



# DWI NORWAY MARKET REPORT 2024



Wines of  
Germany



WINE in MODERATION

CHOOSE | SHARE | CARE



# DWI NORWAY OFFICE PRESENTATION

- The Norwegian DWI office is well established with good relations to the market. We are based in Oslo but our work cover most of the largest cities in the country, from north to south.
- We work as an objective partner with German wine producers and Norwegian importers with our main contact Deutsche Wein Institute in Bodenheim, Germany.
- Throughout the year we host several events for Horeca, press, wine monopoly and importers.
- We keep up to date with sales figures, trends in the market and the development of German wines in Norway and Germany.
- In order to continue our work, the best way possible, it is in our interest to travel, visit international fairs, follow up with international trends and keep a good, steady relationship with the German producers and the Norwegian trade.
- Our focus is always to promote the quality and specter of German wines and to educate the market in this topic.



# NORWAY FACTS



■ **Inhabitants 2024:** 5 550 000

■ **Big cities:**

■ Oslo 717 710 (capital)

■ Bergen 291 940

■ Trondheim 214 565

■ Stavanger 149 000

■ Kristiansand 116 986

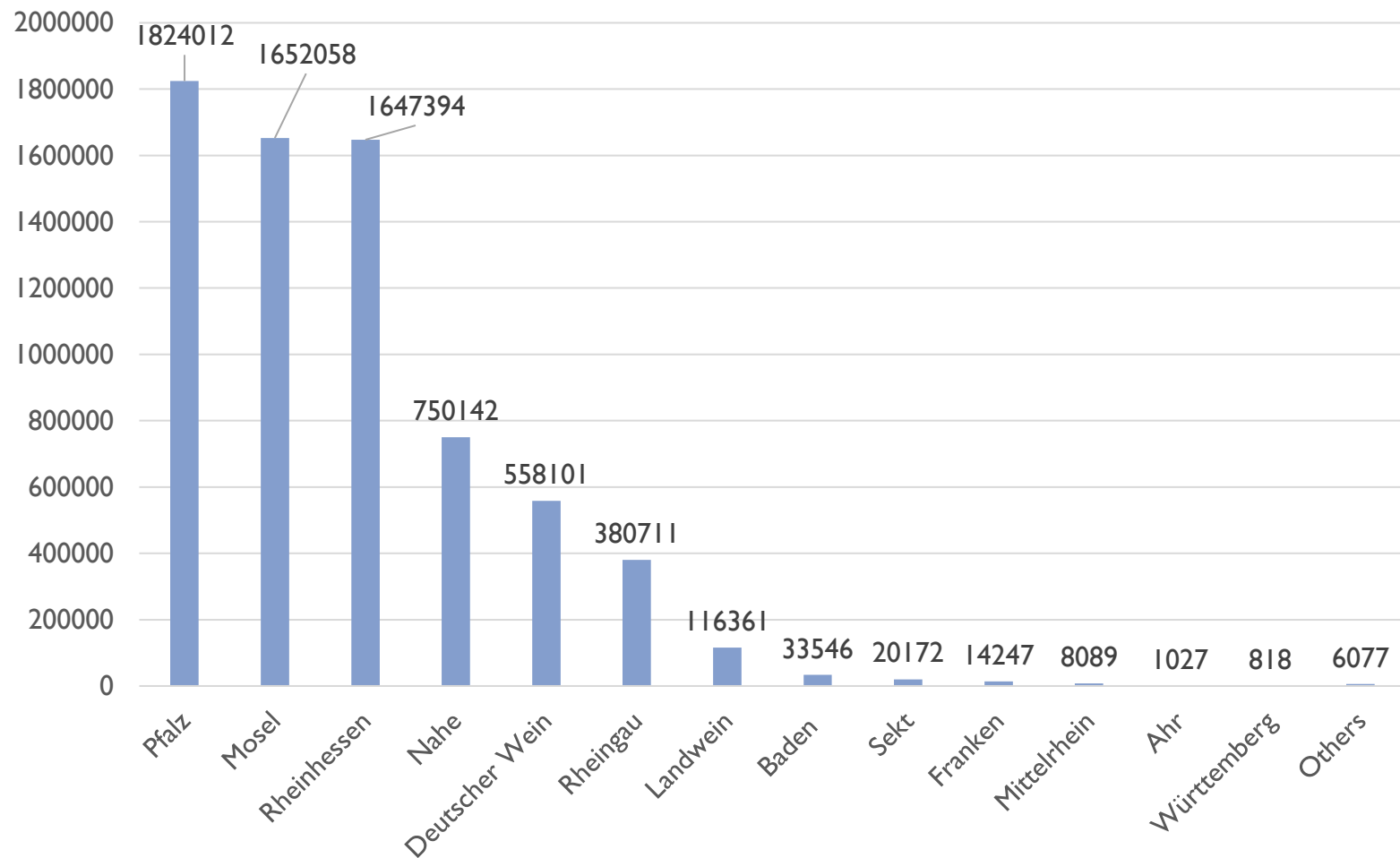
■ Tromsø 75 762

■ **Inflation rate:**

The annual consumer inflation rate in Norway in February 2024 is at 4.5%

# COMPARISON MONOPOLY MARKETS

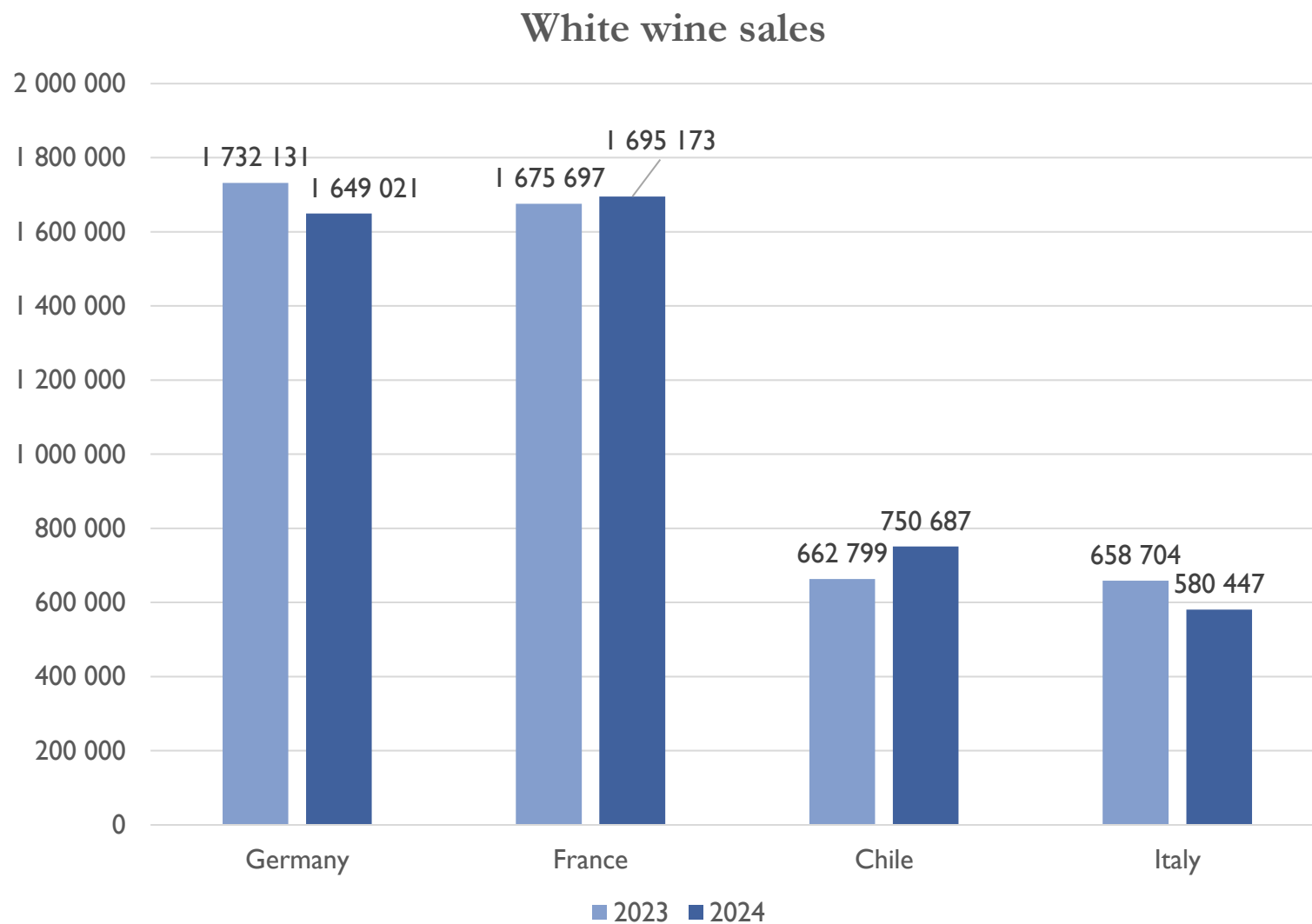
Country	Population	Total products	Importers	German producers	White	Red	Dry
Sweden	10 500 000	25 316	1200	651	483	89	145
Finland	5 550 000	11 340	550	387	63	220	unknown
Norway	5 500 000	37 491	770	2640	1803	328	1700



