



## 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:

- Travellers' import
- Homemade alcohol
- Purchases of smuggled alcohol
- Online purchases (however, Systembolaget's online sales are included in the registered sales)

The unregistered share is mapped through questionnaire surveys aimed at a representative sample of the population aged 17–84 years. Since the turn of the year 2019/2020, everyone in the sample with a mobile phone has been given the option of answering 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 2023, are presented. The report presents primarily data for the ten-year period 2014–2023, divided into two sub-periods. The first sub-period is from 2014 to 2019a and is based on the old method. The second sub-period encompasses the years 2019b to 2023 and is based on the new method. Changes in purchasing of the different subcategories in 2023 compared with the year before (2022) 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 2023

In summary, it can be concluded that alcohol consumption decreased by 2.7% in 2023 compared with 2022. Consumption in 2023 was 8.64 litres of pure alcohol per inhabitant aged 15 years or above. Compared with 2019, consumption has decreased by 3.8%.

Registered sales decreased in 2023 compared with 2022. The decrease was 1.7%. However, compared with the figures for 2019, the registered share had increased by 4.1%.



The unregistered consumption decreased by 8.8% in 2023 compared with 2022. Compared with 2019, the unregistered share has decreased by 34.8%. Levels of both travellers' import and purchases of smuggled alcohol were lower in 2023 compared with 2019.

The registered share of total consumption was 86.1% in 2023. The unregistered share was 13.9%, 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, 2022 and 2023.

	Change				
	2019	2022	2023	2019–2023	2022–2023
Total (litres)	8.98	8.88	8.64	-3.8%	-2.7%
Share, registered	79.5%	85.2%	86.1%	+6.6 percentage points	+0.9 percentage points
Share, unregistered	20.5%	14.8%	13.9%	-6.6 percentage points	-0.9 percentage points

## The registered shares of consumption

### *The registered shares in 2023 compared with 2022*

- In 2023, the registered share of consumption totalled 7.44 litres of pure alcohol per inhabitant aged 15 years or older. This is a decrease by 1.7% in 2023 compared with 2022.
- Both Systembolaget's sales and the sales of light beer decreased. However, the sales in restaurants increased slightly.
- Systembolaget's sales decreased by 1.8% and the sales of light beer by 7.9% in 2023 compared with 2022. However, restaurant sales increased by 1.5%.
- The Public Health Agency of Sweden has revised the data on restaurant sales in 2022. The revision means that sales in restaurants were adjusted up from 0.93 to 0.98 litres of pure alcohol per inhabitant aged 15 years or older in that year. This means that both the total consumption and the registered share of consumption have increased correspondingly, compared with previously published data.

### *The registered shares in 2023 compared with 2019*

- In 2023, the registered consumption was 4.1% 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 4.6% and restaurants by 11.0%.



- However, in 2023, sales of light beer were 16.7% lower than in 2019.

## The unregistered shares of consumption

### *The unregistered shares in 2023 compared with 2022*

- In 2023, the unregistered share of consumption was 1.20 litres of pure alcohol per inhabitant aged 15 years and older. This is a decrease by 8.8% compared with 2022.
- All unregistered subcategories, except purchases of smuggled alcohol, decreased.
- Travellers' import decreased by 11.2% and homemade alcohol by 3.0%. Online purchases decreased by 17.9%. (NB: Systembolaget's online sales are included in Systembolaget's registered sales.)
- However, purchases of smuggled alcohol increased by 2.8% in 2023 compared with 2022.

### *The unregistered shares in 2023 compared with 2019*

- Consumption of the unregistered subcategories was 34.8% lower in 2023 compared with 2019.
- The lower levels are due to both less alcohol being imported by travellers' and less smuggled alcohol being purchased. Levels of travellers' import were 40.3% lower and purchases of smuggled alcohol were 63.9% lower in 2023 compared with 2019.
- Both online purchases and homemade alcohol increased relatively dramatically in the period 2019–2023, but from low starting points.
- Online purchases increased by 45.8% and homemade alcohol by 31.9%.

## The different sources' shares of total consumption

### *The different sources' shares in 2023 compared with 2022*

- Some changes in the different sources' shares of total consumption had occurred in 2023 compared with 2022, see Table 2.
- Systembolaget's share was 70.5%. This is an increase by 0.7 percentage points compared with the year before.
- The share from restaurants was 11.6%, an increase by 0.5 percentage points compared with 2022.
- Sales of light beer were 4.0%. That is 0.2 percentage points lower than the year before.

