tattoos, flyers, social media posts
- PR, ads/native in online media
- Influencer collaboration giving their best tips of Riesling.
- Competition for the sommelier and for end consumers.



Mellan 30 maj och 12 juni är det återigen dags att fira Riesling Weeks på restauranger och barer runt om i Sverige. Riesling är en av våra mest hyllade druvor och den förtjänar att firas rejält. Runt om i landet kan du därför under dessa veckor upptäcka nya och gamla riesling-favoriter på en mängd restauranger och vinbarer runt om i landet.



...år stora guide för att hitta alla ställen i Sverige där du kan prova under dessa veckor. Och spana också in vår specialguide till när du är i stan!
och fira Riesling Weeks med oss och Wines of Germany!

PRESENTERAS AV WINES OF GERMANY



German Wine List of the Year 2024



Star Wine List is a guide to great wine bars and wine restaurants across Sweden (also available in other countries). Every year they select the best wine list of the year and since 2022 Wines of Germany are a sponsor of a new category “Best German Wine list of the year”. Before the prize award, ceremony there is a trade exhibition and tasting where we partner with one of the importers in Sweden.

The objective of sponsoring this competition is to encourage more restaurants to add more German wines to their wine lists and to bring publicity to the restaurants that have a good offer of German wines. This is also a way to encourage more restaurants to participate in Riesling weeks which we saw was successful in both 2022 and 2023.

We believe to expand the offering of German wines in restaurants is important to increase awareness among consumers about the width and depth of German wines and for this to translate into consumers buying more German wines at Systembolaget.

Brand building at Sommelier SM



The Swedish Sommelier Association is the professional association for sommelier who works for raising the status of dining hall work in restaurants in general. Our collaboration with the Swedish Sommelier Association is part of our effort to broaden and deepen the knowledge of German wines to the trade industry and it is a partnership that gives us access to sommeliers and the professional wine education schools in Sweden.

With the sponsorship, Wines of Germany participates in the Sommelier-SM. Being on site during the Sommelier-SM is an excellent opportunity to market German wines.

Wines of Germany gets visibility on their website, newsletter, social media (Facebook & Instagram) and publicity at events and access to the Swedish champion for one event.

This is a great event to attend – it builds brand awareness and gives us an opportunity to network and build relationships with the important people in the wine industry.



Wines of Germany - Sverige
22 tim · 🌐

Emma Ziemann är Sveriges bästa sommelier! Igår vann hon Sommelier SM för andra året i rad och totalt tredje gången! grattis till Emma!

Grattis även till alla duktiga medtävlare. Wines of Germany är sponsor till Svenska Sommelierföreningen och Sommelier SM. Vi var givetvis på plats under finalen där vi tillsammans med TWS Collective visade upp vassa viner från Tyskland.



8



Sommelier events



In end May trip to Germany for seven of the key sommeliers in the Swedish market.

In the autumn, a masterclass for restaurant sommeliers in Gothenburg or Malmö.



Press & influencer events



Media publicity is a necessity to increase attention and brand awareness for German Wine. Over the past years we have seen a shift in the quality of the publicity. We get more in depth and overall, more publicity.

We will continue to educate journalists about German Wines, and not only talking about Riesling but also introduce them more to the different regions, organic and biodynamic wine, Germany as a wine country and a broader range of grapes.

We invite the media and wine influencers to a seminar and hold a tasting with a well know Swedish sommelier (and a wine writer). We have a wine maker from Germany present or broadcasting via zoom. Key topics are Spätburgunder, young generation winemakers (Generation Riesling), Sekt, biodynamic/ organic wine.

We taste about 15-20 different wines available at Systembolaget, or at HoReCa. Target group will be journalists, freelancer sommeliers/writers and wine influencers.

Press event in Q1



Press event in Q3





Pop-up tasting September/October

In 2022 we introduced Pop-up tasting to present German winemakers to the Swedish wine importers and we are planning for another Pop-up in the autumn in 2023.

These events are a very appreciated format where the importers are welcome to Prat PR's office for the tasting and get the opportunity to taste at their own pace. We open up the location for 2-3 days, and we also host individual meetings if the time slots doesn't work. The importers book a time slot that works best for them, and we offer them to taste between 20-40 different wines from different wine producers that are looking to find an importer in Sweden.

In 2024 we will ask the producers to make a short video (2-3 min) where they present their winery and the wines. This can also be used later to post on social media.



Christmas open house



This is a great opportunity to look back of what we have accomplished in 2024 and to present our plans for 2025 and together we will taste some great German Wine.

We will arrange an open house in December where we will invite all the Swedish wine importers, we have collaborated with during the year together with other important stakeholders such as our partners (sommeliers, educators, journalists and influencers) and key people from the German Chamber of Commerce, the Embassy and the German Tourist office.

This event has been highly appreciated and we believe it is a good way for us to continue strengthen our relationships and to enable us to spread the message about Germany as a great wine country.

Our aim is to try to hold this event at the German Embassy.



Publicity in social media

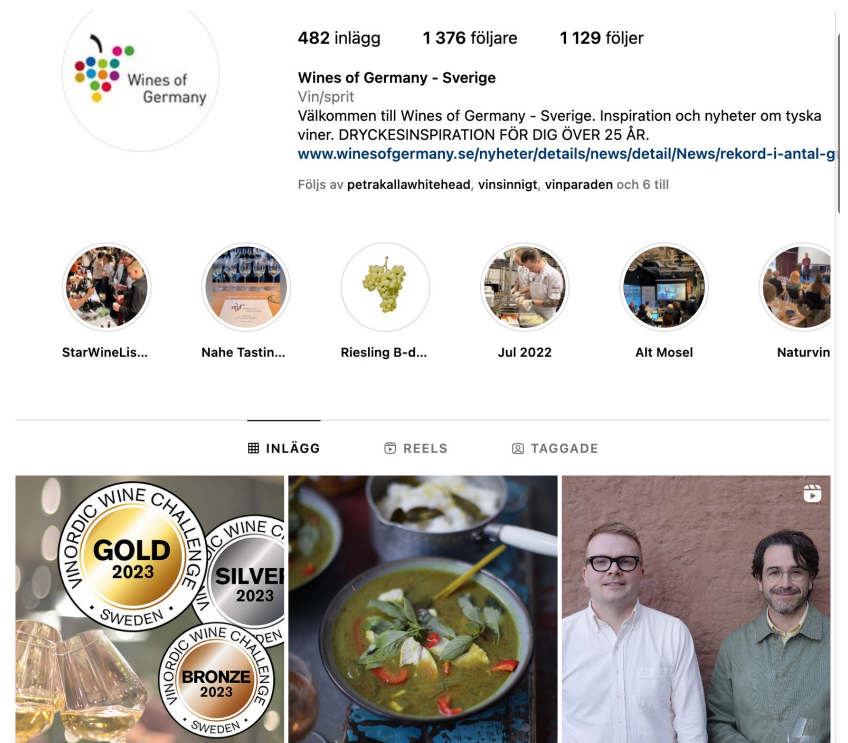


Our priority target groups sommelier and wine interested consumers are very active on social media, especially Instagram.

We will increase our awareness – we believe that we have the biggest opportunities to influence decisionmakers is by creating an engaging content. We will make sure we follow all relevant wine influencers, restaurants, importers.

Our content calendar include:

- Competitions
- Presentation of the different wine regions
- German wine launched at Systembolaget (BS, FS)
- Wine makers portraits
- Events and happenings in Sweden (awards, tastings, masterclasses..)





Thank you