

DEUTSCHER WEIN MARKET REPORT 2017



NORWAY

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

It is worth noticing that Rosé wines from Germany has dropped rapidly since 2015, but Sparkling wines from Germany is now gaining market again, after some years with dropped market shares. White wines have a stagnation as expected but mostly on the top sellers. Dry wines are still increasing in volume and price.

Due to the strong Euro against Norwegian kroner many importers have earned a lot less than before due to that the monopoly do not allow change of pricing more than 3 times a year. This has decreased the marked activities a lot these last years.

(8,41 NOK = 1 EUR) May 16th 2015
 (9,45 NOK = 1 EUR) March 23rd 2016,
 At the highest in January 2016 9,70 NOK = 1 EUR

1. POPULATION (B)

2016: 5 258 317 (Jan 1st 2017)

2. PER CAPITA INCOME (B)

2016: 519 600 = 54 984 EUR

3. INFLATION RATE (B)

2016: + 5%

4. BEVERAGE SALES PER TYPE OF BEVERAGE, 1000 LITERS (C)

Sales 2016	Dutyfree arrival	Vinmonopolet	Grocery and nightlife	Other unregistered sales	Total
Beer	3 096	2 638	245 858	7 692	259 284
Wine	6 240	66 400	8 032	5 745	86 418
Fortified wine	160	520	-	122	628
Spirits	1 908	11 305	1 387	1 458	16 058
Fruitdrink*	258	-	15 472	391	16 121
Per pers. 15+	0,38	2,92	3,10	0,38	6,79

- Inkl. alcopops

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

Total sale, 1000 liters		
Year	Redwine	Whitewine
2010	43 353	15 807
2011	43 006	16 462
2012	43 382	16 969
2013	42 857	17 642
2014	41 746	18 300
2015	41 108	17 501
2016	40 573	17 966

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

Land	2012	2013	2014	2015	2016
Germany	31 %	31 %	30 %	29 %	28 %
France	28 %	28 %	28 %	26 %	26 %
Italy	12 %	12 %	12 %	12 %	11 %
Australia	7 %	6 %	6 %	7 %	7 %
Chile	4 %	5 %	5 %	6 %	8 %
Hungary	5 %	4 %	4 %	4 %	4 %
New Zealand	1 %	2 %	3 %	3 %	3 %
Spain	3 %	3 %	2 %	2 %	2 %

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

Volumegrowth,white wine	
Country	2015 - 2016
Germany	-1%
France	3%
Italy	2%
Chile	19%
Australia	11%
Hungary	-3%
New Zealand	4,0%
Austria	-3%
South Africa	19%
Total market	3%

8. BEVERAGE MARKET SHARES IN NORWAY (A)

Beverage marketshares, 2016	
Wine	81,7%
Spirits	13,9%
Beer	3,0%
Fortified wine (+22%)	0,6%
Non-alcoholic	0,5%

9. TOP TEN WHITE WINE SALES IN NORWAY DURING 2015 - 16 (A)

	Product/ wine	Country	Volume in liters	
			2015	2016
1	Dr. L Riesling 2014/15	Germany	777 337	690,726
2	Laroche Chardonnay L 2013	France	610 536	627,705
3	Viña Maipo Sauvignon Blanc 20114/15	Chili	402 885	472,485
4	Tariquet Classic 2015	France	433 650	416,640
5	Chill Out Chardonnay	Australia	358 722	413,040
6	Lindemans Chardonnay 2015	Australia	407 469	400,383
7	Chapel Hill Rhine Riesling Sauvignon B	Hungary	402 138	391,851
8	Valpantena Garganega	Italy	331 725	273,390
9	Pardon my French Cotes du Gascogne	France	268 416	265,479
10	Les Fumées Blanches Sauvignon Blan 2013	France	276 981	252,765

10. OTHER GERMAN WINES AMONG TOP 100 WINES, 2016 (A)

	Name	Type	Country	Liters
48	Scmetterling Riesling	White	Germany	221,625
55	Moselland Riesling Kabinett 2013/2015	White	Germany	207,365
56	Leitz Riesling Trocken 2015	White	Germany	203,562
67	Müstique Riesling Kabinett 2015	White	Germany	184,203
71	Moselland Ars Vitis Riesling 2013/2014	White	Germany	178,143
90	Bihn Liebfraumilch	White	Germany	145,731
94	Gysler Riesling Trocken	White	Germany	140,652
99	Geil Riesling Trocken	White	Germany	134,172

