Supplier to Systembolaget

The person responsible for the business with Systembolaget at a Swedish importer, producer or brewery

Weighs its place in the assortment against a margin squeezed as the requirements *grow*.

93 source-backed observations | **30** sources

Government reports, industry surveys, interview studies and Systembolaget's own terms. All traceable to source, population, year and method.

✦ THE PROFILE'S PRIORITIES

1. Protect the margin when costs for systems, packaging, tax and logistics rise
2. Keep and win a place in the assortment through launch plans and tenders
3. Follow changes to the terms closely and object when they seem one-sided or unclear
4. Meet the sustainability requirements without an unreasonable admin burden

✦ ASK THE PROFILE

"How do you receive a new requirement for climate data per article, and what would make it easier to follow?"

"What in this message do you perceive as one-sided?"

The profile is available for a small owner-managed supplier and for suppliers in general.

✦ THE SOURCE MATERIAL, AREA BY AREA

Number of observations and one example from the material

Objections and obstacles	41	From 31 December 2026, at least 90 per cent renewable fuel is required in transport via the distributor. Swedish Competition Authority · 2025
Information sources	15	Suppliers can buy historical sales data from Systembolaget. Swedish Competition Authority · 2025
Budget and cost	13	Prices in the fixed assortment can normally be adjusted twice a year, on 1 March and 1 September. Swedish Competition Authority · 2025
Buying criteria	8	High-risk suppliers would like tool support for following up Systembolaget's requirements. Systembolaget · 80 responses · 2017
Mandate and decision path	8	92 per cent of the responding companies have a dedicated head of sustainability. SVL · 27 companies · 2025
What leads to the next meeting	8	Systembolaget makes around 260 launches a year through requests for tender. Swedish Competition Authority · 2025

✦ SOURCES

Swedish Competition Authority · Systembolaget · SVL · Umeå University · Örebro University · Sveriges Oberoende Bryggerier · Alkoholgranskningsmannen · Dryckesbranschens Klimatinitiativ