



Om vær og vin

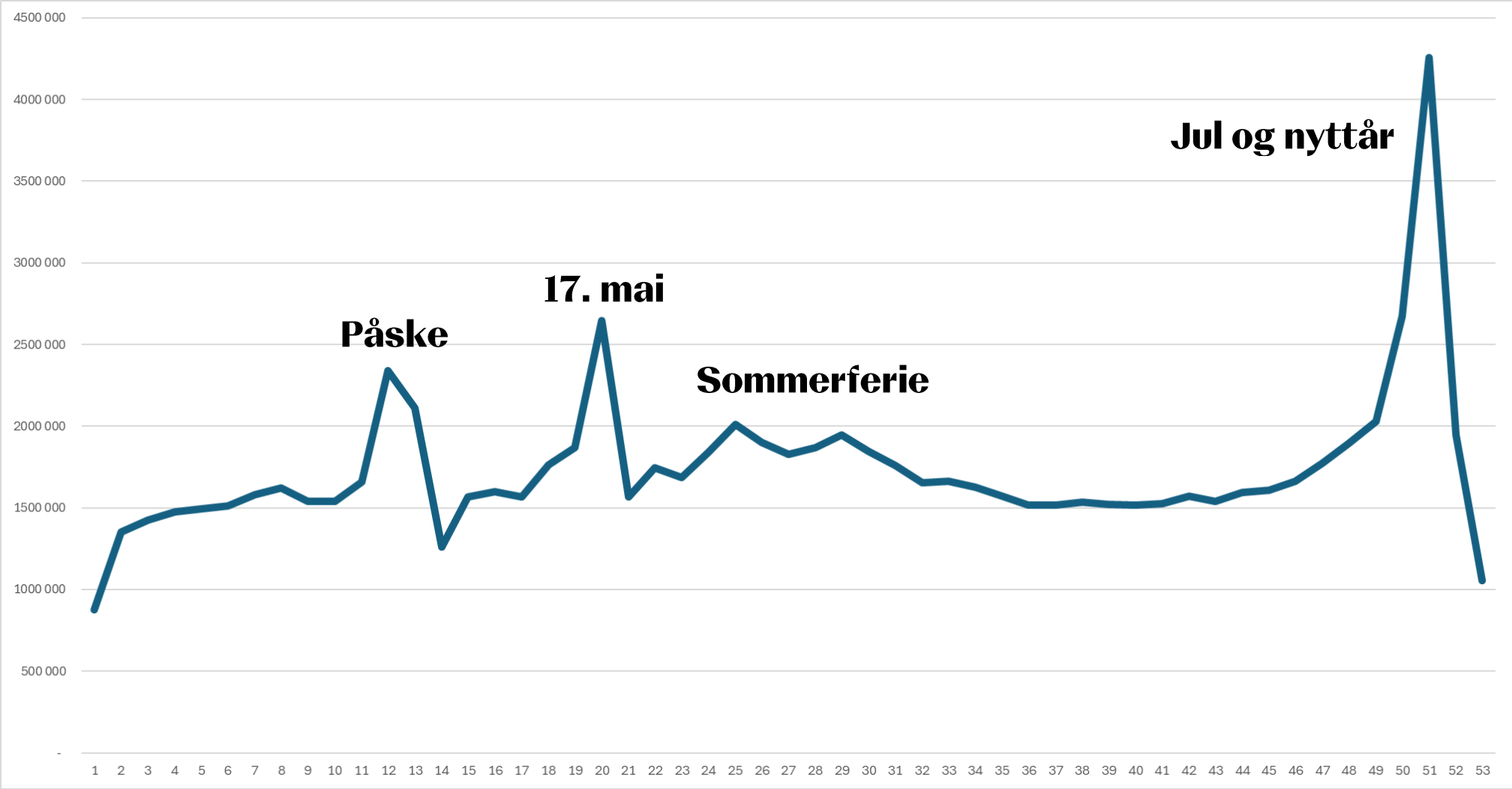
**Å forstå Norge og nordmenn gjennom deres
alkoholpreferanser**

Presseansvarlig Jens Nordahl, Vinmonopolet

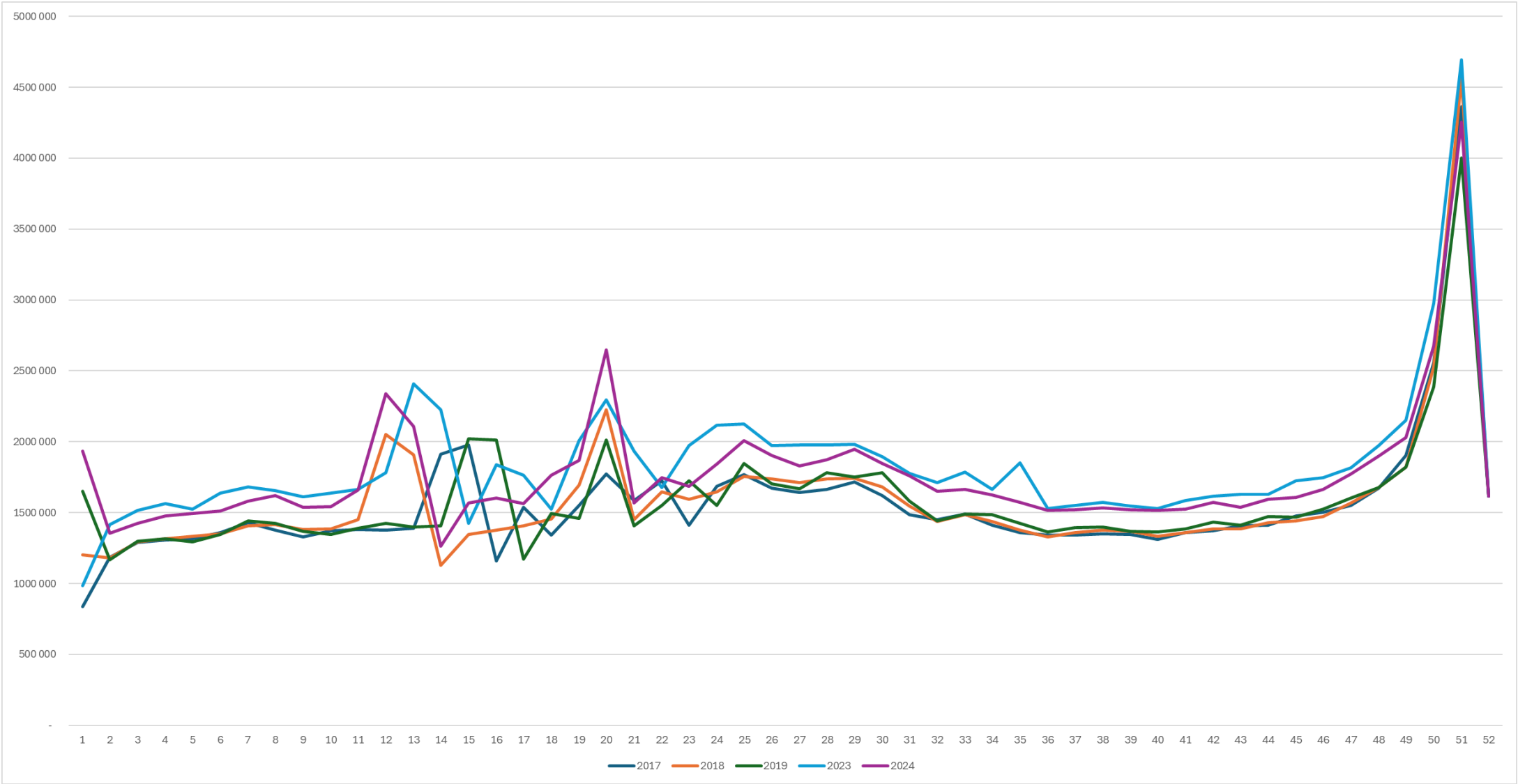


Året

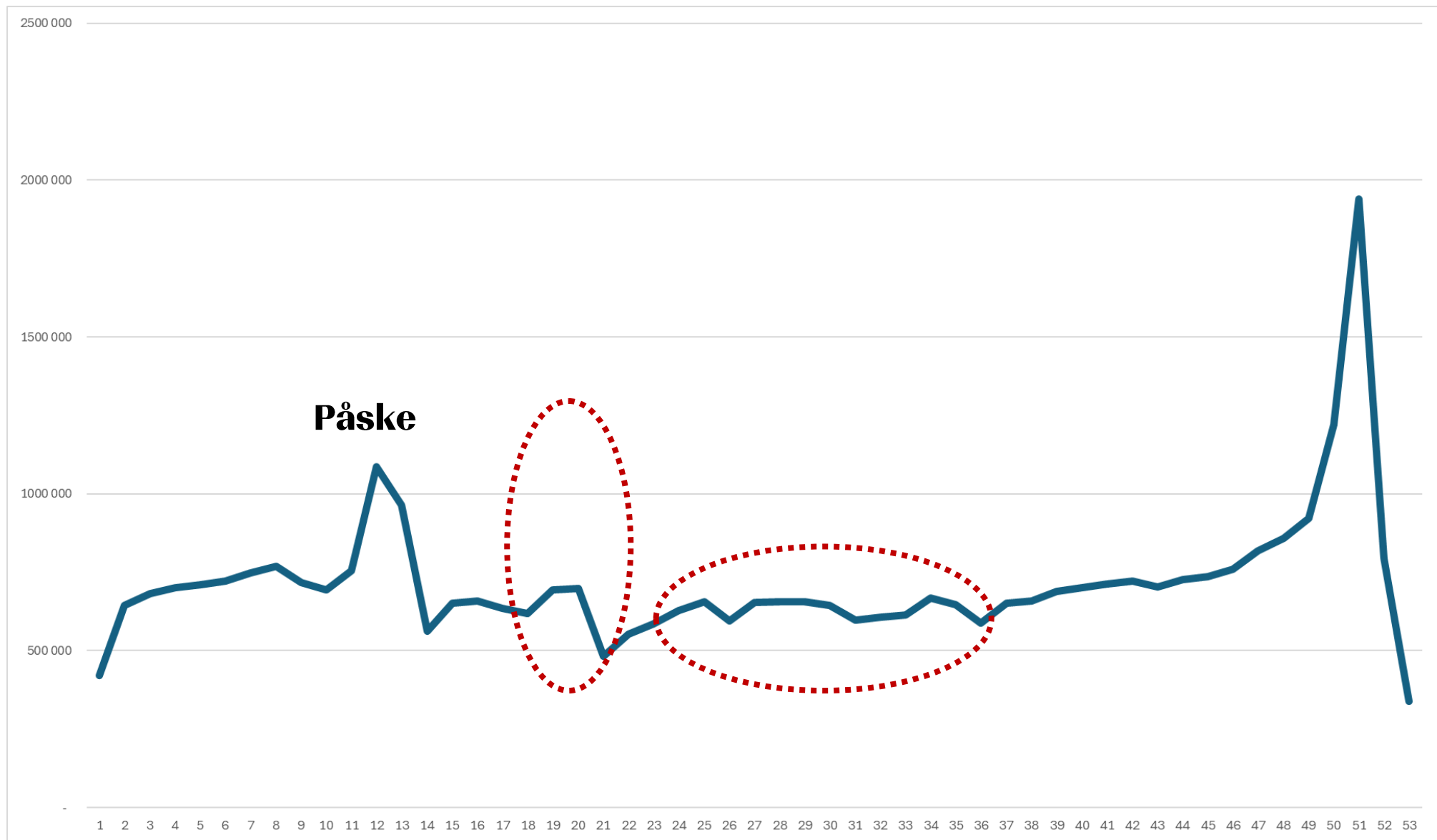
Totalt salg, liter pr uke 2024



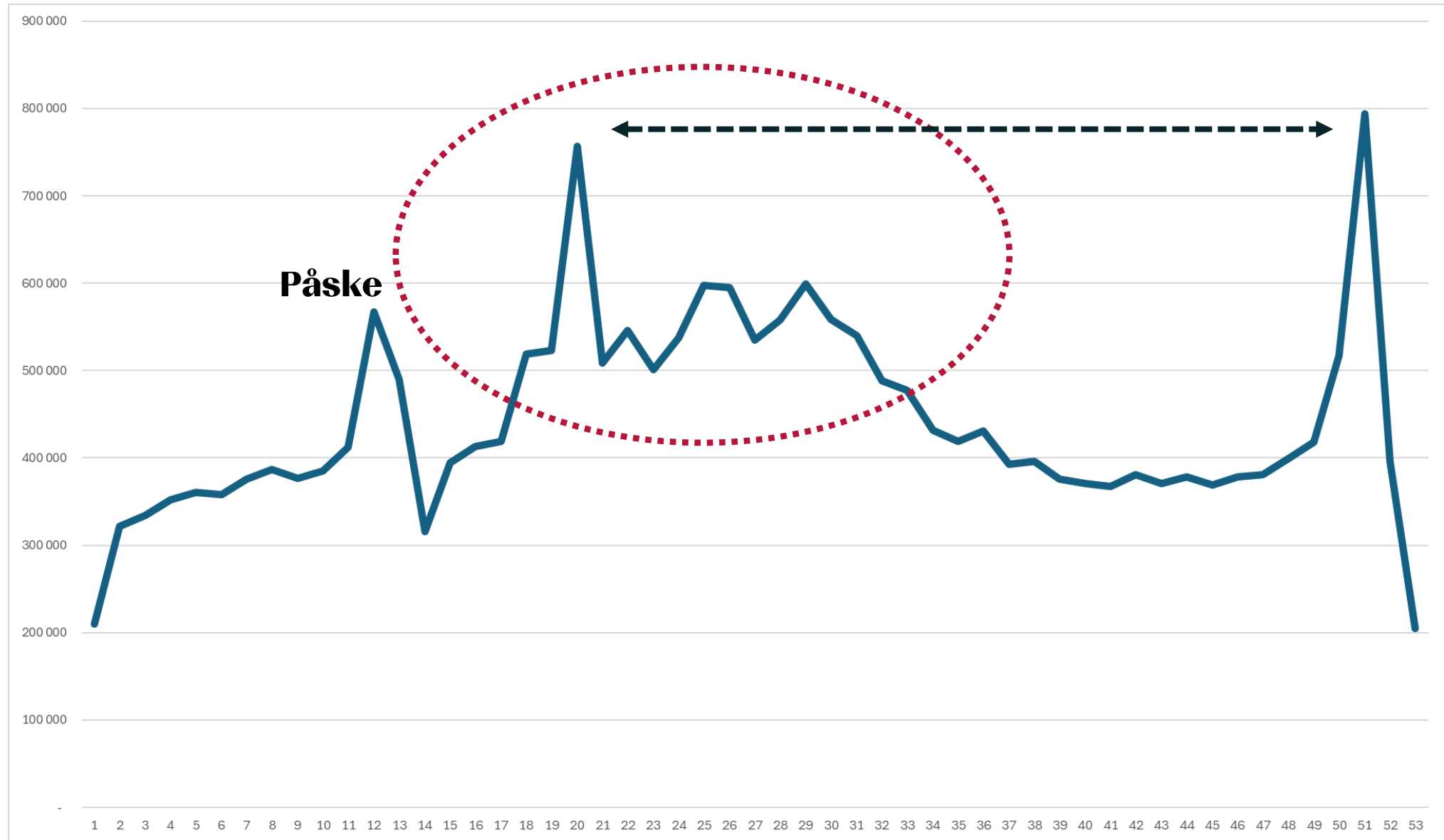
Totalt salg, liter pr uke



Rødvin (2024, liter pr uke)



