Sweden

1 COUNTRY PROFILE

TABLE 1. COUNTRY PROFILE

	2020	2022
Population	10,379,295	10,521,556
Currency	Krona	Krona
GDP per capita in PPS (2012, EU28 = 100)	123	119

Source: Eurostat and National Statistical offices.

2 HIGHLIGHTS SWEDEN

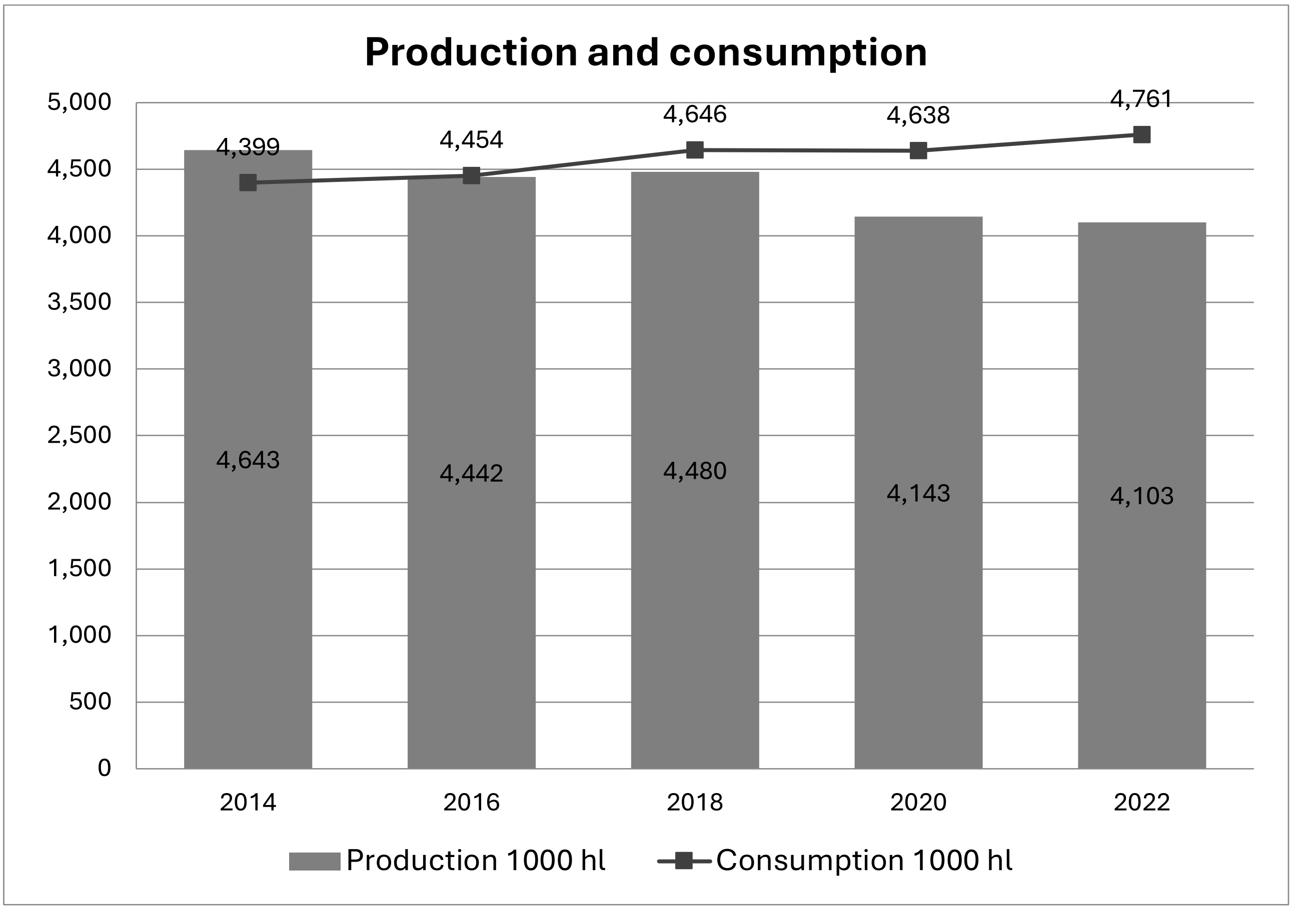
TABLE 2. SUMMARY OF BEER SECTOR'S ECONOMIC IMPACT (AND % CHANGE OVER THE PERIOD 2016-2022)

