Norwegian market Report 2019

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WINEinMODERATION.eu
Art de Vivre

Wines of Germany

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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 wines sales have been stabile and Germany is still number one in market shares for white wine. Whit a hot summer in 2018 the total white wine sales increased with 6,6%. Dry wines are increasing in volume and price.
- Rosé wines from Germany has experienced a big increase in 2018.
- Sparkling wines from Germany has been quite stable but with a small decrease in 2018.
- German red wine sale has experienced a significant increase in 2017 and even more significant in 2018 gaining market shares.

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9,57 NOK = 1 EUR March 14th 2018

9,73 NOK = 1 EUR February 20th 2019

At the highest in December 2018 9,97 NOK = 1 EUR

1. POPULATION (B)

2018: 5 323 933 (Jan 1st 2019)

2. PER CAPITA INCOME (B)

2018: 547 320 = 56 425 EUR

3. INFLATION RATE (B)

2018: + 2,5%

Source: (B) SSB Government statistical office of Norway

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

	2017	2018	Change liters	Change percent
Wine	65 746	66 985	1 238	1,9 %
Spirits	11 205	11 222	17	0,2 %
Beer	2 738	2 767	29	1,0 %
Fortified wine	500	480	- 20	- 4,0 %
Non-alkocol	489	552	62	12,7 %
Total sales	80 680	82 006	1 326	1,6 %

5. BEVERAGE MARKET SHARES IN NORWAY (A)

Beverage marketshares, 2018	
Wine	81,5 %
Spirits	13,9 %
Beer	3,4 %
Fortified wine (+22%)	0,6 %
Non-alcoholic	0,6 %

Source: (A) Vinmonopolet

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6. 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
2018	38 684	19 062

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

Land	2014	2015	2016	2017	2018
Germany	30 %	29 %	28 %	28%	28 %
France	28 %	26 %	26 %	26%	25 %
Italy	12 %	12 %	11 %	11%	11 %
Chile	5 %	6 %	8 %	8%	9 %
Australia	6 %	7 %	7 %	7%	7 %
Hungary	4 %	4 %	4 %	3%	3 %
New Zealand	3 %	3 %	3 %	3%	3 %
Spain	2 %	2 %	2 %	2%	3 %

Source: (A) Vinmonopolet

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

Country	2017	2018	Change liters	Change percent
Germany	5 031 357	5 289 418	258 061	5,1 %
France	4 628 268	4 736 979	108 711	2,3 %
Italy	1 979 112	2 044 994	65 882	3,3 %
Chile	1 462 437	1 631 695	169 258	11,6 %
Australia	1 347 479	1 333 860	-13 619	-1,0 %
Hungary	613 137	637 521	24 385	4,0 %
New Zealand	576 427	610 199	33 773	5,9 %
Portugal	341 177	608 791	267 614	78,4 %
Austria	480 584	582 463	101 879	21,2 %
Spain	463 562	572 426	108 864	23,5 %
South Africa	460 060	500 364	40 304	8,8 %
USA	176 515	243 336	66 822	37,9 %
Argentina	300 677	238 779	-61 898	-20,6 %
Greece	16 769	14 773	-1 996	-11,9 %
Total market	**17 880 765**	**19 062 632**	**1 181 866**	**6,6 %**

Source: (A) Vinmonopolet

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9. TOP TEN WHITE WINE SALES IN NORWAY DURING 2017 – 18 (Per liters) (A)

	Product/ wine	Country	Volume in liters	Volume in liters
			2017	2018
1	Laroche Chardonnay L	France	636 369	719 226
2	Dr. L Riesling	Germany	663 882	668 921
3	Chill Out Chardonnay	Australia	472 077	530 190
4	Viña Maipo Sauvignon Blanc	Chili	502 575	528 954
5	Chapel Hill Riesling Sauvignon B	Hungary	397 610	452 484
6	Wongraven Morgenstern Riesling	Germany	225 010	419 372
7	Tariquet Classic	France	404 355	415 719
8	Lindemans Chardonnay	Australia	338 231	338 379
9	Les Fumées Blanches Sauvignon Blan	France	242 037	274 713
10	Schmetterling Riesling	Germany	268 412	274 438

Source: (A) Vinmonopolet

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10. OTHER GERMAN WINES AMONG TOP 150 WINES 2018 (All categories) (A)

	Product/ wine	Type	Volume in liters 2017	Volume in liters 2018
56	Thr3 Monkeys Fresh & Fruity White Wine	White wine	146 790	233 352
75	Müstique Riesling Kabinett	White wine	197 130	196 331
86	Gysler Riesling Trocken	White wine	134 736	179 301
96	Leitz Riesling Trocken	White wine	178 746	166 830
109	Geil Riesling Trocken	White wine	149 023	149 128
114	J. Bäumer Rheingau Riesling	White wine	165 566	145 451
117	Moselland Ars Vitis Riesling	White wine	144 642	138 258
127	Markus Molitor Schiefer Riesling	White wine		129 288
128	Moselland Riesling Kabinett	White wine	161 064	128 495
150	Lady Riesling	White wine		110 461

