

Sweden

Total fillings reach one billion milestone as beer exports climb in Sweden during 2008

Last year saw the Swedish can market reach a significant milestone, as total fillings grew by 3.9% to exceed one billion for the first time. Yet again, the driving force behind the increase was the continued expansion of the Swedish beer market, with fillings rising by 10.6% – a second consecutive year of double-digit growth.

Helping push beer fillings past the 700m-mark (to 715m) was the impressive performance of the export market, with record growth of 44% witnessed in the first eight months of 2008 alone. Swedish brands, such as Rekorderlig cider, are enjoying increased popularity in overseas markets, including the UK, while cross-border trade with Germany also continues to expand, with sales of beer, cider and FABs all increasing.

As far as beverage packages go, beer cans in Sweden are also still able to boast the highest market share in Europe, with the public's preference for the can growing even further in 2008, at the expense of refillable glass bottles, which faced declining volumes at retail. The can's share of the packaged beer market now stands at 80%, compared to just 14% for refillable glass and 6% for non-refillable glass.

In the soft drink market, fillings decreased by 8.9% during 2008, falling to 311m. It was thought that the removal of refillable PET bottles from the market – which had a 12% pack share – would have a positive effect on soft drink can volumes,



but that is yet to be seen. There are, however, hopes that the can's pack share will grow in the soft drink market during 2009, as refillable glass bottles also face declining volumes in the retail market.

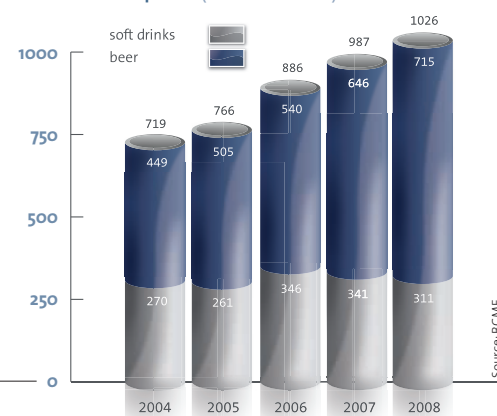
Market snapshot

- Total can fillings reach one billion mark for the first time
- Record beer can exports recorded
- Beer can market share remains highest in Europe

The year in numbers

- Total can fillings up 3.9% to 1bn

Can fillings for beer and soft drinks, 2004-2008 (millions of units)



'Rekord' breaker

Cider is popular in Sweden with Rekorderlig one of the country's leading brands. The drink has a faithful following, in Sweden and overseas (it even has appreciation societies on social networking websites). The cider's popularity is often attributed to the use of pure spring water in the brewing process. There is also an array of fruit-flavours in the range, including wild berries, passion fruit and melon, as well as traditional apple and pear. The can is the dominant pack type in the cider segment.



- Soft drink can fillings down 8.9% to 311m
- Beer can fillings up 10.6% to 715m

Soft drinks – share of market by pack type (volume)

- Cans: 22%
- Non-refillable glass: 1%
- Refillable glass: 10%
- Non-refillable PET: 67%

Beer – share of market by pack type (volume)

- Cans: 80%
- Non-refillable glass: 6%
- Refillable glass: 14%