



Euromonitor
International

Beer in Norway

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Beer sales decline in Norway in 2024, while non/low alcohol options gain ground
Non alcoholic innovation drives competition in beer in Norway during 2024
Discounters remain key for beer sales as on-trade suffers steeper decline than off-trade

PROSPECTS AND OPPORTUNITIES

Modest decline forecast for beer sales, while non/low-alcohol continues to surge
Growing demand is expected for local craft beers while imports gain ground in Northern Norway
Innovation focuses on non/low alcohol beer as health trends shape buying habits

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Legal purchasing age and legal drinking age
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Advertising
Smoking ban
Opening hours
On-trade establishments

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DISCLAIMER

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