

# Market Report

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Sweden, April 2026  
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# Swedish market

- Population Dec 2025: 10.6m\*
- Total wine sales through Systembolaget declined by 4% in volume and declined by 2% in value in 2025. White wine volumes declined by 2%, Rosé by 5% while Red wines declined by 5%.
- German wine sales through Systembolaget grew by 2% in volume and 6% in value for 2025 leaving the volume market share at 5.1% (4.8% 2024) and value share at 4.7% (4.4% 2024).
- The market share rose within the white wine segment and in value Germany is now the second largest market.

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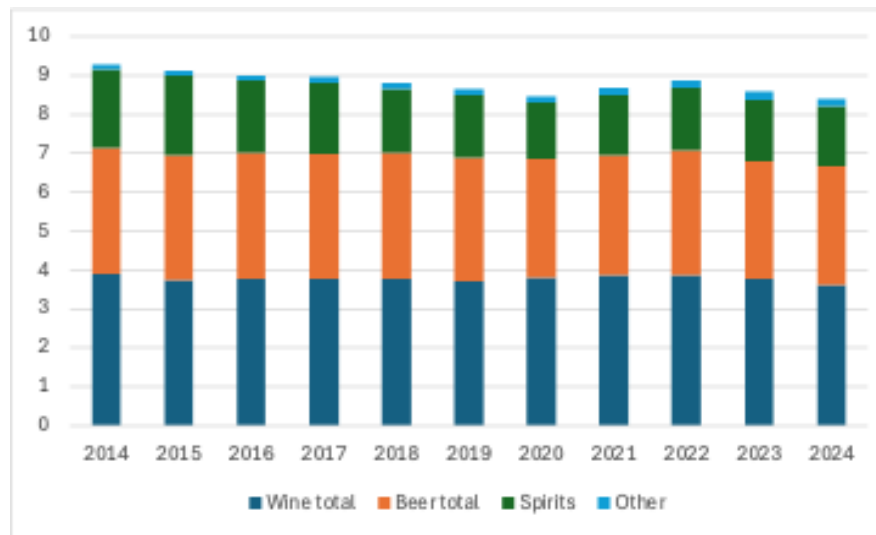
\* <https://www.scb.se/hitta-statistik/sverige-i-siffror/manniskorna-i-sverige/sveriges-befolkning>

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

# Alcohol consumption per capita

- The estimated alcohol consumption per capita has been steadily decreasing and amounted to 8,4 liters in 2024. However, in recent years it has only declined marginally.
- Wine make up 3,63 liters and has also decreased but to a much lesser extent leaving the share of consumption at 43% in 2024. Sales through Systembolaget make up 82% of wine consumed and restaurants 7%. Beer has also gained share and make up 36% while spirits have steadily decreased.

**Alcohol consumption per capita - per liter measured in 100% alcohol**



# Wine sales by segment

Red wine still largest but steadily declining.

Trend towards white, rosé and sparkling

Bag in box half the market but has reached its peak ?

Ecological share no longer outgrowing the market

Liter (000)	2018	2019	2020	2021	2022	2023	2024	2025
White Wine	64 402	65 033	71 593	71 515	69 907	69 749	70 420	68 902
Red Wine	97 884	98 545	105 310	101 665	97 339	94 598	91 406	86 443
Rose Wine	16 691	15 415	18 825	18 792	17 595	17 428	17 989	17 122
Sparkling Wine	19 128	20 432	22 202	24 566	24 288	24 507	24 446	24 299
Other Wine	5 587	5 569	5 942	6 061	5 804	5 709	5 431	5 186
Total	203 692	204 994	223 871	222 600	214 932	211 991	209 692	201 951
Bag-in-Box	103 799	103 458	116 241	113 080	109 265	108 295	106 518	100 054
Ecological	45 425	47 258	55 220	56 985	55 137	54 418	51 886	47 643
YoY growth %								
White Wine	3,3	1,0	10,1	-0,1	-2,2	-0,2	1,0	-2,2
Red Wine	-2,7	0,7	6,9	-3,5	-4,3	-2,8	-3,4	-5,4
Rose Wine	15,1	-7,6	22,1	-0,2	-6,4	-0,9	3,2	-4,8
Sparkling Wine	14,2	6,8	8,7	10,7	-1,1	0,9	-0,2	-0,6
Other Wine	3,5	-0,3	6,7	2,0	-4,3	-1,6	-4,9	-4,5
Total	2,1	0,6	9,2	-0,6	-3,4	-1,4	-1,1	-3,7
Bag-in-Box	1,5	-0,3	12,4	-2,7	-3,4	-0,9	-1,6	-6,1
Ecological	4,4	4,0	16,8	3,2	-3,2	-1,3	-4,7	-8,2

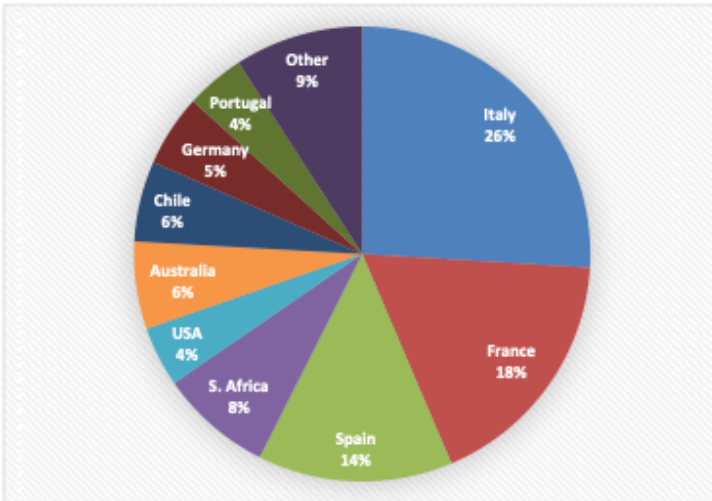
# Wine sales by market

- German wine volumes grew by 2% in 2025 outgrowing the market for the sixth year running
- The German market share at 5.1% has increased from 3.5% in 2018.