## SALES FIGURES IN NORWAY LITERS SOLD PER REGION 2023

## SALES FIGURES IN NORWAY FIRST TERTIAL 2024 COMPARED TO SAME PERIOD IN 2023

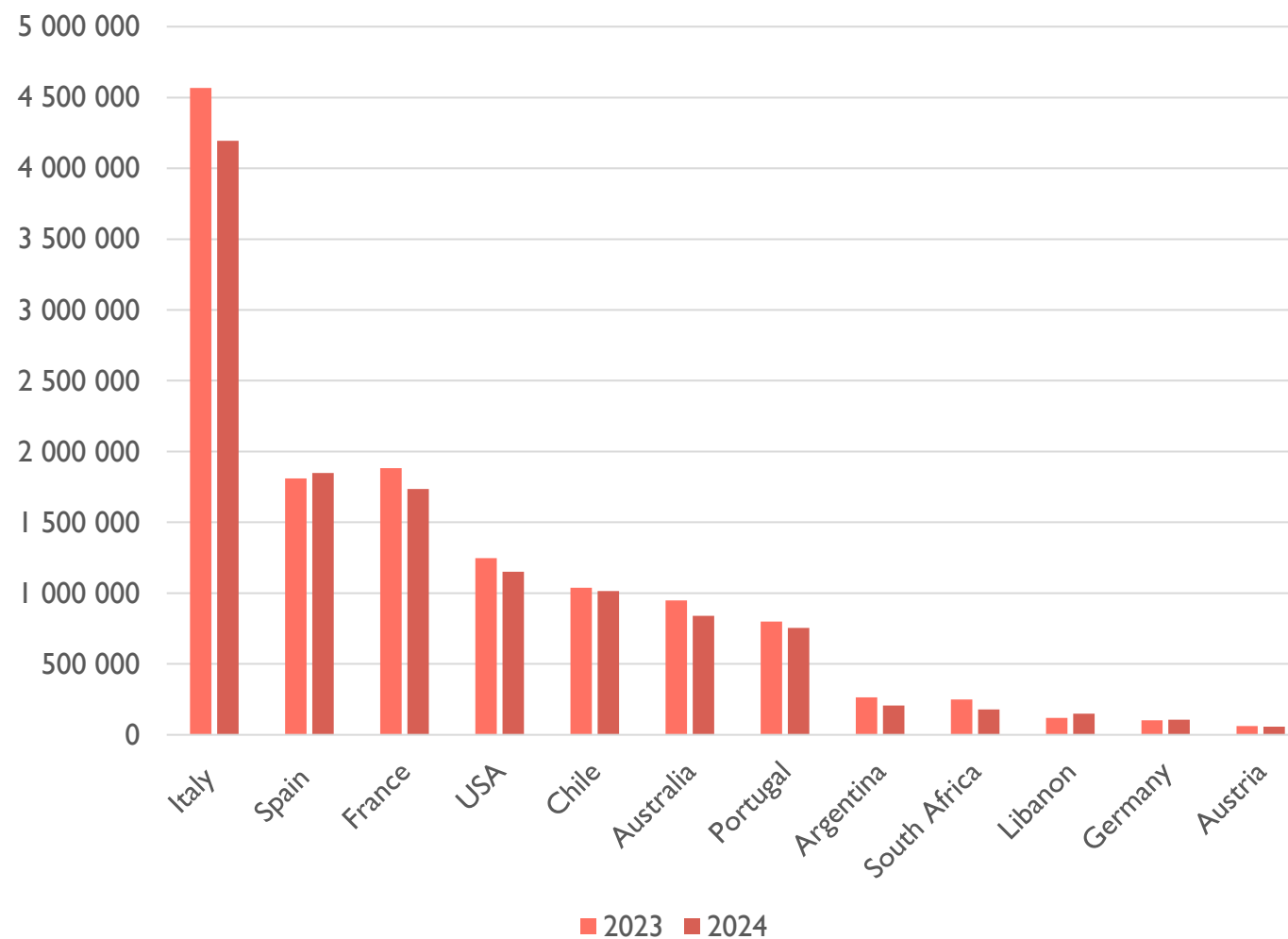
■ Litres



## SALES FIGURES IN NORWAY FIRST TERTIAL 2024 COMPARED TO SAME PERIOD IN 2023

■ Litres

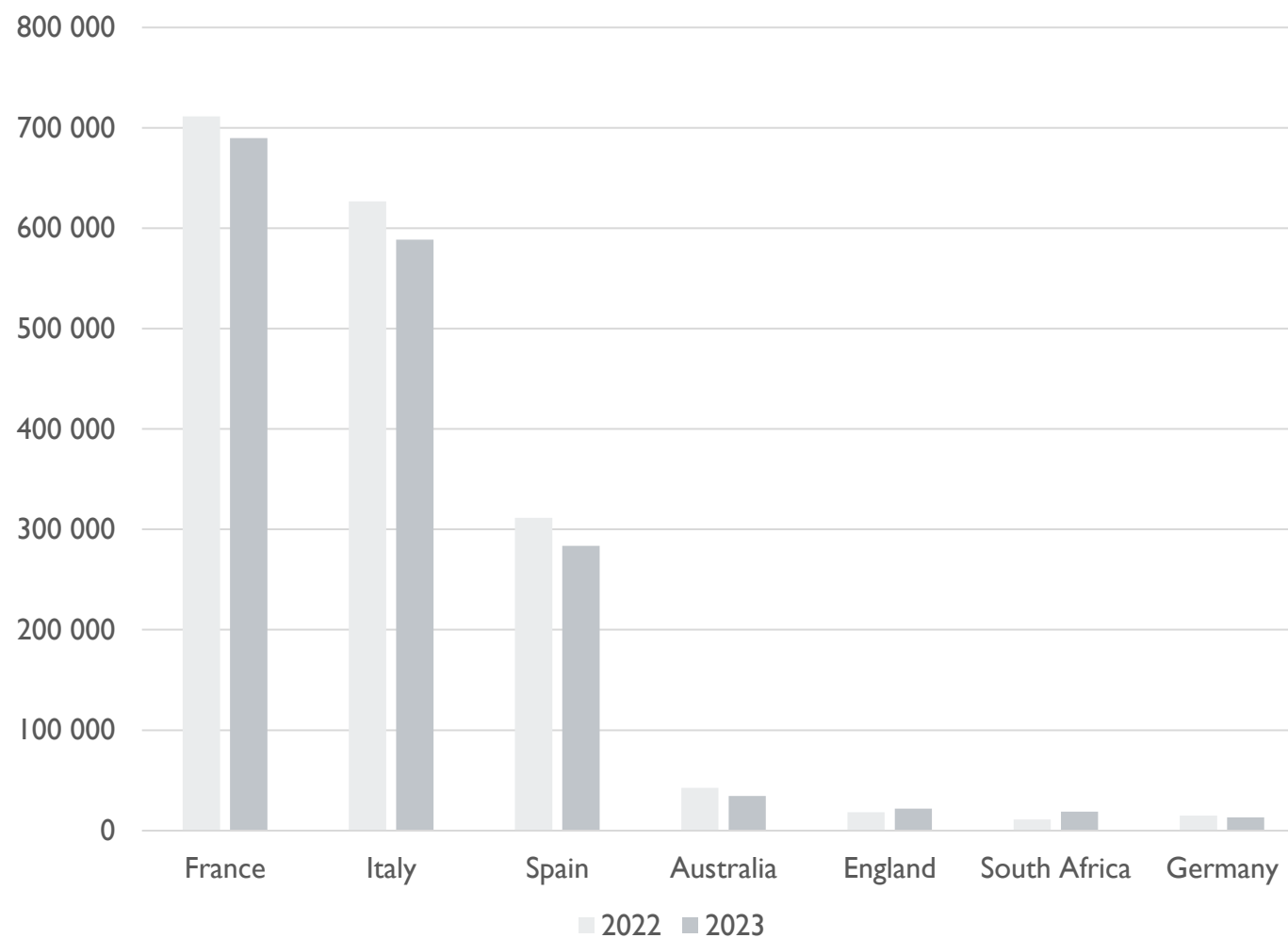
### Red wine sales



## SALES FIGURES IN NORWAY **FIRST TERTIAL** 2024 COMPARED TO SAME PERIOD IN 2023

■ Litres

