



## 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 and 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 2024, are presented. The report presents primarily data for the ten-year period 2015–2024, divided into two sub-periods. The first sub-period is from 2015 to 2019a and is based on the old method. The second sub-period encompasses the years 2019b to 2024 and is based on the new method. Changes in purchasing of the different subcategories in 2024 compared with the year before (2023) 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 2024

In summary, it can be concluded that alcohol consumption decreased by 2.2% in 2024 compared with 2023. Consumption in 2024 was 8.40 litres of pure alcohol per inhabitant aged 15 years or above. Compared with 2019, consumption has decreased by 6.5%.

Registered sales decreased in 2024 compared with 2023. The decrease was 0.8%. However, compared with the figures for 2019, the registered share had increased by 2.6%.

The unregistered consumption decreased by 10.9% in 2024 compared with 2023. Compared with 2019, the unregistered share has decreased by 42.1%. Levels of both travellers' import and purchases of smuggled alcohol were lower in 2024 compared with 2019. The registered share of total consumption was 87.3% in 2024 and the unregistered share was 12.7%, 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, 2023 and 2024.

	Change				
	2019	2023	2024	2019–2024	2023–2024
Total (litres)	8.98	8.58	8.40	-6.5%	-2.2%
Share, registered	79.5%	86.1%	87.3%	+7.8 percentage points	+1.2 percentage points
Share, unregistered	20.5%	13.9%	12.7%	-7.8 percentage points	-1.2 percentage points

## The registered shares of consumption

### *The registered shares in 2024 compared with 2023*

- In 2024, the registered share of consumption totalled 7.33 litres of pure alcohol per inhabitant aged 15 years or older. This is a decrease by 0.8% in 2024 compared with 2023.
- Both Systembolaget's sales and the sales of light beer decreased. However, the sales in restaurants increased marginally.
- Systembolaget's sales decreased by 0.7% and the sales of light beer by 4.2% in 2024 compared with 2023. However, restaurant sales increased by 0.3%.
- The Public Health Agency of Sweden has revised the data on restaurant sales in 2023. The revision means that sales in restaurants were adjusted downwards from 1.00 to 0.95 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 decreased correspondingly, compared with previously published data.

### *The registered shares in 2024 compared with 2019*

- In 2024, the registered consumption was 2.6% 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 3.8% and restaurants by 5.6%.
- However, in 2024, sales of light beer were 20% lower than in 2019.



## The unregistered shares of consumption

### *The unregistered shares in 2024 compared with 2023*

- In 2024, the unregistered share of consumption was 1.07 litres of pure alcohol per inhabitant aged 15 years and older. This is a decrease by 10.9% compared with 2023.
- All unregistered subcategories decreased in 2024 compared with 2023.
- Travellers' import decreased by 0.7% and purchases of smuggled alcohol by 25.2%. Online purchases decreased by 28.4%. Systembolaget's online sales are included in Systembolaget's registered sales.
- The homemade alcohol decreased by 14.4%.

### *The unregistered shares in 2024 compared with 2019*

- Consumption of the unregistered subcategories was 42.1% lower in 2024 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 41.0% lower and purchases of smuggled alcohol were 73.4% lower in 2024 compared with 2019.
- Both online purchases and homemade alcohol increased in the period 2019–2024, but from low starting points.
- Online purchases increased by 4.5% and homemade alcohol by 13.4%.

## The different sources' shares of total consumption

### *The different sources' shares in 2024 compared with 2023*

- Some changes in the different sources' shares of total consumption had occurred in 2024 compared with 2023, see Table 2.
- Systembolaget's share was 72.0%. This is an increase by 1.0 percentage points compared with the year before. This is Systembolaget's largest share of total consumption since the Monitor surveys began, apart from the pandemic years 2020 and 2021.
- The share from restaurants was 11.3%, an increase by 0.3 percentage points compared with 2023.
- Sales of light beer were 4.0%. That is 0.1 percentage points lower than the year before.
- The share from travellers' import was 7.3%, a marginal increase by 0.1 percentage points.

- The share of homemade alcohol was 2.4% in 2024, which is a decrease by 0.3 percentage points.
- Purchases of smuggled alcohol were 1.6%, which is a decrease by 0.5 percentage points.
- The share consisting of online purchases was 1.4%, which was a decrease by 0.5 percentage points compared with 2023.