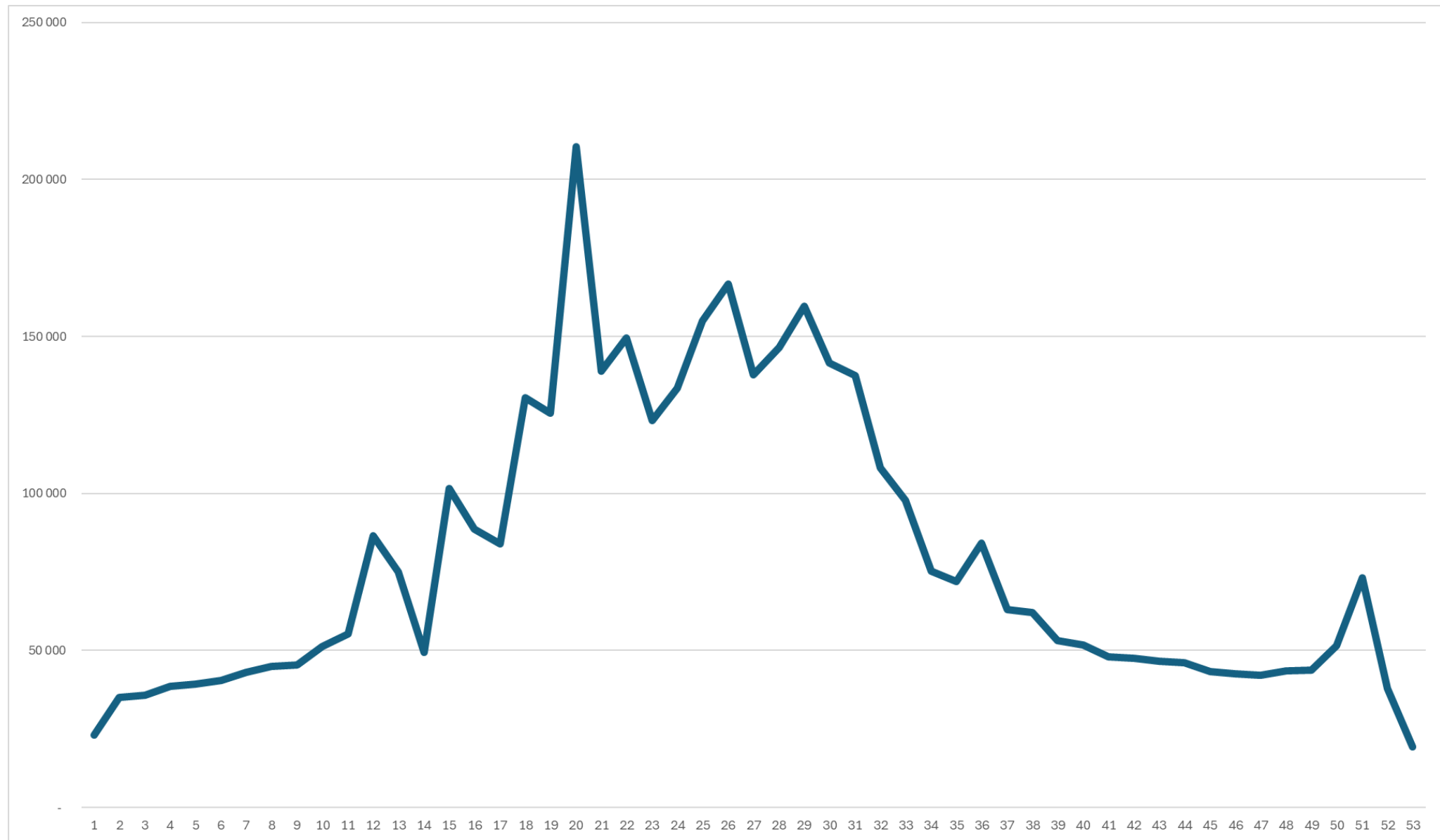
Hvitvin (2024, liter pr uke)



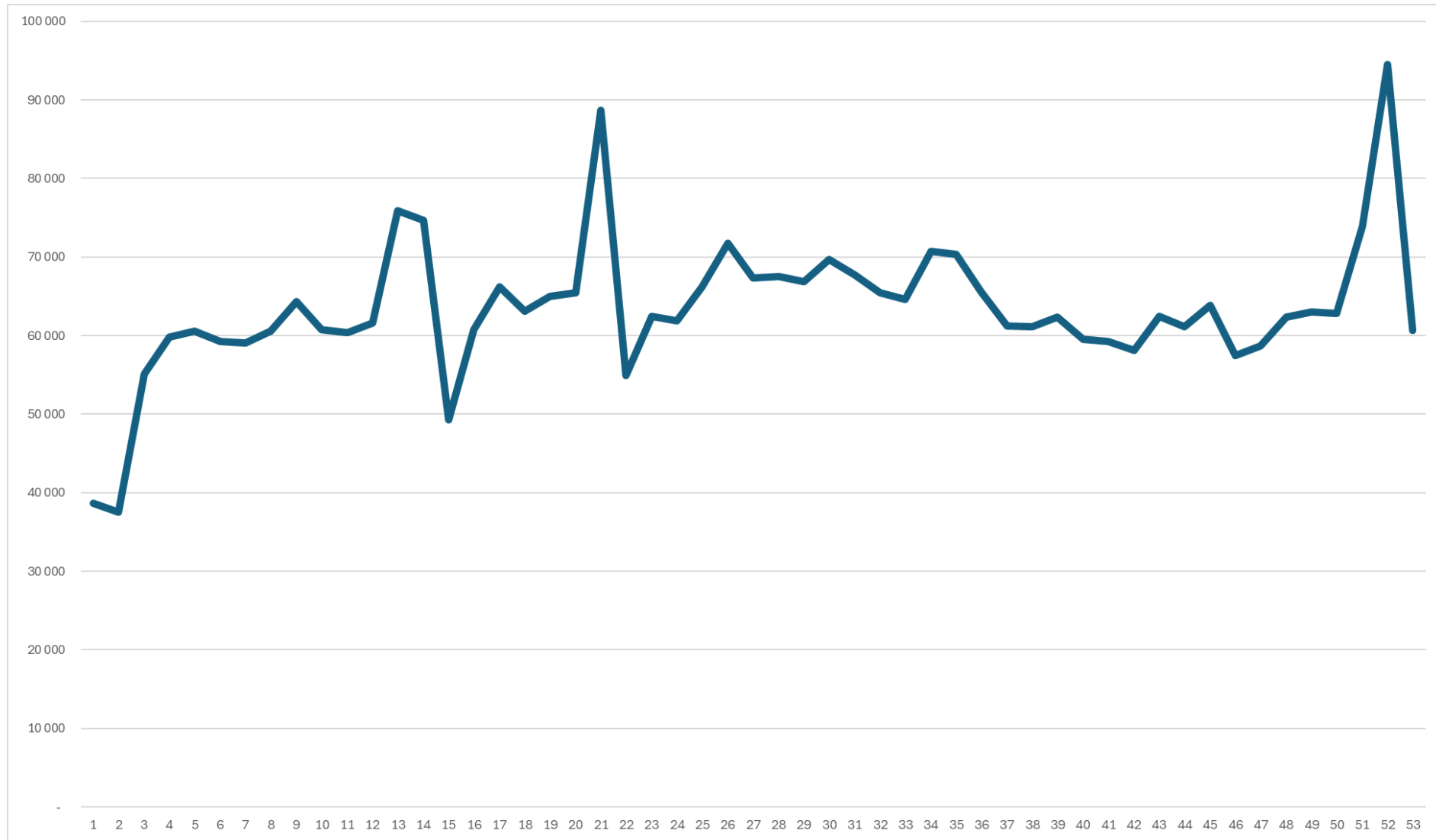
Musserende (2024, liter pr uke)



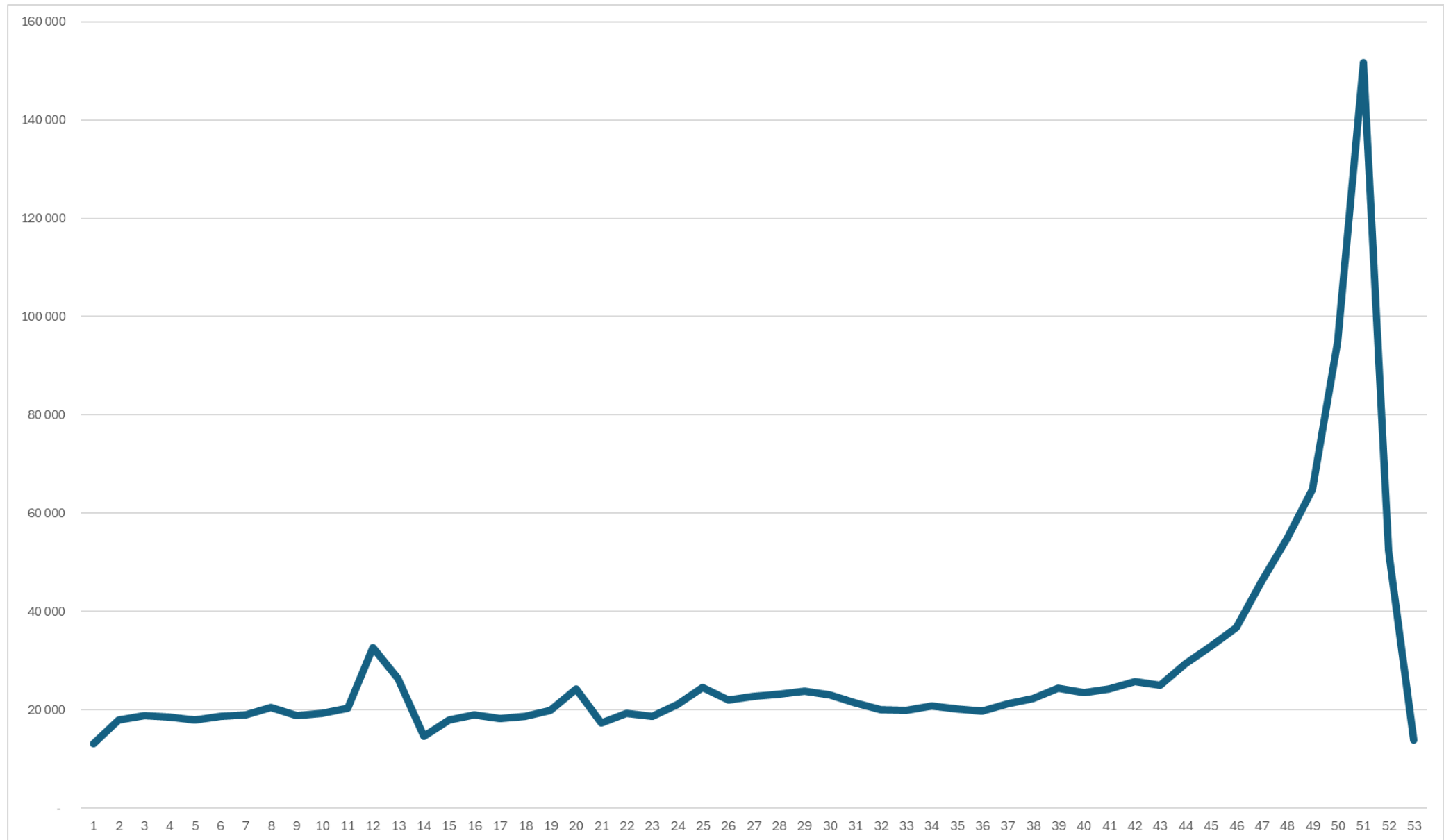
Rosévin (2024, liter pr uke)



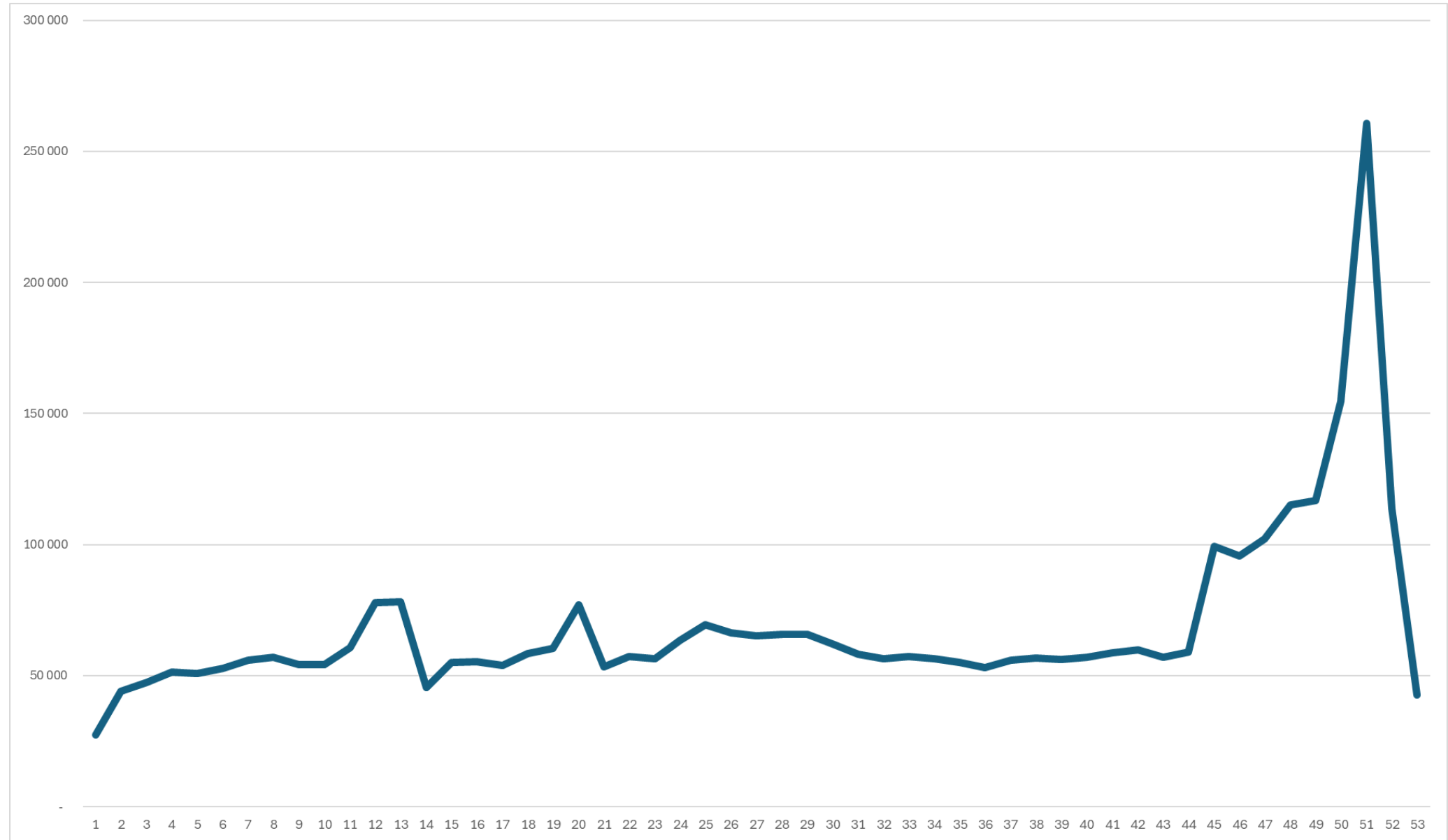
Vodka (liter pr uke 2024)



Akevitt (2024, liter pr uke)