Volume (000 liters)	2018	2019	2020	2021	2022	2023	2024	2025
Italy	57 320	56 857	60 397	60 283	57 926	56 173	54 161	52 415
France	27 250	28 582	32 317	33 850	32 360	32 361	33 349	35 643
Spain	23 496	24 180	27 200	28 979	29 647	31 282	31 234	27 899
S. Africa	20 741	19 080	20 239	19 384	18 049	17 889	17 854	16 111
USA	11 606	11 264	12 827	12 097	11 813	11 586	11 173	8 636
Australia	15 601	15 503	15 123	13 717	12 748	13 479	13 045	12 550
Chile	14 058	13 484	14 389	12 600	12 300	11 300	11 336	11 564
<b>Germany</b>	<b>7 210</b>	<b>7 524</b>	<b>8 295</b>	<b>8 416</b>	<b>8 959</b>	<b>9 467</b>	<b>10 096</b>	<b>10 317</b>
Portugal	7 330	8 158	11 168	11 065	9 874	9 116	8 781	8 422
Other	19 081	20 362	21 916	22 210	21 255	19 338	18 664	18 395
Total	203 692	204 994	223 871	222 600	214 932	211 991	209 692	201 951
YoY growth %								
Italy	0	-1	6	0	-4	-3	-4	-3
France	3	5	13	5	-4	0	3	7
Spain	7	3	12	7	2	6	0	-11
S. Africa	2	-8	6	-4	-7	-1	0	-10
USA	0	-3	14	-6	-2	-2	-4	-23
Australia	1	-1	-2	-9	-7	6	-3	-4
Chile	-1	-4	7	-12	-2	-8	0	2
Portugal	17	11	37	-1	-11	-8	-4	-4
<b>Germany</b>	<b>2</b>	<b>4</b>	<b>10</b>	<b>1</b>	<b>6</b>	<b>6</b>	<b>7</b>	<b>2</b>
Other	2	7	8	1	-4	-9	-3	-1
Total	2	1	9	-1	-3	-1	-1	-4

Source: Systembolaget sales statistics

## Market share 2025

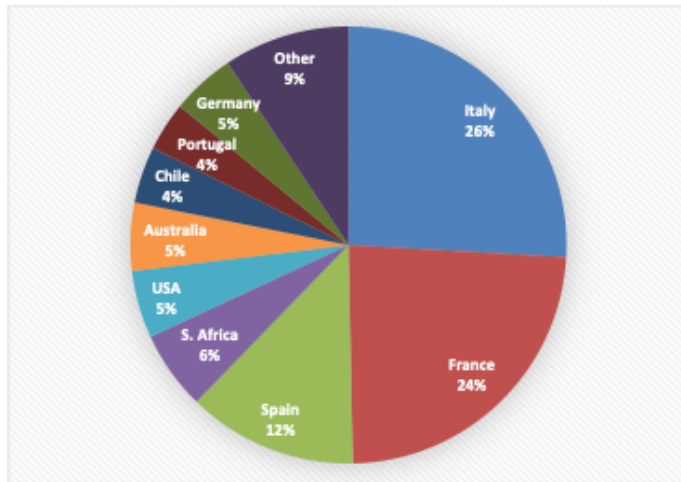


# Wine sales by market

- German wine sales in value grew by 6% in 2025 to SEK 1151m (EUR 110m) ahead of the market which declined by 2%.
- The German value market share at 4.7% has increased from 3.1% in 2018. Strong growth in the mid to high end has contributed to the value share gain.

Value (SEKm)	2018	2019	2020	2021	2022	2023	2024	2025
Italy	5 969	6 062	6 502	6 624	6 487	6 476	6 443	6 322
France	3 937	4 244	4 841	5 301	5 252	5 277	5 439	5 811
Spain	2 114	2 273	2 589	2 811	2 951	3 228	3 370	3 077
S. Africa	1 586	1 515	1 617	1 548	1 469	1 491	1 551	1 421
USA	1 220	1 234	1 445	1 422	1 443	1 489	1 525	1 219
Australia	1 344	1 368	1 367	1 240	1 169	1 286	1 279	1 230
Chile	1 110	1 066	1 147	1 004	994	969	1 006	1 022
Portugal	646	749	1 009	1 018	940	917	922	888
<b>Germany</b>	<b>626</b>	<b>670</b>	<b>740</b>	<b>782</b>	<b>884</b>	<b>992</b>	<b>1 088</b>	<b>1 151</b>
Other	1 867	2 018	2 217	2 307	2 311	2 268	2 289	2 281
Total	20 419	21 198	23 473	24 057	23 900	24 393	24 912	24 422
YoY growth %								
Italy	5	2	7	2	-2	0	-1	-2
France	7	8	14	10	-1	0	3	7
Spain	12	8	14	9	5	9	4	-9
S. Africa	5	-4	7	-4	-5	2	4	-8
USA	4	1	17	-2	1	3	2	-20
Australia	1	2	0	-9	-6	10	0	-4
Chile	0	-4	8	-12	-1	-3	4	2
Portugal	17	16	35	1	-8	-2	0	-4
<b>Germany</b>	<b>6</b>	<b>7</b>	<b>10</b>	<b>6</b>	<b>13</b>	<b>12</b>	<b>10</b>	<b>6</b>
Other	3	8	10	4	0	-2	1	0
Total	5	4	11	2	-1	2	2	-2

