

# INFORMATION ON THE NORDIC ALCOHOL MARKET 2020



Alko Inc.

© Author and Alko Inc.

Image copyrights: Alko

Author: Emilia Häkkinen

Faculty of Education and Social Studies,

Åbo Akademi, Vasa

Lay-out: Taittotoimisto Åsa Åhl

Helsinki 2020

ISBN 978-952-69301-2-1 (nid.)

ISBN 978-952-69301-3-8 (PDF)

# Table of contents

Introduction.....	4
Country profiles .....	5
Population and national economies in 2019 .....	8
Common rules and Nordic partnerships.....	9
Concepts.....	10
<b>Basic characteristics of the alcohol system</b>	
Regulation on alcohol advertising .....	11
Minimum legal age for purchasing alcoholic beverages .....	12
Scope of the Nordic alcohol monopoly companies .....	13
Sales network of the Nordic alcohol monopoly companies .....	14
Opening hours of the alcohol monopoly company stores .....	15
Other off-premise retail sale outlets for alcoholic beverages .....	16
On-premise retail sale networks for alcoholic beverages .....	17
<b>Taxation and pricing of alcohol</b>	
Alcohol excise duty rates and value-added tax rates in the Nordic countries .....	18
Alcohol excise duties in Europe .....	19
Pricing principles of the Nordic alcohol monopoly companies.....	20
Price examples in the Nordic alcohol monopoly companies .....	22
<b>Travelers' imports of alcoholic beverages</b>	
Travelers' alcohol import quotas in litres .....	23
Travelers' alcohol imports .....	24
<b>Consumption of alcoholic beverages</b>	
Total alcohol consumption.....	25
Recorded alcohol consumption in the Nordic countries .....	26
<b>The Nordic alcohol monopoly companies</b>	
Public opinion on alcohol policy .....	27
Customer satisfaction rates in the Nordic alcohol monopoly companies.....	28
Personnel and beverage brands .....	29
Packaging 2019.....	30
Total sales in 2019 .....	31
Sales by product groups in 2019 .....	32
Structure of sales by product groups in 2019.....	33
Wine sales in 2019 .....	35
Social control .....	36
Nordic alcohol monopoly CSR-collaboration .....	37
Further information & sources.....	38



## Introduction

**THIS REPORT IS THE 21<sup>st</sup> EDITION** of the annually published “Information on the Nordic Alcohol market”-report. It is a statistical report which presents facts and figures on alcohol policy and alcohol consumption in the Nordic countries.

**The report focuses on two key aspects regarding the Nordic alcohol market;**

- 1)** The development of the state retail alcohol monopolies in the Nordic countries (Finland, Sweden, Norway, Iceland and Faroe Islands) in terms of data and information on pricing, personnel, number of brands, packaging, social control, sales figures and customer satisfaction. Most of the information provided has been retrieved directly from Alko, Systembolaget, Vinmonopolet, ATVR and Rúsdrekkasöla landsins.
- 2)** The broader picture of Nordic alcohol policy and alcohol consumption in the above mentioned countries as well as Denmark which has no tradition of state alcohol monopolies.

**ALKO INC.** has been gathering the corresponding information since 1999. The report was originally intended for internal purposes only. Since 2014 Alko has been publishing it in English and it has been presented not only to the Nordic Monopolies, but also to alcohol Monopolies in Canada in the United States as well as civil servants working with public health, the research community and other relevant collaborators.

**THIS PUBLICATION** has been compiled by M.Soc.Sci. Emilia Häkkinen.

# Country profiles

## Finland

Finland has a population of approximately 5.5 million people with its borders to Sweden in the west, Norway in the north and Russia in the east. The unemployment rate was 6.7% in 2019.

Alcohol advertising has been permitted under certain conditions for mild alcoholic beverages since 1995 when Finland joined the European Union. Finland was among the first countries to introduce comprehensive regulation of alcohol advertising on social media in 2015 with the intent to protect the Finnish youth. The comprehensive reform of the Finnish Alcohol Act was approved in December 2017 and was entered into force in 2018; partly in January and partly in March. The reform included following changes regarding alcohol advertising:

- 1) On-premise outlets are allowed to advertise for example Happy Hour discounts concerning mild alcoholic beverages outside the outlet premises (for example on streets and newspapers).
- 2) producers of strong alcoholic beverages, wholesalers and restaurants can present their products for example in online price listings.

Among other important changes regarding off-premise sales:

- The definition of alcohol changed from 2.8 vol.% to 1.2 vol.%
- Grocery stores gained the right to sell beverages up to 5.5 vol.% (earlier 4.7 vol.%). State alcohol monopoly Alko remains the only retailer with the right to sell beverages stronger than 5.5 vol.%.
- However, micro breweries gained the right to apply for a license to sell their own products.

Thus, this report also provides data and information on how these changes in the alcohol policy have affected the alcohol sales and the general alcohol consumption since 2018.

The age limits for purchasing alcohol in Finland are 18 for beverages milder than 22 vol.% and 20 for stronger beverages. For on-premise sale of alcohol in restaurants and bars the age limit is currently 18.

Alko was founded in 1932, and in 2019 there were 361 Alko stores all across Finland, out of which all were self-service stores. Moreover, Alko has a web shop that allows customers to order products online and pick them up at an Alko store or pick-up point. In the beginning of year 2020, the monopoly had 5130 products available in the general

selection as well as 2974 products in the sale-to-order selection. In 2019, the most common opening hours were 9-21 on weekdays and 9-18 on Saturdays, which means an average of 69 hours a week. The opening hours were prolonged with one hour during the weekdays in March 2018 in connection to the above mentioned changes in the alcohol legislation. On average Alko had 2466 employees working for the monopoly in 2019 headed by CEO Leena Laitinen.

Finland cut the taxation of alcoholic beverages heavily in 2004 in order to battle border trade with alcohol to Estonia, which had joined the European Union the same year. Since 2008 the alcohol taxation levels have been increased 7 times due to fiscal reasons and to prevent alcohol-related harm to public health.

Sales of red and white wines accounted for approximately half of Alko's total sales in 2019.

The monopoly's share of the recorded alcohol consumption of alcoholic beverages in 100% alcohol was 37.7% in 2019. According to a survey, 62% of the Finnish population agreed that Alko's sole right to off-premise retail sale of alcohol is a good way of preventing alcohol related harm. Additionally, a customer satisfaction survey gave Alko 8.57 points out of a possible 10.

The total consumption of alcohol per capita aged 15 years or older was approximately 10 litres of pure alcohol in 2019, out of which roughly 18% was unrecorded consumption. This means that the total consumption of alcohol declined with 3.9% when compared to year 2018. Beer remained the most consumed beverage in year 2019. In 2019, the shares of mixed beverages (formerly long drinks) and beers out of the total recorded consumption increased to some extent, whereas the shares of other beverage groups decreased slightly.

## Sweden

Sweden is the largest Nordic country not only considering square kilometers, but also population which was approximately 10.3 million people in 2019 with a 0.8% raise in population from the previous year. Sweden is located in the heart of Northern Europe with Norway in the west, Finland in the east and Denmark in the south with a connection through the Öresund bridge. The average unemployment rate was 6.8% in 2019.

Alcohol is defined as a beverage stronger than 2.25 vol.%. Up until 2003, advertising of alcoholic beverages was banned in all shapes and forms. Since then however, advertising of beverages containing no more than 15 vol.%



has been allowed under certain conditions in printed media.

State monopoly Systembolaget has the sole right to off-premise retail alcohol sale with the exception of “Folköl” or “People’s beer” that contains max 3.5 vol.% and can be sold in grocery stores, gas stations and kiosks. There are altogether 445 Systembolaget-stores across Sweden, completed with 486 order points. Products can also be ordered online and delivered to monopoly shops or order points, or in special trial areas straight to the customer’s home address. The most common opening hours in 2019 were 10-19 on weekdays and 10-15 on Saturdays, which makes a total of 50 hours per week. The age limits for purchasing alcohol in Systembolaget is 20 for both strong and mild beverages, and 18 for on-premise sales in restaurants and bars.

Magdalena Gerger is the CEO of Systembolaget, which has existed in its’ current form since 1955. Approximately 5845 people were employed at the monopoly by the end of 2019. The monopoly’s market share of the recorded consumption of beverages in 100% alcohol was 81.4% in 2019. Approximately half of all sales within the monopoly was beer. The Swedish total consumption of alcohol per capita over 15 years or older was 8.7 liters of pure alcohol in 2019, out of which 1.5 liters was unrecorded consumption. Wine was the most common beverage to be consumed.

The price list of Systembolaget is more affordable than in the other Nordic monopolies and the excise duties are lower compared to the other monopoly countries for most categories of alcoholic beverages.

According to a survey, 77.6% of the Swedish population support the monopoly, and the customer satisfaction rate was 85.9% out of a possible 100% in 2019.

## Norway

Norway is located west of Sweden and also shares land borders with Finland and Russia in the north. The population of the country is approximately 5.3 million and the unemployment rate was 3.7% in 2019.

In Norway, the general definition of alcohol is beverages that contain more than 2.5 vol.%. However, the Norwegian Alcohol Act also acknowledges milder alcoholic beverages from 0.7 vol.% when it comes to age limitations. The current age limits are 18 for mild beverages (less than 22 vol.%) and 20 for stronger beverages (22 vol.% or more). These age limits are valid for both on- and off-premise consumption of alcohol. Marketing of alcoholic beverages that contain more than 2.5 vol.% alcohol is forbidden.

The state owned (since 1939) alcohol monopoly Vinmonopolet was founded in 1922 and has the sole

authority to sell beverages that contain more than 4.75 vol.% alcohol. Vinmonopolet has 334 stores in total - out of which all are self-service stores - and it is possible to order alcoholic beverages online and collect the goods from a monopoly shop. Additionally, home delivery is possible in some selected areas. In 2019, the monopoly had 1765 products in their general selection, completed with 23302 products in the sale-to-order selection. The most common opening hours of monopoly shops are between 10 and 18 on weekdays and 9 and 15 on Saturdays. Vinmonopolet had 1862 employees at the end of 2019, with Elisabeth Hunter serving as the CEO of the monopoly.

The total alcohol sales per capita reached 6.05 litres of pure alcohol in 2019. Beer was overall the most sold beverage, followed closely by wine.

Vinmonopolet won three customer satisfaction rankings in 2019, scoring 96 points out of a possible 100 in one of these. Additionally, 60% of the Norwegian population agreed that the monopoly should have the exclusive right for off-premise retail sale of wine and spirits.

## Iceland

Iceland is the smallest Nordic country, situated in the North Atlantic. The country’s current population is approximately 357000. The country’s economy has recovered from the financial crisis of 2008 with currently low unemployment rates (3.5%) and a strong labor force.

Alcohol is defined as beverages containing more than 2.5 vol.% of alcohol. All kind of alcohol advertising is banned in the country. The age limit for both on- and off-premise sale of alcohol is 20 years. Áfengis- og tóbaksverslun ríkisins (ATVR) is a state-owned company that has a monopoly on the sale of both alcohol and tobacco products. ATVR governs the Vínbúð- chain, that has the sole right to retail alcohol in the country. The monopoly has 51 stores all across the coastline of Iceland, all of which are self-service stores. It is possible to buy alcoholic beverages online from the monopoly’s webpage and have the goods delivered to the closest ATVR-store. Home delivery is possible for customers who have a distance of more than 25 km to the closest ATVR-store, in which cases the post office personnel ensures the age of the customer. The most common opening hours are 11-18 on both weekdays and Saturdays, which makes a total of 42 hours a week. The stores are closed on Sundays. The amount of personnel working at the monopoly was 510 at the end of 2019, headed by CEO Ívar J. Arndal. The State Liquor Store was established in 1922.

