



## Summary

In the Monitor survey, the total alcohol consumption in Sweden is calculated by adding up the registered and unregistered shares of consumption. The registered share consists of alcohol sold through the registered sales channels in Sweden: Systembolaget, restaurants and grocery shops.

The unregistered share consists of:

- Alcohol brought into the country in connection with travel
- Homemade alcohol
- Purchases of smuggled alcohol
- Online purchases (however, Systembolaget's online sales are included in the registered sales)

Questionnaire surveys aimed at a representative sample of the population aged 17–84 years are used to map the unregistered share. Since the turn of the year 2019/2020, everyone in the sample with a mobile phone has been given the option of answering the questions in the survey through a digital form linked in a text message. Those who do not respond to the survey in this way are called for a phone interview, in the same way as in the past. For obvious reasons, this also applies to those who only have landlines.

In this report, up-to-date calculations of total alcohol purchasing and the registered and unregistered subcategories, up to and including the year 2022, are presented. The report presents primarily data for the ten-year period 2013–2022, divided into two sub-periods. The first sub-period is from 2013 to 2019a and is based on the old method. The second sub-period encompasses the years 2019b through 2022 and is based on the new method. Changes in purchasing of the different subcategories in 2022 compared with the year before (2021) are also presented. Purchasing is presented in, or based on, litres of pure (100%) alcohol per inhabitant aged 15 years or above.

### **Total alcohol consumption 2022**

In summary, it can be concluded that alcohol consumption increased by 1.6% in 2022 compared with 2021. Consumption in 2022 was 8.82 litres of pure alcohol per inhabitant aged 15 years or above. However, compared with 2019, consumption has decreased by 1.8%.

Registered sales decreased somewhat in 2022 compared with 2021. The decrease was 1.3%. However, compared with the figures for 2019, the registered share had increased by 5.1%.

The unregistered consumption increased by almost 22% in 2022 compared with 2021. However, compared with 2019, the unregistered share has decreased by



more than 28%. Levels of both alcohol brought in from travels and purchases of smuggled alcohol were lower in 2022 compared with 2019.

The registered *share* of total consumption was 85.1% in 2022. The unregistered share was 14.9%, see Table 1.

**Table 1.** Total consumption of pure alcohol per inhabitant aged 15 years or above and shares of registered and unregistered consumption for the years 2019, 2021 and 2022.

	Change				
	2019	2021	2022	2019–2022	2021–2022
Total (litres)	8.98	8.68	8.82	-1.8%	+1.6%
Share, registered	79.5%	87.6%	85.1%	+5.6 percentage points	-2.5 percentage points
Share, unregistered	20.5%	12.4%	14.9%	-5.6 percentage points	+2.5 percentage points

## The registered shares of consumption

### *The registered shares in 2022 compared with 2021*

- In 2022, the registered share of consumption totalled 7.50 litres of pure alcohol per inhabitant aged 15 years or older. This is a decrease of 1.3% in 2022 compared with 2021.
- Both Systembolaget's sales and the sales of light beer decreased in 2022 compared with the year before. The decrease at Systembolaget was 4.6%. Sales of light beer decreased by 5.3%. (The alcohol content in light beer is 3.5 %, by volume, at a maximum.)
- However, restaurant sales increased greatly in 2022 compared with 2021. The increase was 31.6%.

### *The registered shares in 2022 compared with 2019*

- In 2022, the registered consumption was 5.1% larger than in 2019, based on litres of pure alcohol per inhabitant aged 15 years or older.
- The increase was due to sales increasing at both Systembolaget and restaurants. Compared with 2019, Systembolaget increased its sales by 6.5% and restaurants by 3.3%.
- Sales of light beer decreased by 10.3%.



## **The unregistered shares of consumption**

### *The unregistered shares in 2022 compared with 2021*

- In 2022, the unregistered share of consumption was 1.31 litres of pure alcohol per inhabitant aged 15 years and older. This is an increase by almost 22% compared with 2021.
- All unregistered subcategories, except purchases of smuggled alcohol, increased.
- Alcohol brought in from travel increased by 86.8% and homemade alcohol by 9.4%. Online purchases increased by 13.5%. (Systembolaget's online sales are included in Systembolaget's registered sales.)
- However, purchases of smuggled alcohol decreased by 42.3% in 2022 compared with 2021.

### *The unregistered shares in 2022 compared with 2019*

- Consumption of the unregistered subcategories was 28% lower in 2022 compared with 2019.
- The lower levels are due to both less alcohol being brought in through travel and less smuggled alcohol being purchased. Levels of alcohol brought in through travel were 32.8% lower and purchases of smuggled alcohol were 64.9% lower in 2022 compared with 2019.
- Levels of online purchases and homemade alcohol increased relatively dramatically in the period 2019–2022, but from low starting points.

