# Alcoholic Drinks in Norway

July 2025

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## Beer in Norway

Innovation is set to focus on expanding the range of low and no alcohol options to create cocktails

CATEGORY BACKGROUND

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CATEGORY DATA

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## Wine in Norway

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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
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