

**Cider/Perry in Norway**

Market Direction | 2022-09-14 | 26 pages | Euromonitor

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**Report description:**

Off-trade volume sales of cider/perry continued to exhibit double-digit growth during 2021. Demand was boosted by the fact that COVID-19 restrictions continued to restrict the cross-border trade with neighbouring Sweden. On the other hand, cider/perry faced increased competition from fruit-flavoured beer, particularly such offerings as Mango IPA and hard seltzers.

Euromonitor International's Cider/Perry in Norway report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

**Why buy this report?**

- \* Get a detailed picture of the Cider/Perry market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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**Table of Contents:**

Cider/Perry in Norway

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## List Of Contents And Tables

### CIDER/PERRY IN NORWAY

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Cider faces increased competition from flavoured beer and RTDs

Relatively low ABV is increasingly a plus for cider

Leader Hansa Borg Bryggerier continues to keep rivals at arm's length

#### PROSPECTS AND OPPORTUNITIES

Revival in cross-border trade will drive a mild post-pandemic hangover

Local brands will continue to grow in popularity but remain a niche

Health trend will continue to boost demand for cider at the expense of stronger ABV alternatives

#### CATEGORY DATA

Table 1 Sales of Cider/Perry: Total Volume 2016-2021

Table 2 Sales of Cider/Perry: Total Value 2016-2021

Table 3 Sales of Cider/Perry: % Total Volume Growth 2016-2021

Table 4 Sales of Cider/Perry: % Total Value Growth 2016-2021

Table 5 Sales of Cider/Perry by Off-trade vs On-trade: Volume 2016-2021

Table 6 Sales of Cider/Perry by Off-trade vs On-trade: Value 2016-2021

Table 7 Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2016-2021

Table 8 Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2016-2021

Table 9 GBO Company Shares of Cider/Perry: % Total Volume 2017-2021

Table 10 NBO Company Shares of Cider/Perry: % Total Volume 2017-2021

Table 11 LBN Brand Shares of Cider/Perry: % Total Volume 2018-2021

Table 12 Forecast Sales of Cider/Perry: Total Volume 2021-2026

Table 13 Forecast Sales of Cider/Perry: Total Value 2021-2026

Table 14 Forecast Sales of Cider/Perry: % Total Volume Growth 2021-2026

Table 15 Forecast Sales of Cider/Perry: % Total Value Growth 2021-2026

CHART 1 Alcoholic Drinks Off-Trade Volume Sales Growth Scenarios: 2019-2026

CHART 2 Alcoholic Drinks On-Trade Volume Sales Growth Scenarios: 2019-2026

CHART 3 Alcoholic Drinks Impact of Soft Drivers on Off-Trade Volume Sales: 2019-2026

CHART 4 Alcoholic Drinks Impact of Soft Drivers on On-Trade Volume Sales: 2019-2026

### ALCOHOLIC DRINKS IN NORWAY

#### EXECUTIVE SUMMARY

Alcoholic drinks in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

#### MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Table 16 Number of On-trade Establishments by Type 2015-2021

#### TAXATION AND DUTY LEVIES

Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2021

#### OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

#### KEY NEW PRODUCT LAUNCHES

Outlook

#### MARKET INDICATORS

Table 17 Retail Consumer Expenditure on Alcoholic Drinks 2016-2021

#### MARKET DATA

Table 18 Sales of Alcoholic Drinks by Category: Total Volume 2016-2021

Table 19 Sales of Alcoholic Drinks by Category: Total Value 2016-2021

Table 20 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2016-2021

Table 21 Sales of Alcoholic Drinks by Category: % Total Value Growth 2016-2021

Table 22 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2021

Table 23 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2021

Table 24 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2021

Table 25 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2021

Table 26 GBO Company Shares of Alcoholic Drinks: % Total Volume 2017-2021

Table 27 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2016-2021

Table 28 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2021

Table 29 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2021-2026

Table 30 Forecast Sales of Alcoholic Drinks by Category: Total Value 2021-2026

Table 31 Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2021-2026

Table 32 Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2021-2026

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#### SOURCES

Summary 2 Research Sources

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