Like in the other Nordic monopolies, ATVR has fixed prices for all their products, which means the price of

alcohol does not vary between ATVR-shops. The Icelandic taxes are among the highest level of all European countries, which is reflected in the monopoly's price lists. Beer sales accounted for 78% of the monopoly's total sales in 2019.

The Icelandic total consumption of alcohol per capita over 15 years or older was approximately 8 liters of pure alcohol in 2019, out of which 2 liters was unrecorded consumption. The most common beverage consumed is beer.

According to a survey, 64% of the respondents supported the monopoly arrangement in April 2019. In November 2019, customer satisfaction was 88% out of a possible 100%.

## Faroe Islands

The Faroe Islands are an autonomous part of the Kingdom of Denmark and are situated in the North Atlantic Ocean with Scotland in the south, Norway in the east and Iceland in the north-west. Approximately 50000 people live on the islands. The Faroe Islands have control over most domestic matters, including alcohol policies. The alcohol policies of the islands differ significantly from the situation in Denmark.

Alcohol is defined as a beverage intended for drinking containing more than 2.8 vol.% of alcohol.

The Faroese alcohol retail monopoly Rúsdrékkasøla Landsins was founded in 1992 and has the exclusive right to retail alcohol with the exception for specific brewery outlets that can sell their own products up to 5.8 vol.%.

The monopoly is headed by CEO Rógvi Andrias Fossádal. There are 8 monopoly shops completed with two order points. The staff at the end of 2019 consisted of 40 employees. The monopoly's sales accounted for 53% of the total alcohol consumption on Faroe Islands in 2019. The most common opening hours are between 13 and 17:30 on weekdays, between 10 and 17:30 on Fridays and between 10 and 14 on Saturdays, meaning a total of 29.5 opening hours per week. On Sundays the monopoly stores remain closed. It is possible to order goods from the monopoly's webpage, in which case the Faroese post service is responsible for the delivery of the goods and age verification of the customer. In 2019, beer accounted for more than 72% of the monopoly sales.

The total consumption of alcohol per capita aged 15 years or older is 9.1 litres of pure alcohol, out of which 29.7% is unrecorded consumption. Beer remains to be the most consumed beverage on the islands.

Concerning the excise duty rates of alcohol, Faroe Islands ranks in the middle regarding the Nordic countries, with Norway and Iceland having considerably

higher levels of excise duty. Alcoholic beverages sold on Faroe Islands must contain less than 60 vol.% of alcohol.

According to a survey conducted in 2019, 64% of the respondents support the current alcohol policy and the monopoly arrangement. Additionally, 96% of the respondents were either very satisfied or satisfied with the Faroese alcohol monopoly Rúsdrékkasøla Landsins.

## Denmark

Denmark differs from the other Nordic countries in several aspects when it comes to alcohol policies. The biggest one of these differences is that Denmark has no traditions of a retail alcohol monopoly. As a result, alcohol is more available in Denmark, which is visible in both the pricing and availability of alcoholic products.

Grocery stores, kiosks and gas stations have the right to sell alcohol around the clock. The age limits are 16 for beverages containing less than 16.5 vol.% of alcohol and 18 for beverages stronger than this. Prices and excise duties are lower in Denmark than in the other Nordic countries.

The total alcohol sales in pure alcohol was approximately 7.6 litres per capita in 2019. Wine was the most sold product accounting for 44.5% of the total sales, followed closely by beer which accounted for 37.4%. Border trade, which has been a popular phenomenon (especially in Jutland that shares borders with Germany) has slowly declined.



# Population and national economies in 2019

	GDP, billion, €	GDP, Purchasing power parity, € per capita	GDP, average growth in 2015-2019
<b>Finland</b>	240	37,170	1.8
<b>Sweden</b>	474	43,840	2.5
<b>Norway</b>	360	69,890	1.6
<b>Denmark</b>	311	49,190	2.5
<b>Iceland</b>	21.6	38,840	4.3
<b>Faroe Islands</b>	1.7 <sup>1)</sup>	50,025 <sup>1)</sup>	6.7 <sup>2)</sup>

	Average inflation in 2015-2019, %	Labour force, million	Unemployment rate, %
<b>Finland</b>	0.7	2.75	6.7
<b>Sweden</b>	1.5	5.50	6.8
<b>Norway</b>	2.6	2.80	3.7
<b>Denmark</b>	0.5	2.90	5
<b>Iceland</b>	0.4	0.20	3.5
<b>Faroe Islands</b>	0.3	0.03	1.1

	Population in 2019, million	Population, 15 years and older, million	Age structure, percentage of age group, %		
			0-14	15-64	65 and over
<b>Finland</b>	5.53	4.62	16	62	22
<b>Sweden</b>	10.33	8.49	18	62	20
<b>Norway</b>	5.33	4.55	18	65	17
<b>Denmark</b>	5.83	4.87	16	64	20
<b>Iceland</b>	0.36	0.29	19	67	14
<b>Faroe Islands</b>	0.05	0.04	21	61	18

1) Faroe Islands = 2017

2) Faroe Islands = 2013-2017

Sources: Eurostat, Nordic statistics, CIA World Fact Book



## Common rules and Nordic partnerships

The Nordic alcohol monopoly companies follow principles of impartiality and transparency in the pricing of products. The product suppliers are informed in advance of the rules and principles applied to the pricing of retail sale products. The retail prices of alcoholic beverages are composed of the beverage's purchase price, the monopoly sales margin with the potential deposit, the country's excise duty on alcohol, any potential environmental or beverage package tax and value added tax. The reigning Nordic pricing practice regarding alcoholic beverages uses a coefficient principle. The sales margin is included in the prices by the so-called pricing coefficient. The said coefficient is directed to the purchase prices; however, in Finland, Norway and Sweden the beverage package tax isn't included. In Iceland and the Faroe Islands the coefficient is directed to the purchase price and additionally includes the beverage package tax. The beforementioned sales margin includes ordinary selling costs, the required management expenses and business profit.

Since 2008 the Nordic alcohol monopoly companies have worked in close partnership on corporate social

responsibility (CSR) with the goal of developing a sustainable supply chain for alcoholic beverages. As a result, the Code of Conduct has since 2012 been included in all supplier agreements of the monopolies. The Code of Conduct is a set of principles and values which refers to international conventions. It reflects the shared beliefs of the Nordic alcohol monopolies and the expectations they have toward their business partners. The principles and values included in the Code of Conduct represent the ambitious goals and minimum expectations that the monopolies have regarding their supply chains social conduct. The first obligation of business enterprises is to obey domestic legislation. In countries where the domestic laws and regulations conflict with or set a different standard of protection than the Code of Conduct, business enterprises should seek ways to abide by the principles that provide the highest protection to both the workers and the environment. The Nordic alcohol monopoly companies value cooperation and constructive and open dialogue between each other in order to continuously improve the supply chains.



# Concepts

## **Alcoholic beverage:**

The general definition of an alcoholic beverage is a beverage that contains ethyl alcohol and is intended for drinking.

The definition of alcohol however varies somewhat between the Nordic countries. National legislation in the Nordic countries defines the minimum content of a beverage to count as alcohol as following: Sweden and Iceland 2.25 vol.%, Norway 2.5 vol.%, Faroe Islands 2.8 vol.% and Finland 1.2 vol.% (according to Finnish law). In Denmark, the before mentioned age limits apply to drinks that contain 1.2 vol.% or more alcohol.

## **Off-premise retail sales of alcoholic beverages:**

Off-premise sales of alcohol are all those sales that take place in Monopoly shops or alternatively in grocery stores, kiosks or gas stations. In other words, the beverage is not consumed in the place in which it has been bought.

## **On-premise retail sale of alcoholic beverages:**

On-premise sales take place in bars, restaurants, nightclubs and cafés, where the customer consumes the purchased product in the environment where the beverage has been sold.

## **Alcohol Monopoly:**

A state retail alcohol monopoly of a country functions as the only legal retailer of the kinds of alcoholic beverages described in the country's legislation. The scope of the monopoly varies between countries, but the common goal is to eliminate private profit interests in the domestic alcohol market to secure and improve public health.

## **Total consumption of alcoholic beverages:**

The sum of all alcohol consumed in a country, including both recorded and unrecorded consumption. Measured in 100% alcohol.

## **Recorded consumption of alcoholic beverages:**

The sum of all domestic on-premise and off-premise sales of alcoholic beverages.

## **Unrecorded consumption of alcoholic beverages:**

Alcoholic beverages that are bought and consumed outside the frames of domestic on- and off-premise sales.

Basically, unrecorded consumption includes consumption of beverages imported by travelers minus beverages exported by foreign travelers, home brewed and fermented beverages, illegal private distilled beverages, smuggled beverages and consumption of alcohol substitutes. Finland is the only Nordic country that also includes alcohol consumed by Finnish tourists abroad in its measurement of unrecorded alcohol consumption.

## **Purchasing power parity GDP:**

Gross domestic product (GDP) is the monetary value of all finished products, goods and services that are produced within a country's borders in a year.

## **Inflation rate:**

The change in a country's consumer prices per year.

## **Unemployment rate:**

The percentage of a country's unemployed labor force.

## **Labor force:**

The sum of employed and unemployed labor of a country.

## **Exchange rates:**

Local currencies (NOK, SEK, ISK, DKK), as well as USD have been converted into € in this report in accordance to the average exchange rates in the year 2019.

1 € equals	10.650	SEK
	9.938	NOK
	137.971	ISK
	7.467	DKK

Data originally reported in USD has been converted to € with the rate of 1 USD = 0.888 €

# Regulation on alcohol advertising

## **Finland:**

The Finnish law prohibits all forms of advertising of strong alcoholic beverages (over 22 vol.%). Advertising strong alcoholic beverages is only permitted under specific exceptional circumstances, such as in on- and off-premise retail outlets of such products or in the price lists published in print and on the websites of these outlets.

Milder alcoholic beverages (less than 22 vol.%) can be advertised under certain restrictions. The direct and indirect advertising of mild alcoholic beverages is principally permitted, but it is forbidden to execute the advertising in public places and the advertising can not be targeted at younger people.

As a result of the comprehensive reform of the Finnish Alcohol Act in 2018, bars, restaurants, cafes and nightclubs can announce temporal offers on mild beverages also outside the on-premise place of sale.

## **Sweden:**

Up until 2003, all alcohol advertising was forbidden in Sweden. However, since then the advertisement of alcohol has been legalized under certain restrictions.

All alcohol advertising must observe particular moderation and can not be directed towards people younger than 25 years. Moreover, the Swedish Alcohol Act prohibits commercials for alcoholic beverages containing 15 vol.% or more.

Alcohol advertising in Sweden can only show the product and isn't allowed to be linked to specific groups of people, attributes or lifestyles.

## **Norway:**

All forms of alcohol advertising for beverages containing 2.5 vol.% or more is prohibited by the Norwegian alcohol legislation.

## **Denmark:**

Until 2003 there was a legal ban on alcohol advertising on Danish TV and radio, which has since then been rescinded. Alcohol advertising in Denmark is regulated through statutory and voluntary agreements. Commercials of alcoholic beverages cannot be targeted toward an audience younger than 18 years.

## **Iceland:**

In 2018, Iceland's Ministry of Education and Culture considered lifting the ban on advertising alcohol and tobacco products. However, alcohol advertising remains to be largely prohibited in the country. The advertisement of mild beverages containing less than 2.25 vol.% is allowed.