## Market share 2025



Source: Systembolaget sales statistics

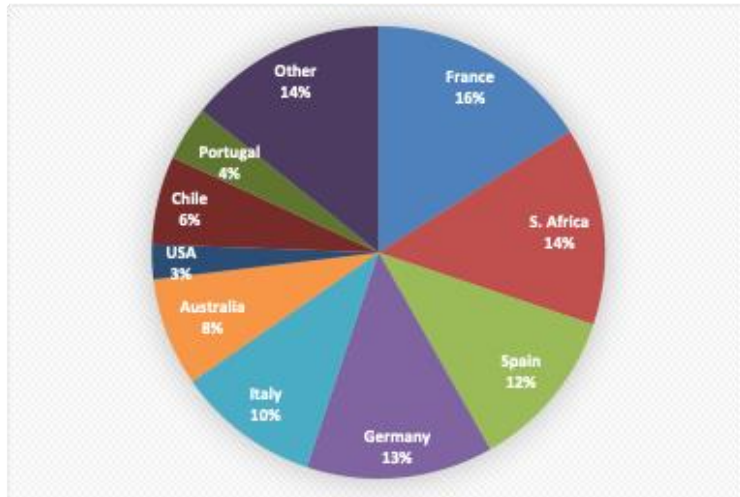
# White wine sales by market (vol)

- German White wine sales grew by 3% in volume in 2025 strongly ahead of a market which declined by 2%
- Germany is now a clear number three in the market with a market share at 13,3% (10,3% in 2018)

Volume (000 liters)	2018	2019	2020	2021	2022	2023	2024	2025
France	9 329	9 749	11 052	11 698	10 906	10 264	10 524	11 028
S. Africa	11 296	10 953	12 317	11 864	11 345	10 878	10 528	9 752
Italy	8 378	8 012	8 519	8 200	7 548	7 704	7 585	7 037
<b>Germany</b>	<b>6 682</b>	<b>6 779</b>	<b>7 365</b>	<b>7 437</b>	<b>8 010</b>	<b>8 372</b>	<b>8 950</b>	<b>9 192</b>
Australia	6 529	5 951	5 980	5 685	5 094	5 604	5 436	5 346
Spain	5 033	5 517	6 515	7 282	8 220	8 856	8 779	8 009
USA	1 731	1 670	2 080	1 997	2 063	2 055	2 184	1 707
Chile	4 610	4 352	4 254	3 663	3 694	3 526	3 927	4 364
Portugal	1 169	1 763	2 394	2 509	2 275	2 320	2 579	2 670
Other	9 646	10 289	11 117	11 181	10 751	10 170	9 927	9 797
Total	64 402	65 033	71 593	71 515	69 907	69 749	70 420	68 902
Yoy growth %								
France	-1	4	13	6	-7	-6	3	5
S. Africa	4	-3	12	-4	-4	-4	-3	-7
Italy	-1	-4	6	-4	-8	2	-2	-7
<b>Germany</b>	<b>2</b>	<b>1</b>	<b>9</b>	<b>1</b>	<b>8</b>	<b>5</b>	<b>7</b>	<b>3</b>
Australia	-1	-9	0	-5	-10	10	-3	-2
Spain	7	10	18	12	13	8	-1	-9
USA	3	-4	25	-4	3	0	6	-22
Chile	6	-6	-2	-14	1	-5	11	11
Portugal	163	51	36	5	-9	2	11	4
Other	5	7	8	1	-4	-5	-2	-1
Total	3	1	10	0	-2	0	1	-2

Source: Systembolaget sales statistics

## Market share 2025



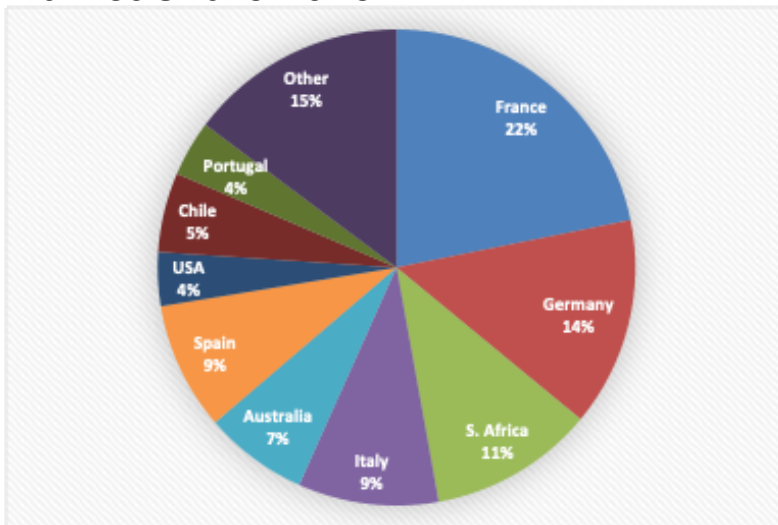
# White wine sales by market (val)

- German White wine sales in value grew by 6% in 2025 to SEK 1,015m (EUR 95m) ahead of market which was unchanged.
- The German value market share grew to 14,2% (10,2% 2018) and is now a clear number two in the market trailing France

