

Cider/Perry in Norway

June 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Off-trade volume declines due to revival of cross-border trade, inflation, and a shift towards on-trade sales

Flavour innovation and non alcoholic options trendy in Norwegian cider

Norwegian cider producers perform relatively well in Vinmonopolet in 2022

PROSPECTS AND OPPORTUNITIES

Revival of cross-border trade and competition from RTDs set to contribute to decline in off-trade cider sales in 2023

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