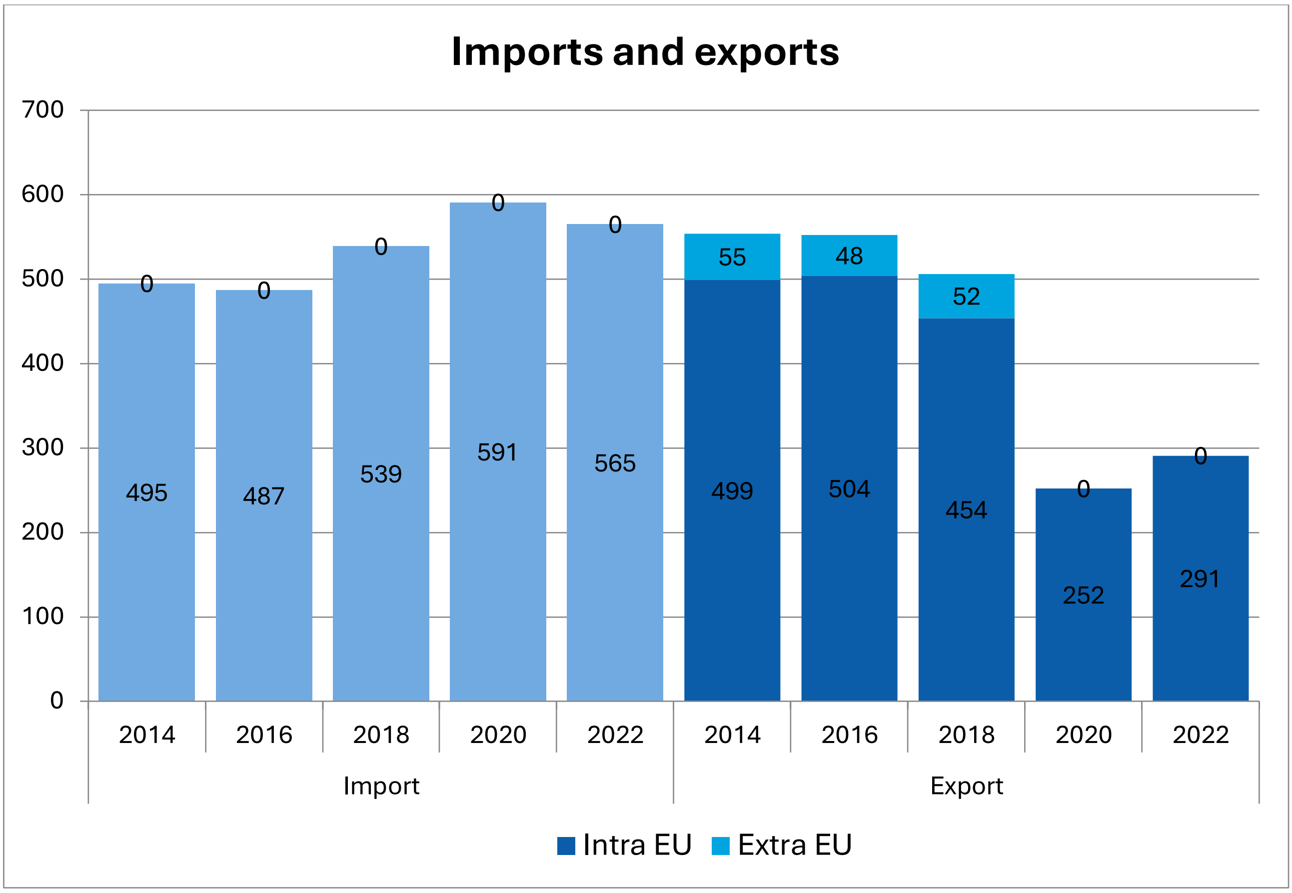
		2016	2018	2020	2022
Total number of jobs	[12.3%]	22,725	23,473	19,220	25,711
Value-added (mEuro)	[28.7%]	853	950	878	1,098
Government revenues (mEuro)	[16.7%]	1,144	1,200	1,127	1,335

Source: Calculations - different sources.