Value (SEKm)	2018	2019	2020	2021	2022	2023	2024	2025
France	1 158	1 239	1 409	1 519	1 484	1 423	1 479	1 560
S. Africa	797	801	890	853	846	832	853	800
Italy	674	662	708	693	652	703	713	680
<b>Germany</b>	<b>565</b>	<b>591</b>	<b>654</b>	<b>686</b>	<b>780</b>	<b>865</b>	<b>957</b>	<b>1 015</b>
Australia	543	509	509	478	443	511	503	503
Spain	341	383	457	499	575	642	669	621
USA	189	193	243	250	277	298	329	261
Chile	360	338	339	291	297	302	349	387
Portugal	91	144	203	221	209	221	259	271
Other	864	935	1 021	1 051	1 056	1 043	1 067	1 056
Total	5 582	5 795	6 434	6 541	6 620	6 839	7 177	7 155
Yoy growth %								
France	2	7	14	8	-2	-4	4	6
S. Africa	5	1	11	-4	-1	-2	3	-6
Italy	6	-2	7	-2	-6	8	1	-5
<b>Germany</b>	<b>6</b>	<b>5</b>	<b>11</b>	<b>5</b>	<b>14</b>	<b>11</b>	<b>11</b>	<b>6</b>
Australia	0	-6	0	-6	-7	15	-2	0
Spain	10	12	19	9	15	12	4	-7
USA	9	2	26	3	11	7	10	-21
Chile	7	-6	0	-14	2	1	16	11
Portugal	114	58	41	9	-5	6	17	5
Other	7	8	9	3	0	-1	2	-1
Total	6	4	11	2	1	3	5	0

Source: Systembolaget sales statistics

## Market share 2025

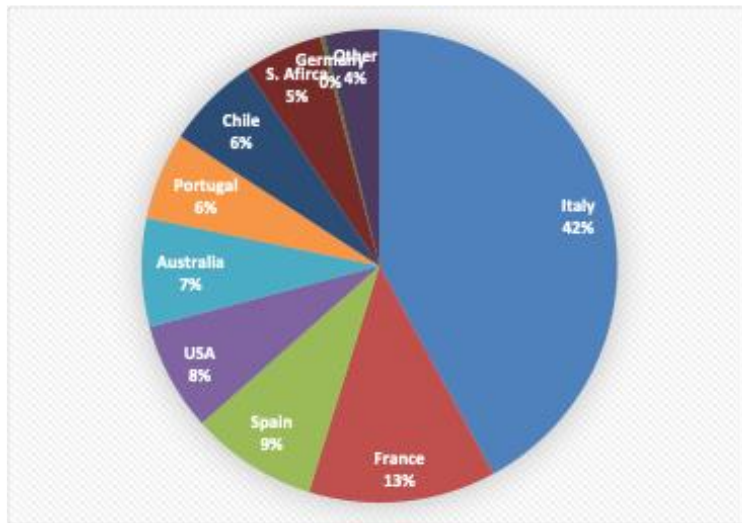


# Red wine sales by market (vol)

- German Red wine sales in volume declined by 5% in 2025 in line with the market
- The German market share at 0.3% has increased from extremely low levels.
- Very limited presence in the low end of the market

Volume (000 liters)	2018	2019	2020	2021	2022	2023	2024	2025
Italy	38 680	38 405	40 495	39 963	39 311	38 421	37 217	36 342
France	8 663	9 327	10 020	9 860	9 450	9 937	10 400	11 028
Spain	11 475	11 152	11 374	10 942	10 014	9 046	8 549	7 463
USA	7 487	7 841	8 937	8 756	8 567	8 498	8 208	6 414
Australia	7 559	8 439	8 107	7 049	6 929	7 173	6 638	6 403
Portugal	5 507	5 660	7 958	7 731	6 880	6 120	5 559	5 151
Chile	7 154	7 038	7 397	6 479	6 090	5 882	5 733	5 509
S. Afirca	7 300	6 156	5 891	5 679	5 176	5 504	5 700	4 671
<b>Germany</b>	<b>61</b>	<b>96</b>	<b>116</b>	<b>144</b>	<b>200</b>	<b>268</b>	<b>240</b>	<b>228</b>
Other	3 996	4 433	5 015	5 062	4 723	3 750	3 162	3 235
<b>Total</b>	<b>97 884</b>	<b>98 545</b>	<b>105 310</b>	<b>101 665</b>	<b>97 339</b>	<b>94 598</b>	<b>91 406</b>	<b>86 443</b>
YoY growth %								
Italy	-4	-1	5	-1	-2	-2	-3	-2
France	0	8	7	-2	-4	5	5	6
Spain	-1	-3	2	-4	-8	-10	-5	-13
USA	0	5	14	-2	-2	-1	-3	-22
Australia	-6	12	-4	-13	-2	4	-7	-4
Portugal	6	3	41	-3	-11	-11	-9	-7
Chile	-5	-2	5	-12	-6	-3	-3	-4
S. Afirca	-6	-16	-4	-4	-9	6	4	-18
<b>Germany</b>	<b>-12</b>	<b>57</b>	<b>20</b>	<b>24</b>	<b>39</b>	<b>34</b>	<b>-10</b>	<b>-5</b>
Other	1	11	13	1	-7	-21	-16	2
<b>Total</b>	<b>-3</b>	<b>1</b>	<b>7</b>	<b>-3</b>	<b>-4</b>	<b>-3</b>	<b>-3</b>	<b>-5</b>

