



Alcoholic Drinks in Norway

July 2025

Table of Contents

EXECUTIVE SUMMARY

Alcoholic drinks in 2024: The big picture

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

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 1 - Retail Consumer Expenditure on Alcoholic Drinks 2019-2024

MARKET DATA

Table 2 - Sales of Alcoholic Drinks by Category: Total Volume 2019-2024

Table 3 - Sales of Alcoholic Drinks by Category: Total Value 2019-2024

Table 4 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2019-2024

Table 5 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2019-2024

Table 6 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2024

Table 7 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2024

Table 8 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2024

Table 9 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2020-2024

Table 10 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2019-2024

Table 11 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2024

Table 12 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2024-2029

Table 13 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2024-2029

Table 14 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2024-2029

Table 15 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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

CATEGORY BACKGROUND

Lager price band methodology
Summary 2 - Lager by Price Band 2024

CATEGORY DATA

Table 16 - Sales of Beer by Category: Total Volume 2019-2024
Table 17 - Sales of Beer by Category: Total Value 2019-2024
Table 18 - Sales of Beer by Category: % Total Volume Growth 2019-2024
Table 19 - Sales of Beer by Category: % Total Value Growth 2019-2024
Table 20 - Sales of Beer by Off-trade vs On-trade: Volume 2019-2024
Table 21 - Sales of Beer by Off-trade vs On-trade: Value 2019-2024
Table 22 - Sales of Beer by Off-trade vs On-trade: % Volume Growth 2019-2024
Table 23 - Sales of Beer by Off-trade vs On-trade: % Value Growth 2019-2024
Table 24 - Sales of Beer by Craft vs Standard 2019-2024
Table 25 - GBO Company Shares of Beer: % Total Volume 2020-2024
Table 26 - NBO Company Shares of Beer: % Total Volume 2020-2024
Table 27 - LBN Brand Shares of Beer: % Total Volume 2021-2024
Table 28 - Forecast Sales of Beer by Category: Total Volume 2024-2029
Table 29 - Forecast Sales of Beer by Category: Total Value 2024-2029
Table 30 - Forecast Sales of Beer by Category: % Total Volume Growth 2024-2029
Table 31 - Forecast Sales of Beer by Category: % Total Value Growth 2024-2029

Cider/Perry in Norway

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
Innovations are set to focus on flavour profiles, and high-quality ingredients

CATEGORY DATA

Table 32 - Sales of Cider/Perry: Total Volume 2019-2024
Table 33 - Sales of Cider/Perry: Total Value 2019-2024
Table 34 - Sales of Cider/Perry: % Total Volume Growth 2019-2024
Table 35 - Sales of Cider/Perry: % Total Value Growth 2019-2024
Table 36 - Sales of Cider/Perry by Off-trade vs On-trade: Volume 2019-2024

Table 37 - Sales of Cider/Perry by Off-trade vs On-trade: Value 2019-2024
 Table 38 - Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2019-2024
 Table 39 - Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2019-2024
 Table 40 - GBO Company Shares of Cider/Perry: % Total Volume 2020-2024
 Table 41 - NBO Company Shares of Cider/Perry: % Total Volume 2020-2024
 Table 42 - LBN Brand Shares of Cider/Perry: % Total Volume 2021-2024
 Table 43 - Forecast Sales of Cider/Perry: Total Volume 2024-2029
 Table 44 - Forecast Sales of Cider/Perry: Total Value 2024-2029
 Table 45 - Forecast Sales of Cider/Perry: % Total Volume Growth 2024-2029
 Table 46 - Forecast Sales of Cider/Perry: % Total Value Growth 2024-2029

Rtds in Norway

KEY DATA FINDINGS

2024 DEVELOPMENTS

RTDs reord double-digit volume growth in 2024, supported by the hard seltzer boom
 The RTD landscape remains fragmented as innovation and new entrants reshape competition
 Discounters lead RTD off-trade sales while Vinmonopolet drives growth

PROSPECTS AND OPPORTUNITIES

Spirit-based RTDs is expected to lead growth with premium, innovative flavors driving expansion
 Hard seltzers are set to drive growth, supported by the use of local flavours
 Ringnes unveils a hard seltzer brand with new flavours and cocktail options

CATEGORY DATA

Table 47 - Sales of RTDs by Category: Total Volume 2019-2024
 Table 48 - Sales of RTDs by Category: Total Value 2019-2024
 Table 49 - Sales of RTDs by Category: % Total Volume Growth 2019-2024
 Table 50 - Sales of RTDs by Category: % Total Value Growth 2019-2024
 Table 51 - Sales of RTDs by Off-trade vs On-trade: Volume 2019-2024
 Table 52 - Sales of RTDs by Off-trade vs On-trade: Value 2019-2024
 Table 53 - Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2019-2024
 Table 54 - Sales of RTDs by Off-trade vs On-trade: % Value Growth 2019-2024
 Table 55 - GBO Company Shares of RTDs: % Total Volume 2020-2024
 Table 56 - NBO Company Shares of RTDs: % Total Volume 2020-2024
 Table 57 - LBN Brand Shares of RTDs: % Total Volume 2021-2024
 Table 58 - Forecast Sales of RTDs by Category: Total Volume 2024-2029
 Table 59 - Forecast Sales of RTDs by Category: Total Value 2024-2029
 Table 60 - Forecast Sales of RTDs by Category: % Total Volume Growth 2024-2029
 Table 61 - Forecast Sales of RTDs by Category: % Total Value Growth 2024-2029

