

Norwegian Market Report 2020

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This market report is based on the numbers given by stately organizations in Norway with facts available at the time written.

German white wine sales have been stable and Germany is still number one in market shares for white wine, also in 2019. Only a small decrease compared to the figures for 2018 with the hot summer. Dry wines are increasing in volume and price.

German red wine sale continues as previous years, 2017 and 2018, with significant increase also in 2019 and is gaining market shares.

Sparkling wines from Germany has been quite stable and German rosé did experience a decrease in 2019.

9,73 NOK = 1 EUR February 20th 2019

10,03 NOK = 1 EUR February 14th 2020

12,12 NOK = 1 EUR March 20th 2020

At the highest in March 2020 12,32 NOK = 1 EUR

1. POPULATION (B)

2019: 5 356 789 (Nov 20st 2019)

2. PER CAPITA INCOME (B)

2018: 567 480 = 56 578 EUR

3. INFLATION RATE (B)

January 2019 – January 2020: + 1,8 %

Source: (B) SSB Government statistical office of Norway

4. BEVERAGE SALES PER TYPE OF BEVERAGE 1000 L (A)

	2018	2019	Change liters	Change percent
Wine	66 985	67 161	176	0,3 %
Spirits	11 222	11 409	187	1,7 %
Beer	2 767	2 948	181	6,5 %
Fortified wine	480	477	- 3	- 0,6 %
Non-alcohol	552	596	44	8,0 %
Total sales	82 006	82 592	1 326	0,7 %

5. BEVERAGE MARKET SHARES IN NORWAY (A)

Beverage marketshares, 2019	
Wine	81,3 %
Spirits	13,8 %
Beer	3,6 %
Fortified wine (+22%)	0,6 %
Non-alcoholic	0,7 %

Source: (A) Vinmonopolet

6. DEVELOPMENT OF WHITE AND RED WINE IN THE MARKET (A)

Total sale, 1000 liters		
Year	Redwine	Whitewine
2012	43 382	16 969
2013	42 857	17 642
2014	41 746	18 300
2015	41 108	17 501
2016	40 573	17 958
2017	39 780	17 880
2018	38 684	19 062
2019	38 581	19 030

7. IMPORTED WINES MARKET SHARE WHITE WINES ONLY (A)

Land	2015	2016	2017	2018	2019
Germany	29 %	28 %	28%	28 %	27,5 %
France	26 %	26 %	26%	25 %	25 %
Italy	12 %	11 %	11%	11 %	10 %
Chile	6 %	8 %	8%	9 %	9 %
Australia	7 %	7 %	7%	7 %	6 %
Portugal				3 %	4 %
Hungary	4 %	4 %	3%	3 %	3,5 %
New Zealand	3 %	3 %	3%	3 %	3,5 %
Spain	2 %	2 %	2%	3 %	2,5 %

Source: (A) Vinmonopolet

8. VOLUME GROWTH IN IMPORTED WINES (WHITE WINES) (A)

Country	2018	2019	Change liters	Change percent
Germany	5 289 418	5 235 158	-54 257	-1,0 %
France	4 736 979	4 815 137	78 181	1,7 %
Italy	2 044 994	1 888 337	-156 657	-7,7 %
Chile	1 631 695	1 662 718	31 023	1,9 %
Australia	1 333 860	1 126 021	-207 839	-15,6 %
Portugal	608 791	757 757	148 967	24,5 %
New Zealand	610 199	657 621	47 423	7,8 %
Hungary	637 521	654 695	17 174	2,7 %
Austria	582 463	549 136	-33 326	-5,7 %
South Africa	500 364	542 026	41 662	8,3 %
Spain	572 426	497 858	-74 570	-13 %
Argentina	238 779	343 168	104 389	43,7 %
USA	243 336	240 977	-2 359	-1 %
Bulgaria		25 686	-25 686	
Total market	19 062 632	19 030 134	-32 472	-0,2 %