## Market share 2025

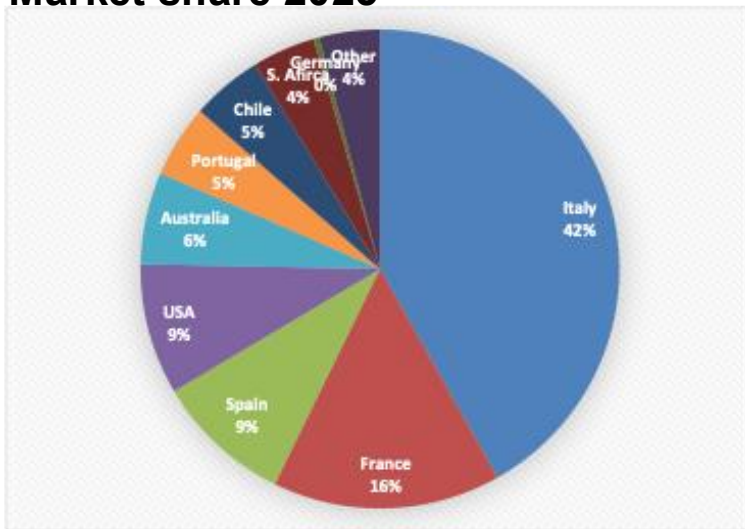


# Red wine sales by market (val)

- German Red wine sales was unchanged in value in a market that was down by 4%.
- The German value market share is still small but has grown from 0.0% in 2015 to 0.4% in 2025

Value (SEKm)	2018	2019	2020	2021	2022	2023	2024	2025
Italy	3 984	4 052	4 338	4 363	4 357	4 346	4 343	4 280
France	1 103	1 218	1 339	1 390	1 368	1 401	1 464	1 576
Spain	1 044	1 049	1 120	1 130	1 095	1 051	1 029	944
USA	844	898	1 053	1 059	1 064	1 094	1 119	905
Australia	685	761	760	678	664	707	674	637
Portugal	460	496	689	672	615	579	546	503
Chile	587	581	616	538	504	510	515	491
S. Afirca	585	526	524	503	462	493	518	436
<b>Germany</b>	<b>8</b>	<b>13</b>	<b>17</b>	<b>22</b>	<b>30</b>	<b>41</b>	<b>39</b>	<b>39</b>
Other	367	413	483	510	498	444	411	419
Total	9 666	10 008	10 938	10 867	10 657	10 667	10 659	10 230
YoY growth %								
Italy	0	2	7	1	0	0	0	-1
France	4	10	10	4	-2	2	4	8
Spain	4	1	7	1	-3	-4	-2	-8
USA	3	6	17	1	0	3	2	-19
Australia	-5	11	0	-11	-2	7	-5	-5
Portugal	11	8	39	-2	-8	-6	-6	-8
Chile	-3	-1	6	-13	-6	1	1	-5
S. Afirca	-2	-10	0	-4	-8	7	5	-16
<b>Germany</b>	<b>-7</b>	<b>58</b>	<b>26</b>	<b>32</b>	36	35	-4	0
Other	-4	13	17	6	-2	-11	-7	2
Total	1	4	9	-1	-2	0	0	-4

## Market share 2025

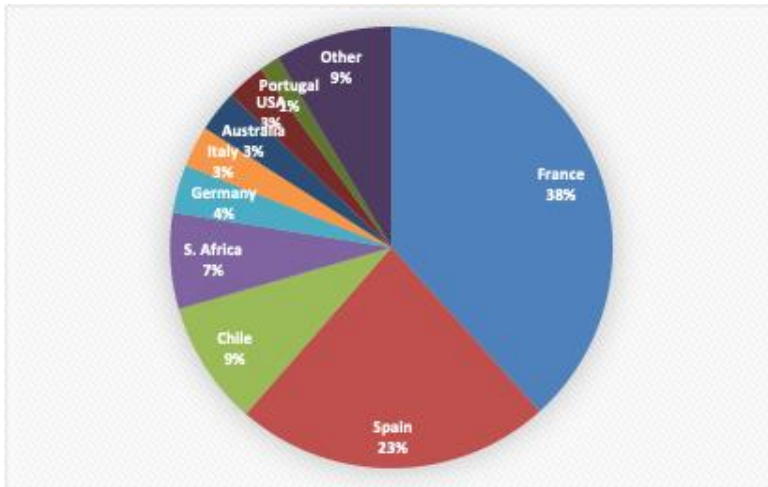


# Rosé wine sales by market (vol)

- German Rosé wine sales in volume declined by 2% in 2025 in a market that was down by 5%
- The German market share at 3.6% has increased from 0.1% in 2018 and is now a clear number five in the market.

Volume (000 liters)	2018	2019	2020	2021	2022	2023	2024	2025
France	4 752	4 727	6 216	6 425	6 102	6 264	6 395	6 798
Spain	2 076	1 810	2 750	3 118	3 254	4 238	4 782	4 099
Chile	2 213	2 081	2 732	2 413	2 462	1 859	1 656	1 613
USA	2 331	1 701	1 789	1 328	1 166	1 019	774	503
S. Africa	1 774	1 559	1 584	1 345	1 149	1 151	1 262	1 250
Italy	1 039	776	800	949	750	651	518	537
Australia	1 265	793	640	806	633	548	644	539
Portugal	312	388	457	428	329	312	317	264
<b>Germany</b>	<b>15</b>	<b>234</b>	<b>507</b>	<b>525</b>	<b>486</b>	<b>549</b>	<b>634</b>	<b>624</b>
Other	930	1 581	1 857	1 980	1 750	1 386	1 639	1 518
Total	16 691	15 415	18 825	18 792	17 595	17 428	17 989	17 122
YoY growth %								
France	15	-1	31	3	-5	3	2	6
Spain	29	-13	52	13	4	30	13	-14
Chile	4	-6	31	-12	2	-25	-11	-3
USA	-4	-27	5	-26	-12	-13	-24	-35
S. Africa	22	-12	2	-15	-15	0	10	-1
Italy	30	-25	3	19	-21	-13	-20	4
Australia	73	-37	-19	26	-21	-13	18	-16
Portugal	1	24	18	-6	-23	-5	2	-17
<b>Germany</b>	<b>167</b>	<b>1461</b>	<b>117</b>	<b>4</b>	<b>-7</b>	<b>13</b>	<b>15</b>	<b>-2</b>
Other	4	70	17	7	-12	-21	18	-7
Total	15	-8	22	0	-6	-1	3	-5

