

Norwegian market Report 2018



Crab a Riesling Oslo, Norway. Photo: CF-Wesenberg

- This marked report is based on the numbers given by stately organizations in Norway with facts available at the time written.
- German white wines sales have been stabile with only a short decrease during this last five years. Germany is still number one in market shares for white wine. Dry wines are increasing in volume and price.
- Rosé wines from Germany has dropped rapidly sins 2015, but Sparkling wines from Germany has gained market again this last two years.
- Worth noticing German red wine sales experienced a significant increase in 2017.
- Due to the strong Euro against Norwegian kroner many importers have earned a lot less then before due to that the monopoly do not allow change of pricing more than 3 times a year. This has degreased the marked activities a lot these last years.

(9,13 NOK = 1 EUR) March 15th 2017

(9,57 NOK = 1 EUR March 14th 2018

At the highest in December 2017 9,97 NOK = 1 EUR

1. POPULATION (B)

2017: 5 295 619 (Jan 1st 2018)

2. PER CAPITA INCOME (B)

2017: 531 720 = 55 560 EUR

3. INFLATION RATE (B)

2017: + 1,9%

Source: (B) SSB Government statistical office of Norway

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

	2016	2017	Change liters	Change percent
Wine	66 407	65 746	- 661	- 1,0%
Spirits	11 300	11 205	- 95	- 0,8%
Beer	2 641	2 738	98	3,7%
Fortified wine	519	500	- 18	- 3,6%
Non-alkocol	436	489	53	12,2%
Total sales	81 303	80 680	- 623	- 0,8%

Source: (A) Vinmonopolet

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

Total sale, 1000 liters		
Year	Redwine	Whitewine
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
2017	39 780	17 880

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

Land	2013	2014	2015	2016	2017
Germany	31 %	30 %	29 %	28 %	28 %
France	28 %	28 %	26 %	26 %	26 %
Italy	12 %	12 %	12 %	11 %	11 %
Australia	6 %	6 %	7 %	7 %	7 %
Chile	5 %	5 %	6 %	8 %	8 %
Hungary	4 %	4 %	4 %	4 %	3 %
New Zealand	2 %	3 %	3 %	3 %	3 %
Spain	3 %	2 %	2 %	2 %	2 %

Source: (A) Vinmonopolet

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

Volumegrowth, white wine	
Country	2016 - 2017
Germany	- 0,9%
France	-3,6%
Italy	0,3%
Chile	4,0%
Australia	3,9%
Hungary	-3,3%
New Zealand	7,3%
Austria	12%
South Africa	9%
Spain	15,5%
Total market	-0,4%

8. BEVERAGE MARKET SHARES IN NORWAY (A)

Beverage marketshares, 2017	
Wine	81,5%
Spirits	13,9%
Beer	3,4%
Fortified wine (+22%)	0,6%
Non-alcoholic	0,6%

Source: (A) Vinmonopolet

9. TOP TEN WHITE WINE SALES IN NORWAY DURING 2016 - 17 (A)

	Product/ wine	Country	Volume in liters	Volume in liters
			2016	2015
1	Dr. L Riesling	Germany	690 726	663 882
2	Laroche Chardonnay L	France	627 705	636 369
3	Viña Maipo Sauvignon Blanc	Chili	472 485	502 575
4	Tariquet Classic	France	416 640	404 355
5	Chill Out Chardonnay	Australia	413 040	472 077
6	Lindemans Chardonnay	Australia	400 383	338 231
7	Chapel Hill Rhine Riesling Sauvignon B	Hungary	391 851	397 610
8	Schmetterling Riesling	Germany	221 625	268 412
9	Pardon my French Cotes du Gascogne	France	265 479	235 743
10	Les Fumées Blanches Sauvignon Blan	France	252 765	242 037

Source: (A) Vinmonopolet

10. OTHER GERMAN WINES AMONG TOP 100 WINES 2017 (A)

	Product/ wine	Type	Country	Volume in liters
50	Wongraven Morgenstern Riesling	White	Germany	225 010
60	Müstique Riesling Kabinett	White	Germany	197 130
68	Leitz Riesling Trocken	White	Germany	178 746
79	J. Bäumer Rheingau Riesling	White	Germany	165 566
82	Moselland Riesling Kabinett	White	Germany	161 064
90	Geil Riesling Trocken	White	Germany	149 023
92	Thr3 Monkeys Fresh & Fruity White Wine	White	Germany	146 790
94	Moselland Ars Vitis Riesling	White	Germany	144 642