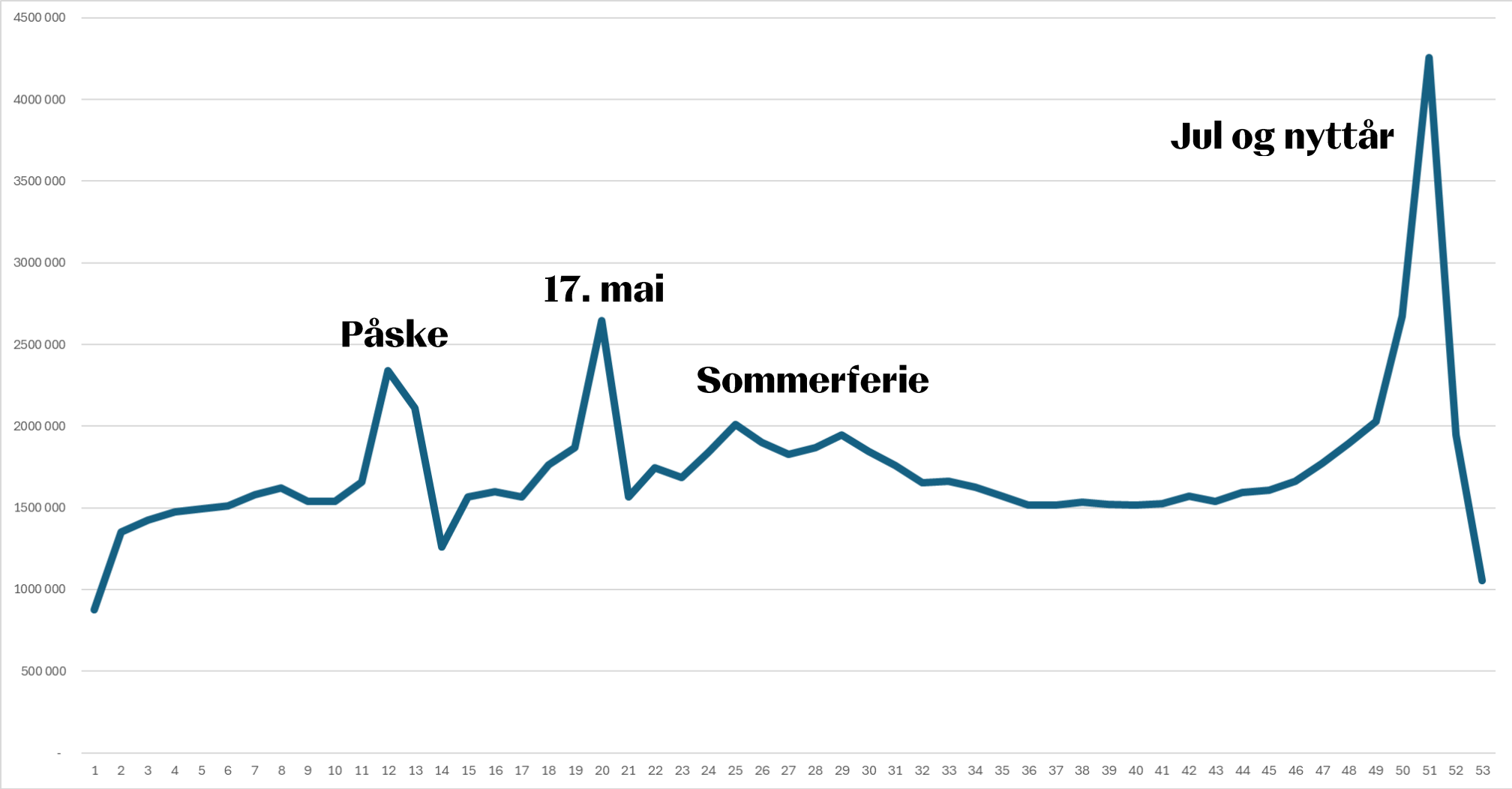


Øl (2024, liter pr uke)

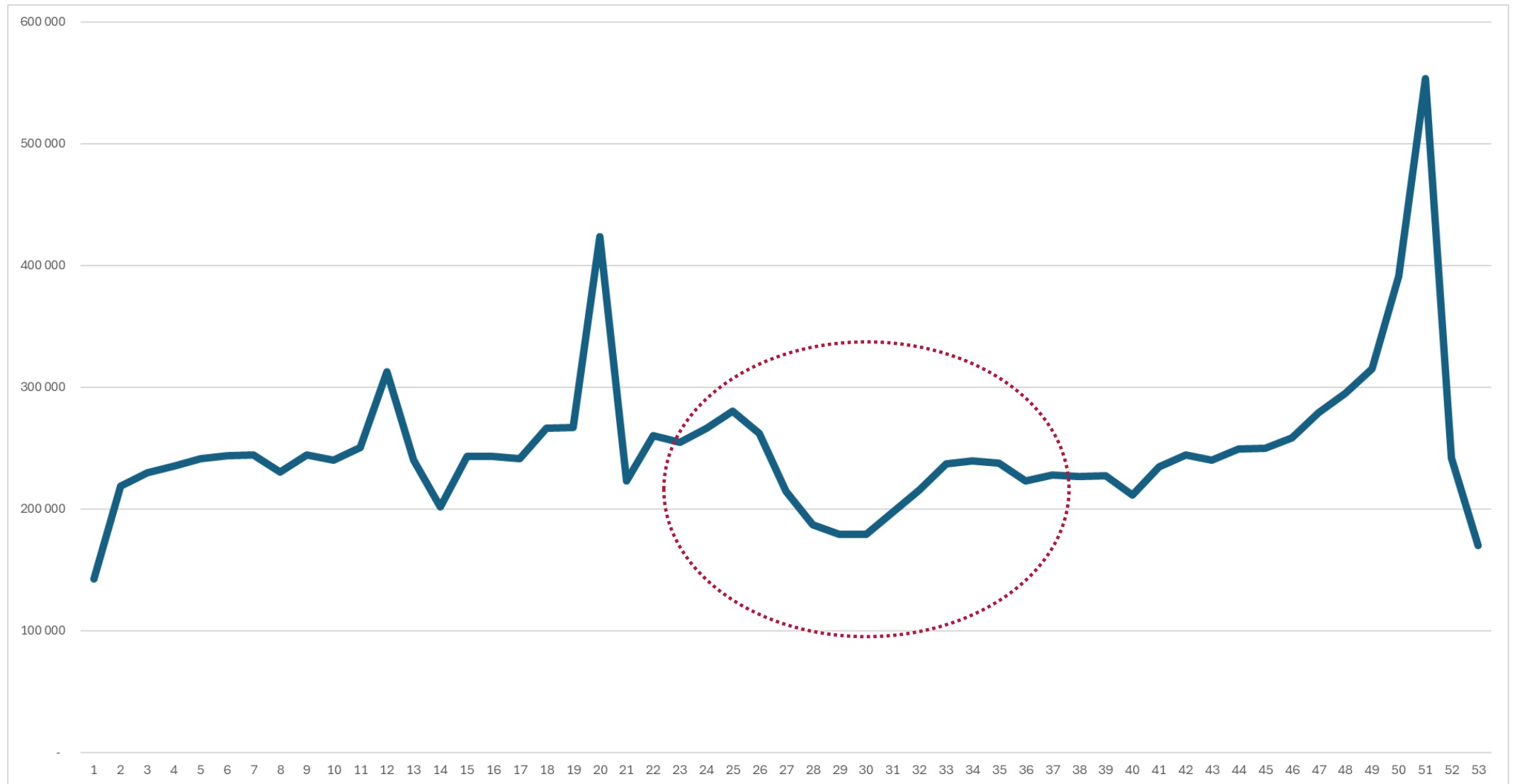


Geografiske forskjeller

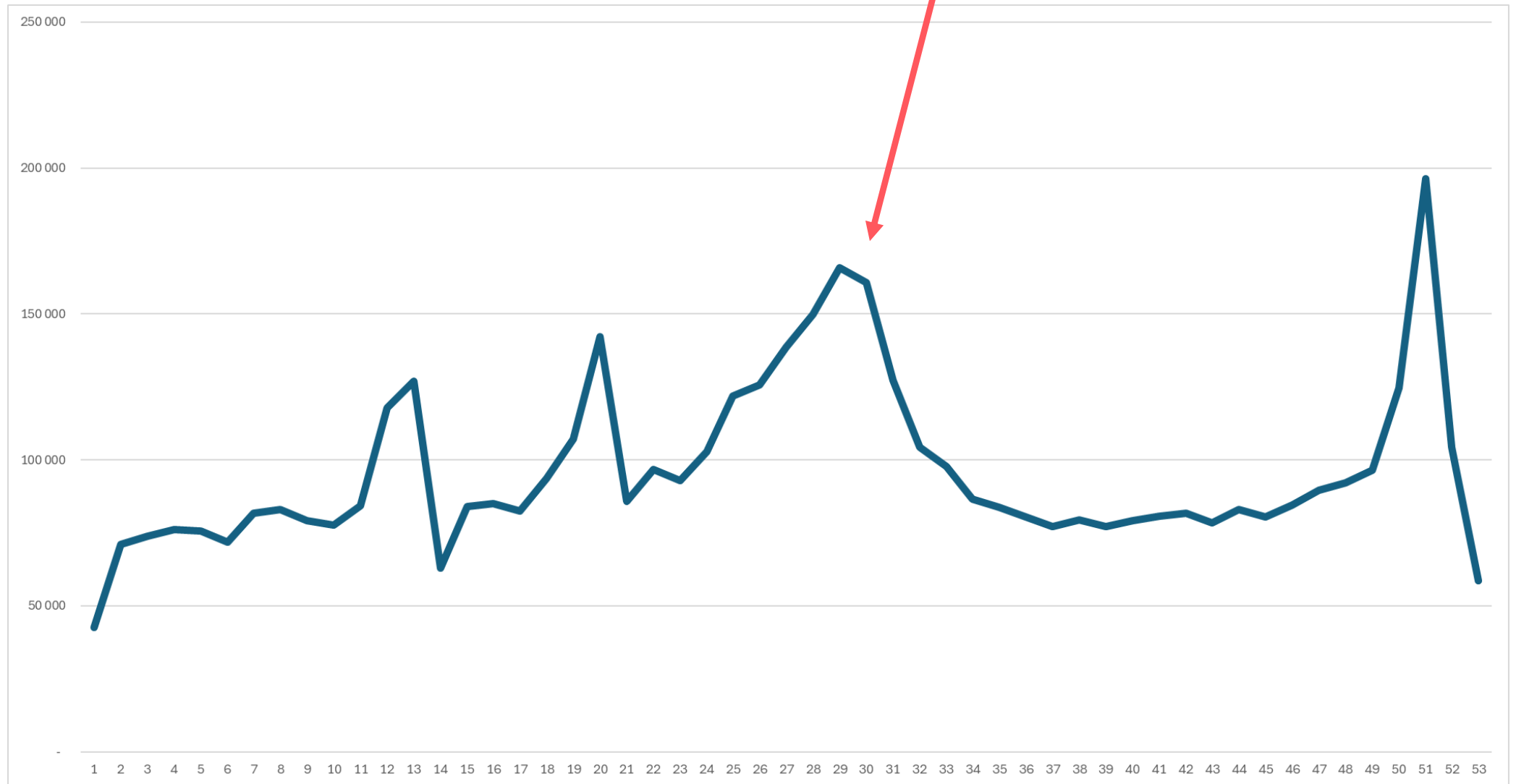
Totalt salg, liter pr uke 2024



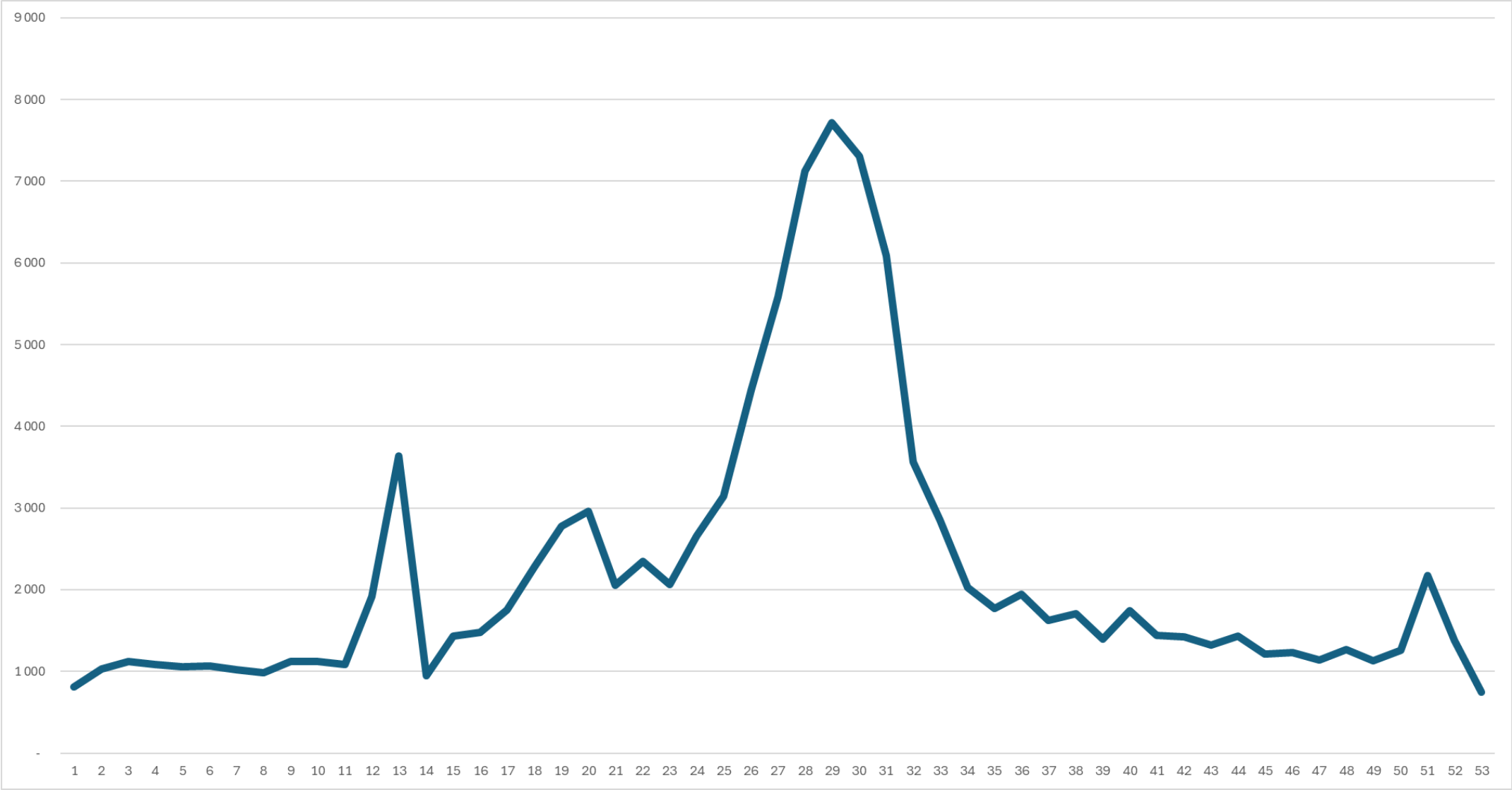
Totalt salg Oslo (liter pr uke 2024)