## Market share 2025



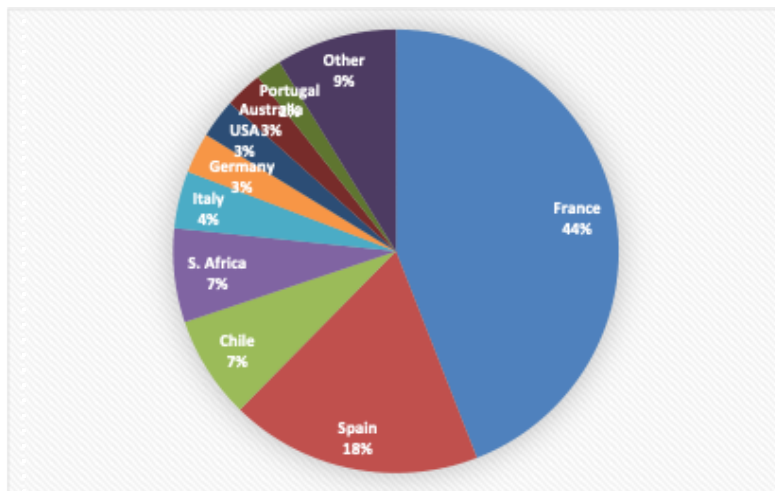
# Rosé wine sales by market (val)

- German Rosé wine sales in value rose by 12% in 2025 to SEK 52m (EUR 4.5m) ahead of the market down by 3%.
- The German value market share has now reached 3,0%

Value (SEKm)	2018	2019	2020	2021	2022	2023	2024	2025
France	504	509	679	688	670	708	731	775
Spain	162	145	203	226	235	310	374	321
Chile	153	145	191	168	186	152	138	132
USA	180	135	146	111	99	95	75	50
S. Africa	158	137	144	127	110	114	123	120
Italy	99	79	85	101	84	78	69	73
Australia	92	62	52	61	49	44	57	48
Portugal	28	37	42	41	33	34	39	33
<b>Germany</b>	<b>2</b>	<b>15</b>	<b>30</b>	<b>33</b>	<b>33</b>	<b>40</b>	<b>46</b>	<b>52</b>
Other	92	134	154	161	157	133	152	154
Total	1 467	1 383	1 697	1 683	1 623	1 669	1 757	1 707
YoY growth %								
France	22	1	33	1	-3	6	3	6
Spain	29	-11	40	11	4	32	21	-14
Chile	2	-5	32	-12	10	-18	-9	-4
USA	0	-25	8	-24	-11	-4	-21	-33
S. Africa	25	-13	5	-12	-13	4	8	-2
Italy	32	-20	8	18	-17	-7	-12	7
Australia	65	-33	-16	18	-20	-9	29	-16
Portugal	2	34	15	-3	-20	2	14	-15
<b>Germany</b>	<b>157</b>	<b>581</b>	<b>103</b>	<b>8</b>	<b>-1</b>	<b>24</b>	<b>15</b>	<b>12</b>
Other	13	46	15	5	-2	-16	14	1
Total	19	-6	23	-1	-4	3	5	-3

Source: Systembolaget sales statistics

## Market share 2025

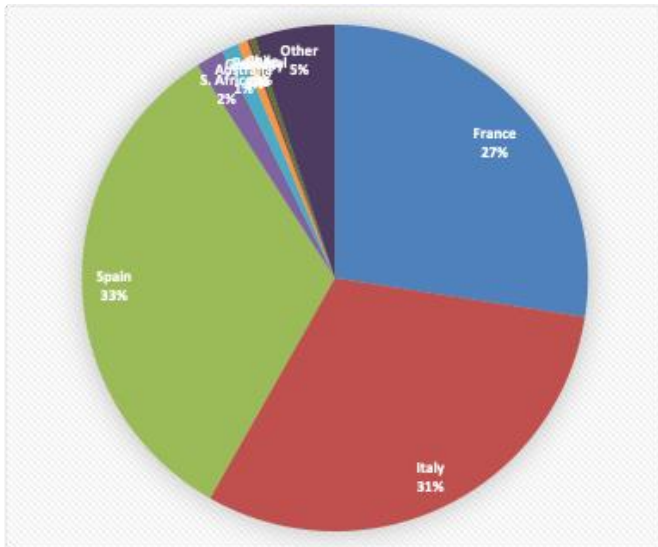


# Sparkling wine sales by market (vol)

- German Sparkling wine sales in volume rose by 6% in 2025
- The German market share is at 0,6%
- Market dominated by Spain, Italy and France

Volume (000 liters)	2018	2019	2020	2021	2022	2023	2024	2025
France	4 372	4 577	4 827	5 686	5 755	5 759	5 903	6 672
Italy	8 350	8 744	9 515	10 024	9 208	8 349	7 789	7 476
Spain	4 273	5 064	5 951	7 022	7 610	8 655	8 686	7 934
S. Africa	361	405	441	489	372	350	358	433
Australia	247	320	396	174	89	152	325	262
<b>Germany</b>	<b>386</b>	<b>350</b>	<b>201</b>	<b>142</b>	<b>110</b>	<b>147</b>	<b>142</b>	<b>150</b>
USA	39	35	14	10	12	12	6	12
Portugal	1	4	14	29	47	40	16	35
Chile	80	15	7	45	54	33	19	78
Other	1 017	919	836	946	1 031	1 010	1 201	1 246
Total	19 128	20 432	22 202	24 566	24 288	24 507	24 446	24 299
YoY growth %								
France	5	5	5	18	1	0	2	13
Italy	15	5	9	5	-8	-9	-7	-4
Spain	22	19	18	18	8	14	0	-9
S. Africa	140	12	9	11	-24	-6	2	21
Australia	296	29	24	-56	-49	71	115	-20
<b>Germany</b>	<b>1</b>	<b>-9</b>	<b>-43</b>	<b>-29</b>	<b>-22</b>	<b>33</b>	<b>-3</b>	<b>6</b>
USA	719	-11	-59	-33	22	1	-46	86
Portugal	-44	233	256	101	64	-14	-61	120
Chile	-45	-82	-55	586	19	-38	-42	303
Other	-7	-10	-9	13	9	-2	19	4
Total	14	7	9	11	-1	1	0	-1

