

NORDAN CONFERENCE 2026

Recent Developments in Sweden

Challenges and Opportunities for Systembolaget

SYSTEM BOLAGET

Agenda

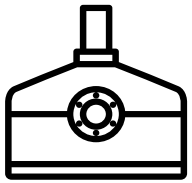
1. Recent changes in Swedish Alcohol Policy
2. Reflections on the future

Recent changes in Swedish ´Alcohol Policy



Cross-border distance sales of alcohol allowed (Winefinder-case)

7 juli 2023



Farm sales

1 juni 2025



Lower alcohol tax for independent breweries

1 juli 2025



Alcohol marketing rule challenged –no changes

19 feb 2026



Removal of food requirement

7 maj 2026

2026-10-19

Internal

Exempel från media

Liberalernas förslag: Alkohol takeaway och kyld öl

Jimmie Åkesson (SD): Låt Systembolaget ha söndagsöppet

PUBLICERAD 19 MAJ 2026

Politik

Socialministern: Nej till söndagsöppet på Systembolaget

Publicerad 20 maj (Uppdaterad 20 maj)

2026-06-03 16:28 UPPDATERAD 2026-06-03 16:41 Dela

M vill sänka åldersgräns på Systembolaget



M vill låta fler handla på Systembolaget. Foto: Jesper Frisk/DI

Göteborgs-Posten Göteborg Nyheter Sport Ekonomi Ledare Kultur Deb

Blomsterbutik på Aschebergsgatan får alkoholtillstånd – först i Göteborg

Text: Robin Rasper, Måns Eriksson & Alexander Piauger
Uppdaterad: 2026-06-23 | Publicerad: 2026-06-23

Dela Spara

Internal

Government Investigation on Enhanced Monitoring and Evaluation

Internal

Internal

Systembolaget and alcohol tax

- **Systembolaget's retail monopoly** remains an effective tool for limiting alcohol consumption and alcohol-related harm.
- **Alcohol taxation** also reduces consumption and helps lower alcohol-related harm and costs to society.
- **Without these policy tools**, alcohol consumption and its medical and social harms would increase.

Internal

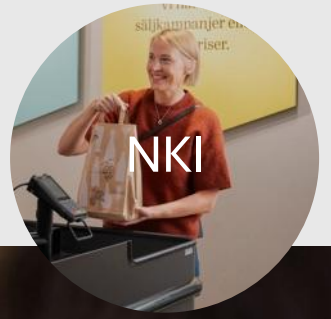
Reflections on the future

1. Many small changes challenge
2. Public health arguments are not as visible as before
3. The proposals today can change the view on what is the norm
4. What does this mean for Systembolaget?

NORDAN CONFERENCE 2026

Conscious work and effort lies behind our results





SUSTAINABLE BRAND INDEX

Top 30 total

1. Systembolaget

FÖRTROENDE-BAROMETERN 2025

Allmänhetens förtroende för institutioner, politiska partier, massmedier & företag

Högt anseende 2025

Anseendeindex

verian

A reputation index above 60 is considered high for companies in Sweden. According to the general public, the following companies achieved this in 2025:

- Systembolaget
- BankID
- Swish
- Scania
- IKEA
- SOS Alarm
- SAAB
- Investor
- Avanza
- AB Volvo
- SVT
- LKAB
- Volvo Cars
- SBAB

Internal

Thank you!

Questions? Questions!

Internal