

Rtds in Norway

June 2023

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Rtds in Norway - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

RTDs sees continued growth RTD cocktails flourish in Norwegian grocery stores Established brands focusing on new product developments to stay relevant to consumers

PROSPECTS AND OPPORTUNITIES

Slowdown in off-trade volume growth ahead Hard seltzers set to see consolidation as growth disappoints Norway's RTDs market set to continue embracing innovation to target consumer demand for novelty

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Alcoholic Drinks in Norway - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture 2022 key trends Competitive landscape Retailing developments Norway's nightlife threatened with wave of bankruptcies What next for alcoholic drinks?

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Legislation Legal purchasing age and legal drinking age Drink driving Advertising Smoking ban Opening hours On-trade establishments Summary 1 - Number of On-trade Establishments by Type 2016-2022

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