

## **Spirits in Norway**

Market Direction | 2022-09-14 | 33 pages | Euromonitor

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### **Report description:**

Having surged by almost a third in 2020, the rate of growth in off-trade volume sales of spirits slowed significantly during 2021 but remained robust. The fact that there was very little cross-border trade due to COVID-19 restrictions continued to have a positive effect on demand for spirits during 2021. Vodka remained the most popular type of spirit, with demand shifting from economy to mid-priced brands.

Euromonitor International's Spirits 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.

Product coverage: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

- \* Get a detailed picture of the Spirits 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Spirits in Norway  
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Increasing interest in spirits from new markets

Reimposition of restrictions temporarily derails on-trade rebound

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Cross-border trade will revive as pandemic restrictions are relaxed

Market polarisation anticipated, particularly in vodka

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

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