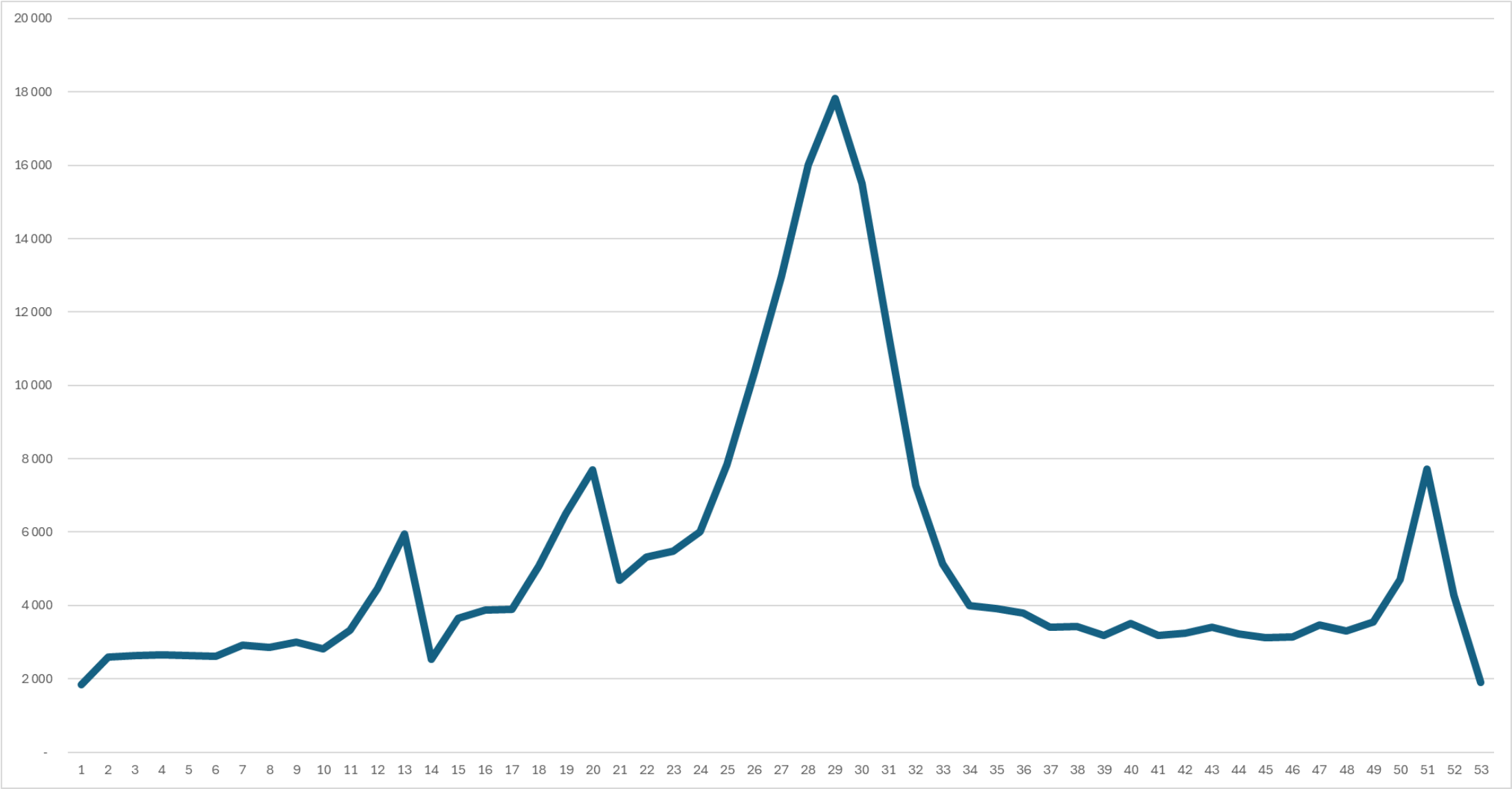
Totalt salg, Agder (liter pr uke 2024)



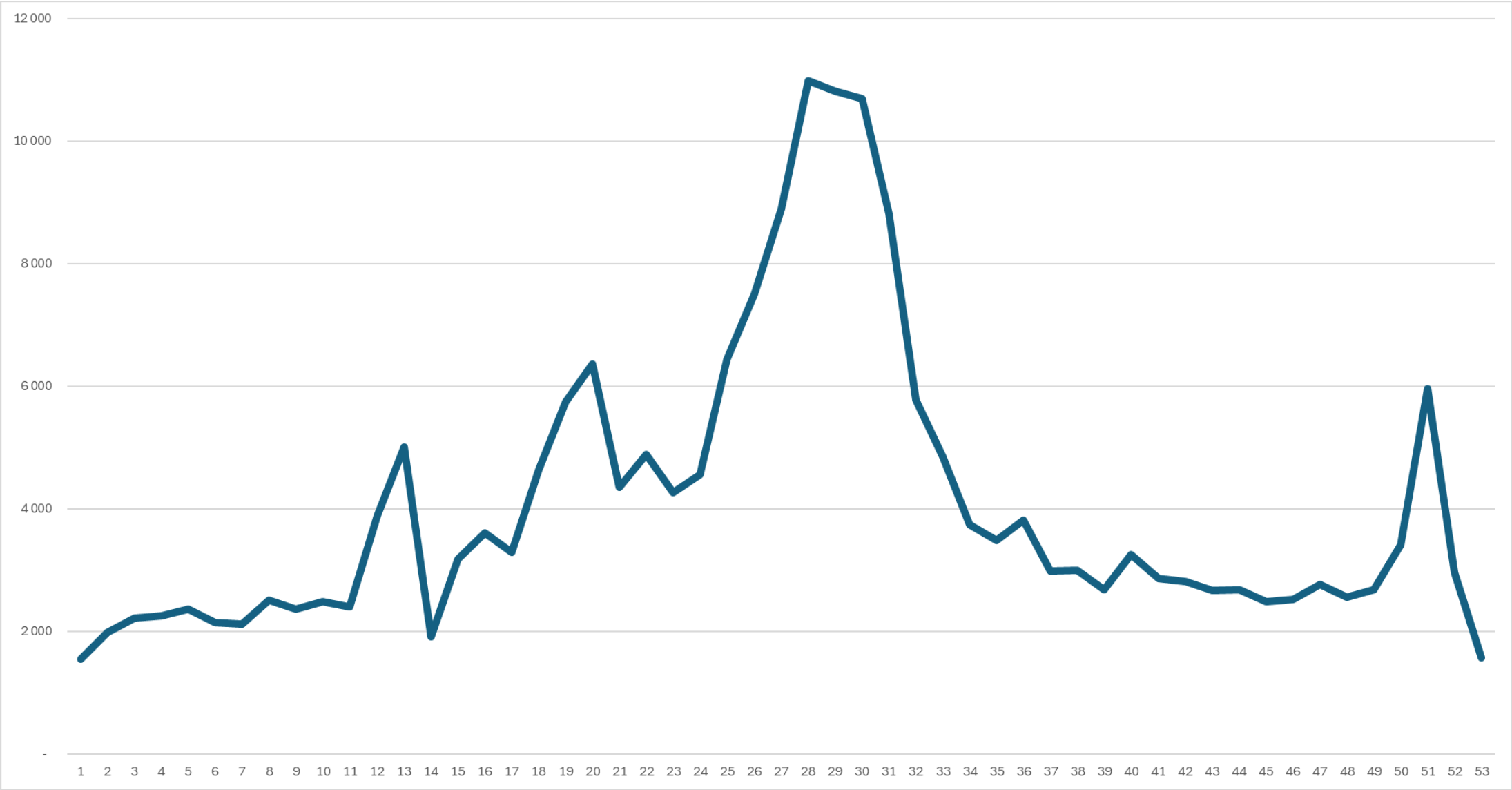
Hvaler (liter pr uke 2024)



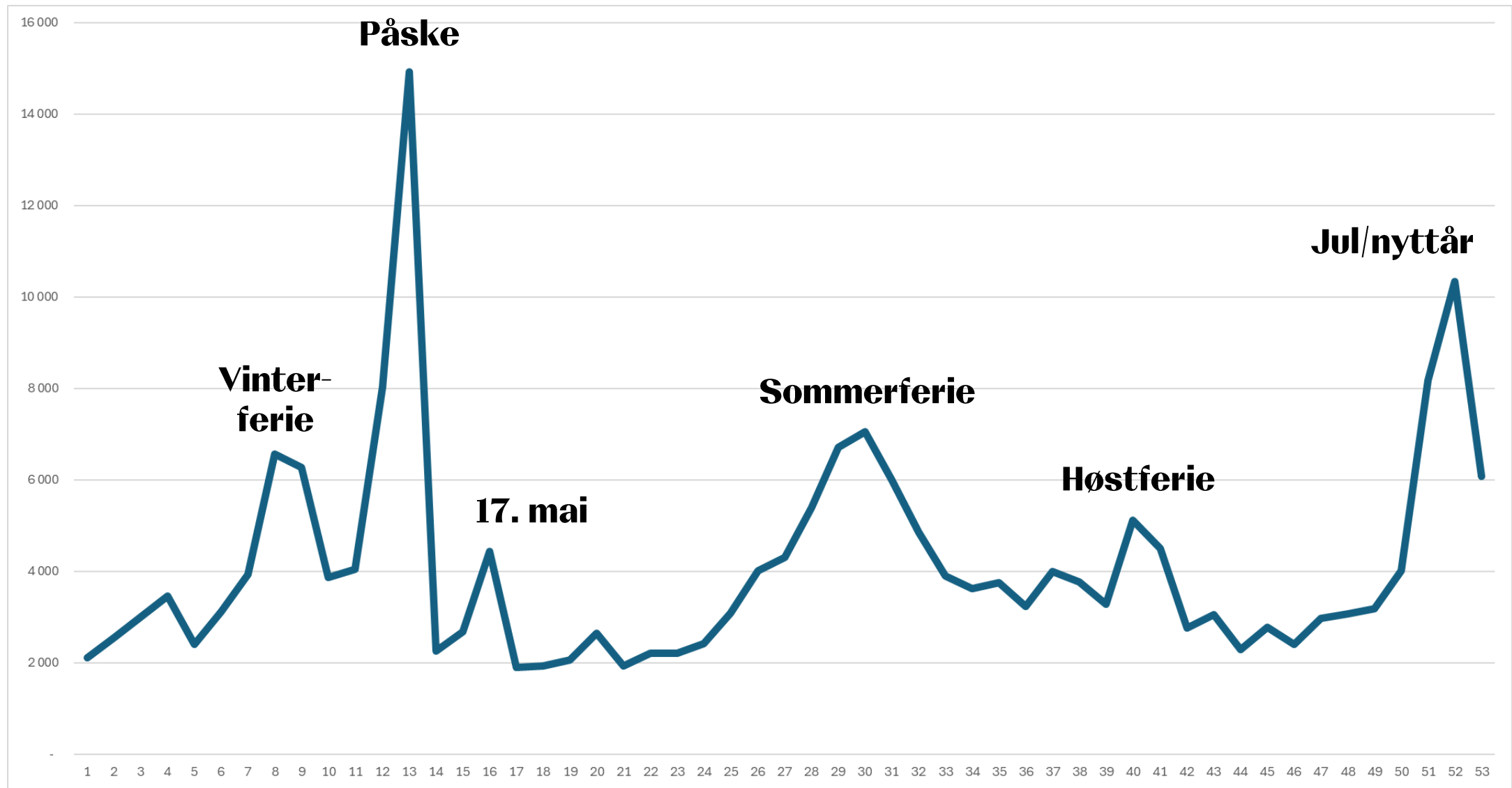
Kragerø (liter pr uke 2024)



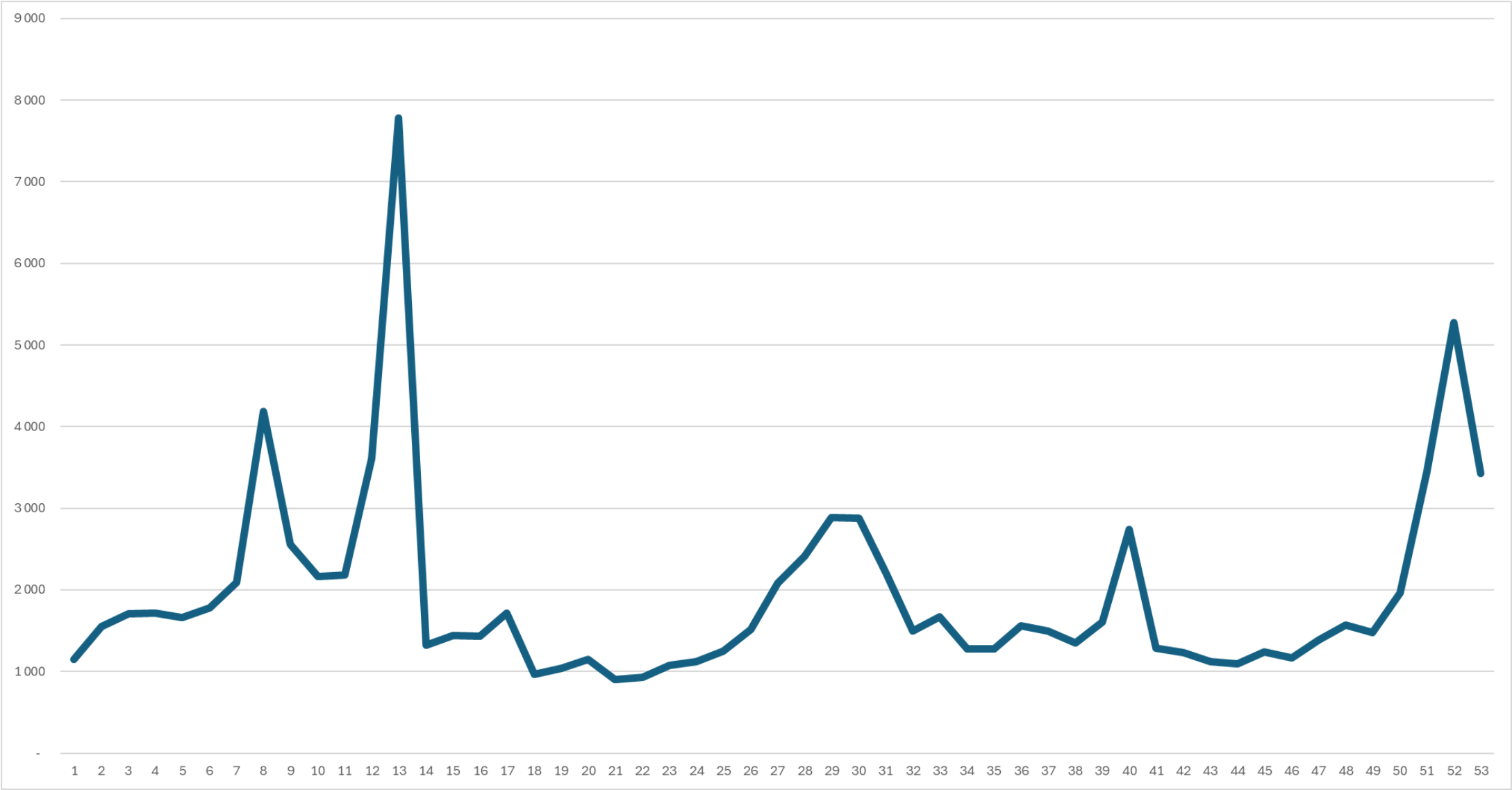
Tjøme (liter pr uke 2024)



Geilo (liter pr uke 2024)



Hemsedal (liter pr uke 2024)



Hva er populært hvor?