### Sparkling wine sales

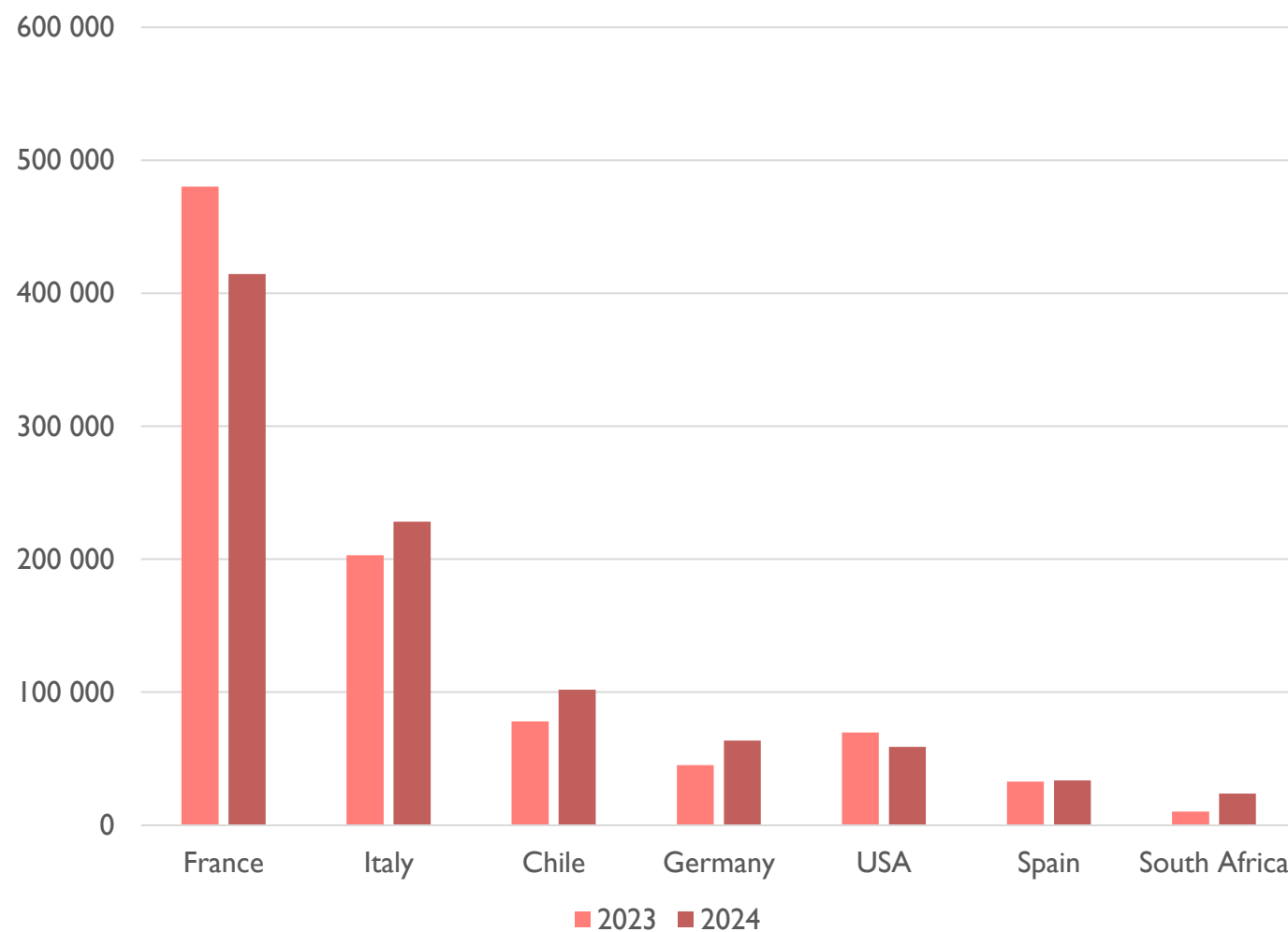




## SALES FIGURES IN NORWAY I. TERTIAL 2024 COMPARED TO SAME PERIOD IN 2023

■ Litres

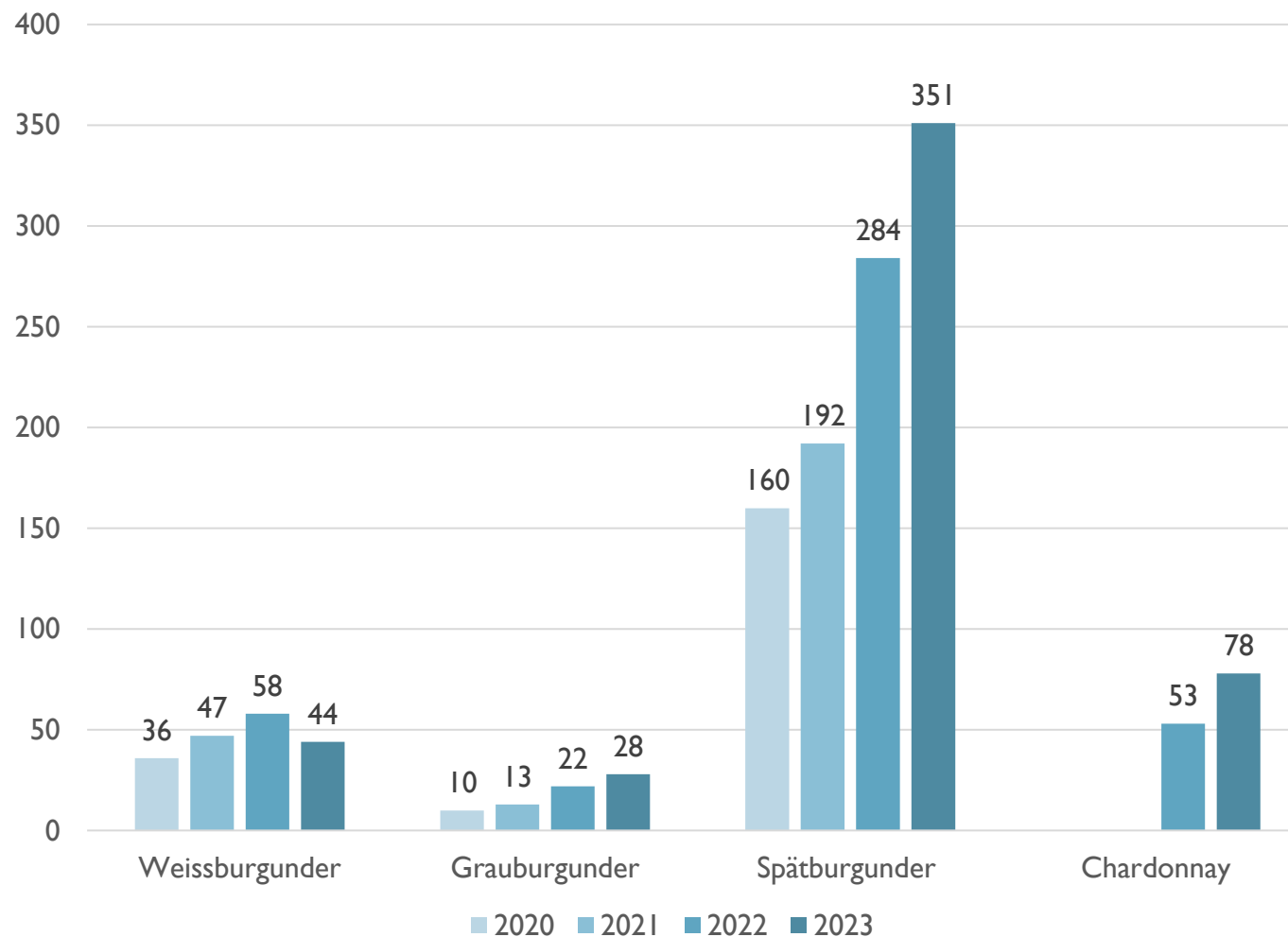
### Rosé wine sales



# PROGRESS IN THE MARKET

■ No. of products

Listings of products at Vinmonopolet 2020-2023



# PROGRESS IN THE MARKET



# SALES FIGURES IN NORWAY

## JANUARY - APRIL 2024

Category	Total sale in liter		Change	
	1. tertial			
	2023	2024	Ltr	%
Wine	23 226 034	22 094 973	- 1 131 061	- 5 %
Spirits	3 793 897	3 633 714	- 160 183	- 4 %
Beer	898 954	953 313	54 359	6 %
Alc. Free	265 924	212 782	57 858	22 %
Fortified wine	141 467	133 476	- 7 990	- 6 %
Total	28 326 276	27 139 258	- 1 187 018	- 4 %

At the end of April 2024, Vinmonopolet's sales are down by approx. 4% compared to the same period last year.

Red wine is the largest category with a solid margin. While red wine has seen a marked decline for the first quarter of 2024, the decrease in sales is smaller in the lighter and brighter wine styles white wine, sparkling and rosé wine at Vinmonopolet.

The sales development for the first tertial fits into last year's main trend; there's shift towards the lighter and brighter categories which tend to have a lower sugar, calorie, and alcohol content than the product groups Norwegians have traditionally bought. There is a sharp rise in sales of alcohol-free products at Vinmonopolet.

