



Euromonitor
International

Spirits in Norway

July 2025

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Spirits in Norway - Category analysis

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

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

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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

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