

# Beer in Norway

June 2023

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## Beer in Norway - Category analysis

## **KEY DATA FINDINGS**

### 2022 DEVELOPMENTS

Total volume decline for beer amidst resumption of international travel Shift towards mid-priced and economy positioned offerings Flavoured and low alcohol key trends in Norway – driving growth of radler and lite variants

## PROSPECTS AND OPPORTUNITIES

Expected development in 2023 Flavours and non alcoholic/low alcohol will be key forecast trends Uncertain outlook for smaller breweries

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