

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
- Grocery shops
- Farm sales (since June 2025)

The unregistered share consists of:

- Travellers' import
- Homemade alcohol
- Purchases of smuggled alcohol
- Online purchases (Systembolaget's online sales are, however, 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 who has a mobile phone has been able to answer the survey through a digital form, accessed via a link sent by text message. Those who do not answer the survey digitally, or who only have a landline, are instead contacted by phone for an interview.

In this report, up-to-date calculations of total alcohol consumption and the registered and unregistered subcategories, up to and including the year 2025, are presented. The focus is on data for the years 2024 and 2025 and for the period 2019–2025, which is based on the new method.

Changes in the different subcategories in 2025 compared with 2024 are also presented. Consumption is presented in, or based on, litres of pure (100%) alcohol per inhabitant aged 15 years or above.

Total alcohol consumption 2025

In summary, it can be concluded that alcohol consumption decreased by 2.7% in 2025 compared with 2024. Consumption in 2025 was 8.16 litres of pure alcohol per inhabitant aged 15 years or above. Compared with 2019, consumption has decreased by 9.1%.

Registered sales decreased by 2.5% in 2025 compared with 2024. Compared with 2019 the registered sales were largely unchanged, with only a marginal increase of 0.1%.

The unregistered consumption decreased by 4.4% in 2025 compared with 2024. Compared with 2019, the unregistered share has decreased by 44.7%. The decrease is explained by lower levels of both travellers' import and purchases of smuggled alcohol in 2025 than in 2019.

The registered share of total consumption was 87.5% in 2025, and the unregistered share was 12.5%, 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, 2024 and 2025.

				Change	
	2019	2024	2025	2019–2025	2024–2025
Total	8,98	8,4	8,16	-9,1%	-2,7%
Share, registered	79,5%	87,3%	87,5%	+8,0 percentage points	+0,2 percentage points
Share, unregistered	20,5%	12,7%	12,5%	-8,0 percentage points	-0,2 percentage points

The registered shares of consumption

The registered shares in 2025 compared with 2024

- In 2025, the registered share of consumption totalled 7.15 litres of pure alcohol per inhabitant aged 15 years or older. This is a decrease by 2.5% compared with 2024.
- Both Systembolaget's sales and the sales of light beer decreased slightly, while restaurant sales increased. As farm sales were not permitted until 2025, no comparison with 2024 is possible.
- Systembolaget's sales decreased by 3.2% and the sales of light beer by 4.8% in 2025 compared with 2024.
- Restaurant sales, however, increased by 2.5%.

The registered shares in 2025 compared with 2019

- In 2025, the registered consumption was marginally higher than in 2019, based on litres of pure alcohol per inhabitant aged 15 years or older. The increase was only 0.1%.
- The increase was due to sales increasing at both Systembolaget and restaurants. Compared with 2019, Systembolaget increased its sales by 0.5% and restaurants by 8.2%.
- The sales of light beer were 24% lower in 2025 than in 2019, which is part of a long-term decline.

The unregistered shares of consumption

The unregistered shares in 2025 compared with 2024

- In 2025, the unregistered share of consumption was 1.02 litres of pure alcohol per inhabitant aged 15 years and older. This is a decrease by 4.4% compared with 2024.
- All unregistered subcategories except online purchases decreased in 2025 compared with 2024. Online purchases, on the other hand, increased relatively sharply, by 45.8%. Systembolaget's online sales are not included in these calculations of online purchases, but in Systembolaget's registered sales.
- Travellers' import decreased by 7.8% and purchases of smuggled alcohol by almost 30%.
- The homemade alcohol decreased by 6.2%.

The unregistered shares in 2025 compared with 2019

- Consumption of the unregistered subcategories was 44.7% lower in 2025 compared with 2019.
- The lower levels are due to both less alcohol being imported by travellers' and less smuggled alcohol being purchased.
- However, both online purchases and homemade alcohol increased during the same period, see Table 2.

The different sources' shares of total consumption

The different sources' shares in 2025 compared with 2024

- Some changes in the different sources' shares of total consumption had occurred in 2025 compared with 2024, see Table 2.
- Systembolaget's share was 71.7%. This is a decrease by 0.3 percentage points compared with the year before. Even so, it is Systembolaget's second largest share of total consumption since the Monitor surveys began in 2001, apart from the pandemic years 2020 and 2021.
- The share from restaurants was 11.9%, an increase by 0.6 percentage points compared with 2024.
- Sales of light beer were 3.9%. That is 0.1 percentage points lower than the year before.

- Farm sales were permitted in June 2025. However, sales were relatively small and made up 0.02% of total consumption in 2025.
- The share from travellers' import was 6.9%, a marginal increase by 0.1 percentage points.
- The share of homemade alcohol was 2.3% in 2025, a slight decrease compared with the year before.
- Purchases of smuggled alcohol continued to decrease in 2025, and their share of total consumption was 1.2%. This is a decrease by 0.5 percentage points.
- The share consisting of online purchases was 2.1%, which is an increase by 0.7 percentage points compared with 2024.