## **Faroe Islands:**

In Faroe Islands the advertising of alcoholic beverages stronger than 2.8 vol.% is prohibited.



# Minimum legal age for purchasing alcoholic beverages

Situation as at 1st of January 2020

## Off-premise retail sale

	Mild alcoholic beverages	Strong alcoholic beverages
<b>Finland</b>	18	20
<b>Sweden</b>	20	20
<b>Norway</b>	18	20
<b>Denmark</b>	16	18
<b>Iceland</b>	20	20
<b>Faroe Islands</b>	18	18

## On-premise retail sale

	Mild alcoholic beverages	Strong alcoholic beverages
<b>Finland</b>	18	18
<b>Sweden</b>	18	18
<b>Norway</b>	18	20
<b>Denmark</b>	18	18
<b>Iceland</b>	20	20
<b>Faroe Islands</b>	18	18

**Finland:** Mild alcoholic beverages contain between 1.2 and 22 vol.% alcohol.

**Sweden:** The age limit for "Folköl" (beer containing between 2.8 and 3.5 vol.%) is 18 years

**Norway:** Mild alcoholic beverages contain between 0.7 and 22 vol.%

**Denmark:** Mild alcoholic beverages contain between 1.2 and 16.5 vol.%

Sources: National legislation

# Scope of the Nordic alcohol monopoly companies

Situation as at 1st January 2020

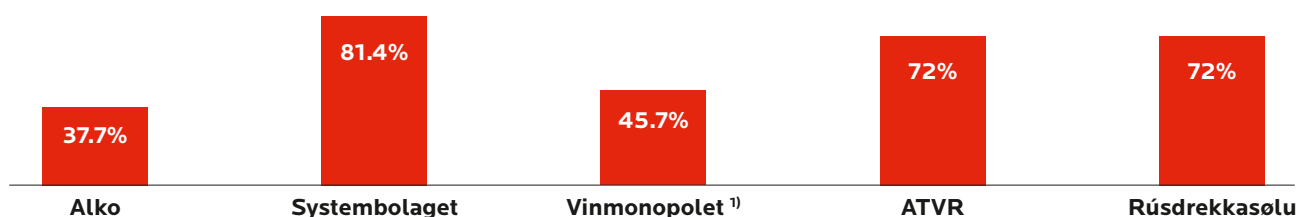
## The extent of the monopoly rights

<b>Alko (Finland)</b>	All alcoholic products with the following exceptions: Mild beverages containing up to 5.5 vol.% can be sold in grocery stores, independent brewery products and most Finnish farm winery products containing up to 13 vol.%. <sup>1)</sup>
<b>Systembolaget (Sweden)</b>	All alcoholic products stronger than 2.25 vol.% with the exception of "Folköl" which can contain up to 3.5 vol.% and can be sold in grocery stores.
<b>Vinmonopolet (Norway)</b>	All alcoholic beverages stronger than 4.7 vol.%
<b>ATVR (Iceland)</b>	All alcoholic beverages stronger than 2.25 vol.%
<b>Rúsdrekkasölu (Faroe Islands)</b>	All alcoholic products stronger than 2.8 vol.% with the exception of beers and ciders that can be sold in brewery shops. Sale of products stronger than 60 vol.% is prohibited in the Faroe Islands.

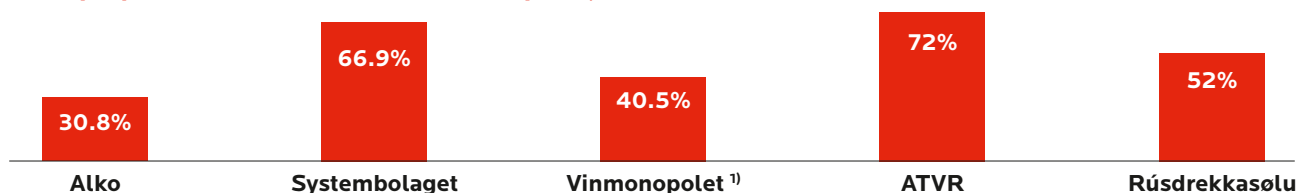
1) The new Alcohol Act entered into force in its complete form on 1st of March 2018, but parts of the new legislation were entered into force already in January 2018. One of the most notable changes was that grocery stores gained the right to sell alcoholic beverages up to 5.5 vol.%, whereas the earlier limit had been set to 4.7 vol.%. Another fundamental change was that microbreweries could now apply for a license to sell their own products from the regional state administrative agency. Breweries are allowed to sell their own products containing up to 12 vol.% of alcohol and farm wineries are allowed to sell products containing up to 13 vol.% of alcohol.

## Market shares in 2019

### Monopoly's share of recorded alcohol consumption calculated in litres of 100% alcohol



### Monopoly's share of total alcohol consumption, calculated in litres of 100% alcohol



1) Vinmonopolet year 2018.

Source: Nordic alcohol monopoly companies



# Sales network of the Nordic alcohol monopoly companies

Situation as at 1st of January 2020

## Off premise retail stores of the Nordic alcohol monopoly companies

	Number of stores	Stores 100,000 inhabitants	Proportion of self-service stores, %	Number of order points
<b>Finland</b>	361	6.5	100	100
<b>Sweden</b>	445	4.3	99.6	486
<b>Norway</b>	334	6.3	100	0
<b>Iceland</b>	51	14	100	0
<b>Faroe Islands</b>	8	16	100	2

## Sales by mail and internet

	Sales by mail	Sales by internet	Notes
<b>Finland</b>	No	Yes	The deliveries will be picked up from Alko's stores or pick-up-points. B2B customers may also order deliveries to offices or event locations.
<b>Sweden</b>	Yes	Yes	Home delivery in special areas, in shops or agents "ombud".
<b>Norway</b>	Yes	Yes	Yes, the goods are mainly delivered by mail or to Vinmonopolet stores. There are also home delivery in selected areas.
<b>Iceland</b>	Yes	Yes	The goods are delivered to closest ATVR's store. Home delivery to customers which have a distance of more than 25 km from next ATVR store. The Post Office checks for age control in those instances.
<b>Faroe Islands</b>	Yes	Yes	The delivery is conducted through post service where age verification is made.

Source: Nordic alcohol monopoly companies

# Opening hours of the alcohol monopoly company stores

## The most common opening hours 1st January 2020

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total per week
<b>Finland</b> <sup>1)</sup>	9 - 21	9 - 21	9 - 21	9 - 21	9 - 21	9 - 18	closed	<b>69</b>
<b>Sweden</b>	10 - 19	10 - 19	10 - 19	10 - 19	10 - 19	10 - 15	closed	<b>50</b>
<b>Norway</b>	10 - 18	10 - 18	10 - 18	10 - 18	10 - 18	9 - 15	closed	<b>46</b>
<b>Iceland</b>	11 - 18	11 - 18	11 - 18	11 - 18	11 - 18	11 - 18	closed	<b>42</b>
<b>Faroe Islands</b>	13-17:30	13-17:30	13-17:30	13-17:30	10-17:30	10-14	closed	<b>29.5</b>

## The longest opening hours 1st January 2020

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total per week
<b>Finland</b>	9 - 21	9 - 21	9 - 21	9 - 21	9 - 21	9 - 18	closed	<b>69</b>
<b>Sweden</b>	10 - 20	10 - 20	10 - 20	10 - 20	10 - 20	9 - 15	closed	<b>56</b>
<b>Norway</b>	10 - 18	10 - 18	10 - 18	10 - 18	9 - 18	9 - 15	closed	<b>47</b>
<b>Iceland</b>	10 - 20	10 - 20	10 - 20	10 - 20	10 - 20	11 - 18	closed	<b>57</b>
<b>Faroe Islands</b>	10-17:30	10-17:30	10-17:30	10-17:30	10-19	10-14	closed	<b>43</b>

1) In March 2018, the opening hours were prolonged from 9-20 to 9-21

Source: Nordic alcohol monopoly companies

## Other off-premise retail sale outlets for alcoholic beverages

**Table 1**

	Year	Other retail outlets	Producer shops <sup>1)</sup>	Other retail per 100,000 inhabitants
<b>Finland</b>	2020	5,740 <sup>2)</sup>	104	104
<b>Sweden</b>	2014	6,587 <sup>3)</sup>	-	64
<b>Norway</b>	2020	4,500	-	80
<b>Iceland</b>	2018	0	-	0
<b>Faroe Islands</b>	2019	0	8	0

**Table 2**

	Year	Kiosks may apply for a license to sell alcohol	Gas stations may apply for a license to sell alcohol	Possibility to legally buy on the internet from abroad
<b>Finland</b>	2020	yes	yes	yes
<b>Sweden</b>	2020	yes <sup>3)</sup>	yes <sup>3)</sup>	yes
<b>Norway</b>	2020	no	no	yes <sup>4)</sup>
<b>Iceland</b>	2019	no	no	yes
<b>Faroe Islands</b>	2020	no	no	no

1) In Faroe Islands brewery outlets with the right to sell beers and ciders containing up to 5.8 vol.% alcohol.

2) Due to the legislative changes entered into force in 2018, also on-premise outlets gained the right to apply for alcohol retail sale permit. On-premise outlets who have applied for such a permit are therefore counted into both off- and on-premise retail outlets.

3) Only folköl, with max 3.5 vol.%

4) Norwegian custom declaration is needed.

Source: Nordic alcohol monopoly companies, Finnish National Supervisory Authority of Welfare and Health (Valvira)

## On-premise retail sale networks for alcoholic beverages

	Year	All drinks	Wine and beer only	Beer only	Total	Total per 100,000 inhabitants
<b>Finland</b>	2020	9,202 <sup>1)</sup>	-	-	9,202	167
<b>Sweden</b>	2016	11,957	624	20	12,950	125
<b>Norway</b>	2015	6,659	871	59	7,589	143
<b>Iceland</b>	2019	1,070	-	-	1,464	407
<b>Faroe Islands</b>	2020	96	-	-	155	284

1) + 66 on Åland Islands

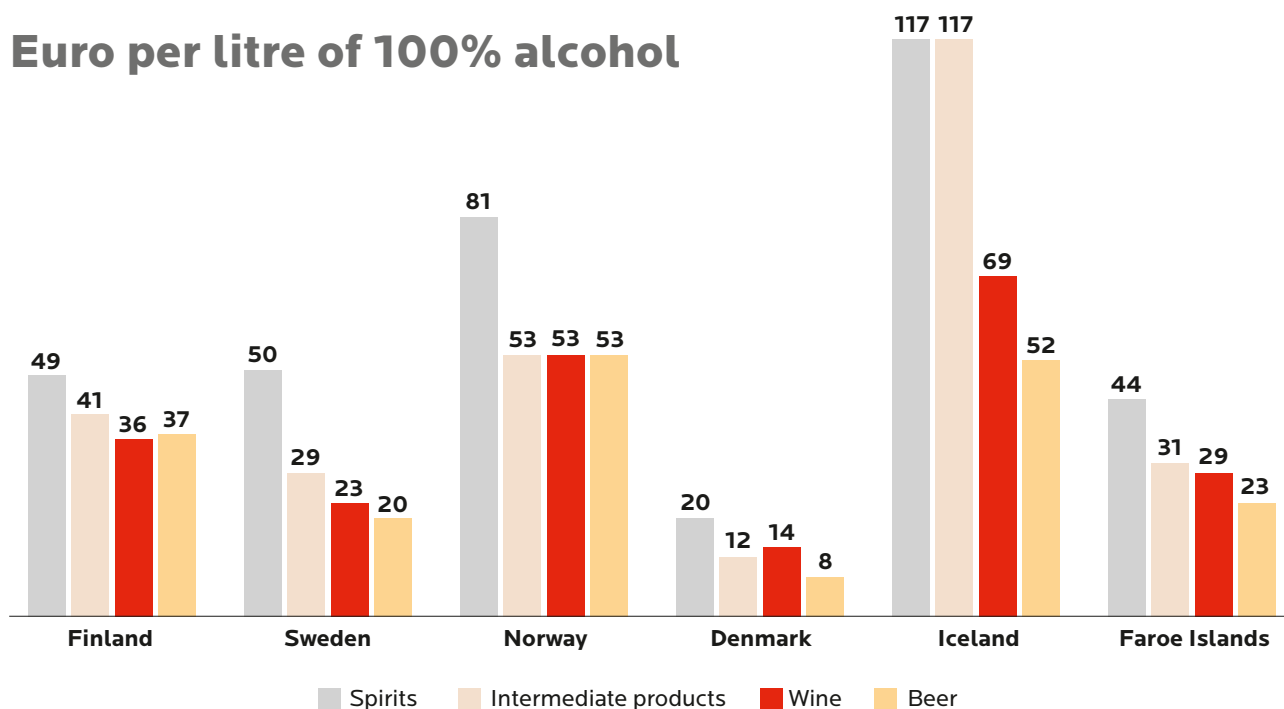
Source: Nordic alcohol monopoly companies, Finnish National Supervisory Authority of Welfare and Health (Valvira)



