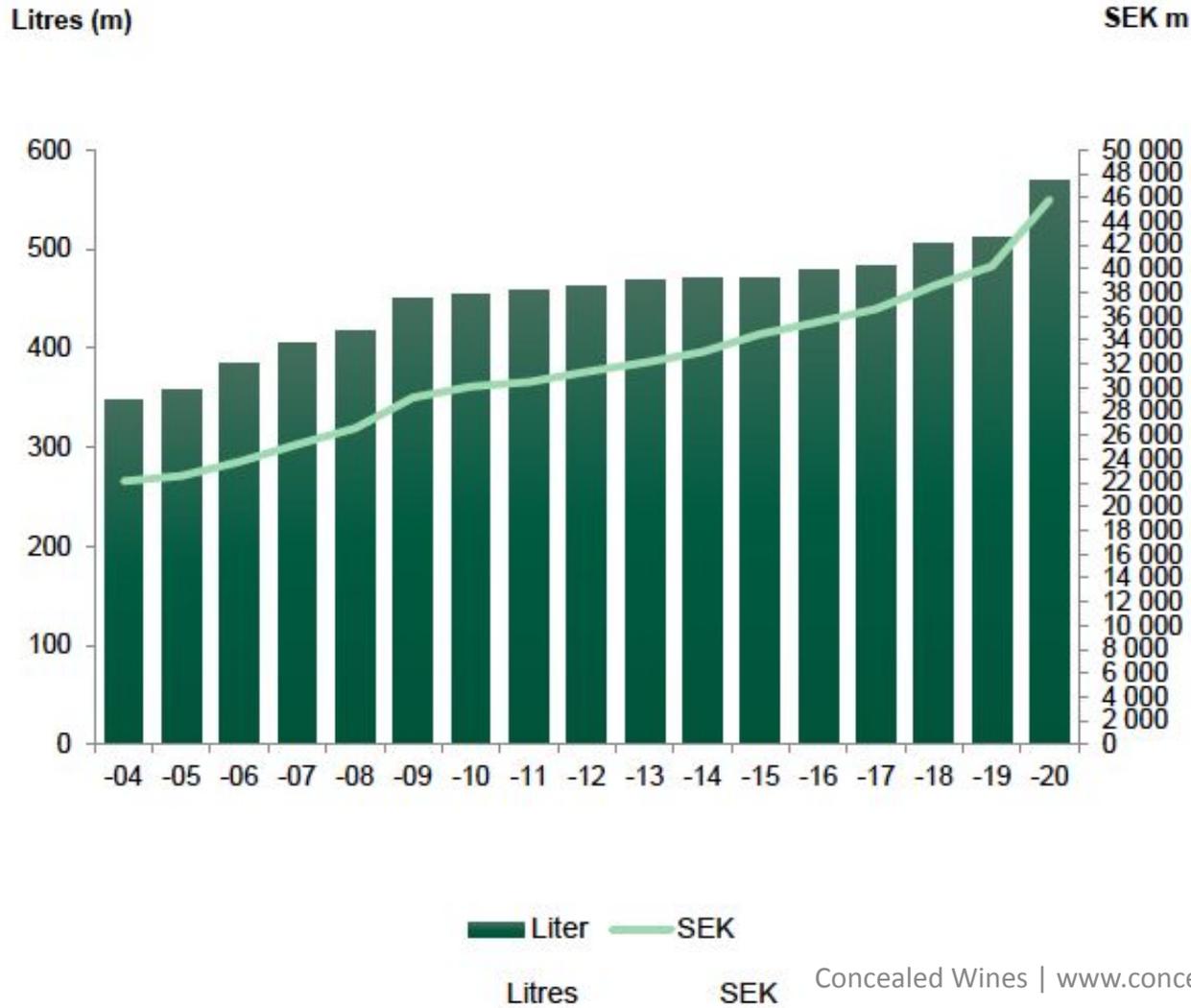


Systembolaget 2020 product report

Summary of “Product range report, 2021” published by
Systembolaget, by Concealed Wines.

