



Spirits in Norway

June 2023

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Spirits in Norway - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Strong decline in off-trade sales of spirits as cross-border trade resumes
Non alcoholic, affordable and local are characteristics of top growing brands in 2022
Focus on sustainable and environmentally friendly packaging

PROSPECTS AND OPPORTUNITIES

Further decline in off-trade expected in 2023, impacted by resuming cross-border trade and consumers getting more cautious with their spending
Norway's nightlife faces wave of bankruptcies in 2023, with smaller venues at risk
Non alcoholic spirits is still niche, but set to grow

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
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Norway's nightlife threatened with wave of bankruptcies
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Legal purchasing age and legal drinking age

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