Rødvin 2024 – 41,2 %

Mest populært

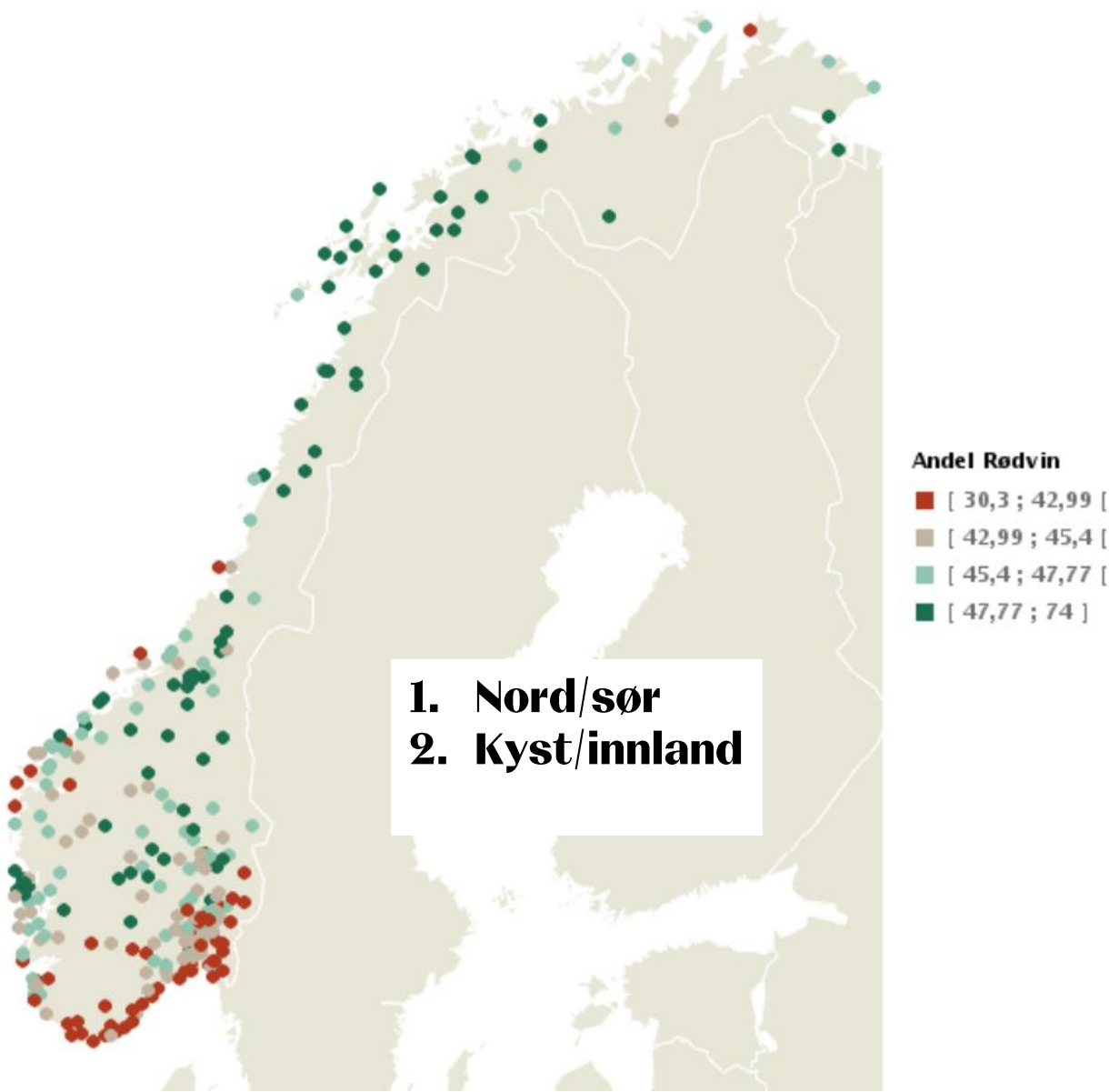
Butikk	Rødvin
Sjøvegan	49,8 %
Andenes	48,8 %
Oppdal	48,2 %
Trondheim, Valentinlyst	48,0 %
Buvika	47,9 %
Mosjøen	47,8 %
Nesbyen	47,8 %
Bodø, Hunstad	47,6 %
Hov	47,4 %
Tynset	47,3 %
Rudshøgda	47,2 %
Bruhagen	47,1 %
Ål	46,9 %
Tromsø, Tromsdalen	46,8 %
Malvik	46,6 %
Trondheim, Heimdal	46,6 %
Eggedal	46,6 %
Rjukan	46,5 %
Røros	46,5 %
Gausdal	46,3 %

- Nord-Norge
- Trøndelag
- Fjell og hytter
- Innland
- By & land

Minst populært

Butikk	Rødvin
Oslo, Oslo City	31,5 %
Oslo, Steen & Strøm	32,3 %
Oslo, Valkyrien	32,6 %
Trondheim Torg	33,1 %
Oslo, Paleet	33,2 %
Oslo, Grünerløkka	33,8 %
Oslo, Bjørvika	33,9 %
Nærbø	34,5 %
Oslo, Grønland Basar	34,9 %
Oslo, Aker Brygge	35,2 %
Bergen, Bergen Stors	35,3 %
Oslo, Frogner	35,4 %
Oslo, Oslo S	35,5 %
Oslo, Carl Berner	35,7 %
Oslo, Kiellands plass	35,7 %
Oslo, Briskeby	35,7 %
Frøya	36,0 %
Sarpsborg, Storbyen	36,1 %
Bergen, Valkendorfsg	36,4 %
Ølen	36,7 %

- Oslo
- Sør-Norge



Hvitvin 2024 – 25,5 %

Mest populært

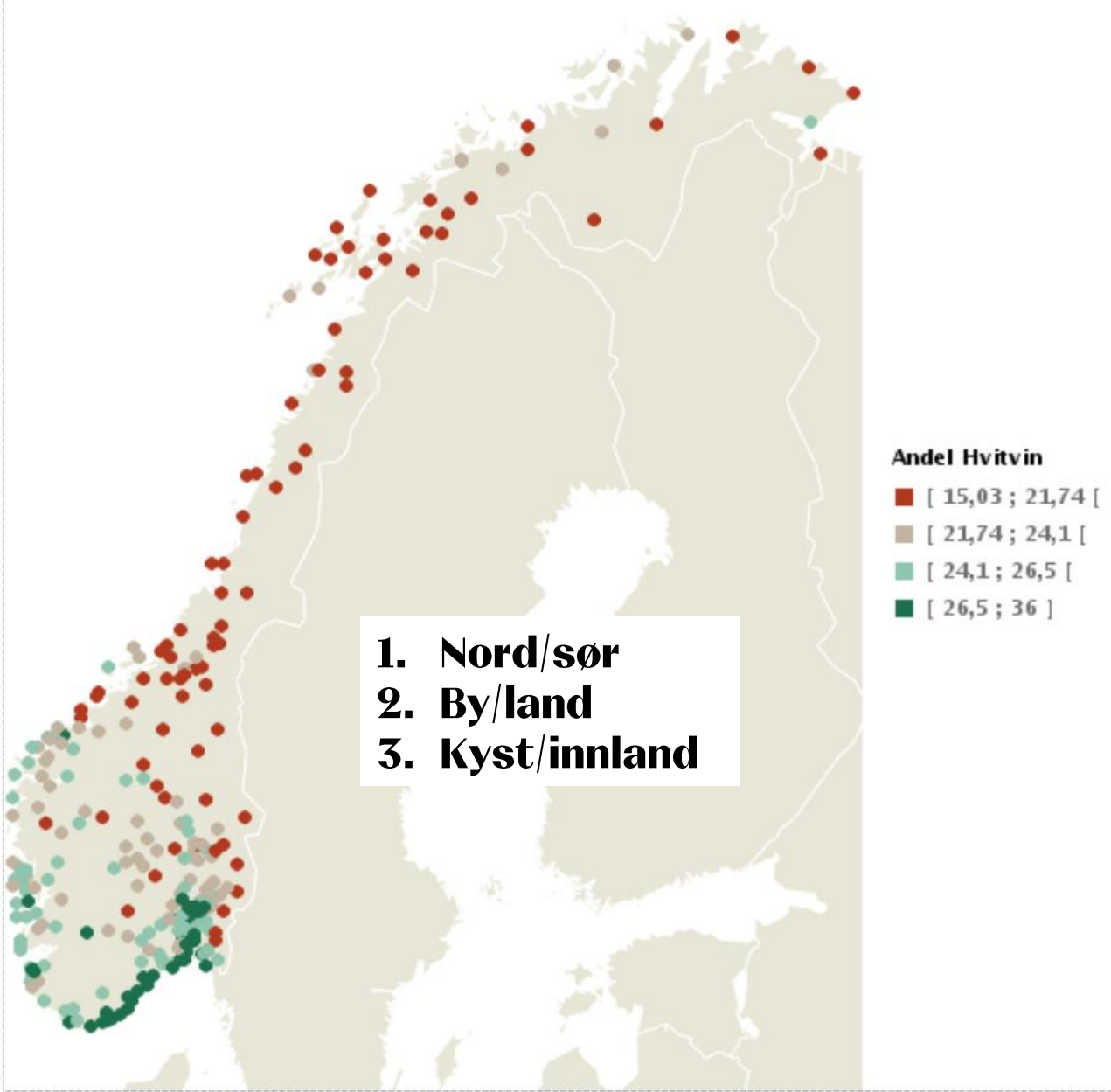
Butikk	Hvitvin
Oslo, Vinderen	35,6 %
Oslo, Frogner	34,8 %
Oslo, Valkyrien	34,8 %
Oslo, Majorstuen	34,4 %
Oslo, CC Vest	34,0 %
Oslo, Briskeby	33,5 %
Oslo, Røa	33,1 %
Bærum, Østerås	33,1 %
Risør	32,8 %
Tjøme	32,2 %
Oslo, Skøyen	32,0 %
Son	31,7 %
Oslo, Aker Brygge	31,5 %
Bærum, Bekkestua	31,5 %
Drøbak	31,2 %
Oslo, Kiellands plass	31,2 %
Bærum, Fornebu	31,0 %
Holmen Senter	30,9 %
Kristiansand, Lillem	30,9 %
Lillesand	30,9 %

- Østlandet/Sørlandet
- By
- Kysten
- Vestkanten

Minst populært

Butikk	Hvitvin
Støren	16,6 %
Odda	18,4 %
Tynset	18,6 %
Selbu	18,7 %
Korgen	18,7 %
Flisa	19,1 %
Kautokeino	19,2 %
Kolvereid	19,3 %
Nesna	19,4 %
Kjøllefjord	19,4 %
Rjukan	19,4 %
Melhus	19,4 %
Rødberg	19,6 %
Bruhagen	19,6 %
Andenes	19,7 %
Orkanger	19,7 %
Dombås	19,8 %
Mosjøen	19,8 %
Sjøvegan	19,8 %
Løten	19,9 %

- Trøndelag og Nord-Norge
- Småsteder
- Fjell og innland



Musserende 2024 – 7,2 %

Mest populært

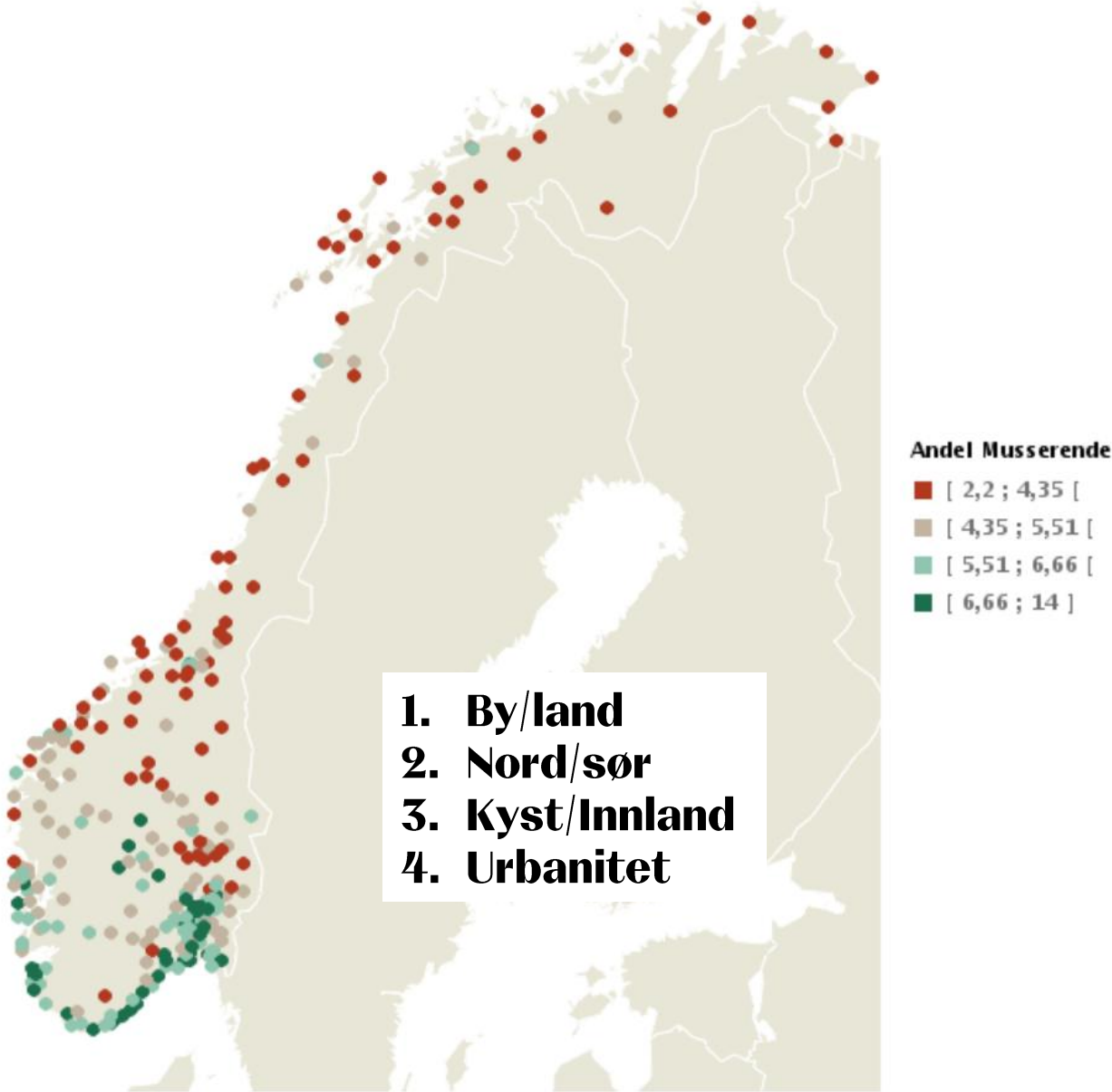
Butikk	Musserende
Oslo, Bjørvika	15,1 %
Oslo, Steen & Strøm	14,6 %
Oslo, Paleet	13,0 %
Oslo, Aker Brygge	12,7 %
Oslo, Briskeby	12,2 %
Oslo, Skøyen	11,7 %
Oslo, Kiellandsplass	11,7 %
Oslo, Frogner	11,4 %
Oslo, Storo	11,3 %
Oslo, Valkyrien	11,3 %
Oslo, Carl Berner	11,2 %
Oslo, Nydalen	10,9 %
Oslo, Grünerløkka	10,8 %
eLager	10,6 %
Stavanger, Herbarium	10,4 %
Oslo, Ullevaal Stadion	10,3 %
Oslo, Majorstuen	10,3 %
Oslo, Hasle Torg	10,2 %
Bærum, Fornebu	10,2 %
Oslo, CC Vest	10,1 %
Bergen, Valkendorfsg	10,1 %

- Oslo
- Vestkant
- Urbant
- Pengesterkt

Minst populært

Butikk	Musserende
Vågå	3,3 %
Storsteinnes	3,5 %
Evenskjer	3,6 %
Sjøvegan	3,6 %
Kjøllefjord	3,6 %
Støren	3,6 %
Bø i Vesterålen	3,6 %
Kyrksæterøra	3,6 %
Kautokeino	3,7 %
Vanylven	3,7 %
Koppang	3,7 %
Mo i Nord-Odal	3,8 %
Løten	3,8 %
Storslett	3,8 %
Odda	3,8 %
Lom	3,8 %
Selbu	3,9 %
Vardø	3,9 %
Lakselv	3,9 %
Dokka	3,9 %
Vik i Sogn	3,9 %