# Alcohol excise duty rates and value-added tax rates in the Nordic countries

Situation as at 1st of January 2019

## Euro per litre of 100% alcohol



	Spirits	Intermediate products	Wine <sup>1)</sup>	Beer	VAT, %	Surtax
<b>Finland</b>	48.8	41.0	36.1	36.5 <sup>2)</sup>	24.0	Yes
<b>Sweden</b>	50.0	29.5	23.0	19.6	25.0	No
<b>Norway</b>	81.4	53.0	53.0	53.0	25.0	Yes
<b>Denmark</b>	20.1	11.6	14.2	7.5 <sup>2)</sup>	25.0	Yes
<b>Iceland</b>	116.9	116.9	68.7	52.2	11.0	Yes
<b>Faroe Islands</b>	44.3	30.6	29.3	23.2 <sup>3)</sup>	25.0	Yes

1) Excise duty is calculated on the basis of a beverage containing 18% ethyl alcohol by volume for intermediate products and on the basis of a beverage containing 11% ethyl alcohol by volume for wines

2) Finland and Denmark have tax relieves for small breweries

3) Beer is classed in three tax classes in Faroe Islands.

Class I is beer containing more than 2.25% but less than 4.6%.

Class II is beer containing between 4.6% and 5.8%.

And Class III is beer containing more than 5.8% ethyl alcohol by volume.

Source: Nordic alcohol monopoly companies, Spirits Europe



# Alcohol excise duties in Europe

Situation as at 1st of January 2019

## Euro per litre of 100% alcohol

	Spirits	Intermediate products	Wine	Beer
<b>EU:s minimum tax</b>	6	3	0	2
<b>Bulgaria</b>	6	3	0	2
<b>Croatia</b>	7	6	0	5
<b>Romania</b>	7	5	0	2
<b>Cyprus</b>	10	3	0	6
<b>Italy</b>	10	5	0	8
<b>Luxembourg</b>	10	4	0	2
<b>Spain</b>	10	4	0	2
<b>Hungary</b>	10	4	0	5
<b>Czech Republic</b>	11	5	0	3
<b>Slovakia</b>	11	5	0	4
<b>Austria</b>	12	4	0	5
<b>Germany</b>	13	9	0	2
<b>Poland</b>	13	4	3	5
<b>Slovenia</b>	13	7	0	12
<b>Malta</b>	14	8	2	5
<b>Portugal</b>	14	4	0	4
<b>Latvia</b>	17	8	8	7
<b>Netherlands, the</b>	17	8	8	8
<b>Lithuania</b>	17	15	15	7
<b>France</b>	18	11	0	7
<b>Denmark</b>	20	12	14	8
<b>Estonia</b>	25	16	13	17
<b>Switzerland*</b>	25	13	0	4
<b>Greece</b>	26	6	2	13
<b>Belgium</b>	30	9	7	5
<b>UK</b>	32	24	30	21
<b>Turkey*</b>	35	57	11	26
<b>Ireland</b>	43	34	39	23
<b>Finland</b>	49	41	36	37
<b>Sweden</b>	50	29	23	20
<b>Norway*</b>	81	53	53	53
<b>Iceland*</b>	117	117	69	52

\* Non-EU country

Source: *Spirits Europe*

# Pricing principles of the Nordic alcohol monopoly companies

Situation as at 1st of January 2020

## Price concepts and pricing coefficient

	The basic price	Pricing coefficient <sup>1)</sup>	Exceptions of pricing coefficient
<b>Alko</b>	The back door price (BDP) without taxes <sup>2)</sup>	Spirits: 1.56 Other strong beverages: 1.50 Mild and fortified wine: 1.54 Long drinks: 1.81 Beers: 1.67	Lower pricing coefficient for more expensive beverages
<b>Systembolaget</b>	Purchase price without taxes	1.17	-
<b>Vinmonopolet</b>	Purchase price without taxes	1.22 + a fixed margin of 9.54 NOK per liter	Coefficient decreases when margin goes over 80 NOK. Maximum margin is 110 NOK. Minimum margin is 4 NOK.
<b>ATVR</b>	Purchase price with taxes	Alcohol content: under 22% by volume: 1.18 over 22% by volume: 1.12	-
<b>Rúsdrekkasölu</b>	Purchase price with taxes	Distilled spirits: 1.49 (+20.00 DKK per liter) Wine: 1.23 (+15.00 DKK per liter) Fortified wine: 1.23 (+15.00 DKK per liter) Beers: 1.25	-

1) The pricing coefficient is the coefficient that, adjusted to the original price, contributes to a part of the margin.

2) The price at the back door of the retail outlet (BDP) : The purchasing price (excl. alcoholic beverage taxes) added to central warehouse and shop delivery costs

Source: Nordic alcohol monopoly companies

# Pricing principles of the Nordic alcohol monopoly companies

Situation as at 1st of January 2020

## Minimum margin and rounding

	Margins	Rounding in local currency
<b>Alko</b>	<p><b>Minimum margin:</b> General: 1.25 €/litre (minim. 0.64 €/sales unit)</p> <p>Beers and long drinks: 0.78 €/litre (min. 0.29 €/sales unit)</p>	To the nearest 1 cent.
<b>Systembolaget</b>	<p><b>Fixed margin:</b> Distilled spirits: 5.52 SEK/bottle</p> <p>Wines: 4.92 SEK/bottle (for bag- in- box, whole bottles, tetra packs and PET). For smaller bottles: 2.46</p> <p>Beers: 0.84 SEK/bottle</p> <p>Other beverages (cider): 1.44 SEK/bottle</p> <p>Alcohol free beer, cider and mixed beverages 2.17 SEK/bottle</p> <p>Alcohol free wine, and other (larger) products 5.21 SEK/bottle</p> <p>Alcohol free products have a fixed margin per bottle similar to what alcoholic products in the same group have.</p>	<p>Wines and spirits: to the nearest 1 SEK.</p> <p>Beer, cider and alcohol-free products: to the nearest 0.1 SEK.</p>
<b>Vinmonopolet</b>	<p><b>Fixed margin:</b> General: 9.54 NOK/litre</p>	to the nearest 0.1 NOK
<b>ATVR</b>	No fixed margin, no minimum margin	to the nearest 1 ISK
<b>Rúsdrekkasölu</b>	No fixed margin, no minimum margin	to the nearest 0.05 DKK

Source: Nordic alcohol monopoly companies

# Price examples in the Nordic alcohol monopoly companies

## Pricelists as at 1st of May 2020, price in Euro

Product (0.7 / 0.75 )	Alko	System-bolaget	Vin-monopolet	ATVR	Rúsdrekka-sölu
<b>Spirits</b>					
Koskenkorva Vodka	22.19	<b>20.95</b>	29.41	36.32	-
Absolut Vodka	22.97	<b>22.44</b>	29.86	40.71	36.32
Smirnoff Vodka	22.98	<b>21.88</b>	31.49	37.58	33.24
Gordon's London Dry Gin	27.99	<b>23.01</b>	27.63	39.45	35.86
<b>Other strong beverages</b>					
Hennessy Very Special	43.51	<b>37.88</b>	42.79	53.23	59.78
Renault Carte Noire Extra Old	62.99	55.08	<b>52.15</b>	-	74.26
Ballantine's Finest	28.98	<b>24.22</b>	33.69	43.21	39.34
Jim Beam	<b>27.49</b>	32.09	37.17	43.84	40.14
<b>Red wine</b>					
Baron de Ley Reserva	17.98	<b>11.13</b>	16.90	17.53	-
Mouton Cadet Rouge	14.98	<b>13.93</b>	16.63	16.90	-
Gato Negro Cabernet Sauvignon <sup>1)</sup>	7.90	<b>5.52</b>	9.35	9.08	9.65
Gato Negro Cabernet Sauvignon BIB	29.99	<b>18.42</b>	32.09	34.44	-
<b>White wine</b>					
J. P. Chenet Colombard-Chardonnay <sup>2)</sup>	9.98	<b>7.38</b>	12.03	12.52	10.05
Penfolds Koonunga Hill Chardonnay	13.99	<b>8.32</b>	12.47	14.72	-
Blue Nun	9.98	<b>6.45</b>	9.80	-	10.52
Viña Maipo Chardonnay, BIB	28.99	<b>17.68</b>	-	37.57	-
<b>Sparkling wine</b>					
Freixenet Cordon Negro Cava Brut	10.78	<b>8.32</b>	12.29	-	-
Veuve Clicquot Brut	51.50	41.99	<b>39.22</b>	40.71	53.48
Dom Perignon brut	179.90	<b>158.89</b>	138.19	156.58	171.44
<b>Beer</b>					
Medium beer, bottle 0.33 l	2.04	<b>1.26</b>	-	2.25	1.43
Strong beer, domestic product, bottle 0.33 l	2.35	<b>1.11</b>	3.55	2.19	1.64
Strong beer, domestic product, can 0.5 l	3.59	<b>1.30</b>	3.65	2.44	2.49
Imported beer, Leffe, bottle 0.33 l	3.98	<b>1.87</b>	4.01	3.13	2.78
<b>RTD</b>					
Bacardi Breezer Orange 0.275 l	3.57	<b>1.86</b>	-	2.75	2.88

1) Or Gato Negro Pinot Noir

2) Or J.P. Chenet Merlot or J.P. Chenet Medium Sweet

Source: Nordic alcohol monopoly companies

# Travelers' alcohol import quotas in litres

Situation as at 1st of January 2020

Litres / Traveler	Spirits	Intermediate products and sparkling wines	Wines	Beer
<b>EU-MEMBERS</b>				
<b>Finland</b>				
From EU countries	No quantitative quotas <sup>1)</sup>			
From non-EU countries	1	or 2	and 4	and 16
Time limit from non-EU countries	If you live in Finland and arrive in Finland from outside the EEA other than by air, you may only import alcoholic beverages if your journey has lasted more than 24 hours.			
<b>Sweden</b>				
From EU countries	No quantitative quotas <sup>1)</sup>			
From non-EU countries	1	or 2	and 4	and 16
Time limit from non-EU countries	For travellers living in Sweden, duty- and tax-free importation only applies if the traveller's trip abroad was longer than 20 hours.			
<b>Denmark</b>				
From EU countries	No quantitative quotas <sup>1)</sup>			
From non-EU countries	1	or 2	and 4	and 16
Time limit from non-EU countries	No time limits			
<b>NON-EU COUNTRIES</b>				
<b>Faroe Islands</b>				
	1	and 1	and 0	and 2
OR	1	and 0	and 2.25	and 2
OR	0	and 0	and 4.5	and 2
OR	0	and 0	and 0	and 10
Time limits	No time limits			
<b>Iceland <sup>2)</sup></b>				
	<b>Spirits</b>		<b>Wines</b>	<b>Beer</b>
	1	and	0.75	and 3
OR	0	and	3	and 6
OR	1	and	0	and 6
OR	0	and	1.5	and 12
OR	0	and	0	and 18
Time limits	No time limits			
<b>Norway</b>				
	<b>Spirits</b>		<b>Wines</b>	<b>Beer</b>
	1 (1)	and	3 (1.5)	and 2 (2)
OR	0	and	4.5 (3)	and 2 (2)
OR	0	and	0	and 6.5 (5)
Time limits	Time limit of 24 hours for tax free import			

1) There are however guidelines for the amount of alcohol a person can bring home for private use.