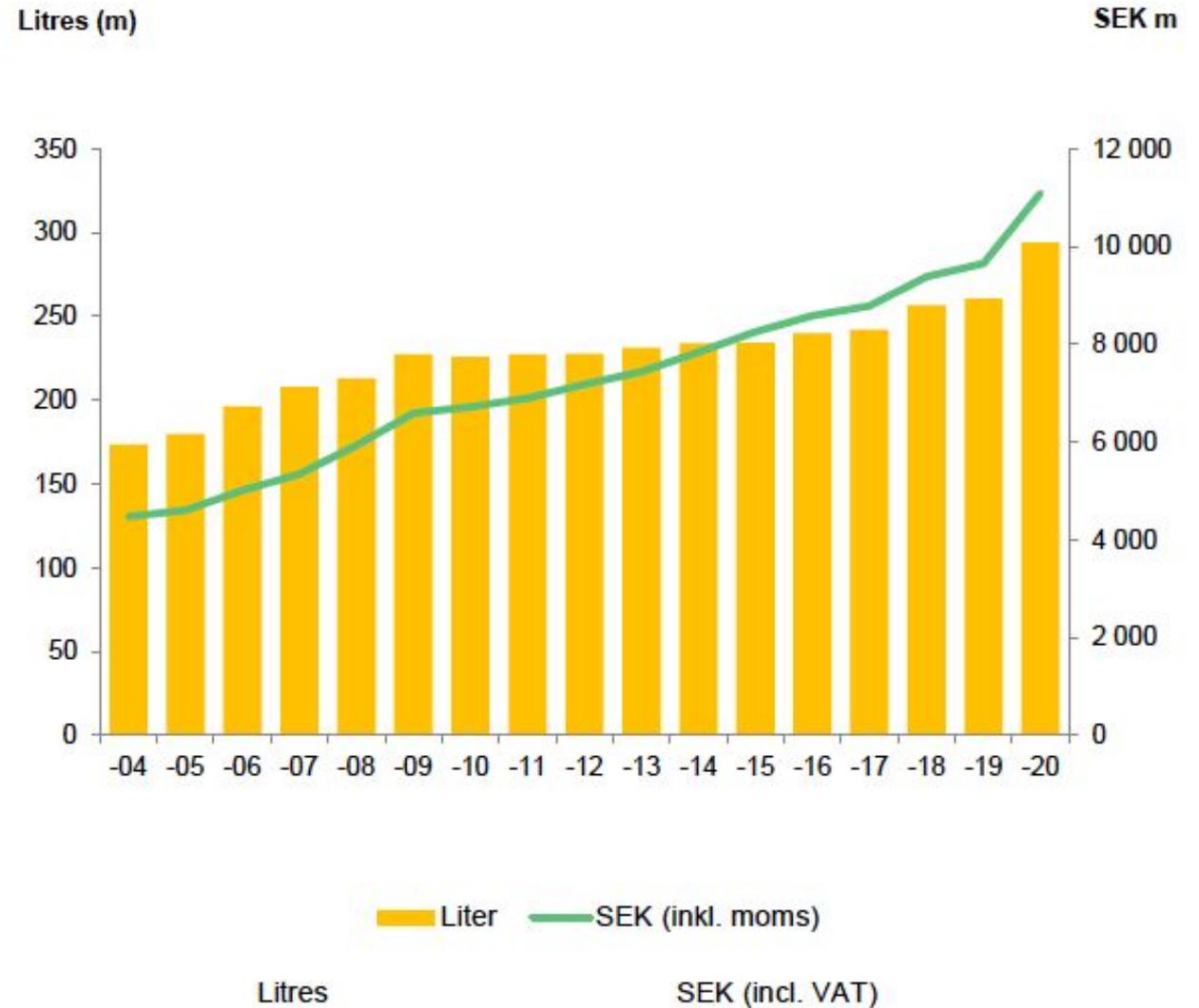
Total Sales, 2020



- 11.2% volume increase
- 13.8% value increase
- Premiumisation trend

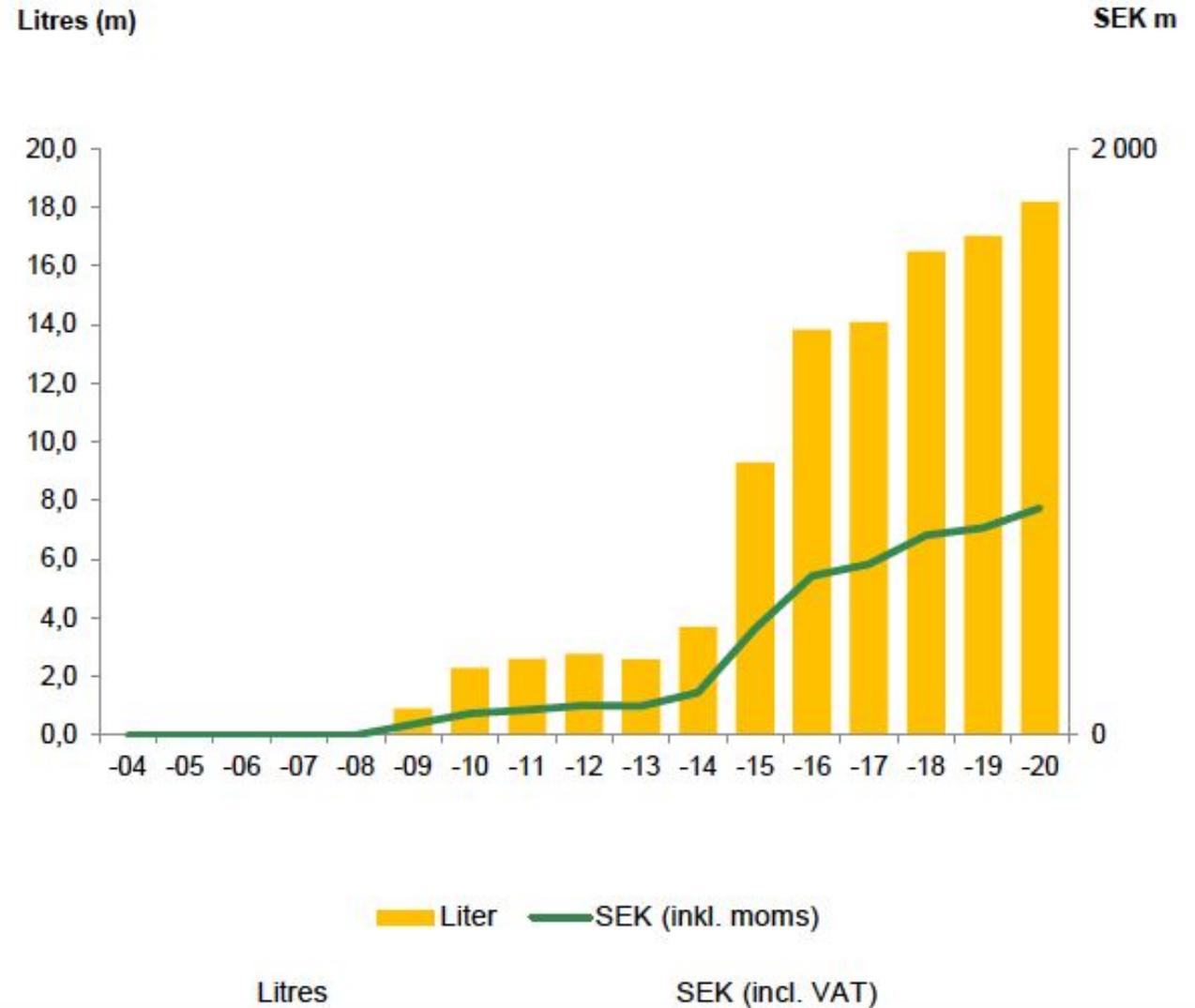
Sales trend, beer