The different sources' shares in 2024 compared with 2019

- During this period, relatively large changes occurred in the different sources' shares of total consumption. Above all, Systembolaget's share increased, while the shares of travellers' import and purchases of smuggled alcohol decreased, see Table 2.
- Systembolaget's share increased by 6.9 percentage points during the period.
- The share from restaurants increased by 1.9 percentage points, while the share of light beer decreased by 0.8 percentage points.
- The share from travellers' import decreased by 4.7 percentage points and the share of purchases of smuggled alcohol by 4.5 percentage points.
- The shares of online purchases and homemade alcohol increased by 0.8 and 0.3 percentage points respectively, see Table 2.

Table 2. The different sources' shares of total consumption in the years 2019, 2024 and 2025, and changes in *percentage points*.

Source				Change in percentage points	
	2019	2024	2025	2019–2025	2024–2025
<u>Registered sources:</u>					
Systembolaget*	64,8%	72,0%	71,7%	6,9	-0,3
Restaurants	10,0%	11,3%	11,9%	1,9	0,6
Sales of light beer	4,7%	4,0%	3,9%	-0,8	-0,1
Farm sales**	---	---	0,0%	---	---
<u>Unregistered sources:</u>					
Travellers' import	11,6%	7,3%	6,9%	-4,7	-0,4
Homemade alcohol	2,0%	2,4%	2,3%	0,3	-0,1
Online purchases*	1,2%	1,4%	2,1%	0,8	0,7
Purchases of smuggled alcohol	5,7%	1,6%	1,2%	-4,5	-0,5

* Systembolaget's online sales are included in Systembolaget's registered sales.

** Farm sales were permitted from 2025.

Changes in consumption of different beverage categories

The different beverage categories' shares in 2025

- Wine was the most consumed beverage in 2025. It made up 43.0% of total consumption, followed by strong beer at 32.7% and spirits at 18.2%. Light beer made up 3.9% and cider 2.3%, see Table 3.
- Compared with 2024, the share of strong beer increased by 0.3 percentage points, while the share of wine decreased by 0.3 percentage points. Other changes were smaller, see Table 3.

The different beverage categories' shares during the period 2019–2025

- The ranking of the beverage categories was the same throughout the period 2019–2025. Wine was the most consumed beverage and cider the least.
- 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, 2024 and 2025, and changes in percentage points.

Beverage				Change in percentage points	
	2019	2024	2025	2019–2025	2024–2025
Wine	42,3%	43,2%	43,0%	0,7	-0,3
Strong beer	32,5%	32,4%	32,7%	0,2	0,3
Spirits	18,6%	18,3%	18,2%	-0,5	-0,1
Light beer	4,7%	4,0%	3,9%	-0,8	-0,1
Cider	1,9%	2,1%	2,3%	0,4	0,2

Dominating beverages by source of acquisition in 2025

- Sales of wine made up 49.3% of Systembolaget's total sales and strong beer 31.3%, measured in litres of pure alcohol.
- Restaurant sales were dominated by strong beer, which made up 58.8% of sales, followed by wine at 28.4%.
- Spirits made up 42.3% of travellers' import and strong beer 30.9%.
- Regarding homemade alcohol, spirits was the largest category at 43.3%, followed by wine at 37.7%.
- Regarding the purchase of smuggled alcohol, wine was the largest, with a share of 44.0%.
- Within online purchases, wine was the largest with a share of 57.4%.
- Spirits was the largest category within the new farm sales, at 46.7%.

Norwegian border shopping in Sweden

There is Norwegian, Finnish and Danish border shopping for alcohol in Sweden, dominated by Norwegian residents travelling to Sweden to shop. In the period 2022–2025, Norwegian border shopping averaged approximately 0.43 litres of pure alcohol per inhabitant aged 15 years or above in Norway per year. Compared with the period 2016–2019, when the corresponding level was 0.56 litres, this is a decrease of approximately 23%. The results thus show that border shopping has recovered after the pandemic but is still below the levels of the years before the pandemic.

In 2025, Norwegian border shopping made up 4.0% of Systembolaget's sales. Finnish border shopping made up 0.7% and Danish border shopping 0.03%.

Foreign visitors' purchases in Sweden and Swedes' consumption abroad

In this report, reference is made to two previous studies, in which the extent of foreign visitors' alcohol purchases in Sweden (including Norwegian border shopping) was compared with estimates of Swedes' consumption abroad. The results show that the difference between the two was very small, both during the period 2017–2020 and in the year 2022.

No data on Swedes' travel abroad that can be used in these calculations has yet been published for 2025. However, two key variables are available for 2025: the net of Swedes' expenditure when travelling abroad and foreign visitors' expenditure when travelling in Sweden. In addition, Norwegian border shopping for alcohol in Sweden in 2025 has been calculated. Both were at roughly the same levels in 2025 as in 2022, which suggests that the results of the calculations for 2022 very probably also apply to 2025.

The conclusion is that the data published in the Monitor surveys regarding total acquisition of alcohol in Sweden can well be used as a measure of Swedes' total consumption of alcohol, regardless of where it occurs.