The levels of beer production and consumption in Sweden are broadly aligned, although between 2014 to 2022 production slightly decreased while consumption slightly increased. Similarly, imports increased slightly over this period while exports fell. Most of Sweden's exports are to countries within the EU.

FIGURE 1. EVOLUTION OF MAIN INDICATORS (2014-2022)





Source: National Associations.

3 A SNAPSHOT OF THE BREWING SECTOR

Total production has slightly decreased from around 4.5m hectolitres in 2018 to around 4.1m hectolitres in 2022. Even though there was a slight decrease in production, the number of breweries and brewing companies has increased considerably, despite the Covid-19 pandemic. The increase in total number of breweries is driven by an increase in microbreweries, and these continue to represent the majority of breweries in Sweden.

TABLE 3. BASIC CHARACTERISTICS OF THE BEER SECTOR (2016-2022)

	2016	2018	2020	2022
Total production (in hectolitres)	4,442,000	4,480,000	4,143,000	4,103,000
Brewing companies	261	336	392	440
Breweries (including microbreweries)	283	375	392	440
Microbreweries	270	331	387	435

Source: National Associations.

4 LOOKING AT THE BEER MARKET

Total consumption has slightly increased from 4.4m hectolitres in 2016 to 4.8m hectolitres in 2022, despite a slight decrease in 2020. Total consumer spending on beer also increased from 2016 to 2022, driven by a slight increase in prices. The retail sector continues to dominate the beer industry in Sweden.

TABLE 4. BASIC CHARACTERISTICS OF THE BEER MARKET (2016-2022)

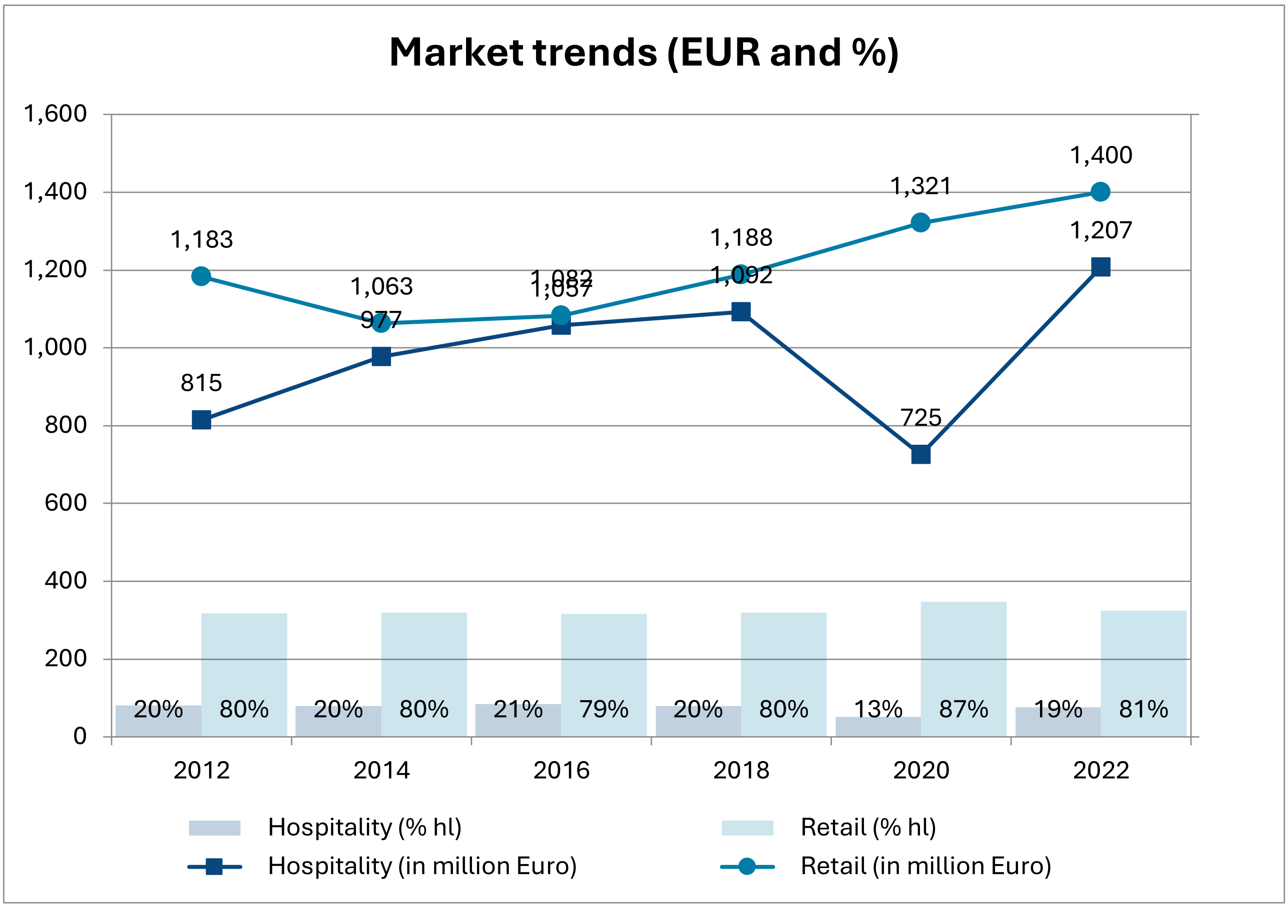
	2016	2018	2020	2022
Total consumption in hectolitres	4,454,000	4,646,000	4,638,000	4,761,000
Total consumer spending (in million Euro)	2,140	2,280	2,046	2,608
Consumption of beer per capita (in litres)	51	58	56	57
Beer consumption hospitality	21%	20%	13%	19%
Beer consumption retail	79%	80%	87%	81%
Consumer price hospitality (€ / litre)*	11.31	11.75	12.03	13.35
Consumer price retail (€ / litre)*	3.08	3.20	3.27	3.63

