vinetur

Sweden’s wine imports rose 5.18% to 874.78 million euros in 2025

Import volumes climbed 8.53%, highlighting steady demand in a market shaped by Systembolaget’s retail monopoly

Saturday, November 21, 2026



Sweden’s wine imports rose in both value and volume in 2025, according to a new market study by ICEX España Exportación e Inversiones, underscoring the country’s role as an import-dependent market where access to consumers is strongly shaped by

the state retail monopoly Systembolaget.

ICEX said Swedish wine imports reached 874.78 million euros in 2025, up 5.18% from a year earlier. Import volume climbed to 217.93 million liters, an 8.53% increase. The figures point to continued demand in a market that relies heavily on foreign supply rather than domestic production.

Spain accounted for 12.2% of the value of Sweden’s imported wine, the study said, giving Spanish producers a meaningful position in one of Northern Europe’s most structured alcohol markets. ICEX also said sparkling wines are gaining weight in Swedish imports, a shift that could affect product strategies for exporters competing across price points and categories.

The structure of the Swedish market remains central to how wine is sold. Systembolaget, the state-owned chain that holds the retail monopoly for alcoholic beverages above low alcohol thresholds, plays a dominant role in listings, product visibility and consumer access. That means growth in imports does not automatically translate into easy market entry. Suppliers must match public tenders, packaging requirements and pricing expectations in a tightly regulated system.

For wine producers, importers and other beverage companies, the figures offer a practical guide to a market where commercial decisions often depend on format, price and route to market as much as on origin or brand. In Sweden, where imported beverages dominate shelves, small changes in category mix or purchasing patterns can influence how exporters position bottled wine, bag-in-box formats and sparkling products.

The stronger rise in volume than in value suggests the market expanded on more than one front in 2025, though the ICEX summary did not provide a detailed breakdown by average price or by all product segments. Even so, the study’s snapshot indicates that suppliers are dealing with a market that is still growing, but doing so under conditions set by a centralized buyer with major power over assortment and distribution.

That balance matters for Spain as it tries to protect and expand its share. A 12.2% slice of import value gives Spanish wine a solid foothold, but not a dominant one, in a country where competition from other exporters remains intense and where consumer preferences can shift through official procurement channels rather than through a fully open retail market.

The report arrives as exporters across the beverage sector look for stable markets with clear rules but dependable demand. Sweden fits that profile, though its structure leaves little room for error on pricing, packaging and category selection. For companies planning to grow in wine, beer, spirits or adjacent drinks, the Swedish market continues to offer opportunity, but mostly to those able to work within the discipline of an import-led system centered on Systembolaget.