2) These are only some examples of different combinations. For full list, see <https://www.tollur.is/english/individuals/customs/traveling-to-iceland/duty-free-imports/alcoholic-beverages-duty-free/>

Source: Nordic customs authorities



# Travelers' alcohol imports

## Alcoholic beverages imported by travelers, million litres

	Spirits	Wine <sup>1)</sup>	Beer	Cider and long drinks	Total in 100% alcohol
<b>Finland</b>					
2012	8.2	13.1	28.5	15.2	7.7
2013	9.5	14.6	31.6	19.6	8.9
2014	8.0	14.9	34.8	20.3	8.4
2015	8.5	12.5	31.1	19.9	8.1
2016	7.9	12.2	36.0	23.6	8.4
2017	6.2	11.8	31.7	17.5	6.9
2018	7.5	12.5	24.7	15.9	7.1
2019	5.5	11.8	28.4	15.7	6.2
<b>Sweden<sup>2)</sup></b>					
2011	16.4	18.9	43.0	4.2	11.2
2012	14.5	17.6	40.9	1.9	10.1
2013	18.4	18.7	46.8	2.4	12.0
2014	16.4	16.0	39.0	1.8	10.5
2015	15.8	13.9	35.3	4.6	9.9
2016	14.1	14.1	36.5	2.3	9.3
2017	13.9	16.9	47.3	2.7	10.1
2018					11.1
<b>Denmark<sup>3)</sup></b>					
2010	2.0	14.0	70.0	0.0	5.0
<b>Norway</b>					
2016					3.3
2017					3.5
2018					3.5

1) Wines include fortified wines

2) The Swedish data has been revised for the years 2011 - 2016 by CAN

3) Statistics Denmark is no longer producing statistics on border trade. Different calculations are today made by Ministry of Taxation.

## Alcoholic beverages imported by travelers, total in 100% alcohol

	Year	Million litres	Litres per capita	Litres per capita 15 years and older
<b>Finland</b>	2019	6.2	1.1	1.3
<b>Sweden</b>	2018	11.1	1.1	1.3
<b>Denmark</b>	2010	5.0	0.9	1.1
<b>Norway</b>	2018	3.5	0.7	0.8

Sources: THL, CAN, Skatteministeriet, FHI

# Total alcohol consumption

## Per capita aged 15 and over, 100% alcohol

	Year	Recorded consumption, litres per capita aged 15 and over	Unrecorded consumption, litres per capita aged 15 and over	Total consumption, litres per capita aged 15 and over	Proportion of unrecorded consumption of total consumption, %
Finland	2019	8.2	1.8	10.0	18.0
Sweden	2019	7.2	1.5	8.7	17.2
Norway	2018	6.0	0.8	6.8	11.8
Denmark <sup>1)</sup>	2017	9.1	-	-	-
Iceland	2019	5.6	2.2	7.8	28.4
Faroe Islands	2019	6.4	2.7	9.1	29.7

1) In Denmark: per capita older than 14

### Recorded consumption of alcoholic beverages:

The sum of all domestic on-premise sales and off-premise sales of alcohol.

### Unrecorded alcohol consumption:

Alcohol that is being purchased and consumed outside the frames of domestic on- and off-premise sales.

In practice, this equals alcoholic beverages imported by travelers minus alcoholic beverages exported by foreign travelers, home brewed and fermented alcoholic beverages and illegal private distilling, smuggling and the consumption of alcohol substitutes. Finland is the only Nordic country that includes alcohol consumed by Finnish tourists abroad in its statistics of unrecorded alcohol.

### Total consumption of alcoholic beverages:

The sum of all alcohol consumed in a country, both recorded and un-recorded.

Source: Nordic alcohol monopoly companies, THL, CAN, FHI, Statistics Denmark, Statistics Faroe Islands

# Recorded alcohol consumption in the Nordic countries

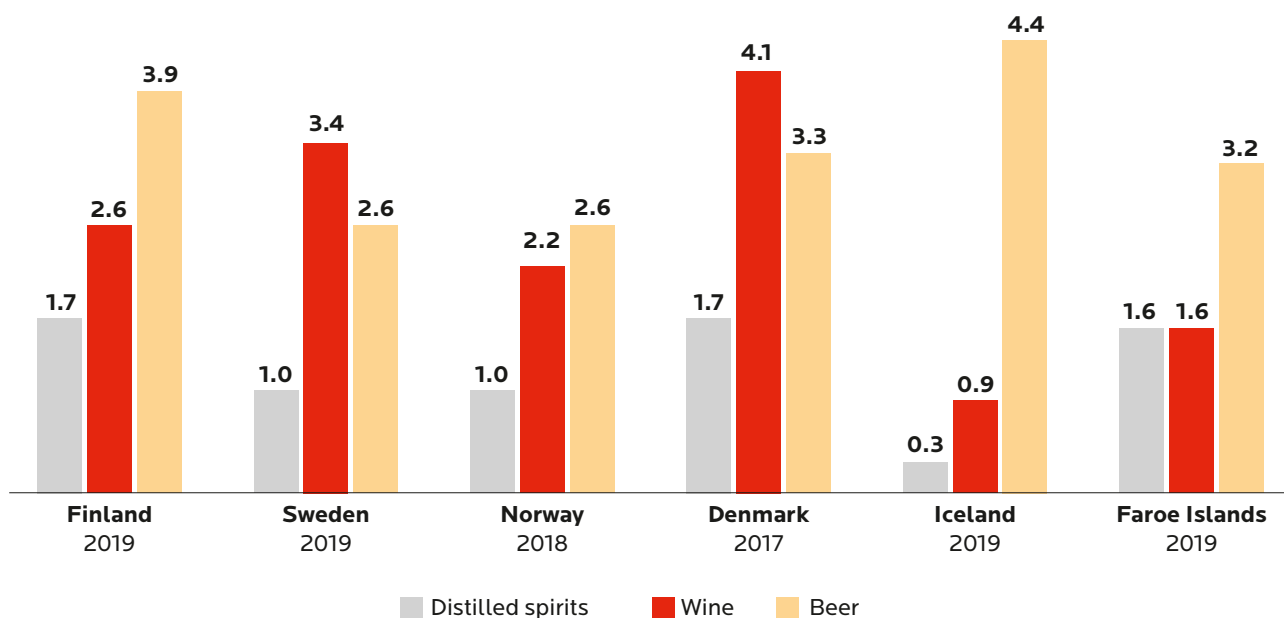
## Litres of 100% alcohol per capita aged 15 and over

	Year	Distilled spirits	Wines <sup>1)</sup>	Beer
<b>Finland</b>	2019	1.7	2.6	3.9
<b>Sweden</b>	2019	1.0	3.4	2.6
<b>Norway</b>	2018	1.0	2.2	2.6
<b>Denmark <sup>2)</sup></b>	2017	1.7	4.1	3.3
<b>Iceland</b>	2019	0.3	0.9	4.4
<b>Faroe Islands</b>	2019	1.6	1.6	3.2

1) Wine includes cider and longdrinks

2) In denmark: per capita older than 14

## Litres per capita aged 15 and over



Source: Nordic alcohol monopoly companies, THL, CAN, FHI, Statistics Denmark

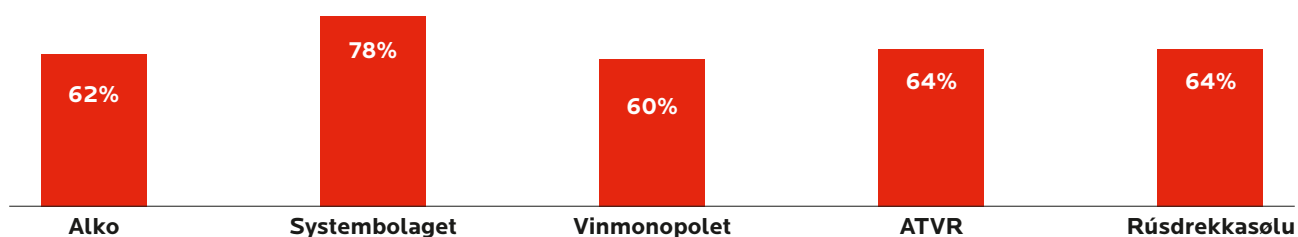
## Public opinion on alcohol policy

<b>Finland</b>	In January 2020, 62% (59% previous year) of the Finns thought Alko is a good way to prevent alcohol related harms.
<b>Sweden</b>	According to a Kantar SIFO survey, 77.6% of the Swedish population support the monopoly.
<b>Norway</b>	Results from Vinmonopolet's own survey shows that 60% of the respondents agree that Vinmonopolet should have the exclusive rights for off-premise retail sale of wine and spirits.
<b>Iceland</b>	In April 2019, 64% of the respondents supported the monopoly arrangement. <sup>1)</sup>
<b>Faroe Islands</b>	According to a survey conducted in 2019, 64% of respondents supported the alcohol policy including the monopoly arrangement.

1) The information hasn't been asked since april 2019 and will not be asked until autumn 2020 because of COVID-19.