11. SALES OF DRY AND SWEETER WINES (A)

German white wine, bottles	2017	2018	Change liters
White wine up to 15 g sugar/liter	2 330 297	2 587 117	256 820
White wine 15g sugar / liter or more	2 688 477	2 689 284	807
Unknown sugarlevel	12 583	13 017	434

Source: (A) Vinmonopolet

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12. WHITE WINE SALES IN NORWAY PER REGION 2017 - 2018 (A)

	2017	2018	Change liters
White total (1000 liters)	**17 880**	**19 062**	**1182**
Germany	5 031 357	5 289 418	258 061
Baden	7 712	8 422	710
Franken	18 064	14 081	-3 983
Mittelrhein	1 283	1 415	132
Mosel	1 653 541	1 626 543	-26 998
Mosel-Saar-Ruwer	8 834	23 172	14 339
Nahe	538 560	547 788	9 227
Pfalz	704 867	901 767	196 900
Rheingau	457 097	393 363	-63 734
Rheinhessen	1 414 192	1 432 824	18 632
Rhin	56 038	63 076	7 038
Saale-Unstrut	35	32	-3
Sachsen	53	31	-23
Württemberg	1 603	586	-1 017
Others	169 480	276 320	106 841

Source: (A) Vinmonopolet

13. GERMAN ROSÈ AND SPARKLING SALES 2016 – 2018 (A)

Germany					
	Liters pr. year			Change 2017 - 2018	
	2016	2017	2018	Liters	Percent
Sparkling	38 933	43 209	42 504	-706	- 1,6 %
Roséwine	55 455	47 294	90 989	43 695	92,4 %

14. BEST SELLING SPARKLING WINES 2017 – 2018, Liters (A)

Wine	Volum	Volume in liters 2017	Volume in liters 2018
Blue Nun Gold Edition	0,750	28 565	24 212
Von Buhl Riesling Brut	0,750	3 901	4 241
Winter Riesling Brut	0,750	887	2 915
Black Tower Sparkling Ice	0,750	3 785	2 846
Black Tower Ice Sparkling Rosé	0,750	191	1 420
Henkell Trocken	0,200	1 437	1 083
Henkell Trocken	0,750	1 268	975
Dr. L Riesling Sparkling	0,750	271	887
Blue Nun Sparkling Gold Edition	0,200	126	621
Henkell Trocken	0,375	418	465

Source: (A) Vinmonopolet

15. BEST SELLING ROSÉ WINES 2017 - 2018, Liters (A)

Wine	Volum	Volume in liters 2017	Volume in liters 2018
Leitz Pinot Noir Rose	0,750	24 726	25 310
Dreissigacker Pinot Noir Rosé	0,750		20 151
Janson Bernhard Pinot Noir Rosé	0,750		18 866
Georg Breuer Spätburgunder Rosé	0,750	6 473	9 252
Calle Fegth En liter Råsa	1,000	4 347	4 184
Künstler Pinot Noir Rosé Trocken	0,750	2 674	3 782
Von Winning Pinot Noir Rosé	0,750	3 148	1 847
Georg Mosbacher Rosé trocken	0,750	1 709	1 532
Bree Pinot Noir Rosé	0,750	1 954	1 406
Krüger-Rumpf Spätburgunder Rosé Trocken	0,750		1 329

Source: (A) Vinmonopolet

16. GERMAN RED WINE SALES 2016 – 2018 (A)

Germany					
	Liters pr. year			Change 2017 - 2018	
	2016	2017	2018	Liters	Percent
German red wine	7 349	9 503	32 873	23 369	245,9 %

17. BEST SELLING GERMAN RED WINES (2017 – 2018) (A)

Product / Wine	Volum	Volume in liters 2017	Volume in liters 2018
Villa Wolf Pinot Noir	3,000		14 037
Villa Wolf Pinot Noir	0,750	3 869	6 590
Heitlinger Pinot Noir	0,750	791	2 378
Dautel Spätburgunder	0,750		1 044
Hans Baer Pinot Noir	0,750		726
Dr. Heidemanns-Bergweiler Pinot Noir	0,750		682
Kesseler Pinot Noir N Rheingau	0,750	154	676
Geil Behctheimer -S- Pinot Noir	0,750	683	504
Karl May Spätburgunder	0,750	197	407
Assmannshäuser Crescentia Spätburg.	0,750	46	348

Source: (A) Vinmonopolet

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. SALES OF GERMAN WINES JANUARY – FEBRUARY 2018 – 2019 (A)

	January		February	
	2018	2019	2018	2019
White wine	259 784	263 808	288 488	299 146
Sparkling wine	2 131	1 938	2 412	2 107
Rosé wine	983	1 826	1 204	2 359
Red wine	780	5 527	1 545	5 729
Total German wines	**263 678**	**273 099**	**293 649**	**309 341**

20. TAXES AND CUSTOM DUTY ON WINES INCL. SPARKLING (A) (figures for 2019)

- VAT 25%
- ALCOHOL TAX:

Alcohol percentage (volume)	Tax NOK per vol. % per liter
4,75% - 22%	5,01,-
>22%	7,69,-

Source: (A) Vinmonopolet