



Rtds in Norway

July 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

RTDs reord double-digit volume growth in 2024, supported by the hard seltzer boom
The RTD landscape remains fragmented as innovation and new entrants reshape competition
Discounters lead RTD off-trade sales while Vinmonopolet drives growth

PROSPECTS AND OPPORTUNITIES

Spirit-based RTDs is expected to lead growth with premium, innovative flavors driving expansion
Hard seltzers are set to drive growth, supported by the use of local flavours
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- Retail developments
- On-trade vs off-trade split
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- Legislation
- Legal purchasing age and legal drinking age
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- Advertising
- Smoking ban
- Opening hours
- On-trade establishments

TAXATION AND DUTY LEVIES

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DISCLAIMER

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