## Monopoly support in 2019

Surveys are not comparable between monopolies



Source: Nordic alcohol monopoly companies

# Customer satisfaction rates in the Nordic alcohol monopoly companies

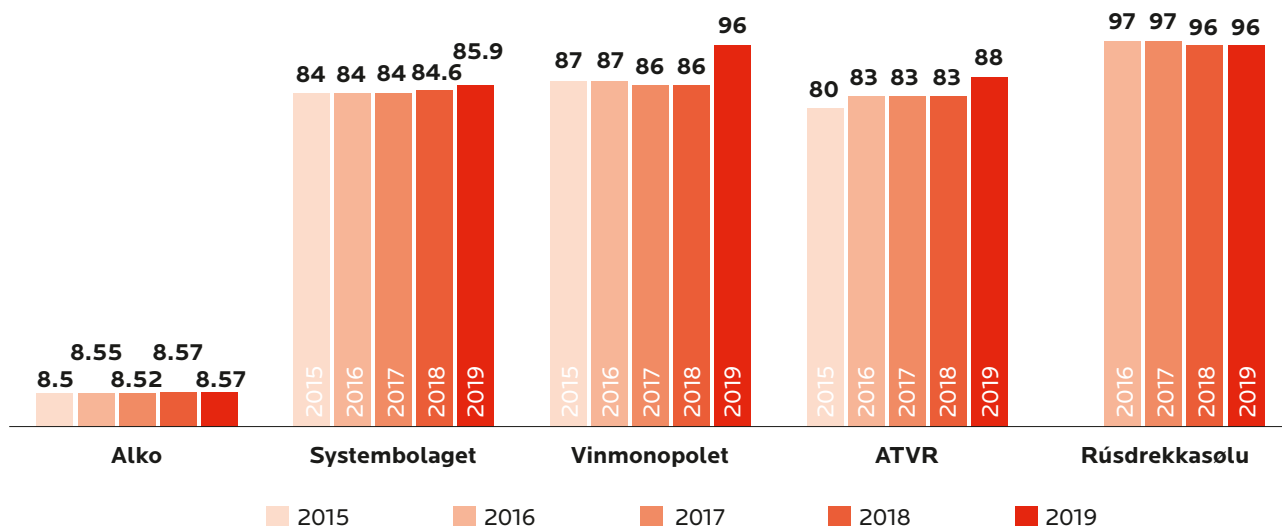
<b>Alko</b>	8.57 on a scale from 4 to 10.
<b>Systembolaget</b>	85.9% out of a possible 100%.
<b>Vinmonopolet</b>	Kantar TNS Reputation Ranking: Vinmonopolet won for the 7th year in a row with a total of 96 points. <sup>1)</sup>
<b>ATVR</b>	In November 2019, customer satisfaction was 88% out of a possible 100%.
<b>Rúsdrekkasölu</b>	According to a survey conducted in 2019, 96% of the respondents were either very satisfied or satisfied with the Faroese alcohol monopoly Rúsdrekkasøla Landsins

1) Vinmonopolet won 2 additional customer satisfaction rankings in 2019. KPMG's Customer Experience Excellence 2019 survey shows that Norwegians trust Vinmonopolet and highly appreciate the personal service and a smooth shopping experience. Virke's Trade Award was bestowed because of excellent customer service, product expertise and sustainability.

## Development in customer satisfaction rates 2015- 2019

Surveys not comparable between monopolies.

Alko uses a 4-10 scale and Vinmonopolet uses a 0-100 points scale, while the other monopolies use a scale of 0-100%.



Source: Nordic alcohol monopoly companies



# Personnel and beverage brands

Situation as at 1st of January 2020

## Personnel

<b>Alko</b>	2,466 <sup>1)</sup>
<b>Systembolaget</b>	5,845
<b>Vinmonopolet</b>	1,862
<b>ATVR</b>	510
<b>Rúsdrekkasölu</b>	40

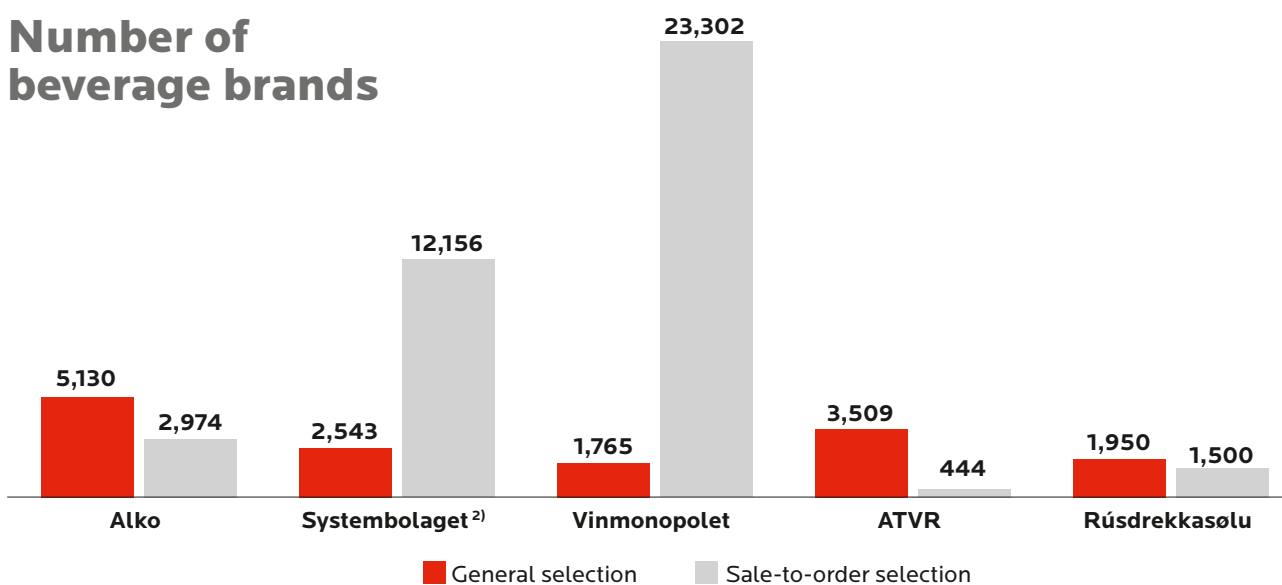
1) = Average number of employees in 2019

## Beverage brands

	General selection	Sale-to-order selection
<b>Alko</b>	5,130	2,974
<b>Systembolaget <sup>2)</sup></b>	2,543	12,156
<b>Vinmonopolet</b>	1,765	23,302
<b>ATVR</b>	3,509	444
<b>Rúsdrekkasölu</b>	1,950	1,500

2) The general selection includes an additional 2,282 products in temporarily assortment distributed over the year.

## Number of beverage brands



Source: Nordic alcohol monopoly companies

# Packaging 2019

## Wine

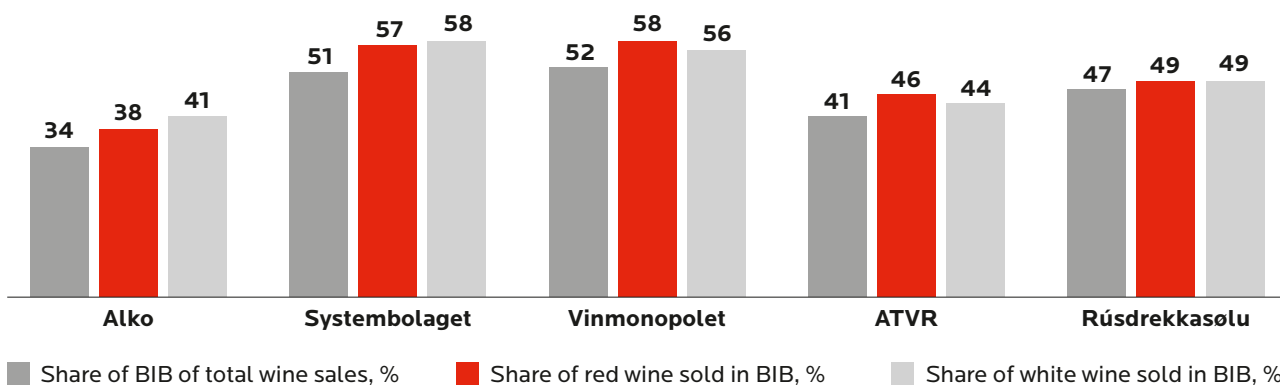
	Share of BIB of total wine sales, %	Share of red wine sold in BIB, %	Share of white wine sold in BIB, %	Share of wine sold in PET-bottles, %	Share of wine sold in tetra packs, %
Alko	34	38	41	4.9	9.6
Systembolaget	51	57	58	2.0	4.8
Vinmonopolet	52	58	56	1.4	0.4
ATVR	41	46	44	2.7	2.7
Rúsdrekkasölu	47	49	49	0.0	1.6

## Beer

	Beer sold in cans, %	Beer sold in multipacks, %
Alko	64	27
Systembolaget	78	0
Vinmonopolet	36	0.3
ATVR	87	0.07 <sup>1)</sup>
Rúsdrekkasölu	78	77

1) Almost all beer is available in one bottle or one can, so only 0.07% of the total beer sales is multipack, gift boxes included which account for 0.03% of the total beer sales.

## Share of bag-in-box wines in different product groups, %



Source: Nordic alcohol monopoly companies

# Total sales in 2019

## Litres

	Million litres	Million litres excl. beer	Million litres of 100% alcohol
Alko	82.1	77	14.3
Systembolaget	511.7	229	49.4
Vinmonopolet	82.6	79.6	12.6
ATVR	22.7	5	1.6
Rúsdrekkasölu	3.3	0.9	0.3

## Change from previous year, %

	Million litres	Million litres excl. beer	Million litres of 100% alcohol
Alko	-3.8	-3.4	-3.2
Systembolaget	1.4	1	1.5
Vinmonopolet	0.7	0.5	0.9
ATVR	3.1	5.0	2.9
Rúsdrekkasölu	2.5	4.9	2.3

## Litres per capita

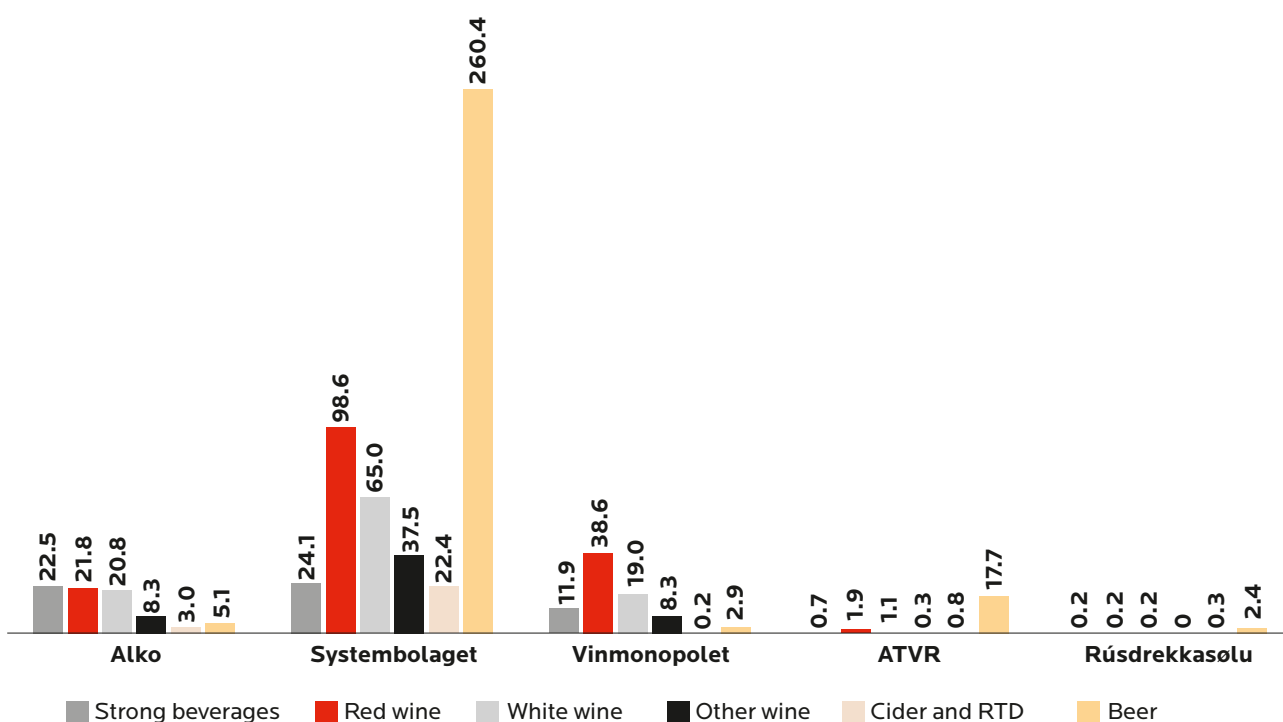
	Litres	Litres excl. beer	Litres of 100% alcohol
Alko	14.9	13.9	2.6
Systembolaget	49.5	22.2	4.8
Vinmonopolet	15.5	14.9	2.4
ATVR	63.5	13.9	4.5
Rúsdrekkasölu	64.7	17.8	5.1

