



Euromonitor
International

Cider/Perry in Norway

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Cider/Perry in Norway - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Local campaigns and premiumisation boosts cider/perry sales in 2024

Competitive shifts in cider/perry as health-conscious offerings and craft innovation drive growth

Discounters leads cider/perry distribution below 4.7% ABV, while craft and local offerings gain momentum

PROSPECTS AND OPPORTUNITIES

Cider/perry is expected to grow steadily, with premium and no alcoholic variants driving momentum

Norwegian cider is expected to remain popular, but a proposed policy threatens Vinmonopolet's lead

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DISCLAIMER

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