- 12.9% volume increase
- 15% value increase
- Cans taking shares from bottles

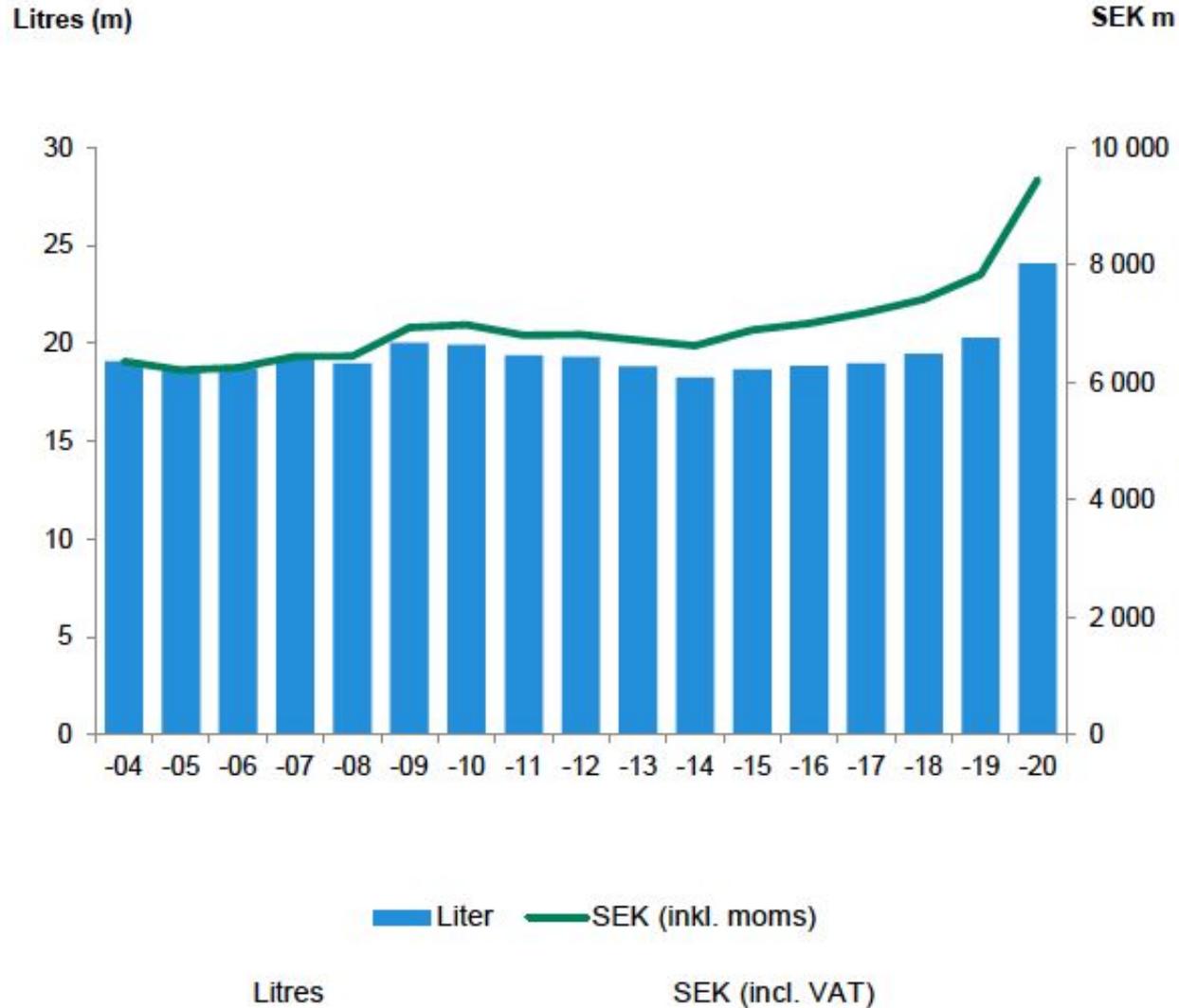


Organic beer

- Increase of 9.7%



Sales trend, spirits