- The share from travellers' import was 7.2%, a decrease by 0.7 percentage points.
- The share of homemade alcohol was 2.7% in 2023. That is the same level as the year before.
- Purchases of smuggled alcohol were 2.1%, which is an increase by 0.1 percentage points.
- The share consisting of online purchases was 1.9%, which was a decrease by 0.3 percentage points compared with 2022.

### *The different sources' shares in 2023 compared with 2019*

- During this four-year 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 travellers' import and purchases of smuggled alcohol, see Table 2.
- In 2023, Systembolaget's share was 70.5%. This is an increase by 5.7 percentage points compared with 2019.
- The share from restaurants increased from 10.0% to 11.6%.
- The share from travellers' import was 7.2% in 2023, which is a decrease by 4.4 percentage points.
- The share of purchases of smuggled alcohol was 2.1% in 2023, which is a decrease by 3.6 percentage points.
- The share of light beer decreased, whereas the share of homemade alcohol and online purchases increased in 2023 compared with 2019.

**Table 2.** The different sources' shares of total consumption in the years 2019, 2022 and 2023, and changes in *percentage points*.

Source	Change in percentage points				
	2019	2022	2023	2019–2023	2022–2023
Systembolaget	64.8%	69.8%	70.5%	+5.7	+0.7
Restaurants	10.0%	11.1%	11.6%	+1.5	+0.5
Sales of light beer	4.7%	4.3%	4.0%	-0.6	-0.2
Travellers' import	11.6%	7.9%	7.2%	-4.4	-0.7
Homemade alcohol	2.0%	2.7%	2.7%	+0.7	0.0
Purchases of smuggled alcohol	5.7%	2.0%	2.1%	-3.6	+0.1
Online purchases *	1.2%	2.2%	1.9%	+0.6	-0.3

\* Systembolaget's online sales are not included

## Changes in consumption of different beverage categories

### *The different beverage categories' shares in 2023*

- In 2023, wine made up 43.7% of total consumption, followed by strong beer at 31.6% and spirits at 18.4%. Light beer made up 4.0% and cider 2.2% of consumption, see Table 3.
- The changes were small in 2023 compared with 2022. The largest change was in the share of spirits, which increased by 0.3 percentage points.

### *The different beverage categories' shares during the period 2019–2023*

- The ranking of the beverage categories was the same throughout the period 2019–2023. 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 2019–2023. The share of wine increased by 1.4 percentage points, whereas strong beer decreased by 0.8 percentage points and light beer by 0.6 percentage points. The changes for other beverages were smaller, see Table 3.

**Table 3.** The different beverage categories' shares of total consumption in the years 2019, 2022 and 2023, and changes in percentage points.

Beverage	Change in percentage points				
	2019	2022	2023	2019–2023	2022–2023
Wine	42.3%	43.7%	43.7%	+1.4	0.0
Strong beer	32.5%	31.8%	31.6%	-0.8	-0.1
Spirits	18.6%	18.1%	18.4%	-0.2	+0.3
Light beer	4.7%	4.3%	4.0%	-0.6	-0.2
Cider	1.9%	2.1%	2.2%	+0.3	+0.1

## Dominating beverages by source of acquisition in 2023

- Sales of wine made up 50.6% of Systembolaget's total sales and strong beer 30.0%, measured in litres of pure alcohol.
- Restaurant sales were dominated by strong beer, which made up 56.8% of sales, followed by wine at 29.8%.
- Spirits made up 41.5% of travellers' import and strong beer 29.1%.



- Wine was the largest beverage in the category homemade alcohol, at 44.4%, whereas strong beer was the largest in purchasing of smuggled alcohol, at 43.4%.
- Within online sales, wine was the largest beverage, with a share of 47.3%.

## **Norwegian border shopping in Sweden**

In 2022 and 2023, Norwegian border shopping in Sweden has been estimated at 3.6% and 3.5% of Systembolaget's sales, respectively (measured in litres of pure alcohol). This is an increase compared with during the pandemic, but lower than in the years before the pandemic. In 2023, Norwegian border shopping was 29% lower than in 2019, the year before the pandemic. However, Norwegian border shopping in Sweden is significantly larger than that from Denmark and Finland.

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

In this report, two previous studies are summarised, in which the extent of foreign visitors' alcohol purchases in Sweden (including Norwegian border shopping) was compared with Swedes' consumption abroad.

The results of these studies show that the difference between foreign visitors' purchases in Sweden and Swedes' consumption abroad is very small, both during the period 2017–2020 and in the year 2022. The conclusion of these studies is that the data published in the Monitor surveys regarding total purchasing of alcohol in Sweden can be used as a measure of Swedes' total consumption of alcohol regardless of where it occurs.