

Systembolaget AB in Alcoholic Drinks (Sweden)

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Abstracts

Systembolaget will continue to be the only retailer that is allowed to sell alcoholic drinks with an ABV of over 3.5%. It will remain responsive to consumer demand and tailor its product offerings accordingly. As Systembolaget notes growing demand for lighter packaging solutions, PET bottles are likely to gain greater in-store prominence over the forecast period. The focus on in-store marketing of organic alcoholic drinks will be predominant over the foreseeable future, while there will be a gre...

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