11. SALES IN NORWAY PER REGION, ALL PRODUCTS, 1000 Liters (A)

	2012	2013	2014	2015	2016
White total	16 969	17 642	18 300	17 501	17 966
Germany	6 085	6 335	6 354	6 075	6 068
Mosel	2 395	2 372	2 242	1 956	1 802
Mosel-Saar-Ruwer	688	1 591	1 941	5 257	2 598
Rheinhessen	1 372	1 453	1 404	1 337	1 388
Rheingau	750	776	794	716	605
Nahe	370	426	512	571	578
Pfalz	224	305	409	494	604
Franken	8 434	3 301	3 196	1 862	14 197
Baden	859	432	11 166	5 696	1 459
Mittelrhein	3 477	1 398	3 214	1 352	1 395
Württemberg			2	125	584
Others	960	996	974	986	1 071

12. SALES OF DRY AND SWEETER WINES (A)

German white wine, bottles	2014	2015	2016
White wine < 9 g sugar/litre	757 883	856 158	984 583
White wine 9 -18 g sugar/litre	235 877	217 031	217 774
White wine 18 – 45 g sugar/litre	1 184 990	1 057 428	959 169
White wine > 45 g sugar/litre	486 051	466 283	454 629
Unknown sugarlevel	128 120	60 061	15 054

13. GERMAN ROSÉ AND SPARKLING SALES 2015 – 2016, 1000 Liters (A)

Germany 2015				
Liters	Year		Change	
	2015	2016	Liters	Percent
Sparkling	33	39	5	16 %
Roséwine	62	55	- 6	- 10 %

14. BEST SELLING ROSE AND SPARKLING WINES, LITERS (A)

Wine	Type	Land	2015	2016
Leitz Pinot Noir Rose 14/15	Rosé	Germany	29 829	31 131
Blue Nun Gold Edition	Sparkling	Germany	23 793	30 639
Künstler Pinot Noir Rosé trocken 2014	Rosé	Germany	5 068	5 654
Calle Fegth En liter Råsa 2015	Rosé	Germany	-	4 519
Henkell Trocken	Sparkling	Germany	5 306	4 213
Messmer Pinot Noir Trocken	Rosé	Germany	4 955	3 372
Neiss Weiss Herbst Pinot Noir Rosé 2014	Rosé	Germany	4 547	2 987
Georg Breuer Spätburgunder Rosé 2014	Rosé	Germany	4 752	2 566
Schmetterling Pinot Noir Rosé 2014	Rosé	Germany	8 872	1 148
Von Buhl Riesling Brut	Sparkling	Germany	313	1 130
Fürst von Metternich Riesling Sekt Tr.	Sparkling	Germany	-	651
Tina Pfaffman Riesling Sekt Brut	Sparkling	Germany	2 015	575
Black Tower Sparkling Ice	Sparkling	Germany	-	545
M. Molitor Haus Klosterb Rsl Sekt Brut	Sparkling	Germany	619	458

15. BEST SELLING GERMAN RED WINES (2015 - 2016) (A)

Product/ wine	2015	2016
Villa Wolf Pinot Noir 2015	2 394	2 150
Becker B Spätburgunder 2011/2012	2 447	594
Finkenauer Festivalvin	-	585
Gleichenstein Hofgarten Pinot Noir 2014	2 255	583
Kessler Pinot Noir N 2013	839	535
Becker Spätburgunder 2012	162	359
Künstler Tradition Pinot Noir 2014	329	254
Georg Breuer Spätburgunder Rouge 2013	-	215
Peter & Peter Pinot Noir 2014	-	206
Balthasar Ress Von Unserm Pinot Noir	428	173

16. DUTY FREE SALES, AIRPORT, 1000 Liters (C)

	2010	2011	2012	2013	2014	2015	2016
Beer	2067	2 480	2 777	3 155	3 332	3 330	3 387
Wine	4 455	5 253	5 746	6 305	6 821	7 100	6 991
Fortified wine	256	242	229	228	213	198	197
Spirits	3 529	3 784	3 805	3 940	3 653	3 333	3 136

17. TAXES AND CUSTOM DUTY ON WINES INCL. SPARKLING (A) (figures for 2016)

- VAT 25%
- ALCOHOL TAX: Alcohol percentage (volume) Tax NOK per vol. % per litre

4,75% - 22%	4,76
>22%	7,31

Sources

(A) VINMONOPOLET

(B) SSB GOVERNMENT STATISTICAL OFFICE OF NORWAY

(C) FHI – FOLKHELSEINSTITUTT – DEPARTMENT OF PUBLIC HEALTH

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