



Euromonitor
International

Wine in Norway

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Wine sales decline while consumer preferences shift and non alcoholic options gain ground
Vinmonopolet expands rosé wine portfolio with sparkling and still selections from Europe's traditional regions
Vinmonopolet retains off-trade dominance in wine while sustainable packaging and lighter styles gain traction

PROSPECTS AND OPPORTUNITIES

Lighter styles and the no alcohol trend is set to shape future wine preferences
Vinmonopolet will drive a shift towards climate-focused packaging and sustainable wine choices
Innovation in non alcoholic wine is set to accelerate as demand for lighter styles grows

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2024 key trends
Competitive landscape
Retail 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

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade
Duty free
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