

DEUTSCHER WEIN MARKET REPORT 2016



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 Sparkling wines from Germany has dropped rapidly the last few years, and that Rosé wines especially on Pinot Noir is gaining market. 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 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.

(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)

2015: 5 213 985 (Jan 1st 2016)

2. PER CAPITA INCOME (B)

2015: 520 800 = 54 821 EUR

3. INFLATION RATE (B)

2015: +2,5%

4. BEVERAGE SALES PER TYPE OF BEVERAGE LITERS (A + C)

Year	Beer	Wine	Fortified wine (+22%)	Spirits
2015	10,9 mill	9,4 mill	636 000	4,4 mill

5. BEVERAGE CONSUMPTION FOR CITIZENS OVER 15 YEARS IN LITERS (C)

YEAR / BEVARAGE	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Spirits	3,17	3,25	3,29	3,43	3,40	3,36	3,23	3,23	2,85	2,79	2,69	2,61
Wine	15,77	16,61	16,95	17,51	17,94	18,35	18,70	19,25	18,44	18,58	18,14	18,03
Beer	67,93	67,20	67,88	67,83	68,68	66,30	65,62	63,37	59,59	59,41	57,81	56,9
Fruitdrink*	2,38	2,39	2,42	2,61	2,89	2,95	2,98	2,99	2,99	3,16	3,30	2,68

- Inkl. alcopops

6. 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	41 111	17 770

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

Land	2011	2012	2013	2014	2015
Germany	32 %	31 %	31 %	30 %	29 %
France	28 %	28 %	28 %	28 %	26 %
Italy	11 %	12 %	12 %	12 %	12 %
Australia	7 %	7 %	6 %	6 %	7 %
Chile	4 %	4 %	5 %	5 %	6 %
Hungary	5 %	5 %	4 %	4 %	4 %
New Zealand	1 %	1 %	2 %	3 %	3 %
Spain	3 %	3 %	3 %	2 %	2 %

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

Volumegrowth,white wine	
Country	2014 - 2015
Germany	-6,5%
France	-9,2%
Italy	-2,2%
Australia	8,1%
Hungary	-10,9%
Argentina	-16,6%
Chile	23,3%
New Zealand	4,0%
Total market	-2,9%

9. BEVERAGE MARKET SHARES IN NORWAY (A)

Beverage marketshares, 2015	
Wine	81,9%
Spirits	13,9%
Beer	3,0%
Fortified wine (+22%)	0,7%
Non-alcoholic	0,4%

10. TOP TEN WHITE WINE SALES IN NORWAY DURING 2014 - 15 (A)

	Product/ wine	Country	Volume in liters	
			2014	2015
1	Dr. L Riesling 2013/14	Germany	672 555	777 337
2	Laroche Chardonnay L 2013	France	561 908	610 536
3	Tariquet Classic 2013/14	France	484 041	433 650
4	Lindemans Chardonnay 2014	Australia	349 941	407 469
5	Viña Maipo Sauvignon Blanc 20114/15	Chili	313 815	402 885
6	Chapel Hill Rhine Riesling Sauvignon B	Hungary	467 832	402 138
7	Chill Out Chardonnay	Australia	284 574	358 722
8	Valpantena Garganega	Italy	349 941	331 725
9	Les Fumées Blanches Sauvignon Blan 2013	France	281 856	276 981
10	Pardon my French Cotes du Gascogne	France	292 551	268 416

Sales of dry and sweeter wines

German white wine, bottles	2011	2012	2013	2014	2015
White wine < 15 g sugar/litre	687 514	809 585	952 183	1 058 488	1 106 110
White wine 15 -74 g sugar/litre	1 816 127	1 810 644	1 774 801	1 686 557	1 488 700

11. OTHER GERMAN WINES AMONG TOP 100 WINES, 2015 (A)

	Name	Type	Country	Liters
56	Moselland Riesling Kabinett 2014	White	Germany	217 479
57	Leitz Riesling Trocken 2014	White	Germany	216 198
61	Müstique Riesling Kabinett 2014	White	Germany	205 472
70	Scmetterling Riesling	White	Germany	183 783
77	Moselland Ars Vitis Riesling 2013	White	Germany	159 047
80	Bihn Liebraumilch	White	Germany	153 081
82	J. Bäumer Rheingau Riesling	White	Germany	147 369
94	J. Bäumer Rheingau Riesling 2014	White	Germany	133 607

12. WHITE WINE SALES IN NORWAY PER REGION 2011 – 2015 (A)

	2011	2012	2013	2014	2015
White total	16 465	16 969	17 642	18 300	17 771
Germany	5 222	5 335	5 501	5 502	5 143
Mosel	2 297	2 395	2 373	2 242	2 000
Rheinhessen	1 438	1 333	1 419	1 378	1 311
Rheingau	703	738	750	758	676
Nahe	298	401	426	511	562
Pfalz	193	223	303	403	475
Others	293	244	230	236	283

13. GERMAN ROSÉ AND SPARKLING SALES 2015 (A)

Germany 2015				
Liters	Year		Change	
	2014	2015	Liters	Percent
Sparkling	32 500	33 566	1 066	3,17 %
Roséwine	38 357	61 638	23 281	60,5 %

14. BEST SELLING ROSE AND SPARKLING WINES (2015) (A)

Wine	Type	Land	Litres
Leitz Pinot Noir Rose 2014	Rosé	Germany	29 829
Blue Nun Gold Edition	Sparkling	Germany	23 793
Schmetterling Pinot Noir Rosé 2014	Rosé	Germany	8 872
Henkell Trocken	Sparkling	Germany	5 306
Künstler Pinot Noir Rosé trocken 2014	Rosé	Germany	5 068
Georg Breuer Spätburgunder Rosé 2014	Rosé	Germany	4 752
Neiss Weissherbst Pinot Noir Rosé 2014	Rosé	Germany	4 547
Tina Pfaffman Riesling Sekt Brut	Sparkling	Germany	2 015
M. Molitor Haus Klosterb Rsl Sekt Brut	Sparkling	Germany	619
M. Molitor Haus Klosterb Cuvee Sekt Brut	Sparkling	Germany	578

15. BEST SELLING RED WINES (2015) (A)

Product/ wine	Liters
Becker B Spätburgunder 2011/2012	2 447
Villa Wolf Pinot Noir 2014	2 394
Gleichenstein Hofgarten Pinot Noir 2012	2 255
Kessler Pinot Noir N 2012	839
Balthasar Ress Von Unserm Pinot Noir	428

16. DUTY FREE (C) (figures for 2014)

Approximately 6 % of total wine sale in Norway is from Duty Free on Norwegian airports. That means about 330 000 liters German white wine in 2014 (C)

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) SIRUS GOVERNMENT INSTITUTION FOR ALCOHOL AND DRUG RESEARCH

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