Climate change also has an impact on the market, as Norway gets warmer and warmer every year, the white, rose and sparkling have increasing popularity, while red wine dominates the colder periods. Wine is still the most popular beverage at Vinmonopolet and is responsible for approximately 81% of the total market.



# THE MARKET SITUATION IN 2024

## TOTAL SALE IN LITER

Category	1. tertial		Change	
	2023	2024	Ltr	%
Red	13 224 260	12 357 434	- 866 826	- 7 %
White	6 823 123	6 648 128	- 174 996	- 3 %
Sparkling	1 746 416	1 658 980	- 87 436	- 5 %
Rosè	972 478	977 282	4 804	0 %
Total	22 766 286	21 641 824	- 1 124 462	-4,94 %

■ The total sale at Vinmonopolet in 2023 was at 95.6 million liters, the fourth largest sale of all time in a calendar year. Measured against 2019, the last year before the covid pandemic, there was an increase of sales of 16%

■ Red wine is still the leading category and has been since the 1970's. Looking at the first tertial of 2024, there was a decrease for red wine by - 7% and by -3% for white wine in 2024 compared to 2023. Sparkling wine, the 3<sup>rd</sup> largest category, had a decrease of 5%, while rosé wine, is at a standstill in the first tertial 2024, compared to 2023.

■ The wine monopoly attributes the fall in sales to a stern winter with more adverse weather situations than in a normal year – as well as a marked growth in air traffic.



# MARKET AND TRENDS



# Market and trends



## GREEN GLOBE

Reduce: Light weight packaging, low carbon footprint

Organic  
Biodynamic

«Treating the world as if we planned to stay»



## HEALTHY BODY

Exclude: Without additives, sugar etc.

NoLo-alcohol trend

Natural wine and  
vegan wine



## THE KNOWN AND DEAR

The classics are back

Bordeaux, Burgundy,  
Piedmont, Rioja,  
Provence

Rheinhessen  
Pfalz  
Rheingau



## AUTHENTIC PRODUCTS

Interest in product  
origin

Local products

Ethically produced

Local grape varieties



## EXTENDED WINE WORLD

Nordic countries,  
England, Canada

Patagonia

High altitude



## CONVENIENCE

Small bottles

Alternative  
packaging, PET

Pouch, carton (BiB)

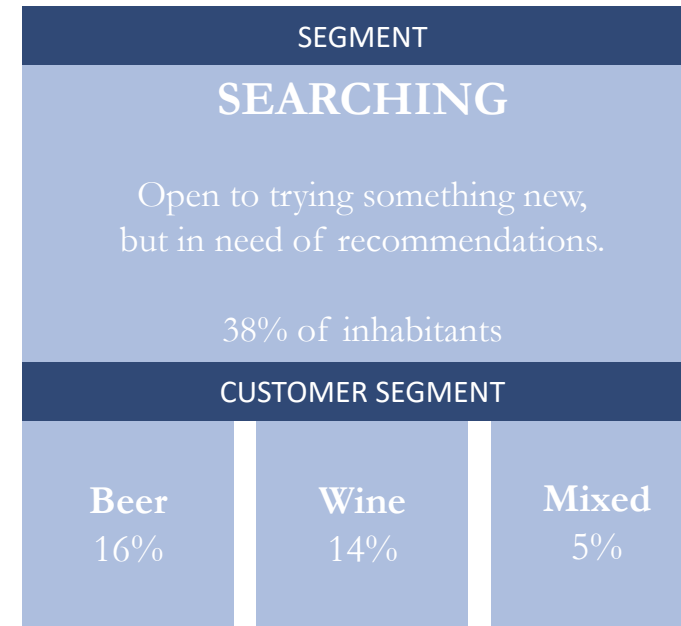
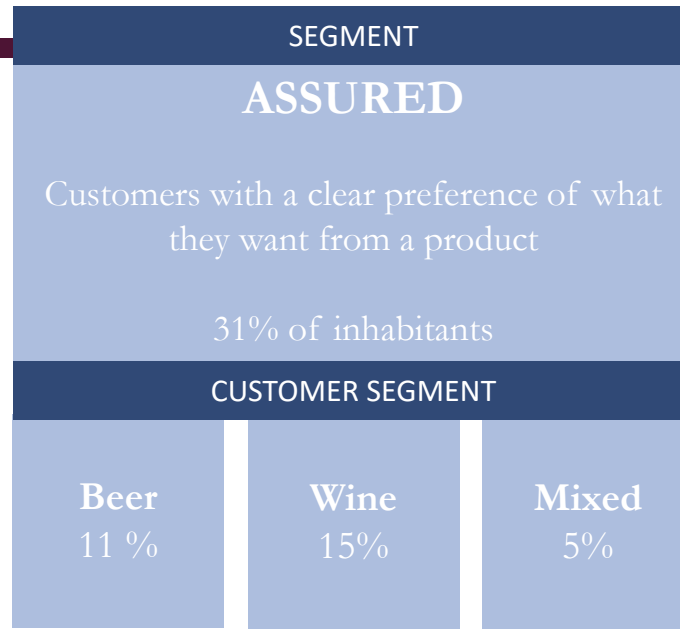
Cans – from trend to  
category

