

Wine in Norway

Market Direction | 2024-06-21 | 36 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Wine in Norway witnessed a moderate decrease in total volume sales at the end of the review period, albeit much slower than the double-digit decline posted in 2022. In 2023, off-trade volume sales saw only a moderate decrease as demand continued to normalise after the effects of the Coronavirus (COVID-19) pandemic. Off-trade volume sales had seen a big spike in growth in 2020 as there was a full stop on duty free and cross-border trade and foodservice was subject to strong restrictions. Meanwhil...

Euromonitor International's Wine 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 (2019-2023), 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 2028 illustrate how the market is set to change.

Product coverage: Fortified Wine and Vermouth, Non Alcoholic Wine, Non-Grape Wine, Sparkling Wine, Still Light Grape Wine.

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

Why buy this report?

- * Get a detailed picture of the Wine 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Wine in Norway
Euromonitor International
June 2024

List Of Contents And Tables

WINE IN NORWAY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Wine volume sales continue to stabilise in the post-pandemic period

Shift to lower calorie, "lighter" wines

Vinmonopolet increases call for sustainable packaging

PROSPECTS AND OPPORTUNITIES

Cautious consumer spending and high prices to dampen demand

No-lo trend to develop and grow

Shift away from still red wine to continue

CATEGORY DATA

Table 1 Sales of Wine by Category: Total Volume 2018-2023

Table 2 Sales of Wine by Category: Total Value 2018-2023

Table 3 Sales of Wine by Category: % Total Volume Growth 2018-2023

Table 4 Sales of Wine by Category: % Total Value Growth 2018-2023

Table 5 Sales of Wine by Off-trade vs On-trade: Volume 2018-2023

Table 6 Sales of Wine by Off-trade vs On-trade: Value 2018-2023

Table 7 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 8 Sales of Wine by Off-trade vs On-trade: % Value Growth 2018-2023

Table 9 Sales of Still Red Wine by Price Segment: % Off-trade Volume 2018-2023

Table 10 □Sales of Still Rose Wine by Price Segment: % Off-trade Volume 2018-2023

Table 11 □Sales of Still White Wine by Price Segment: % Off-trade Volume 2018-2023

Table 12 □Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2018-2023

Table 13 □GBO Company Shares of Still Light Grape Wine: % Total Volume 2019-2023

Table 14 □NBO Company Shares of Still Light Grape Wine: % Total Volume 2019-2023

Table 15 □LBN Brand Shares of Still Light Grape Wine: % Total Volume 2020-2023

Table 16 □GBO Company Shares of Champagne: % Total Volume 2019-2023

Table 17 □NBO Company Shares of Champagne: % Total Volume 2019-2023

Table 18 □LBN Brand Shares of Champagne: % Total Volume 2020-2023

Table 19 □GBO Company Shares of Other Sparkling Wine: % Total Volume 2019-2023

Table 20 □NBO Company Shares of Other Sparkling Wine: % Total Volume 2019-2023

Table 21 □LBN Brand Shares of Other Sparkling Wine: % Total Volume 2020-2023

Table 22 □GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2019-2023

Table 23 □NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2019-2023

Table 24 □LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2020-2023

Table 25 □GBO Company Shares of Non-grape Wine: % Total Volume 2019-2023

Table 26 □NBO Company Shares of Non-grape Wine: % Total Volume 2019-2023

Table 27 □LBN Brand Shares of Non-grape Wine: % Total Volume 2020-2023

Table 28 □Forecast Sales of Wine by Category: Total Volume 2023-2028

Table 29 □Forecast Sales of Wine by Category: Total Value 2023-2028

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 30 □Forecast Sales of Wine by Category: % Total Volume Growth 2023-2028

Table 31 □Forecast Sales of Wine by Category: % Total Value Growth 2023-2028

ALCOHOLIC DRINKS IN NORWAY

EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture

2023 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 32 Number of On-trade Establishments by Type 2018-2023

TAXATION AND DUTY LEVIES

Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2023

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 33 Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

MARKET DATA

Table 34 Sales of Alcoholic Drinks by Category: Total Volume 2018-2023

Table 35 Sales of Alcoholic Drinks by Category: Total Value 2018-2023

Table 36 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023

Table 37 Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023

Table 38 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023

Table 39 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023

Table 40 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023

Table 41 □Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023

Table 42 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023

Table 43 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023

Table 44 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023

Table 45 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028

Table 46 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028

Table 47 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028

Table 48 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

DISCLAIMER

SOURCES

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Wine in Norway

Market Direction | 2024-06-21 | 36 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	
		Date	2026-02-10
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com