### *The different sources' shares in 2024 compared with 2019*

- During this five-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 2024, Systembolaget's share was 72.0%. This is an increase by 7.2 percentage points compared with 2019.
- The share from restaurants increased from 10.0% to 11.3%.
- The share from travellers' import was 7.3% in 2024, which is a decrease by 4.3 percentage points.
- The share of purchases of smuggled alcohol was 1.6% in 2024, which is a decrease by 4.1 percentage points.
- The share of light beer decreased, whereas the share of homemade alcohol and online purchases increased in 2024 compared with 2019.

**Table 2.** The different sources' shares of total consumption in the years 2019, 2023 and 2024, and changes in *percentage points*.

Source	Change in percentage points				
	2019	2023	2024	2019–2024	2023–2024
Systembolaget	64.8%	71.0%	72.0%	+7.2	+1.0
Restaurants	10.0%	11.0%	11.3%	+1.3	+0.3
Sales of light beer	4.7%	4.1%	4.0%	-0.7	-0.1
Travellers' import	11.6%	7.2%	7.3%	-4.3	+0.1
Homemade alcohol	2.0%	2.7%	2.4%	+0.4	-0.3
Purchases of smuggled alcohol	5.7%	2.1%	1.6%	-4.1	-0.5
Online purchases *	1.2%	1.9%	1.4%	+0.1	-0.5

\* Systembolaget's online sales are not included



## Changes in consumption of different beverage categories

### *The different beverage categories' shares in 2024*

- In 2024, wine made up 43.2% of total consumption, followed by strong beer at 32.4% and spirits at 18.3%. Light beer made up 4.0% and cider 2.1% of consumption, see Table 3.
- Compared to 2023, the share of strong beer increased by 1.0 percentage point, while the share of wine decreased by 0.6 percentage points. Other changes were small.

### *The different beverage categories' shares during the period 2019–2024*

- The ranking of the beverage categories was the same throughout the period 2019–2024. Wine was the most consumed beverage and cider the least, see Table 3.
- However, the size of the shares has varied slightly during the period but in 2024 they were relatively similar to the 2019 levels. The share of wine increased by 0.9 percentage points and light beer decreased by 0.7 percentage points. The changes for other beverages were marginal, see Table 3.

**Table 3.** The different beverage categories' shares of total consumption in the years 2019, 2023 and 2024, and changes in percentage points.

Beverage	Change in percentage points				
	2019	2023	2024	2019–2024	2023–2024
Wine	42.3%	43.9%	43.2%	+0.9	-0.6
Strong beer	32.5%	31.4%	32.4%	-0.1	+1.0
Spirits	18.6%	18.4%	18.3%	-0.3	-0.1
Light beer	4.7%	4.1%	4.0%	-0.7	-0.1
Cider	1.9%	2.2%	2.1%	+0.2	-0.2

## Dominating beverages by source of acquisition in 2024

- Sales of wine made up 50.0% of Systembolaget's total sales and strong beer 30.7%, measured in litres of pure alcohol.
- Restaurant sales were dominated by strong beer, which made up 56.8% of sales, followed by wine at 29.7%.
- Spirits made up 42.8% of travellers' import and strong beer 29.5%.
- Both spirits and wine accounted for 39% of homemade alcohol.



- Regarding the purchase of smuggled alcohol, strong beer was the largest, with a share of 64.8%.
- Within online sales, wine was the largest with a share of 60.8%.

## Norwegian border shopping in Sweden

In 2024, Norwegian border shopping in Sweden was estimated at 3.6% of Systembolaget's sales (measured in litres of pure alcohol), which is similar to the levels in 2022 and 2023. Border shopping appears to have stabilized at a level that is higher than under the pandemic, but lower than in the years before the pandemic. In 2024, border shopping was 26% lower than in 2019, the years before the pandemic measured in pure alcohol. However, Norwegian border shopping is significantly larger than that from Denmark and Finland.

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

In this report, it was referred to two previous studies, 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 acquisition of alcohol in Sweden can be used as a measure of Swedes' total consumption of alcohol regardless of where it occurs.

## Online alcohol purchases 2022-2024

In the study of the online market, this market has been mapped, and the alcohol consumption of online buyers has been compared with those who shop at Systembolaget's physical stores.

- A total of 53 suppliers were identified in the study of distance sales, and about 94% of them sell wine. More men than women have bought alcohol through all purchasing channels in the last 30 days during the years 2022-2024.
- A consistent result from the study is that the largest share of all groups; gender, education level, age group and regions, bought alcohol at Systembolaget's physical stores. The share who bought alcohol through distance sales is consistently low across all groups.
- Alcohol consumption levels, as well as heavy episodic drinking, are highest among those who have purchased through distance sales. It is lowest among those who have bought from Systembolaget's physical stores.