



# Spirits in Norway

July 2025

Table of Contents

## 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

#### CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology  
Summary 1 - Benchmark Brands 2024

#### CATEGORY DATA

Table 1 - Sales of Spirits by Category: Total Volume 2019-2024  
Table 2 - Sales of Spirits by Category: Total Value 2019-2024  
Table 3 - Sales of Spirits by Category: % Total Volume Growth 2019-2024  
Table 4 - Sales of Spirits by Category: % Total Value Growth 2019-2024  
Table 5 - Sales of Spirits by Off-trade vs On-trade: Volume 2019-2024  
Table 6 - Sales of Spirits by Off-trade vs On-trade: Value 2019-2024  
Table 7 - Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2019-2024  
Table 8 - Sales of Spirits by Off-trade vs On-trade: % Value Growth 2019-2024  
Table 9 - Sales of Dark Rum by Price Platform: % Total Volume 2019-2024  
Table 10 - Sales of White Rum by Price Platform: % Total Volume 2019-2024  
Table 11 - Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2019-2024  
Table 12 - Sales of English Gin by Price Platform: % Total Volume 2019-2024  
Table 13 - Sales of Vodka by Price Platform: % Total Volume 2019-2024  
Table 14 - Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2019-2024  
Table 15 - GBO Company Shares of Spirits: % Total Volume 2020-2024  
Table 16 - NBO Company Shares of Spirits: % Total Volume 2020-2024  
Table 17 - LBN Brand Shares of Spirits: % Total Volume 2021-2024  
Table 18 - Forecast Sales of Spirits by Category: Total Volume 2024-2029  
Table 19 - Forecast Sales of Spirits by Category: Total Value 2024-2029  
Table 20 - Forecast Sales of Spirits by Category: % Total Volume Growth 2024-2029  
Table 21 - Forecast Sales of Spirits by Category: % Total Value Growth 2024-2029

## Alcoholic Drinks in Norway - Industry Overview

### 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 22 - Retail Consumer Expenditure on Alcoholic Drinks 2019-2024

## MARKET DATA

Table 23 - Sales of Alcoholic Drinks by Category: Total Volume 2019-2024  
Table 24 - Sales of Alcoholic Drinks by Category: Total Value 2019-2024  
Table 25 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2019-2024  
Table 26 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2019-2024  
Table 27 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2024  
Table 28 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2024  
Table 29 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2024  
Table 30 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2020-2024  
Table 31 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2019-2024  
Table 32 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2024  
Table 33 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2024-2029  
Table 34 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2024-2029  
Table 35 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2024-2029  
Table 36 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2024-2029

## DISCLAIMER

## SOURCES

Summary 2 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with

country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/spirits-in-norway/report](http://www.euromonitor.com/spirits-in-norway/report).