



Euromonitor  
International

# Spirits in Norway

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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?

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Legal purchasing age and legal drinking age

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Advertising  
Smoking ban  
Opening hours  
On-trade establishments

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