Source: (A) Vinmonopolet

9. TOP TEN WHITE WINE SALES IN NORWAY DURING 2018 – 19 (Per liters) (A) (Listing all catagories)

	Product/ wine	Country	Volume in liters	Volume in liters
			2018	2019
1 (6)	Laroche Chardonnay L	France	719 226	763 161
2 (9)	Dr. L Riesling	Germany	668 921	615 335
3 (12)	Wongraven Morgenstern Riesling	Germany	419 372	550 481
4 (13)	Viña Maipo Sauvignon Blanc	Chili	528 954	539 970
5 (18)	Chapel Hill Riesling Sauvignon B	Hungary	452 484	449 505
6 (23)	Chill Out Chardonnay	Australia	530 190	394 674
7 (26)	Tariquet Classic	France	415 719	360 243
8 (30)	Mosaic Alvarinho	Portugal		339 156
9 (34)	Lindemans Chardonnay	Australia	338 379	325 016
10 (40)	Thr3 Monkeys Fresh & Fruity White Wine	Germany	233 352	283 881

Source: (A) Vinmonopolet

10. OTHER GERMAN WINES AMONG TOP 150 WINES 2019 (All categories) (A)

	Product/ wine	Type	Volume in liters 2018	Volume in liters 2019
44	Schmetterling Riesling	White wine	274 438	257 691
67	BattenfeldSpanier Riesling Trocken	White wine		180 144
69	Müstique Riesling Kabinett	White wine	196 331	172 262
84	Leitz Riesling Trocken	White wine	166 830	151 677
87	Geil Riesling Trocken	White wine	149 128	147 287
90	Gysler Riesling Trocken	White wine	179 301	141 378
102	Moselland Ars Vitis Riesling	White wine	138 258	129 266
118	Bihn Liebfraumilch	White wine		115 1010
122	Markus Molitor Schiefer Riesling	White wine	129 288	113 832
128	J. Bäumer Rheingau Riesling	White wine	145 451	111 728
138	Lady Riesling	White wine	110 461	107 909
144	Black Tower Rivaner	White wine		106 073

11. SALES OF DRY AND SWEETER WINES (A)

German white wine, bottles	2018	2019	Change liters
White wine up to 15 g sugar/liter	2 587 117	2 832 230	245 113
White wine 15g sugar / liter or more	2 689 284	2 636 617	-52 667

Source: (A) Vinmonopolet

12. SALES IN NORWAY PER REGION 2018 - 2019 (A)

	2018	2019	Change liters
White total (1000 l)	19 062 606	19 030 134	-32 472
Germany	5 289 418	5 235 158	-54 257
Mosel	1 626 543	1 478 242	-148 301
Rheinhessen	1 432 824	1 415 566	-17 258
Pfalz	901 767	1 117 014	215 247
Nahe	547 788	564 246	16 458
Rheingau	393 363	365 067	-28 296
Rhein	63 076	69 672	6 596
Mosel-Saar-Ruwer	23 172	21 753	-1 419
Franken	14 081	5 996	-8 085
Baden	8 422	2 973	-5 449
Mittelrhein	1 415	2 303	888
Württemberg	586	1 233	647
Ahr	-	349	-
Saale-Unstrut	32	29	-3
Sachsen	31	2	-29
Others	276 320	426 929	150 609

Source: (A) Vinmonopolet

13. GERMAN ROSÉ AND SPARKLING SALES 2017 – 2019 (A)

Germany					
	Liters pr. year			Change 2018 - 2019	
	2017	2018	2019	Liters	Percent
Sparkling	43 209	42 504	43 030	526	1,2 %
Roséwine	47 294	90 989	84 269	-6 720	-7,9 %

14. BEST SELLING SPARKLING WINES 2018 – 2019, Liters (A)

Wine	Volum	Volume in liters 2018	Volume in liters 2019
Von Buhl Riesling Brut	0,750	4 241	3 611
Black Tower Sparkling Ice	0,750	2 846	2 096
Winter Riesling Brut	0,750	2 915	1 328
Black Tower Ice Sparkling Rosé	0,750	1 420	962
Griesel Rosé Brut	0,750	-	920