Source: Nordic alcohol monopoly companies

# Sales by product groups in 2019

## Million litres

	Alko	Systembolaget	Vinmonopolet	ATVR	Rúsdrekkasölu
Spirits	12.8	5.8	11.4	0.6	0.2
Other strong alcoholic beverages	7.3	14.8	0.0	0.1	0.0
Fortified wines	2.4	3.5	0.5	0.0	0.0
Red wines	21.8	98.6	38.6	1.9	0.2
White wines	20.8	65.0	19.0	1.1	0.2
Sparkling wines	5.4	20.4	5.5	0.2	0.0
Rosé wines	1.5	15.4	2.8	0.1	0.0
Other wines	1.4	1.7	0.1	0.0	0.0
Ciders	0.5	13.7	0.2	0.2	0.3
RTD (Long drinks)	2.5	8.7	0.0	0.5	0.0
Beers	5.1	260.4	2.9	17.7	2.4
Non-alcoholic products	0.5	3.7	0.6	0.0	0.0
<b>Total</b>	<b>82</b>	<b>511.7</b>	<b>81.6</b>	<b>22.6</b>	<b>3.3</b>

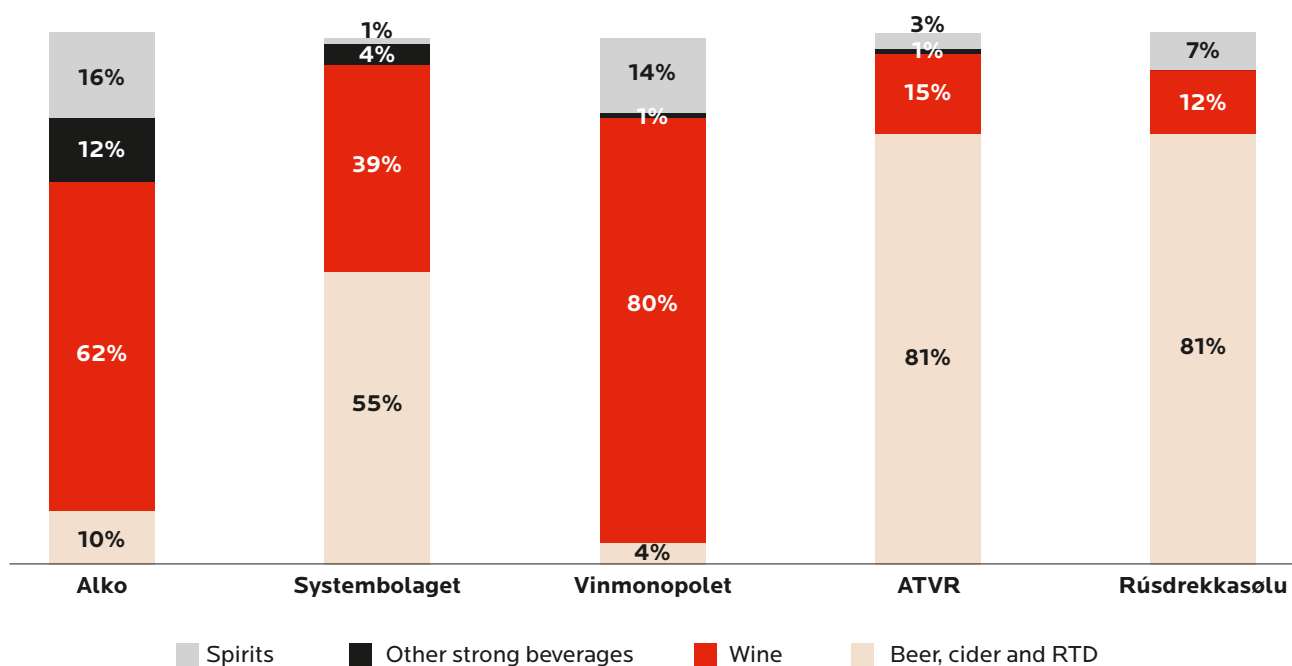


Source: Nordic alcohol monopoly companies

# Structure of sales by product groups in 2019

## Share of litres in percentages

	Alko	Systembolaget	Vinmonopolet	ATVR	Rúsdrekkasölu
Spirits	15.7%	1.1%	13.8%	2.6%	6.7%
Other strong alcoholic beverages	8.9%	2.9%	0.0%	0.4%	0.0%
Fortified wines	3.0%	0.7%	0.6%	0.1%	0.2%
Red wines	26.5%	19.3%	46.7%	8.5%	6.7%
White wines	25.3%	12.7%	23.0%	5.3%	4.5%
Sparkling wines	6.6%	4.0%	6.7%	1.1%	0.5%
Rosé wines	1.9%	3.0%	3.3%	0.4%	0.4%
Other wines	1.7%	0.3%	0.1%	0.1%	0.0%
Ciders	0.6%	2.7%	0.3%	1.0%	8.3%
RTD (Long drinks)	3.0%	1.7%	0.0%	2.4%	0.0%
Beers	6.2%	50.9%	3.6%	78.1%	72.5%
Non-alcoholic products	0.6%	0.7%	0.7%	0.0%	0.2%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

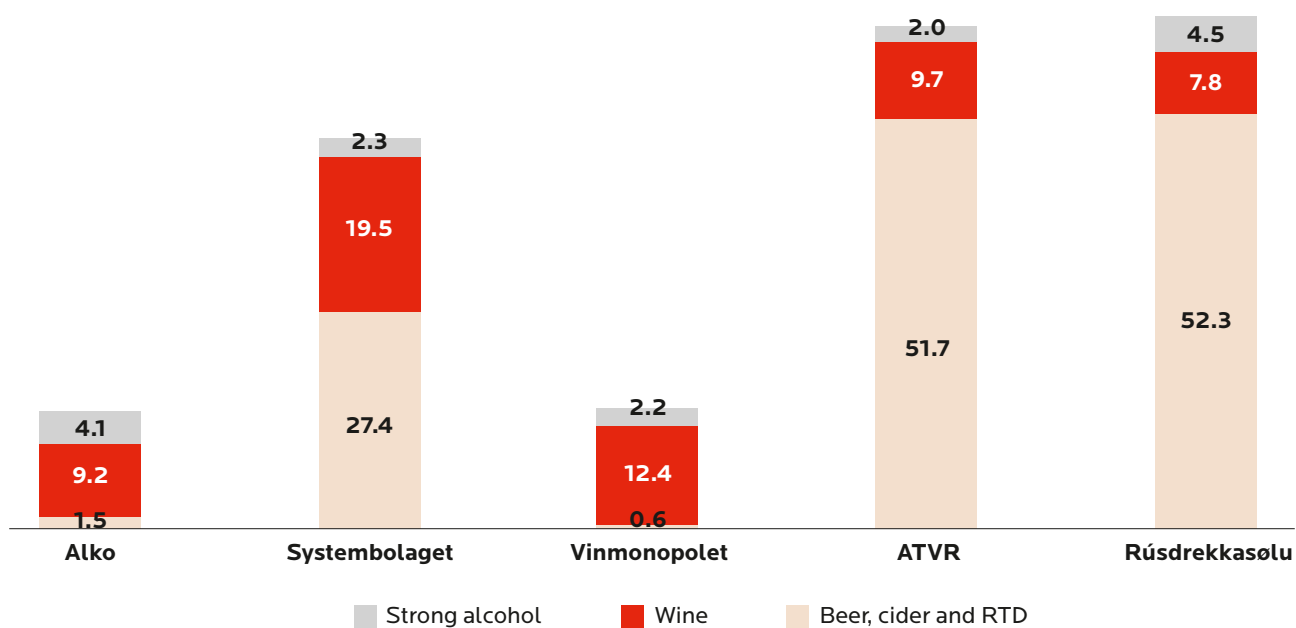


Source: Nordic alcohol monopoly companies

# Structure of sales by product groups in 2019

## Litres per capita

	Alko	Systembolaget	Vin-monopolet	ATVR	Rús-drekkasölu
Spirits	2.3	0.6	2.1	1.7	4.3
Other strong alcoholic beverages	1.3	1.4	0.0	0.3	0.0
Fortified wines	0.4	0.3	0.1	0.1	0.2
Red wines	3.9	9.5	7.2	5.4	4.3
White wines	3.8	6.3	3.6	3.4	2.9
Sparkling wines	1.0	2.0	1.0	0.7	0.3
Rosé wines	0.3	1.5	0.5	0.2	0.3
Other wines	0.3	0.2	0.0	0.0	0.0
Ciders	0.1	1.3	0.0	0.7	5.4
RTD (Long drinks)	0.5	0.8	0.0	1.5	0.0
Beers	0.9	25.2	0.6	49.6	46.9
Non-alcoholic products	0.1	0.4	0.1	0.0	0.1
<b>Total</b>	<b>14.7</b>	<b>49.5</b>	<b>15.3</b>	<b>63.5</b>	<b>64.7</b>



Source: Nordic alcohol monopoly companies

# Wine sales in 2019

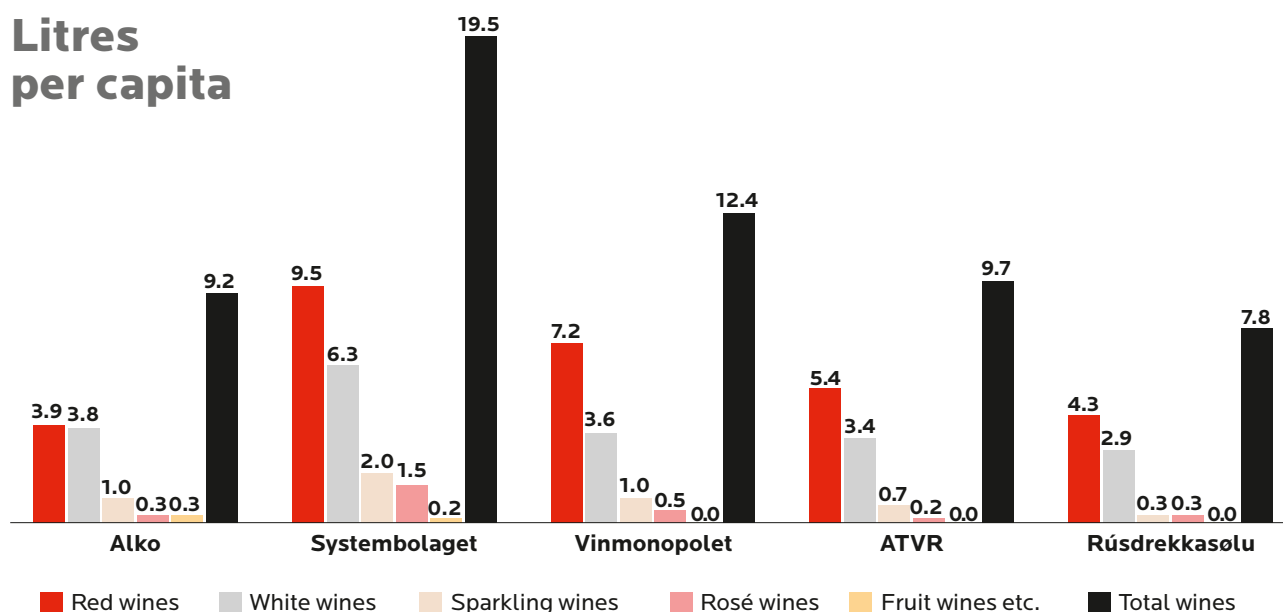
## Million litres

	Alko	Systembolaget	Vinmonopolet	ATVR	Rúsdrekkasölu
Red wines	21.8	98.6	38.6	1.9	0.2
White wines	20.8	65.0	19.0	1.2	0.2
Sparkling wines	5.4	20.4	5.5	0.2	0.0
Rosé wines	1.5	15.4	2.8	0.1	0.0
Fruit wines etc.	1.4	1.7	0.1	0.0	0.0
<b>Total wines</b>	<b>50.9</b>	<b>201.1</b>	<b>65.9</b>	<b>3.5</b>	<b>0.4</b>