- 19% volume increase
- 21% value increase
- Highest sales since 1996

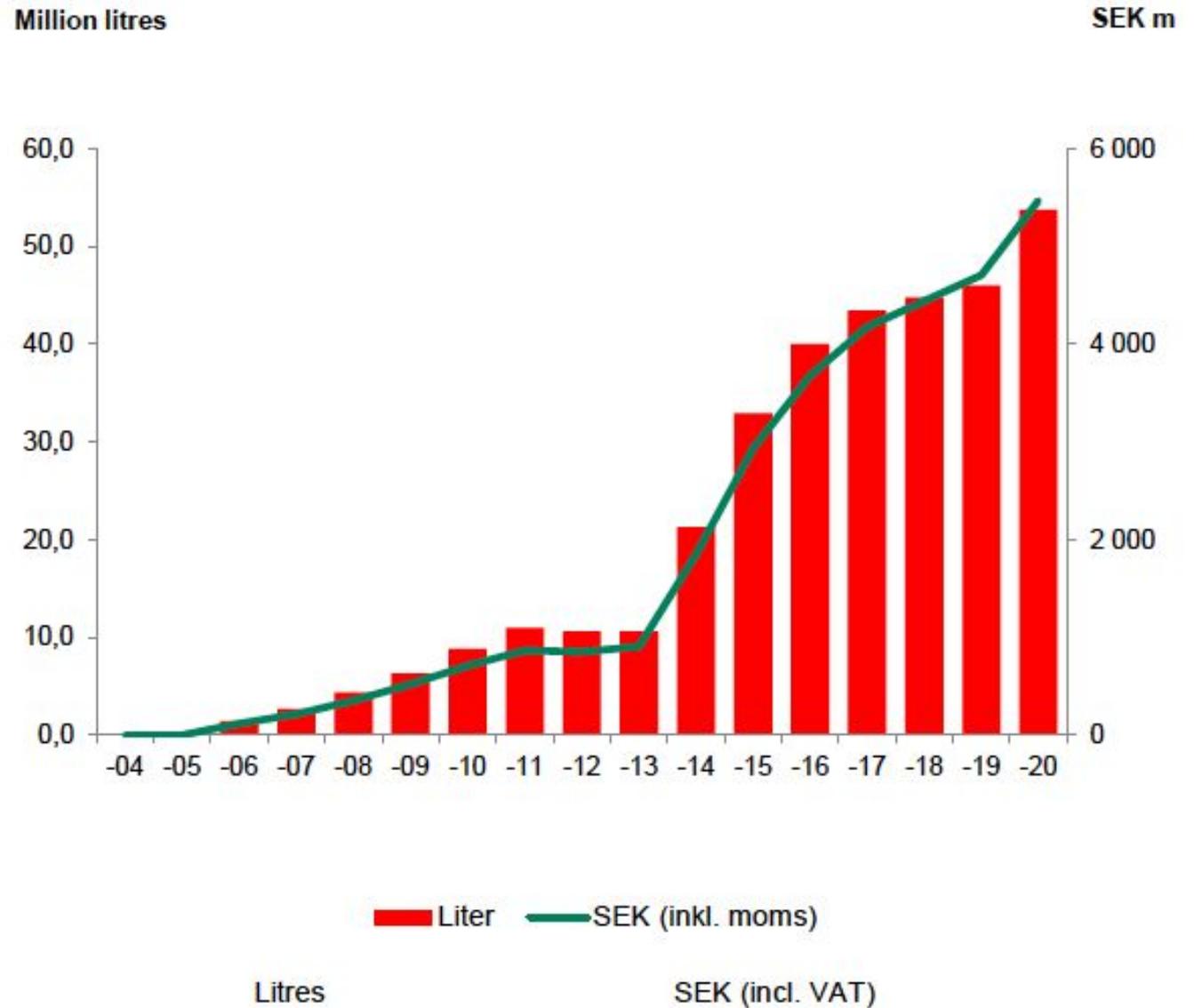
Sales trend, wine

- 9.2% volume increase
- 11.2% value increase