Spirits in Norway

KEY DATA FINDINGS

2024 DEVELOPMENTS

Vodka leads sales, while innovation and health trends shape spirits in Norway
 Arcus Norway AS leads spirits, while Pernod Ricard gains ground in 2024
 Vinmonopolet retains its lead, however, volume declines amid changing consumer behaviour

PROSPECTS AND OPPORTUNITIES

Spirits is set to face a modest decline while akvavit/aquavit gains momentum through innovation
 The and low-alcohol trend is set to strengthen, driven by health and innovation

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

CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

Summary 3 - Benchmark Brands 2024

CATEGORY DATA

Table 62 - Sales of Spirits by Category: Total Volume 2019-2024

Table 63 - Sales of Spirits by Category: Total Value 2019-2024

Table 64 - Sales of Spirits by Category: % Total Volume Growth 2019-2024

Table 65 - Sales of Spirits by Category: % Total Value Growth 2019-2024

Table 66 - Sales of Spirits by Off-trade vs On-trade: Volume 2019-2024

Table 67 - Sales of Spirits by Off-trade vs On-trade: Value 2019-2024

Table 68 - Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2019-2024

Table 69 - Sales of Spirits by Off-trade vs On-trade: % Value Growth 2019-2024

Table 70 - Sales of Dark Rum by Price Platform: % Total Volume 2019-2024

Table 71 - Sales of White Rum by Price Platform: % Total Volume 2019-2024

Table 72 - Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2019-2024

Table 73 - Sales of English Gin by Price Platform: % Total Volume 2019-2024

Table 74 - Sales of Vodka by Price Platform: % Total Volume 2019-2024

Table 75 - Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2019-2024

Table 76 - GBO Company Shares of Spirits: % Total Volume 2020-2024

Table 77 - NBO Company Shares of Spirits: % Total Volume 2020-2024

Table 78 - LBN Brand Shares of Spirits: % Total Volume 2021-2024

Table 79 - Forecast Sales of Spirits by Category: Total Volume 2024-2029

Table 80 - Forecast Sales of Spirits by Category: Total Value 2024-2029

Table 81 - Forecast Sales of Spirits by Category: % Total Volume Growth 2024-2029

Table 82 - Forecast Sales of Spirits by Category: % Total Value Growth 2024-2029

Wine in Norway

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

CATEGORY DATA

Table 83 - Sales of Wine by Category: Total Volume 2019-2024

Table 84 - Sales of Wine by Category: Total Value 2019-2024

Table 85 - Sales of Wine by Category: % Total Volume Growth 2019-2024

Table 86 - Sales of Wine by Category: % Total Value Growth 2019-2024

Table 87 - Sales of Wine by Off-trade vs On-trade: Volume 2019-2024

Table 88 - Sales of Wine by Off-trade vs On-trade: Value 2019-2024

Table 89 - Sales of Wine by Off-trade vs On-trade: % Volume Growth 2019-2024

Table 90 - Sales of Wine by Off-trade vs On-trade: % Value Growth 2019-2024

Table 91 - Sales of Still Red Wine by Price Segment: % Off-trade Volume 2019-2024

Table 92 - Sales of Still Rosé Wine by Price Segment: % Off-trade Volume 2019-2024

Table 93 - Sales of Still White Wine by Price Segment: % Off-trade Volume 2019-2024

Table 94 - Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2019-2024

Table 95 - GBO Company Shares of Still Light Grape Wine: % Total Volume 2020-2024

Table 96 - NBO Company Shares of Still Light Grape Wine: % Total Volume 2020-2024

Table 97 - LBN Brand Shares of Still Light Grape Wine: % Total Volume 2021-2024

Table 98 - GBO Company Shares of Champagne: % Total Volume 2020-2024

Table 99 - NBO Company Shares of Champagne: % Total Volume 2020-2024

Table 100 - LBN Brand Shares of Champagne: % Total Volume 2021-2024

Table 101 - GBO Company Shares of Other Sparkling Wine: % Total Volume 2020-2024

Table 102 - NBO Company Shares of Other Sparkling Wine: % Total Volume 2020-2024

Table 103 - LBN Brand Shares of Other Sparkling Wine: % Total Volume 2021-2024

Table 104 - GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2020-2024

Table 105 - NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2020-2024

Table 106 - LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2021-2024

Table 107 - GBO Company Shares of Non-grape Wine: % Total Volume 2020-2024

Table 108 - NBO Company Shares of Non-grape Wine: % Total Volume 2020-2024

Table 109 - LBN Brand Shares of Non-grape Wine: % Total Volume 2021-2024

Table 110 - Forecast Sales of Wine by Category: Total Volume 2024-2029

Table 111 - Forecast Sales of Wine by Category: Total Value 2024-2029

Table 112 - Forecast Sales of Wine by Category: % Total Volume Growth 2024-2029

Table 113 - Forecast Sales of Wine by Category: % Total Value Growth 2024-2029

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