## Litres per capita

	Alko	Systembolaget	Vinmonopolet	ATVR	Rúsdrekkasölu
Red wines	3.9	9.5	7.2	5.4	4.3
White wines	3.8	6.3	3.6	3.4	2.9
Sparkling wines	1.0	2.0	1.0	0.7	0.3
Rosé wines	0.3	1.5	0.5	0.2	0.3
Fruit wines etc.	0.3	0.2	0.0	0.0	0.0
<b>Total wines</b>	<b>9.2</b>	<b>19.5</b>	<b>12.4</b>	<b>9.7</b>	<b>7.8</b>

## Litres per capita



Source: Nordic alcohol monopoly companies

## Social control

### Sales supervision in alcohol monopoly companies in 2019

Checks for	Alko	Vinmonopolet	ATVR	Rúsdrekkasölu
Age limit	4,600,000	3,800,000	247,195	4,250
Denied because of age limit	na	5,009	na	185
Customer shows ID spontaneously	na	2,571,993	na	7,500
Suspected intoxication	522,000	2,932	na	135
Suspected handover	316,000	742	na	13

### Age limit checks in Mystery-surveys 2009-2019

Share of age-limit checks conducted in monopoly stores, %

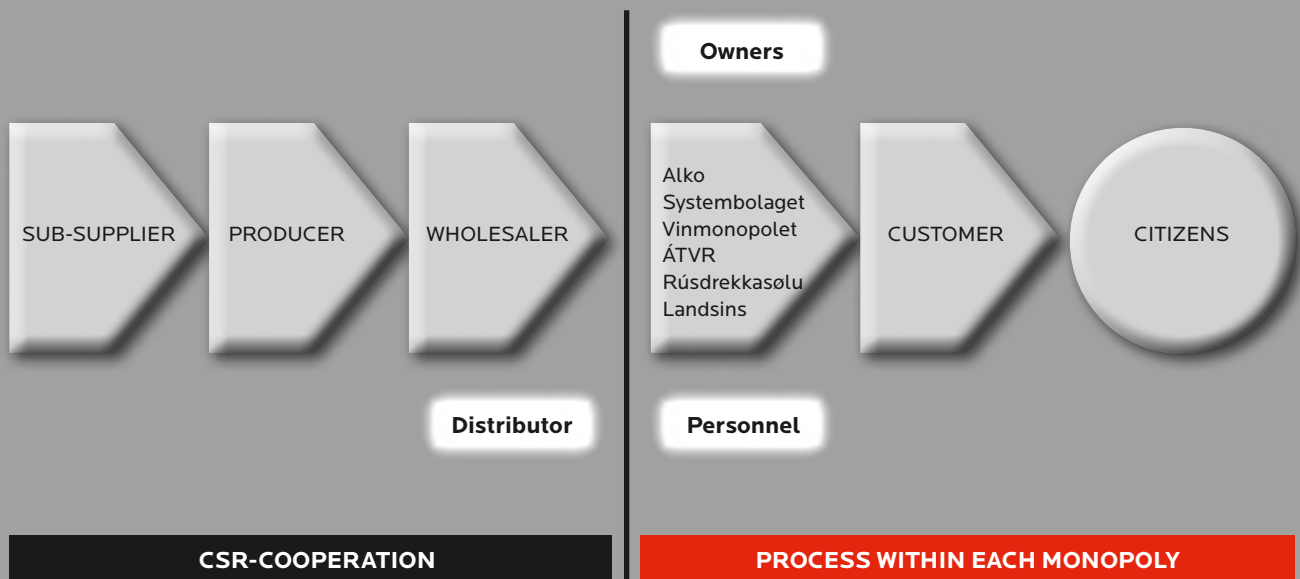
	Alko	Systembolaget	Vinmonopolet	ATVR	Rúsdrekkasölu
2009	75	93	na	64	na
2010	79	94	88	75	na
2011	74	94	92	74	na
2012	82	95	86	83	na
2013	92	96	na	80	81
2014	89	97	na	87	85
2015	90	96	94	85	85
2016	91	98	94	84	95
2017	95	96	95	85	97
2018	95	96	93	87	96
2019	96.3	96	96	83	94

Source: Nordic alcohol monopoly companies



# Nordic alcohol monopoly CSR-collaboration

## Nordic alcohol monopoly companies supply chain



## Nordic Corporate Social Responsibility Cooperation

- **The Nordic alcohol monopolies take, furthermore, responsibility for working conditions, human rights issues, the environment and anti-corruption measures. The goal is that all the products we sell are produced under socially, environmentally and ethically acceptable terms and conditions.**
- **The goals are:**
  1. The workers acknowledge that the Nordic alcohol monopolies' CSR-program has improved their working and living conditions.
  2. The customers in the Nordic countries want to buy from us because they are convinced that the products are safe and sustainable.
  3. The suppliers recognize that we, the Nordic alcohol monopolies, are an honest and responsible business partner, and that the investments according to the Nordic alcohol monopolies' requirements have paid off.
  4. The producers recognize that we, the Nordic alcohol monopolies, are an honest and responsible business partner, and that the investments according to the Nordic alcohol monopolies' requirements have paid off.
  5. Society, media and non-governmental organizations say that the Nordic alcohol monopoly system is a good example of how to drive change in all sustainability aspects.

## Further information & sources

<b>Finland:</b>	
Alcohol monopoly of Finland, Alko	<a href="http://www.alko.fi">www.alko.fi</a>
National Institute for Health and Welfare, THL	<a href="http://www.thl.fi">www.thl.fi</a>
National Supervisory Authority for Welfare and Health, Valvira	<a href="http://www.valvira.fi">www.valvira.fi</a>
Nordic centre for Welfare and Social issues	<a href="http://www.nordicwelfare.org">www.nordicwelfare.org</a>
Statistics Finland	<a href="http://www.tilastokeskus.fi">www.tilastokeskus.fi</a>
Legislation	<a href="http://www.finlex.fi">www.finlex.fi</a>

<b>Sweden:</b>	
Alcohol monopoly of Sweden, Systembolaget	<a href="http://www.systembolaget.se">www.systembolaget.se</a>
The Swedish Council for Information on Alcohol and Other Drugs (CAN)	<a href="http://www.can.se">www.can.se</a>
The Public Health Agency of Sweden	<a href="http://www.folkhalsomyndigheten.se">www.folkhalsomyndigheten.se</a>
Statistics Sweden	<a href="http://www.scb.se/">http://www.scb.se/</a>
Legislation	<a href="http://www.riksdagen.se/sv/dokument-lagar/">http://www.riksdagen.se/sv/dokument-lagar/</a>

<b>Norway:</b>	
Alcohol monopoly of Norway, Vinmonopolet	<a href="http://www.vinmonopolet.no">www.vinmonopolet.no</a>
Norwegian Institute of Public Health	<a href="https://www.fhi.no">https://www.fhi.no</a>
Statistics Norway	<a href="https://www.ssb.no">https://www.ssb.no</a>
Legislation	<a href="https://lovdata.no">https://lovdata.no</a>

<b>Denmark:</b>	
Statistics Denmark	<a href="https://www.dst.dk/">https://www.dst.dk/</a>
Centre for Alcohol and Drug Research	<a href="http://psy.au.dk/forskning/forskningscentre-og-klinikker/center-for-rusmiddelforskning/">http://psy.au.dk/forskning/forskningscentre-og-klinikker/center-for-rusmiddelforskning/</a>
The Danish Health Authority	<a href="https://www.sst.dk">https://www.sst.dk</a>
Legislation	<a href="https://www.retsinformation.dk">https://www.retsinformation.dk</a>

<b>Iceland:</b>	
Alcohol monopoly of Iceland, ATVR	<a href="https://www.vinbudin.is/">https://www.vinbudin.is/</a>
Statistics Iceland	<a href="https://www.statice.is">https://www.statice.is</a>
Directorate of Health	<a href="https://www.landlaeknir.is/english/">https://www.landlaeknir.is/english/</a>
Legislation	<a href="http://www.althingi.is/lagasafn/">http://www.althingi.is/lagasafn/</a>

<b>Faroe Islands:</b>	
Alcohol monopoly of Faroe Islands, Rúsdrekkasølu	<a href="http://www.rusan.fo">www.rusan.fo</a>
Statistics Faroe Islands	<a href="http://www.hagstova.fo">http://www.hagstova.fo</a>
Ministry of Health	<a href="http://www.himr.fo">http://www.himr.fo</a>

<b>Other:</b>	
Eurostat	<a href="http://ec.europa.eu/eurostat">http://ec.europa.eu/eurostat</a>
WHO alcohol	<a href="http://www.who.int/topics/alcohol_drinking/en/">http://www.who.int/topics/alcohol_drinking/en/</a>
World Fact Book	<a href="https://www.cia.gov/library/publications/the-world-factbook/">https://www.cia.gov/library/publications/the-world-factbook/</a>
Nordic Statistics	<a href="http://www.nordicstatistics.org/">http://www.nordicstatistics.org/</a>
popNAD	<a href="https://nordicwelfare.org/popnad/">https://nordicwelfare.org/popnad/</a>

Sources:	
GDP	<a href="https://ec.europa.eu/eurostat/tgm/refreshTableAction.do?tab=table&amp;plugin=1&amp;pcode=tec00001&amp;language=en">https://ec.europa.eu/eurostat/tgm/refreshTableAction.do?tab=table&amp;plugin=1&amp;pcode=tec00001&amp;language=en</a>
PPP	<a href="https://ec.europa.eu/eurostat/tgm/table.do?tab=table&amp;init=1&amp;language=en&amp;pcode=sdg_08_10&amp;plugin=1">https://ec.europa.eu/eurostat/tgm/table.do?tab=table&amp;init=1&amp;language=en&amp;pcode=sdg_08_10&amp;plugin=1</a>
GDP growth	<a href="https://ec.europa.eu/eurostat/tgm/table.do?tab=table&amp;init=1&amp;language=en&amp;pcode=tec00115&amp;plugin=1">https://ec.europa.eu/eurostat/tgm/table.do?tab=table&amp;init=1&amp;language=en&amp;pcode=tec00115&amp;plugin=1</a>
Inflation	<a href="https://ec.europa.eu/eurostat/tgm/table.do?tab=table&amp;init=1&amp;language=en&amp;pcode=tec00118&amp;plugin=1">https://ec.europa.eu/eurostat/tgm/table.do?tab=table&amp;init=1&amp;language=en&amp;pcode=tec00118&amp;plugin=1</a>
Labor force	Nordic statistics
Unemployment rate	<a href="https://ec.europa.eu/eurostat/databrowser/view/tipsun20/default/table?lang=en">https://ec.europa.eu/eurostat/databrowser/view/tipsun20/default/table?lang=en</a>
Population statistics	Nordic statistics
Taxes	Spirits Europe <a href="https://spirits.eu/policies/taxation-economy/key-data-1">https://spirits.eu/policies/taxation-economy/key-data-1</a>
Import quotas	Nordic custom authorities