- Focus on more sustainable packaging and product



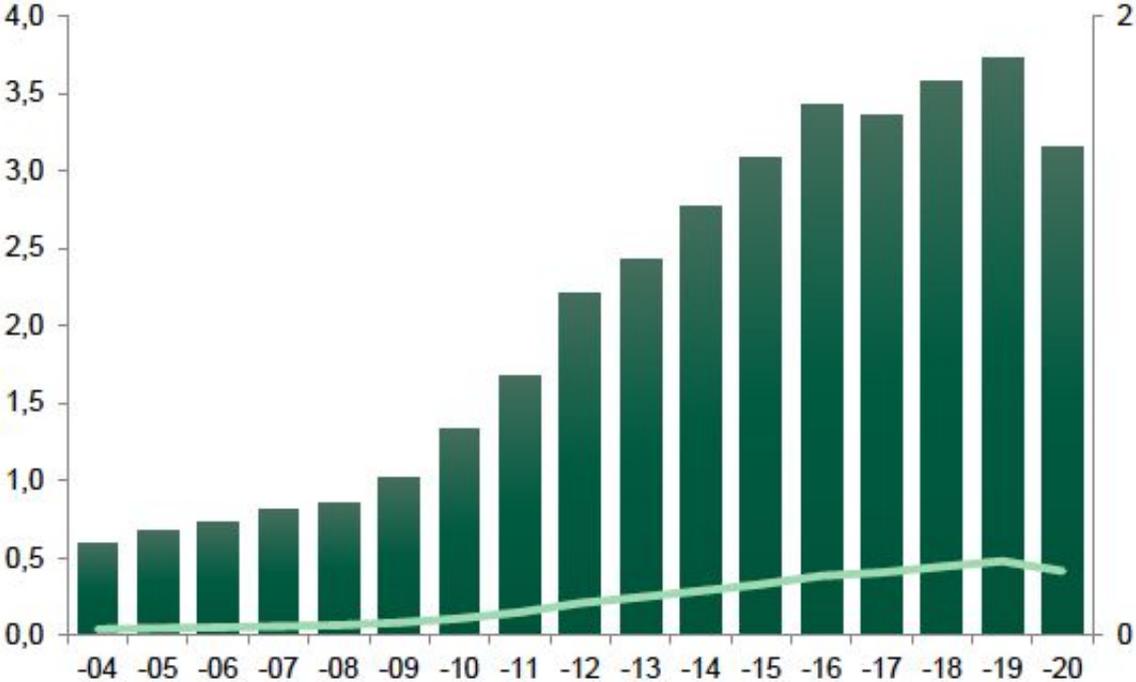
Organic wine

- 16.2% increase



Alcohol-free wine

Litres (m) SEK m



■ Liter — SEK (inkl. moms)