## Market share 2025



Source: Systembolaget sales statistics

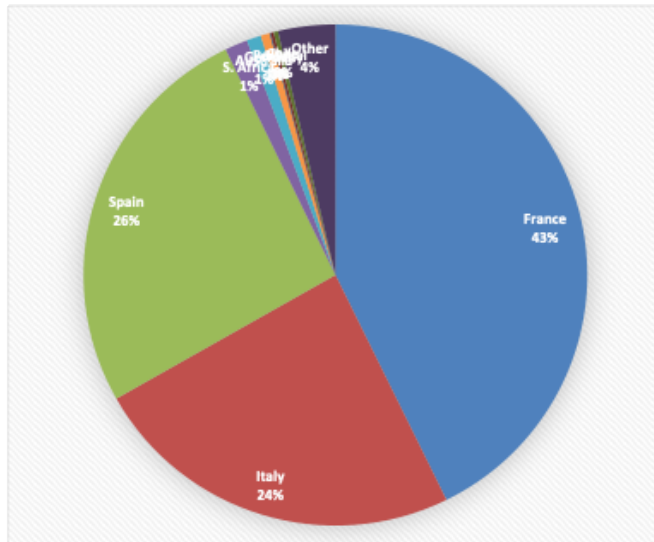
# Sparkling wine sales by market (val)

- German Sparkling wine sales in value grew by 1% in 2025 to SEK 25m (EUR 2.3m)
- The German value market share came in at 0.6%

Value (SEKm)	2018	2019	2020	2021	2022	2023	2024	2025
France	1 139	1 239	1 371	1 661	1 692	1 706	1 730	1 865
Italy	1 062	1 101	1 172	1 244	1 174	1 128	1 086	1 049
Spain	494	619	735	881	976	1 161	1 238	1 136
S. Africa	44	49	56	63	49	50	55	64
Australia	24	35	45	21	12	22	45	41
<b>Germany</b>	<b>43</b>	<b>42</b>	<b>24</b>	<b>18</b>	<b>19</b>	<b>26</b>	<b>25</b>	<b>25</b>
USA	5	6	2	1	2	3	1	3
Portugal	0	1	2	5	8	9	4	8
Chile	10	2	1	6	7	5	4	12
Other	106	100	100	116	129	135	154	160
Total	2 926	3 194	3 508	4 017	4 068	4 246	4 342	4 363
YoY growth %								
France	8	9	11	21	2	1	1	8
Italy	20	4	6	6	-6	-4	-4	-3
Spain	27	25	19	20	11	19	7	-8
S. Africa	88	10	15	13	-22	3	8	16
Australia	228	50	27	-53	-43	83	104	-10
<b>Germany</b>	<b>4</b>	<b>-1</b>	<b>-43</b>	<b>-24</b>	<b>5</b>	<b>36</b>	<b>-4</b>	<b>1</b>
USA	601	14	-66	-28	75	4	-41	100
Portugal	-51	788	105	145	60	4	-50	93
Chile	-39	-83	-63	857	18	-23	-35	251
Other	-4	-6	0	16	11	5	14	4
Total	16	9	10	14	1	4	2	0

Source: Systembolaget sales statistics

## Market share 2025



# German sales by region

	Value (SEKm)		Volume (litre)	
	2025	chg %	2025	chg %
Pfalz	398	12%	3 232 095	13%
Rheinhessen	196	7%	1 447 573	5%
Mosel	133	-3%	1 227 663	-7%
Rhein	66	-9%	843 552	-9%
Rheingau	121	8%	698 971	7%
Nahe	9	120%	42 761	156%
Baden	6	134%	29 133	190%
Franken	3	-27%	9 246	-29%
Ahr	1	268%	1 412	322%
Germany	218	1%	2 784 519	-5%
Total	1 151	6%	10 317 041	2%
Source: Systembolaget sales statistics				

# White wines by brand 2025

Name	Value			Volume	
	SEK (000)	grwth %	% share	Liter	% share
Tr3 Apor Halvtorr vitt vin	95 784	-4%	9,4%	1 443 984	15,7%
R Riesling Organic	51 671	22%	5,1%	521 926	5,7%
Tr3 Apor Friskt Rosévin	33 872	-12%	3,3%	510 636	5,6%
Black Tower Fruity White	34 367	-8%	3,4%	493 308	5,4%
Moselland Riesling Kabinett	32 561	-6%	3,2%	392 307	4,3%
Eugen Altschuh Pfalz Riesling Dry	34 658	2%	3,4%	372 669	4,1%
Tania	22 751	-7%	2,2%	342 975	3,7%
R Organic Premium Selection	29 626	245%	2,9%	318 561	3,5%
Ruppertsberger Hofstück Riesling	36 278	-1%	3,6%	305 711	3,3%
Königsmosel Riesling	19 917	3%	2,0%	260 916	2,8%
Ruppertsberger Imperial Riesling	30 649	3%	3,0%	256 480	2,8%
Leitz Eins Zwei Dry Riesling	35 419	11%	3,5%	248 264	2,7%
Ruppertsberger Nussbien Riesling Kabinett	25 901	4%	2,6%	196 223	2,1%
Sander Riesling trocken	31 351	9%	3,1%	189 620	2,1%
Ruppertsberger Imperial Riesling	26 923	-10%	2,7%	185 253	2,0%
Königsmosel Riesling	17 355	-11%	1,7%	164 766	1,8%
Ecologica Berlina Organic	15 873	-1%	1,6%	158 733	1,7%
Sankt Anna Riesling	17 379	-1%	1,7%	131 660	1,4%
Black Tower Fruity White	13 139	-65%	1,3%	131 393	1,4%
Leva Riesling Müller-Thurgau Organic	14 604	3%	1,4%	125 897	1,4%
Frey Organic Riesling	14 458	-20%	1,4%	121 154	1,3%

