Consumer Countries/Markets

Wine Intelligence Reports Shop - Sparkling Wine in the Swedish Market 2018

A new Wine Intelligence report on the Swedish wine market – Sparkling Wine in the Swedish Market 2018 – provides an overview of the consumption behaviour and attitude towards sparkling wine among Swedish regular wine drinkers, as well as the latest trends observed by the trade.

Key findings include:
1. SPARKLING WINE CATEGORY EXHIBITS STRONG GROWTH OVER THE PAST FIVE YEARS
Per capita consumption of sparkling wine in Sweden has seen promising growth both in the short and long-term

2. SPARKLING WINE REMAINS AN OCCASIONAL BEVERAGE CHOICE IN SWEDEN
Despite the promising growth of sparkling wine in Sweden, sparkling wine remains an occasional choice and Swedish drinkers are most likely to consume sparkling wines at home or at a friend’s house

3. CHAMPAGNE, PROSECCO, AND CAVA MOST POPULAR AMONGST SWEDISH CONSUMERS
Champagne, Prosecco and Cava have the highest awareness rates amongst Swedish drinkers, with Champagne and Prosecco consumed by over half of sparkling wine drinkers

4. PROSECCO BRAND PIZZOLATO DOMINATES SPARKLING WINE BRANDS
Pizzolato is the sparkling wine brand with the highest awareness, purchase, consideration, recommendation, and affinity levels amongst Swedish drinkers of sparkling wine

5. YOUNGER WOMEN HAVE A STRONGER RELATIONSHIP WITH SPARKLING WINE COMPARED TO YOUNGER MEN
Women aged 18-34 are the most likely to be aware of Prosecco, while Champagne is better-known amongst more experienced consumers aged 55+

Contents
• Overview of the sparkling wine market in Sweden
• Demographics of Swedish sparkling wine drinkers by gender and age
• Sparkling wine consumption behaviours amongst Swedish wine drinkers, including consumption frequency and change over time
• Wine buying behaviours of sparkling wine drinkers in Sweden, including on and off-trade usage
Technology

Traditional Advertising Is Soon to Be History

Here’s What Will Replace It.

In a short 10 years, virtually the entire advertising industry has transformed into digitized social media marketing, fueled by open-source e-commerce platforms, mobile devices, and breakthroughs in digital payment infrastructure.

In the Future, Your AI, Not You, Will Buy Your Stuff

The purpose of today’s advertising campaigns is to convince you to buy a certain something. They extol the benefits. Buy this product because... it will make you more popular, more sexy, more successful, and so on. What happens in the future when it’s not you making the purchasing decisions, but instead, your AI?

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