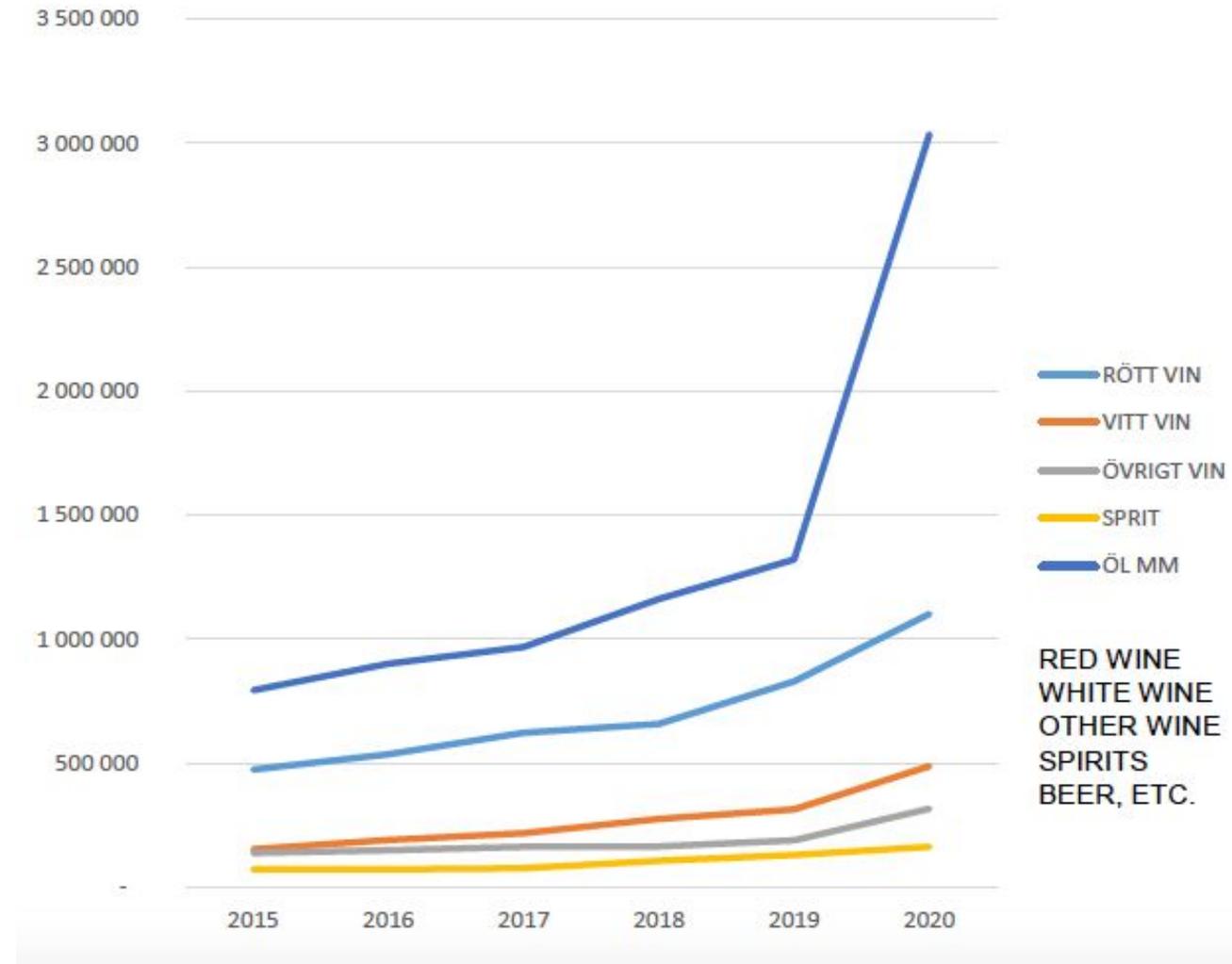
Litres

SEK (incl. VAT)

- General increase, however dipped due to Covid
- 15% volume decrease
- 13% value decrease

Temporary range sales

- 84% increase in demand for temporary listings
- 48% increase in demand for online orders



Do you want to get in touch with Concealed Wines?



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