- Trøndelag, Nord-Norge og Innlandet
- Småsteder i fjell og innland



Rosévin 2024 – 4,6 %

Mest populært

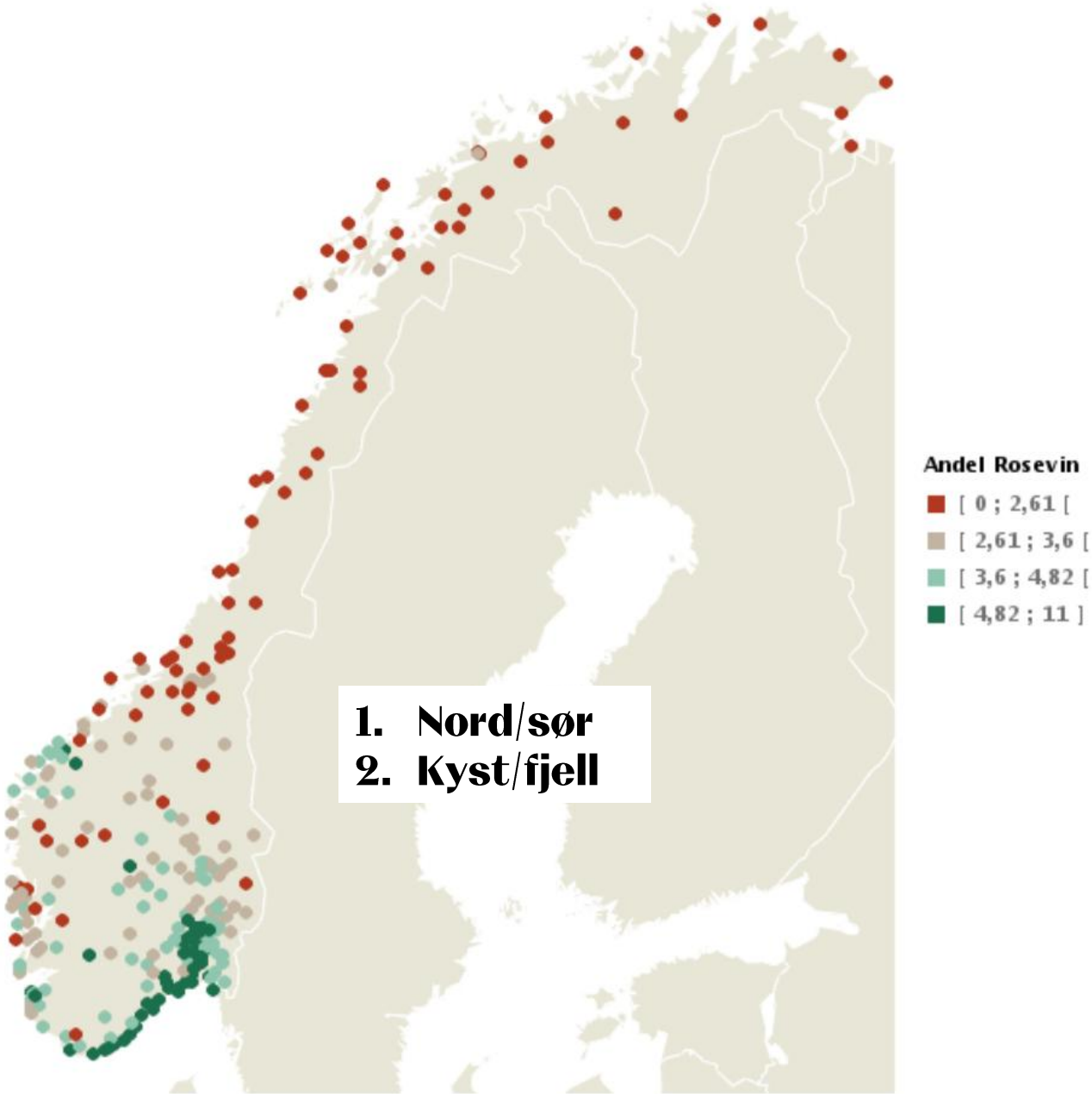
Butikk	Rosévin
Bærum, Fornebu	9,0 %
Kragerø	8,4 %
Hvaler	8,3 %
Tjøme	8,1 %
Oslo, CC Vest	7,6 %
Nøtterøy	7,6 %
Oslo, Frogner	7,5 %
Stavern	7,3 %
Bærum, Østerås	7,1 %
Holmen Senter	7,1 %
Oslo, Valkyrien	7,0 %
Risør	7,0 %
Bærum, Bekkestua	6,8 %
Drøbak	6,8 %
Tvedestrand	6,7 %
Oslo, Vinderen	6,6 %
Oslo, Briskeby	6,5 %
Tofte	6,5 %
Son	6,5 %
Tønsberg	6,3 %

- Kyst
- Sør-Norge
- Vestkant og «småsteder»

Minst populært

Butikk	Rosévin
Kautokeino	1,5 %
Båtsfjord	1,8 %
Vardø	1,9 %
Kolvereid	2,0 %
Vadsø	2,0 %
Rørvik	2,0 %
Rognan	2,0 %
Skjervøy	2,1 %
Korgen	2,1 %
Bruhagen	2,1 %
Namsos	2,2 %
Selbu	2,2 %
Myre	2,3 %
Kjøllefjord	2,3 %
Fauske	2,3 %
Brønnøysund	2,3 %
Sandnessjøen	2,3 %
Åfjord	2,3 %
Årdal	2,4 %
Tynset	2,4 %

- Småsteder
- Nord-Norge



Brennevin 2024 – 13,5 %

Mest populært

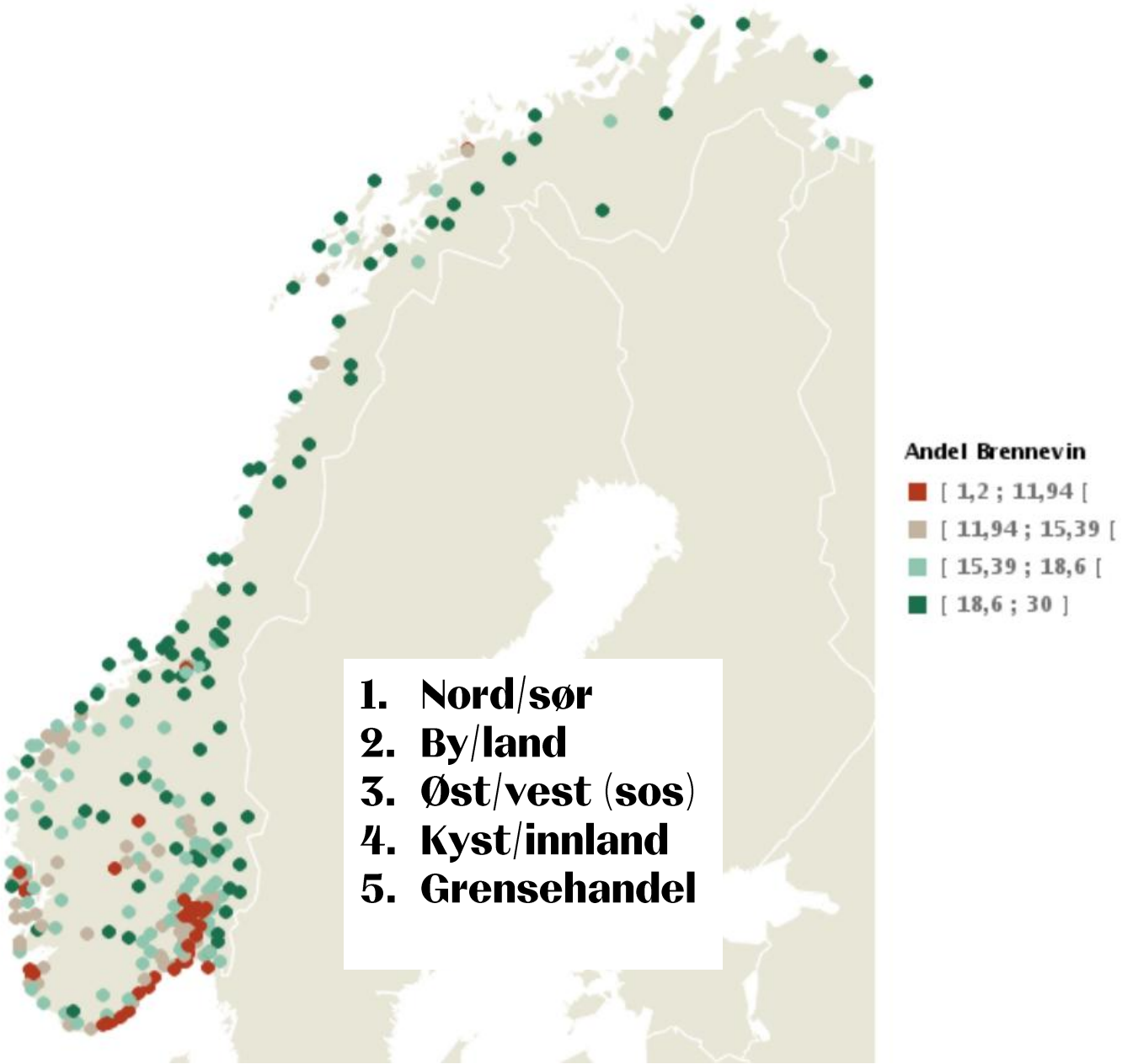
Butikk	Brennevin
Kautokeino	28,5 %
Kjøllefjord	27,8 %
Kolvereid	27,5 %
Vardø	27,1 %
Rørvik	26,4 %
Flisa	25,9 %
Frøya	25,1 %
Støren	25,0 %
Selbu	24,3 %
Båtsfjord	23,5 %
Rissa	23,3 %
Verdal	23,3 %
Bø i Vesterålen	23,1 %
Ølen	22,7 %
Nesna	22,7 %
Grong	22,6 %
Mo i Nord-Odal	22,5 %
Kyrksæterøra	22,0 %
Vanylven	21,9 %
Dokka	21,8 %
Kvinesdal	21,6 %
Steinkjer	21,5 %
Hitra	21,5 %
Luster	21,4 %

- Nord-Norge
- Småsteder

Minst populært

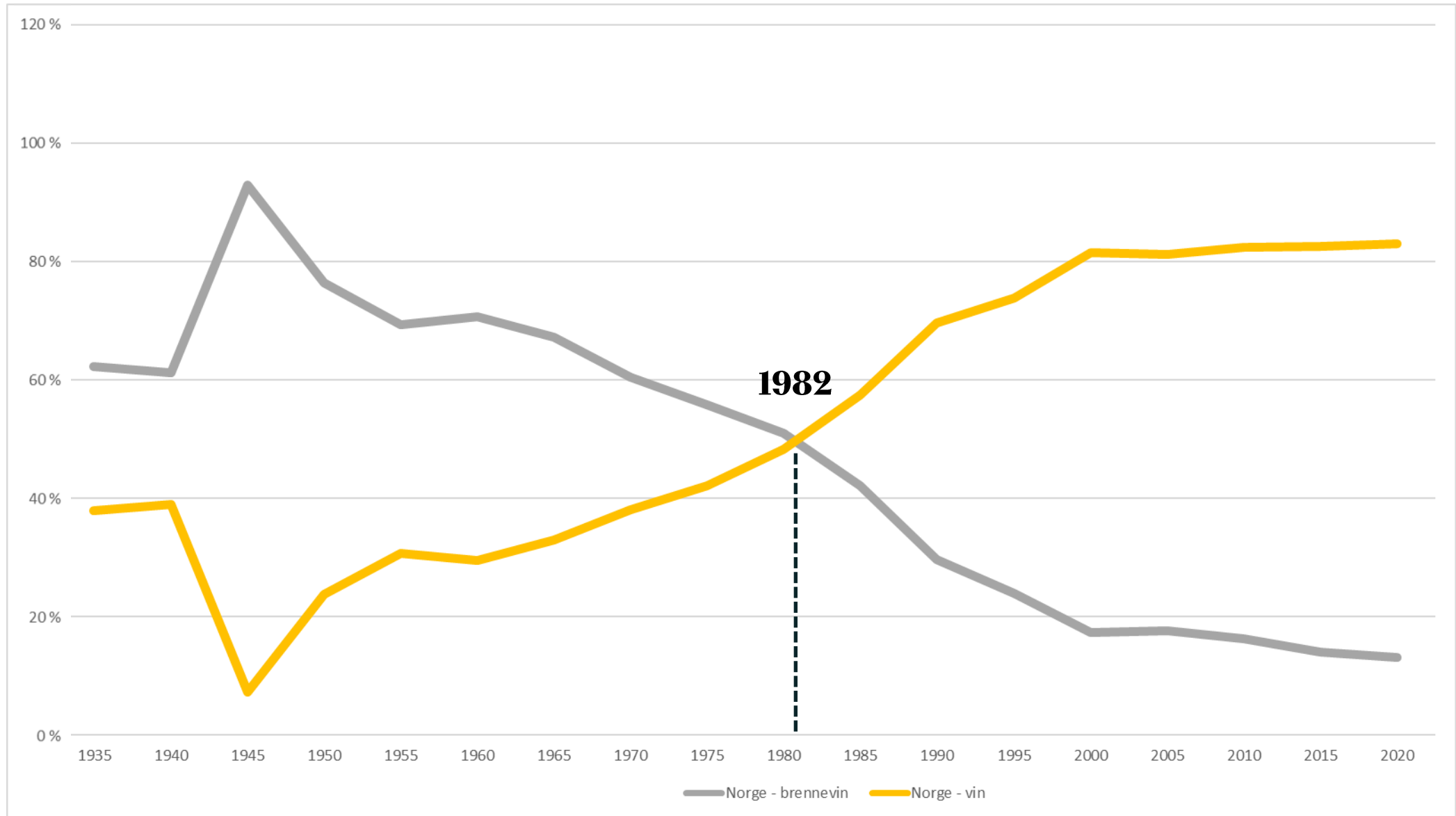
Butikk	Brennevin
Oslo, CC Vest	5,3 %
Bærum, Fornebu	5,6 %
Oslo, Skøyen	6,0 %
Bærum, Østerås	6,2 %
Oslo, Ullevaal Stadi	6,3 %
Oslo, Frogner	6,3 %
Oslo, Vinderen	6,4 %
Oslo, Aker Brygge	6,5 %
Oslo, Bjørvika	6,5 %
Bærum, Bekkestua	6,6 %
Holmen Senter	6,6 %
Oslo, Røa	6,7 %
Oslo, Briskeby	6,8 %
Oslo, Majorstuen	7,1 %
Bærum, Bærums Verk	7,2 %
Oslo, Lambertseter	7,5 %
Nesodden	7,5 %
Kolbotn	8,0 %
Asker	8,1 %
Son	8,5 %
Bærum, Kolsås	8,6 %
Oslo, Bryn	8,6 %
Drøbak	8,6 %
Oslo, Valkyrien	8,6 %