*Source: National Associations. Note: * Prices are averages inclusive of taxes and duties.*

5 TRENDS AND DEVELOPMENTS

Swedish beer consumption is dominated by the retail sector (over 80 per cent). Except for 2020, the price difference between the two markets means that the total value of the hospitality market is almost equal to the total value of the retail market, despite the fact that beer consumption in the retail market is four times that in the hospitality market. In 2020, hospitality's share of beer consumption was just 13 per cent, explaining the significant gap in the value of consumption between the retail and hospitality sectors in 2020.

FIGURE 2: RECENT CONSUMPTION TRENDS (2012-2022)



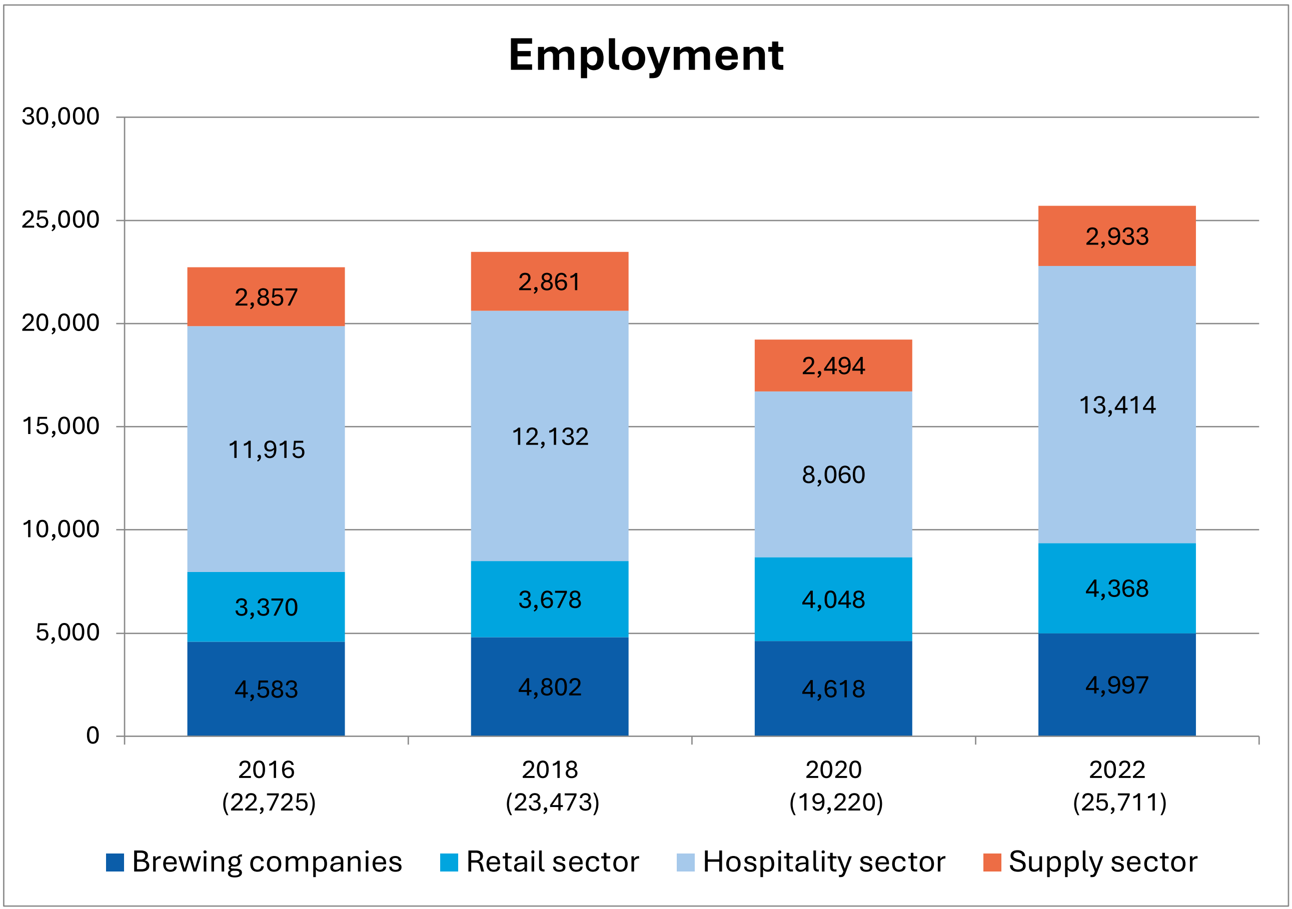
Source: National Associations.