11. SALES OF DRY AND SWEETER WINES (A)

German white wine, bottles	2016	2017
White wine 0-15 g sugar/litre	2 120 134	2 335 891
White wine over 15g sugar/litre	2 944 055	2 682 256
Unknown sugarlevel	11 600	13 158

Source: (A) Vinmonopolet

	2016	2017	Change liters
White total (1000 liters)	17 958	17 881	-77
Germany	5 075 789	5 031 305	- 44 468
Mosel	1 800 038	1 653 541	- 146 497
Mosel-Saar- Ruwer	2 573	8 834	6 261
Rheinhessen	1 347 110	1 414 192	67 082
Rheingau	559 979	457 098	- 102 881
Nahe	576 223	538 563	- 37 660
Pfalz	590 638	704 867	114 229
Franken	10 945	18 064	7 119
Baden	554	7 712	7 158
Mittelrhein	1 395	1 283	- 112
Württemberg	584	1 603	1 019
Rhin	97 193	56 038	- 41 156
Saale - Unstrut	20	35	15
Sachsen	80	53	- 26
Others	88 460	169 424	80 964

Source: (A) Vinmonopolet

13. GERMAN ROSÉ AND SPARKLING SALES 2016 – 2017 (A)

Germany				
Liters	Year		Change	
	2016	2017	Liters	Percent
Sparkling	38 933	43 209	4 277	11 %
Roséwine	55 455	47 294	- 8 161	- 14,7 %

14. BEST SELLING SPARKLING WINES Liters (A)

Wine	Type	2017
Blue Nun Gold Edition	Sparkling	28 565
Von Buhl Riesling Brut	Sparkling	3 901
Black Tower Sparkling Ice	Sparkling	3 785
Henkell Trocken	Sparkling	1 437
Henkell Trocken	Sparkling	1 268
Winter Riesling Brut	Sparkling	887
M. Molitor Haus Klosterb Rsl Sekt Brut	Sparkling	536
Fürst von Metternich Riesling Sekt Tr.	Sparkling	458
Henkell Trocken	Sparkling	418
Kloster Eberbach Riesling Sekt Brut	Sparkling	390

Source: (A) Vinmonopolet

15. BEST SELLING ROSÉ WINES, Liters (A)

Wine	Type	2017
Leitz Pinot Noir Rose	Rosé	24 726
Georg Breuer Spätburgunder Rosé	Rosé	6 473
Calle Fegth En liter Råsa	Rosé	4 347
Von Winning Pinot Noir Rosé	Rosé	3 148
Künstler Pinot Noir Rosé Trocken	Rosé	2 674
Bree Pinot Noir Rosé	Rosé	1 954
Georg Mosbacher Rosé trocken	Rosé	1 709
Villa Wolf Pinot Noir Rosé	Rosé	830
Molitor Haus Klosterberg Rosé	Rosé	432
Weinh. der Stadt Mainz Rosé	Rosé	335
Leitz Pinot Noir Rose	Rosé	24 726
Georg Breuer Spätburgunder Rosé	Rosé	6 473
Calle Fegth En liter Råsa	Rosé	4 347
Von Winning Pinot Noir Rosé	Rosé	3 148

Source: (A) Vinmonopolet

16. GERMAN RED WINE SALES 2016 – 2017 (A)

Germany				
Liters	Year		Change	
	2016	2017	Liters	Percent
German red wine	7 349	9 503	2 155	29,3 %

17. BEST SELLING GERMAN RED WINES (2015 – 2017) (A)

Product / Wine	2015	2016	2017
Villa Wolf Pinot Noir	2 394	2 150	3 869
Heitlinger Pinot Noir	-	-	791
Geil Bechtheimer –S- Pinot Noir	-	-	683
Kessler Pinot Noir N	839	535	332
Peter & Peter Pinot Noir	-	206	246
Pflüger Friedelsheimer St. Laurent	-	-	227
Karl May Spätburgunder	-	-	197
Gleichenstein Hofgarten Pinot Noir	2 255	583	184
Von Winning Pinot Noir II	-	-	178
Künstler Tradition Pinot Noir	329	254	167
Becker B Spätburgunder	2 447	594	-
Finkenauer Festivalvin	-	585	-
Becker Spätburgunder	162	359	-
Georg Breuer Spätburgunder Rouge	-	215	-
Balthasar Ress Von Unserm Pinot Noir	428	173	-

18. DUTY FREE SALES, AIRPORT 2010 - 2016 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

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

19. TAXES AND CUSTOM DUTY ON WINES INCL. SPARKLING (A) (figures for 2017)

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

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

Source: (A) Vinmonopolet