# Red wines by brand 2025

Name	Value			Volume	
	SEK (000)	grwth %	% share	Liter	% share
Ruppertsberger Imperial Pinot Noir	7 229	-25%	18,6%	60 923	26,7%
Revenge of The Little Pig Pinot Noir	6 293	-2%	16,2%	47 673	20,9%
Weingut Landmann Alpensegler Pinot Noir Organic	4 457	317%	11,5%	24 048	10,5%
J.P Kämmerer Pinot Noir	2 351		6,1%	17 724	7,8%
Family Becker Pinot Noir	3 556	-19%	9,2%	15 783	6,9%
Philipp Kuhn Pinot Noir Tradition	3 337	21%	8,6%	12 835	5,6%
Yoko Pinot Noir Organic	1 079	-47%	2,8%	6 276	2,7%
Villa Wolf Pinot Noir	1 069	2%	2,8%	5 346	2,3%
Krugscher Hof Pinot Noir	1 003	-49%	2,6%	5 049	2,2%
Peter & Peter Pinot Noir	447	4%	1,2%	4 858	2,1%
Koehler-Ruprecht Spätburgunder Kabinett Trocken	1 004	13%	2,6%	3 784	1,7%
Battenfeld Spanier Spätburgunder	591	5%	1,5%	2 229	1,0%
Pinot Noir Organic Gustav Adolf Schmitt	197	-90%	0,5%	2 204	1,0%
Pflüger Red Balloon Cuvée	327		0,8%	2 063	0,9%
Andres Spätburgunder vom Kalkmergel	519	31%	1,3%	1 994	0,9%
Franz Keller Vom Löss Spätburgunder	464		1,2%	1 343	0,6%
Markus Molitor Einsteim Pinot Noir	479		1,2%	1 336	0,6%
Hands Off Pinot Noir	303	-38%	0,8%	1 264	0,6%

# Rose wines by brand 2025

Name	Value			Volume	
	SEK (000)	grwth %	% share	Liter	% share
Tr3 Apor Friskt Rosévin	33 872	-12%	65,1%	510 636	81,8%
Black Tower Pinot Noir Rosé Club Edition	5 455		10,5%	41 322	6,6%
This is the Idiot Pinot Noir Rosé	3 953		7,6%	24 914	4,0%
Villa Wolf Pinot Noir Rosé	2 153	25%	4,1%	11 618	1,9%
GB Spätburgunder Rosé Georg Breuer	2 223	0%	4,3%	11 189	1,8%
Kruger-Rumpf Pinot Noir rosé	1 414	6%	2,7%	7 630	1,2%
Leitz Rudesheim Pinot Noir Rosé	1 213	0%	2,3%	6 105	1,0%
Mehrllein Pinot Noir Rosé	242	-28%	0,5%	3 704	0,6%
Katharina Wechsler Fräulein Hu Rosé	478		0,9%	2 658	0,4%
Leitz Assmanshausen Pinot Noir Rosé	453	-16%	0,9%	1 798	0,3%

# Sparkling wines by brand 2025

Name	Value			Volume	
	SEK (000)	grwth %	% share	Liter	% share
The Low Blanc de Blancs	5 715		22,6%	43 297	28,8%
Scheuermann Vin de Soda	6 233	-9%	24,6%	27 661	18,4%
Bio Riesling	3 302	-68%	13,0%	25 013	16,6%
This is The Bitch Blanc de Blancs Brut	2 350		9,3%	19 800	13,2%
Sander Prestige Cuvée Riesling Brut	1 520		6,0%	6 368	4,2%
Blue Nun Sparkling 24K Gold Edition Dry	913	-30%	3,6%	5 954	4,0%
Von Buhl Riesling Sekt Brut	1 438	27%	5,7%	5 420	3,6%
Vaux Blanc de Noirs	1 187		4,7%	4 474	3,0%
Hans Baer Riesling Sekt	492		1,9%	3 383	2,2%

# Horeca segment

- Horeca account for about 7% of wine volumes in the Swedish market (Systembolaget 85%).
- Very fragmented market with 1800 restaurants and hotels → small volume per outlet.
- Distribution directly from importers or distributors.
- Still can be a way into the market to establish the brand
- Tough market for many restaurants with record bankruptcies.
- Germany has move from the fifth largest country in wine lists to number four
- We have more than doubled Riesling week participation from 60 to 130 in three years.

RANKING	2018	2024
1	France	France
2	Italy	Italy
3	USA	USA
4	Spain	<b>Germany</b>
5	<b>Germany</b>	Spain
6	Austria	Austria
7	Australia	<b>Portugal</b>
8	<b>Portugal</b>	Australia
9	South Africa	South Africa
10	Hungary	Hungary

Thank you.