



Euromonitor
International

Wine in Norway

August 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Wine Summary

INDUSTRY PERFORMANCE

Premium Wine and Lighter Styles Gain Traction as Buyers Shift Habits

Chart 1 - Consumers Seek Wine From Non-Traditional Countries

Health and Climate Concerns Drive Growth in Nolo and Still White Wine

Chart 2 - Volume Sales 2020-2030

Chart 3 - Volume Sales by Category 2025

WHAT'S NEXT?

Producers Accelerate Innovation in Alcohol-Free and Lighter Wine

Consumers Seek Sustainability as New Origins Gain Prominence

Chart 4 - Forecast Volume Sales 2020-2030

Chart 5 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Arcus Wine Loses Share as Lighter Styles Rise to Prominence

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

CHANNELS

Vinmonopolet Maintains Exclusive Control as Alternatives Remain Limited

ECONOMIC CONTEXT

Chart 8 - Economic Context for Wine

Chart 9 - Real GDP Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Wine

Chart 12 - Population 2020-2030

Chart 13 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Alcoholic Drinks in Norway - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Kiwi Drives Nolo Sales Growth through Aggressive Price Campaigns

Vinmonopolet Capitalises on Sober Curiosity with Its Expanding Nolo Range

Chart 14 - Volume Sales 2020-2030

Chart 15 - Volume Sales by Category 2025

WHAT'S NEXT?

New Launches Respond to Rising Demand for Low-Calorie and Alcohol-Free Choices

Chart 16 - Forecast Volume Sales 2020-2030

Chart 17 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Ringnes Sustains Leadership as Alpha Brands Fuels Innovation-Driven Competition

Chart 18 - Company Shares 2025

Chart 19 - Brand Shares 2025

CHANNELS

Vinmonopolet Leverages Exclusivity to Reinforce Premium Positioning

Oda and Food Delivery Apps Drive Double-Digit Online Growth

MARKET BACKGROUND

Legislation

Legal Purchasing Age and Legal Drinking Age

Advertising

Smoking Ban

Opening Hours

On-Trade Establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/Parallel Trade

Duty Free

Cross-Border/Private Imports

ECONOMIC CONTEXT

Chart 20 - Economic Context for Alcoholic Drinks

Chart 21 - Real GDP Growth 2020-2030

Chart 22 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 23 - Consumer Context for Alcoholic Drinks

Chart 24 - Population 2020-2030

Chart 25 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/wine-in-norway/report.