15. BEST SELLING ROSÉ WINES 2018 - 2019, Liters (A)

Wine	Volum	Volume in liters 2018	Volume in liters 2019
Leitz Pinot Noir Rose	0,750	25 310	19 892
Dreissigacker Pinot Noir Rosé	0,750	20 151	17 105
Janson Bernhard Pinot Noir Rosé	0,750	18 866	13 732
Georg Breuer Spätburgunder Rosé	0,750	9 252	10 604
Krüger-Rumpf Spätburgunder Rosé Trocken	0,750	1 329	4 142

Source: (A) Vinmonopolet

16. GERMAN RED WINE SALES 2016 – 2019 (A)

	Germany					
	Liters pr. year				Change 2018 - 2019	
	2016	2017	2018	2019	Liters	Percent
German red wine	7 349	9 503	32 873	67 525	34 652	105,4 %

17. BEST SELLING GERMAN RED WINES (2018 – 2019) (A)

Product / Wine	Volum	Volume in liters 2018	Volume in liters 2019
Villa Wolf Pinot Noir	3,000	14 037	27 282
Matthias Gaul Pinot Noir	0,750	-	18 016
Villa Wolf Pinot Noir	0,750	6 590	6 664
Dr. Heidemanns-Bergweiler Pinot Noir	0,750	682	1 663
Kruger-Rumpf Spätburgunder Trocken	0,750	-	1 438
Heitlinger Pinot Noir	0,750	2 378	1 364
Mosbacher Spätburgunder	0,750	-	1 205
Dautel Spätburgunder	0,750	1 044	719
Hans Baer Pinot Noir	0,750	726	671
Geil Bechtheimer -S- Pinot Noir	0,750	504	601

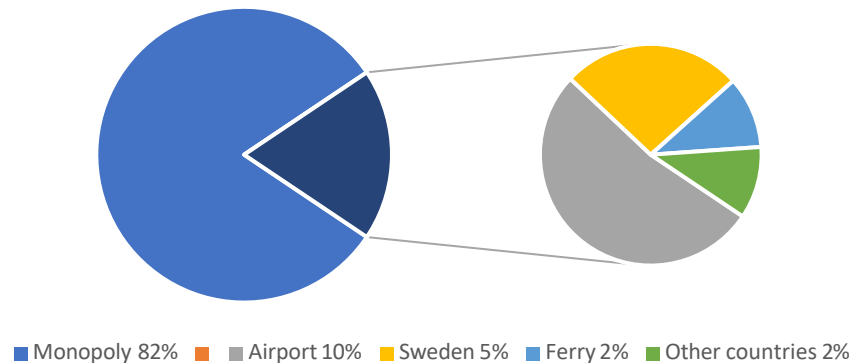
Source: (A) Vinmonopolet

18. DUTY FREE SALES, AIRPORT 2012 – 2018, 1000 Liters (C)

	2012	2013	2014	2015	2016	2017	2018
Beer	2 777	3 155	3 332	3 330	3 387	3 808	3 905
Wine	5 746	6 305	6 821	7 100	6 991	6 882	6 891
Fortified wine	229	228	213	198	197	182	163
Spirits	3 805	3 940	3 653	3 333	3 136	3 130	3 121

19. TOTAL SALES OF WINE, FORTIFIED WINE AND SPIRITS 2018 (C)

Sales of wine, fortified wine and spirits, 2018



Source: (C) FHI – FOLKHELSEINSTITUTT – DEPARTMENT OF PUBLIC HEALTH

20. SALES OF GERMAN WINES JANUARY – MARCH 2019 – 2020, (A)

	January		February		March	
	2019	2020	2019	2020	2019	2020
White wine	263 794	297 685	299 146	337 122	354 555	456 593
Sparkling wine	1 938	2 065	2 107	-	-	-
Rosé wine	1 826	2 116	2 359	2 198	3 604	3 815
Red wine	5 527	5 249	5 729	6 494	6 340	13 289
Total German wines	273 085	307 115	309 341	345 814	364 499	473 697

21. TAXES AND CUSTOM DUTY ON WINES INCL. SPARKLING (A) (figures for 2020)

- VAT 25%
- ALCOHOL TAX:

Alcohol percentage (volume)	Tax NOK per vol. % per liter
4,75% - 22%	5,11,-
>22%	7,84,-

Source: (A) Vinmonopolet