## **The different sources' shares of total consumption**

### *The different sources' shares in 2022 compared with 2021*

- Some changes in the different sources' shares of total consumption had occurred between 2022 and 2021, see Table 2.
- Systembolaget's share was 70.3%. This is a decrease by 4.6 percentage points compared with the year before.
- The share from restaurants was 10.5%, an increase by 2.4 percentage points compared with 2021.
- Sales of light beer were 4.3%. That is 0.3 percentage points lower than the year before.
- The share from travel was 7.9%, an increase by 3.6 percentage points.
- The share of homemade alcohol was 2.7% in 2022, a slight increase.
- The share consisting of online purchases was 2.2%, which was also slightly more than in 2021.
- Purchases of smuggled alcohol were 2.0%, which is a decrease.



**Table 2.** The different sources' shares of total consumption in the years 2019, 2021 and 2022, and changes in *percentage points*.

Source	Change in percentage points				
	2019	2021	2022	2019–2022	2021–2022
Systembolaget	64.8%	74.9%	70.3%	+5.5	-4.6
Restaurants	10.0%	8.1%	10.5%	+0.5	+2.4
Sales of light beer	4.7%	4.6%	4.3%	-0.4	-0.3
Alcohol brought in through travel	11.6%	4.3%	7.9%	-3.7	+3.6
Homemade alcohol	2.0%	2.5%	2.7%	+0.7	+0.2
Online purchases *	1.2%	2.0%	2.2%	+1.0	+0.2
Purchases of smuggled alcohol	5.7%	3.6%	2.0%	-3.7	-1.6

\* Systembolaget's online sales are not included.

### *The different sources' shares in 2022 compared with 2019*

- During this period, some relatively large changes occurred in the different sources' shares of total consumption. These are mainly the increased sales at Systembolaget and the decrease in alcohol acquired through travel and purchases of smuggled alcohol, see Table 2.
- In 2022, Systembolaget's share was 70.3%. This is an increase by 5.5 percentage points compared with 2019.
- The share from travel was 7.9% in 2022, which is a decrease by 3.7 percentage points.
- The share of purchases of smuggled alcohol was 2.0% in 2022, which is also a decrease by 3.7 percentage points.
- However, the share from restaurants increased, from 10.0% to 10.5%.
- The share of light beer decreased somewhat, whereas the share of homemade alcohol and online purchases increased in 2022 compared with 2019.

## **Changes in consumption of different beverage categories**

### *The different beverage categories' shares 2022*

- In 2022, wine made up 43.8% of total consumption, followed by strong beer at 31.7% and spirits at 18.1%. Light beer made up 4.3% and cider 2.1% of consumption, see Table 3.
- The changes were relatively small in 2022 compared with 2021. The largest changes were the share of wine, which decreased by 0.7 percentage points, and the share of strong beer, which increased by 0.6 percentage points.

### *The different beverage categories' shares during the period 2019–2022*

- The ranking of the beverage categories was the same throughout the period 2019–2022. Wine was the most consumed beverage and cider the least, see Table 3.
- However, some changes in the size of the shares occurred during the period. The share of wine increased by 1.5 percentage points and the share of strong beer decreased by 0.8 percentage points. Spirits decreased by 0.6 percentage points, light beer by 0.4 percentage points and cider by 0.2 percentage points.

**Tabell 3.** The different beverage categories' shares of total consumption in the years 2019, 2021 and 2022, and changes in percentage points.

Beverage	Change in percentage points				
	2019	2021	2022	2019–2022	2021–2022
Wine	42.3%	44.5%	43.8%	+1.5	-0.7
Strong beer	32.5%	31.1%	31.7%	-0.8	0.6
Spirits	18.6%	17.7%	18.1%	-0.6	0.4
Light beer	4.7%	4.6%	4.3%	-0.4	-0.3
Cider	1.9%	2.1%	2.1%	+0.2	0.0

### **Dominating beverages by procurement source in 2022**

- Sales of wine made up 50.7% of Systembolaget's total sales and strong beer 29.7%, measured in litres of pure alcohol.
- Restaurant sales were dominated by strong beer, which made up 55.0% of sales, followed by wine at 29.3%.
- Spirits made up 35.1% of alcohol brought in through travel and strong beer 34.9%.
- Strong beer made up the largest share of purchases of smuggled alcohol, at 54.7%. As regards homemade alcohol, wine was the most common beverage, at 43.9%. Wine was also the largest beverage in online sales, with a share of 53.1%.

### **The decreased purchases of smuggled alcohol**

During the period 2019–2022, purchases of smuggled alcohol decreased. The decrease between 2021 and 2022 was not due to fewer people making purchases, but that purchases were made at fewer occasions. The share of people who bought smuggled alcohol and who also made purchases at Systembolaget increased in 2022 compared with 2021, as did the share who brought alcohol into the country through travel. Potential explanations for the decreased purchases of smuggled alcohol include increased fuel prices, the weakened Swedish krona and increased prices in Germany and Denmark.



### **Foreign visitors' alcohol purchases in Sweden and Swedes' consumption abroad**

In this report, new calculations were performed of the amount of alcohol that foreign visitors purchase in Sweden and the amount that Swedes consume abroad. The results indicate that these volumes are relatively similar in size, which is in line with previously performed calculations.