QUALITY

HABITS

TRYING  
SOMETHING  
NEW

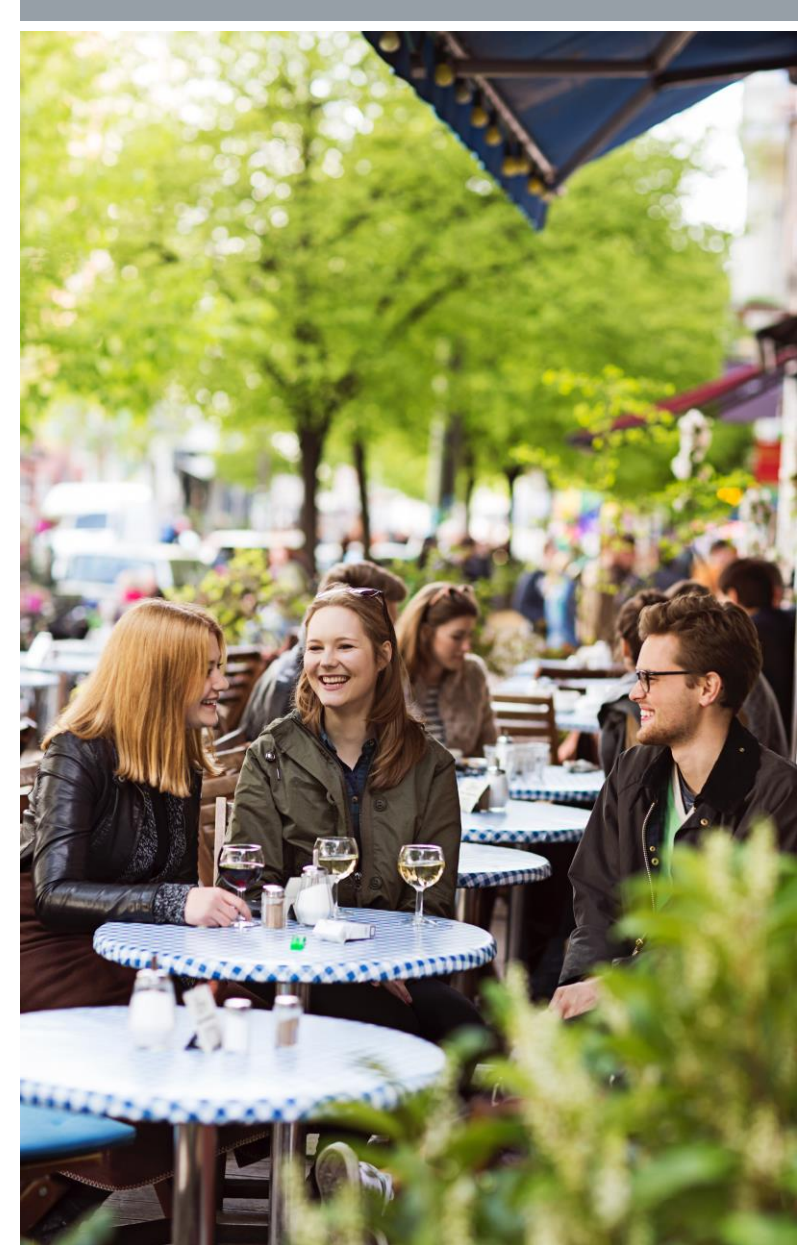
PRICE





# SELLING YOUR WINE IN NORWAY

- You will need an importer.
- Monopoly – direct business is not allowed with any producer or without import license in Norway.
- Good cooperation with your importer is important to keep updated with the monopoly's tender plans, price calculations and import procedures.
- Restaurant/Horeca market is separate from the monopoly. Importers sell products to both markets.





# FOR MORE INFORMATION

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