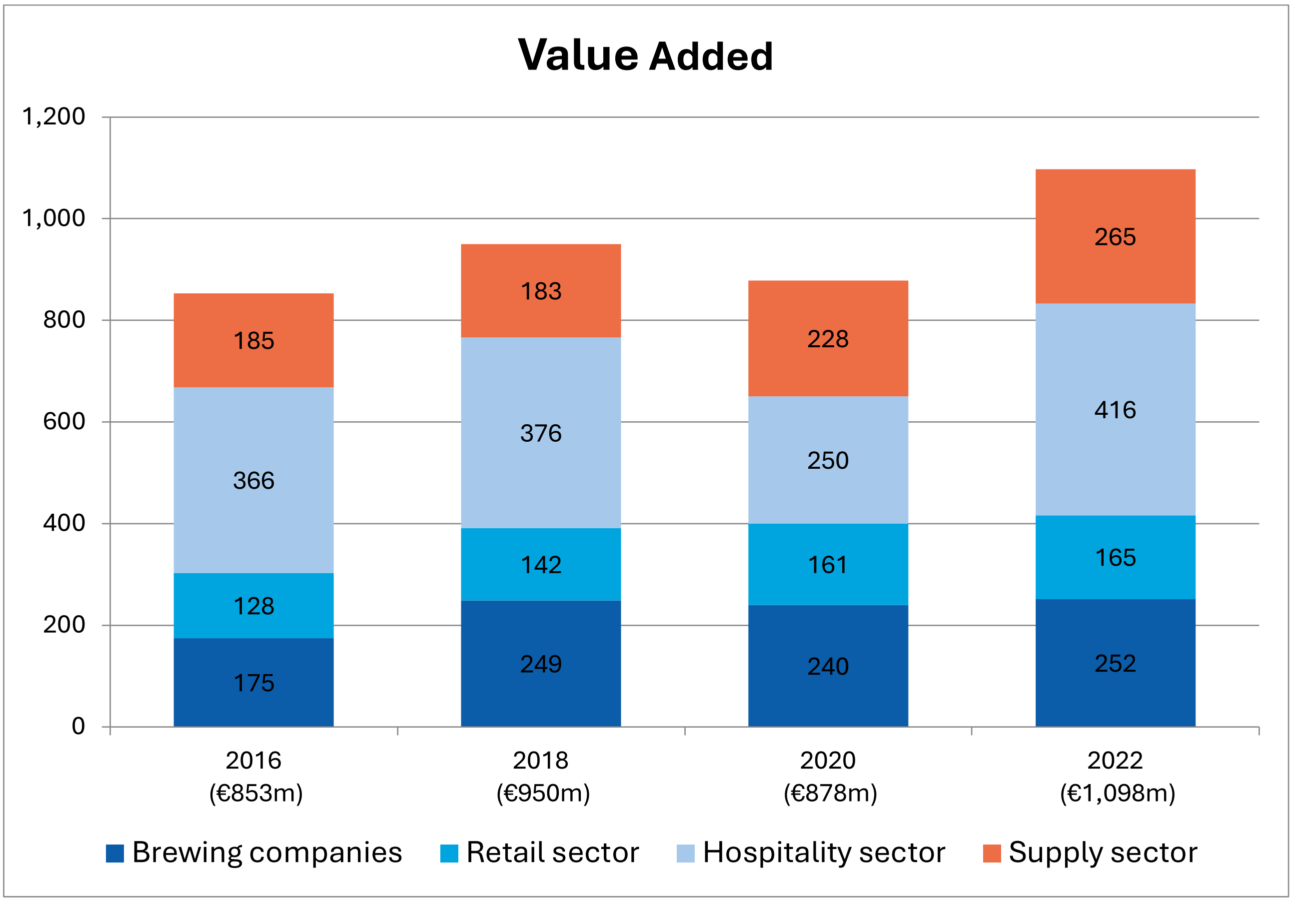
6 THE IMPACTS BEYOND THE SECTOR: RELATED JOBS AND VALUE ADDED

Employment attributable to the beer sector is concentrated in the hospitality market, but the number of jobs owing to the direct employment needs of brewers is rising in-step with the increasing number and diversity of brewers. Overall employment increased between 2016 and 2022, notwithstanding the fall in 2020 due to Covid-19.

A similar pattern is observed when looking at the value added by the beer sector. This increased from €853m in 2016 to €1,098m in 2022. The Swedish beer sector recovered from the pandemic.

FIGURE 4: CHANGE IN EMPLOYMENT AND VALUE ADDED (2016-2022).