- Indre Oslofjord



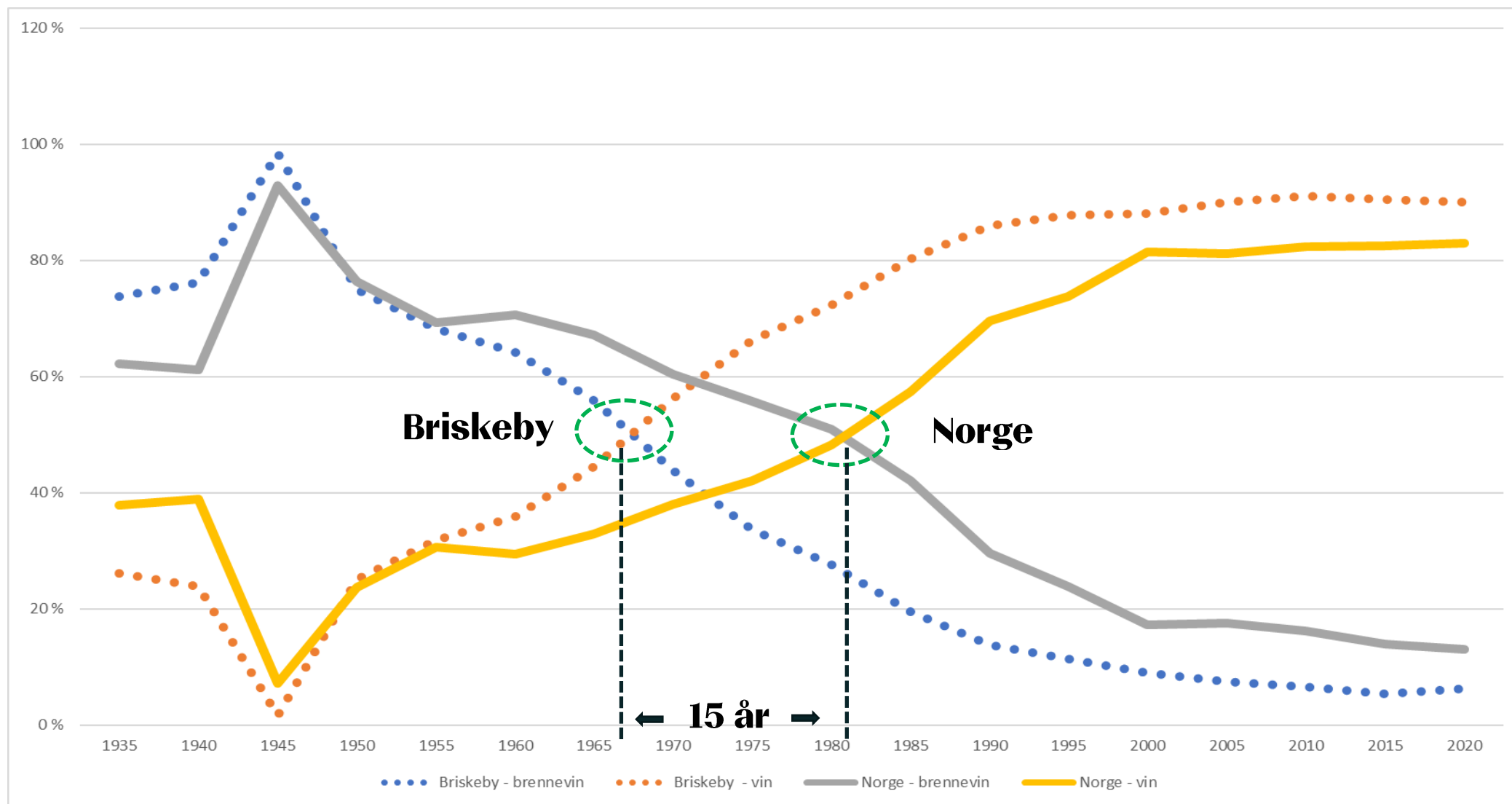
Makrotrendene

Den store makrotrenden fra 1960 – 2000: Fra brennevin til vin



**Kunne vi
forutsagt denne
strukturelle endringen?**

Den store makrotrenden fra 1960 – 2000: Fra brennevin til vin



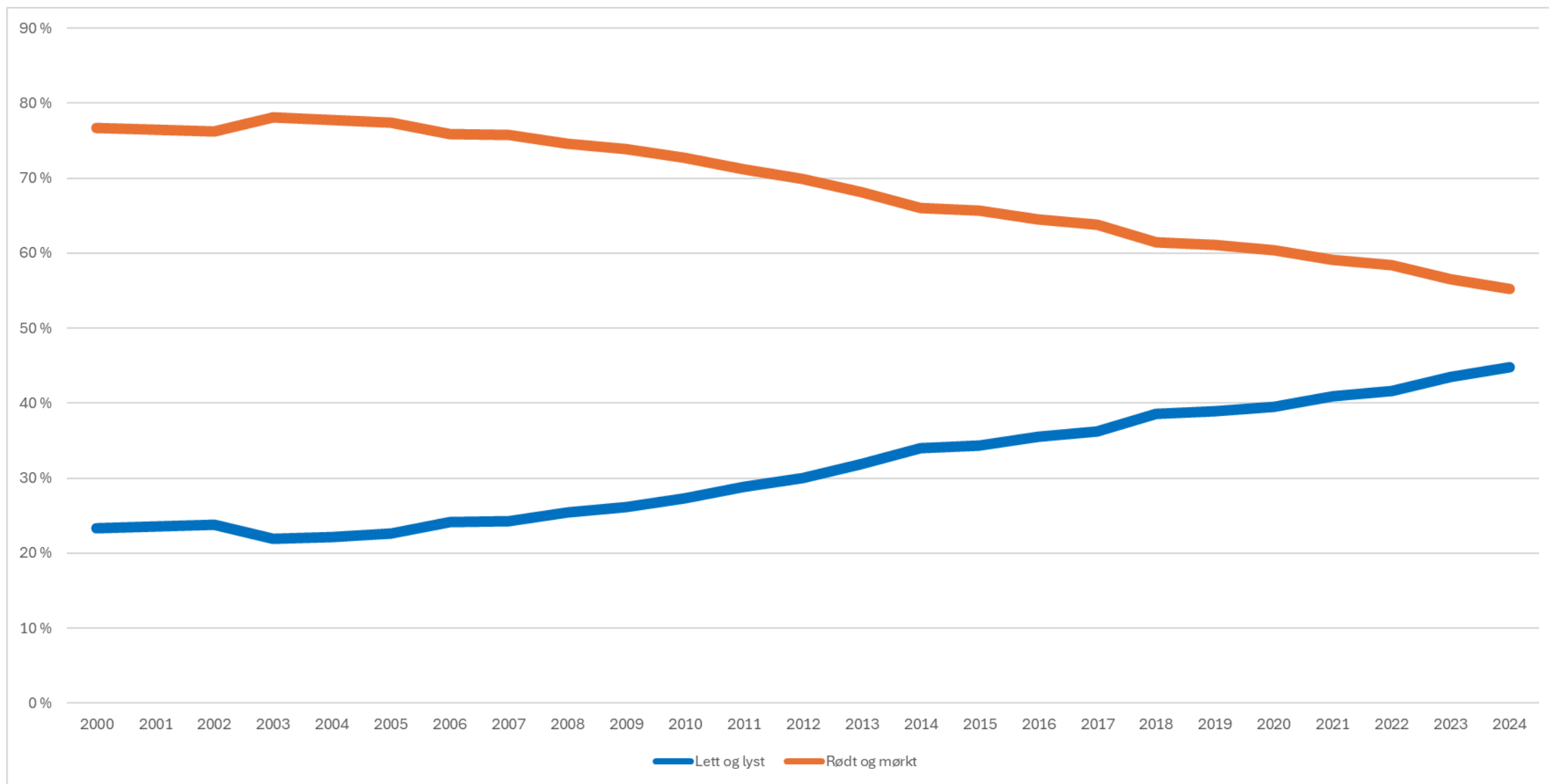
**Er det noen
makrotrend i dag?**

Fra rødt og mørkt til lett og lyst

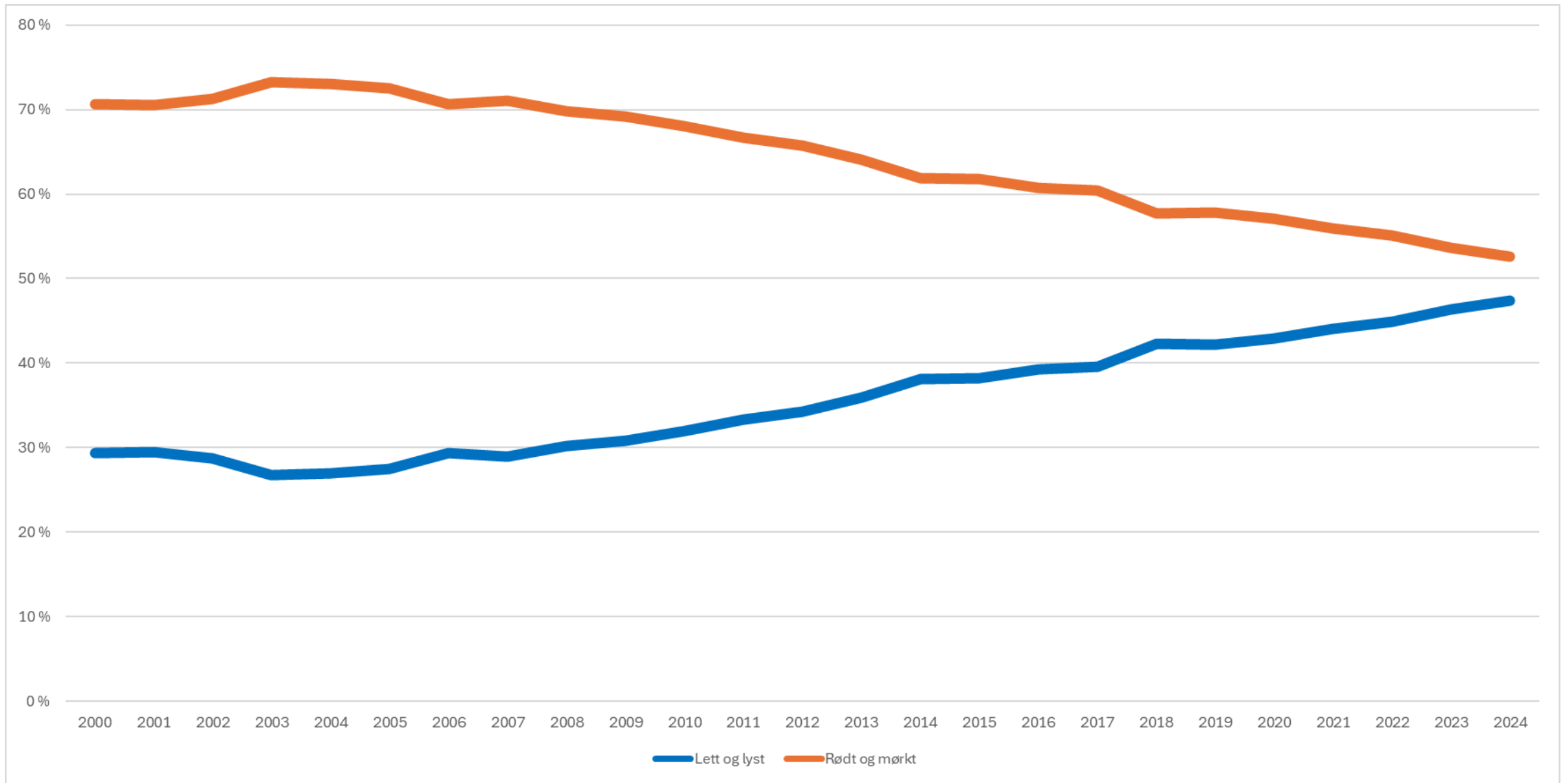
Rødt og mørkt	Lett og lyst
Rødvin	Hvitvin
Brennevin	Musserende
Sterkvin	Rosévin
	Sider, perlende, aromatisert
	Øl
	Alkoholritt