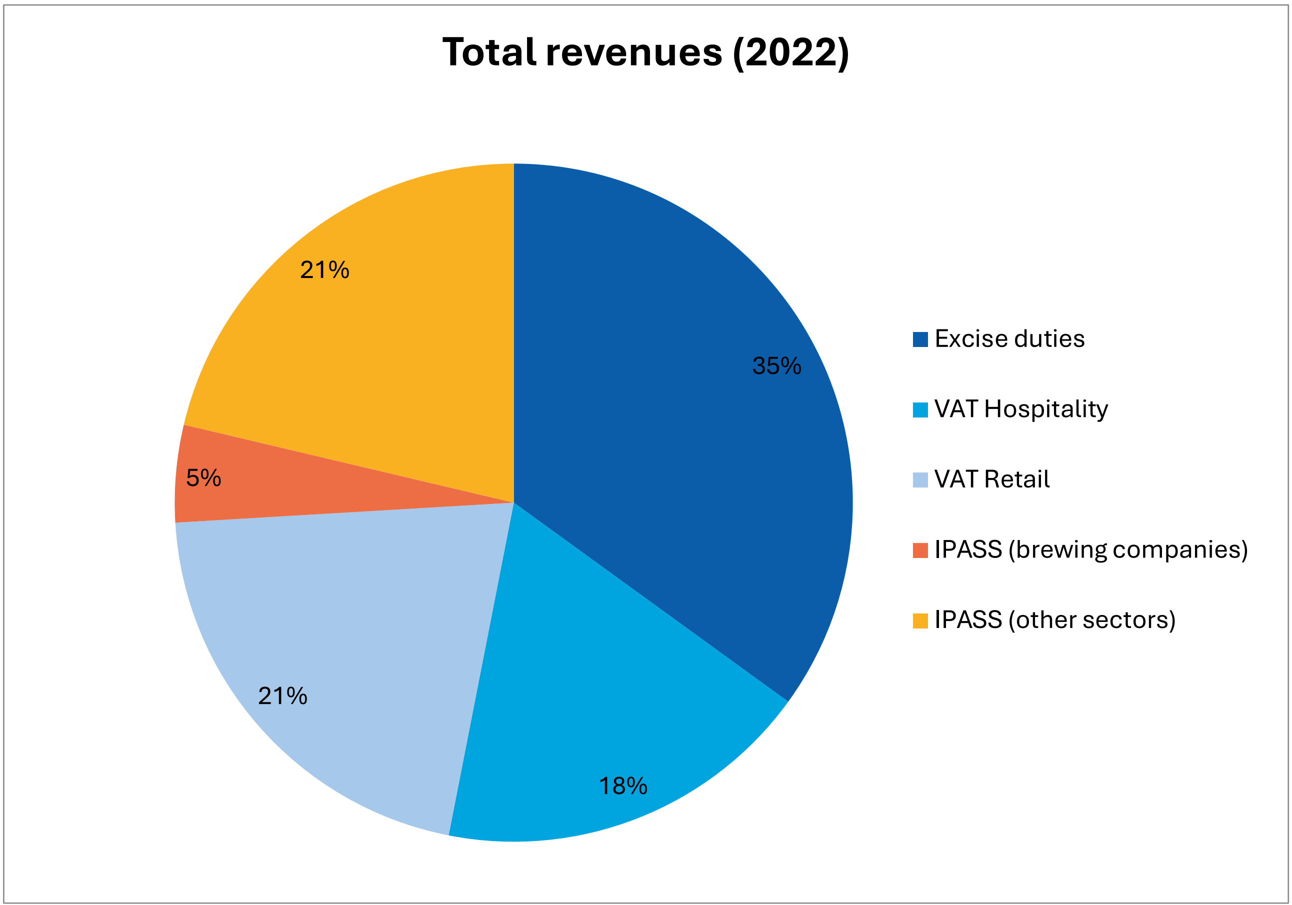


Source: Calculations based on data from Eurostat, National Associations, and the Individual Brewers Questionnaire.

7 GOVERNMENT REVENUES RELATED TO BEER

Government revenues in Sweden are dominated by excise duties (35 per cent), followed by similarly-sized contributions from VAT in hospitality, VAT in retail and IPASS (other sectors).

FIGURE 5: GOVERNMENT REVENUES RELATED TO THE PRODUCTION AND SALE OF BEER IN 2022: (PER CENT)



Note: IPASS - Income, payroll tax and social security

Source: Calculations based on data from Eurostat, and the National Associations.

In 2022 government revenues generated from every stage in the beer production chain amounted to €1,335m. These government revenues attributable to the beer industry have remained stable over the past few years, with only a slight increase between 2016 and 2022.

TABLE 5. GOVERNMENT REVENUES, €M (2016-2022)

	2016	2018	2020	2022
Excise duties	416	425	444	467
VAT Hospitality	211	218	145	241
VAT Retail	216	238	264	280
IPASS (brewing companies)	52	55	59	62
IPASS (other sectors)	248	263	216	284
Total government revenues	**1,144**	**1,200**	**1,127**	**1,335**

Note: IPASS - Income, payroll tax and social security

Source: Calculations - different sources.