Lavere innhold av sukker, kalorier og alkohol

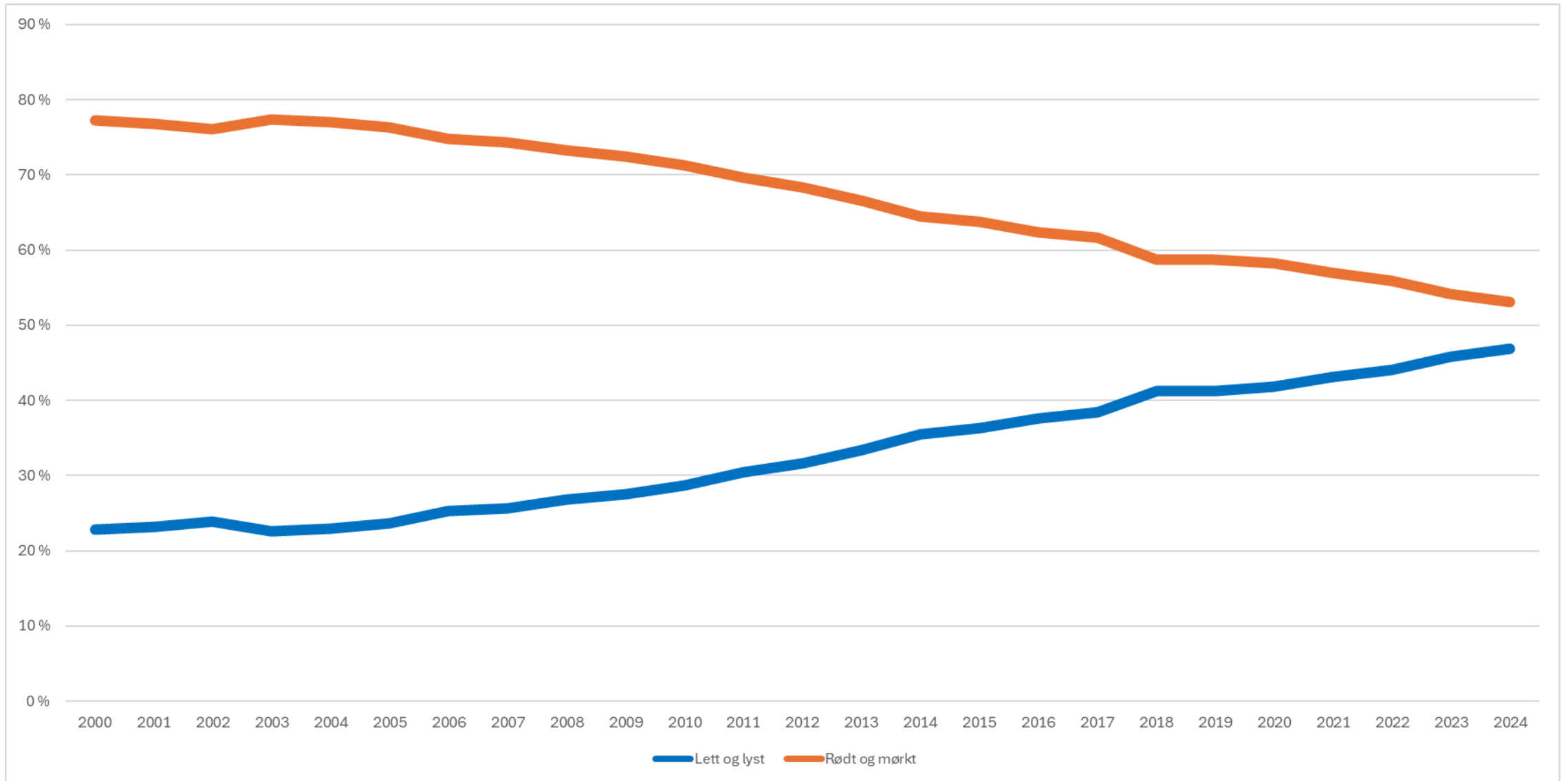
Norge



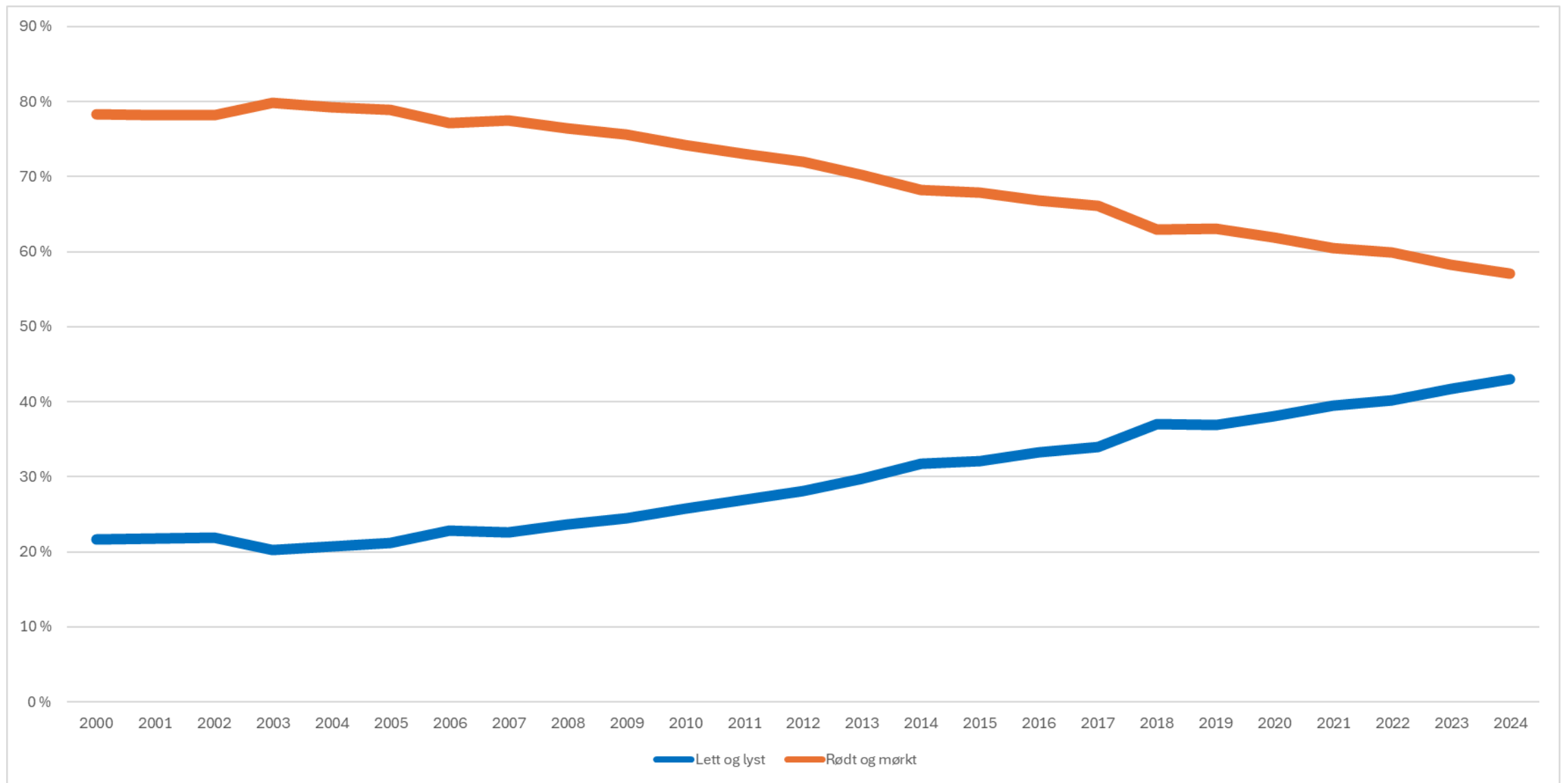
Agder



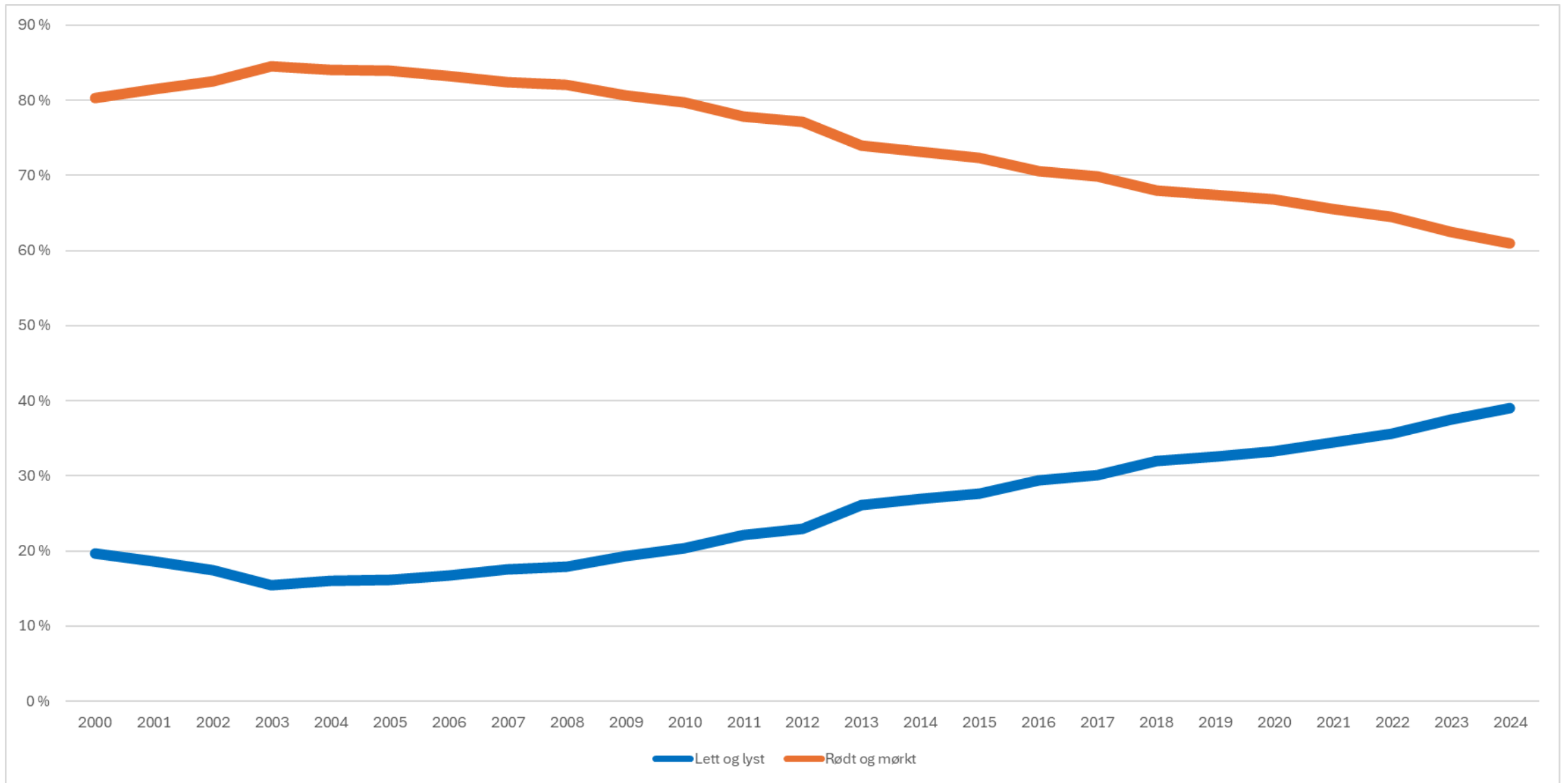
Akershus



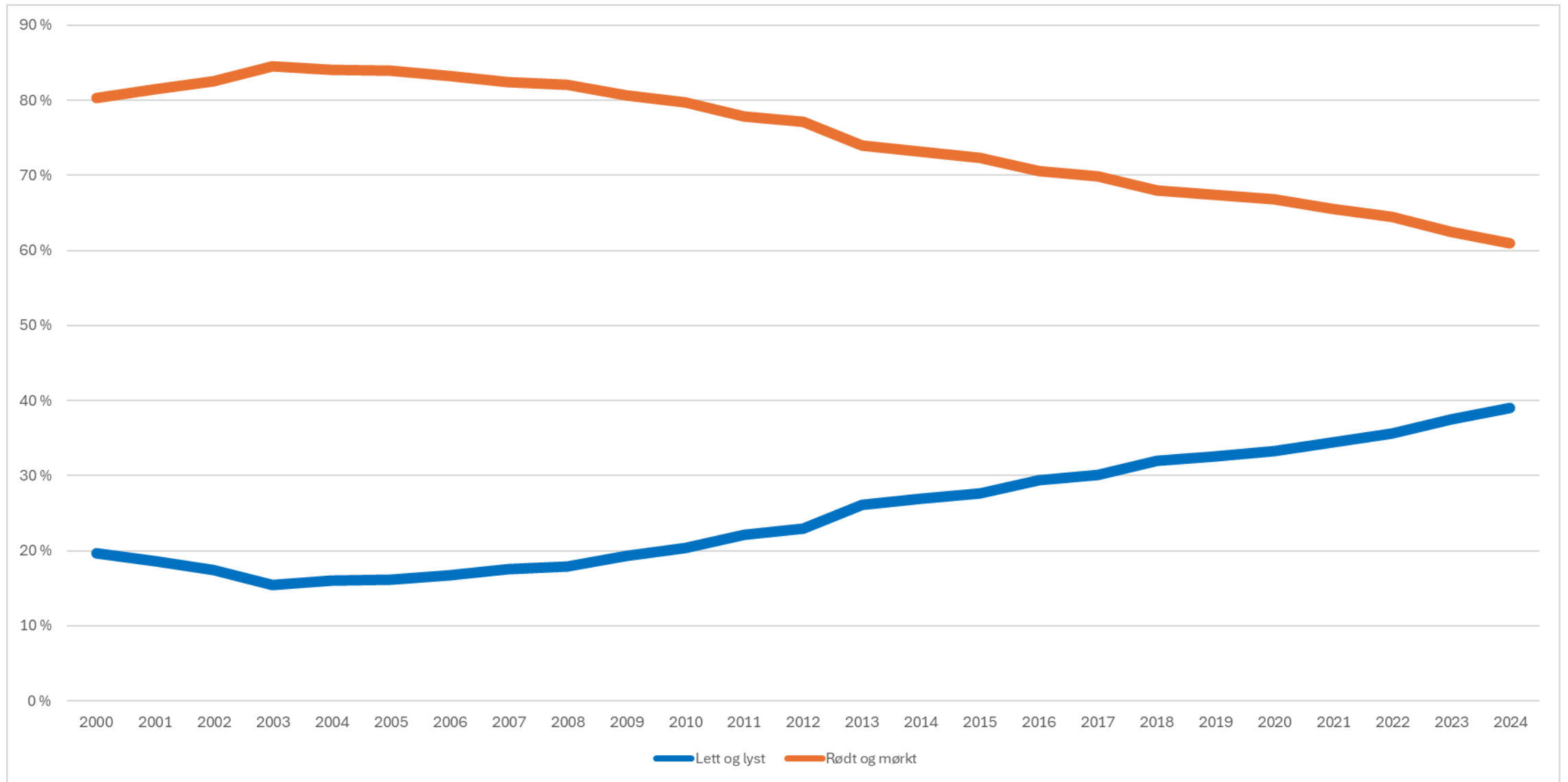
Buskerud



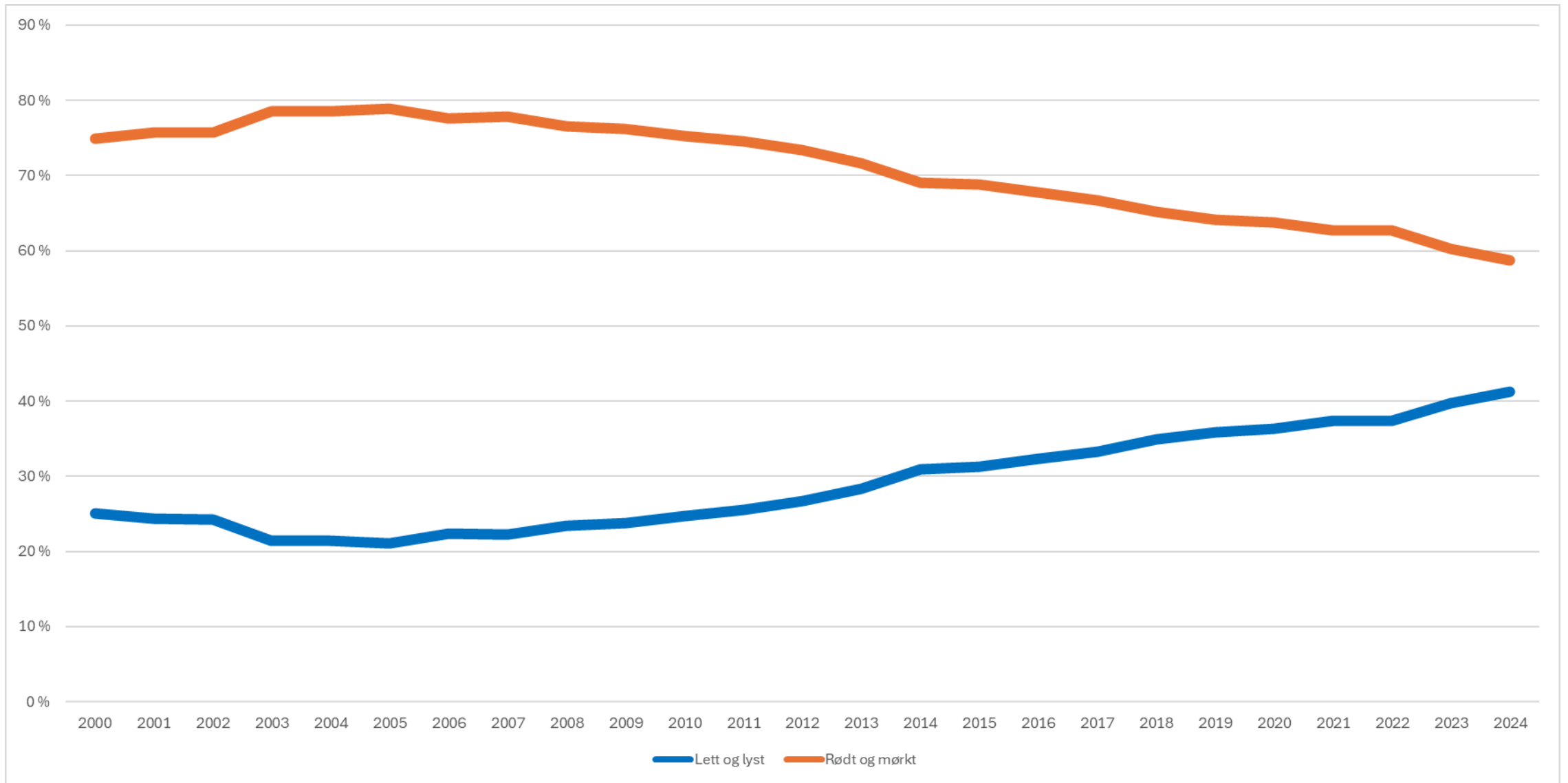
Finnmark



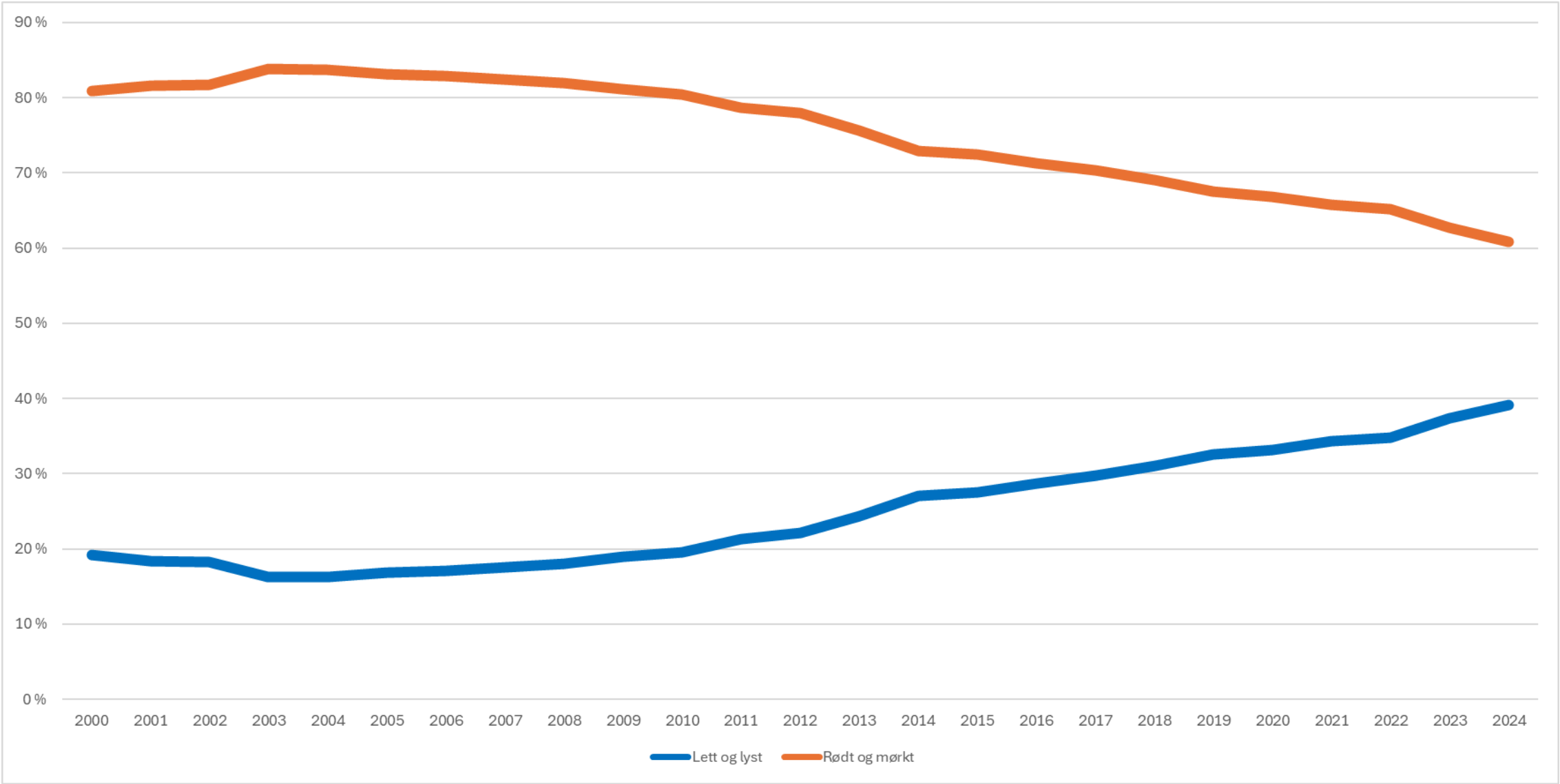
Innlandet



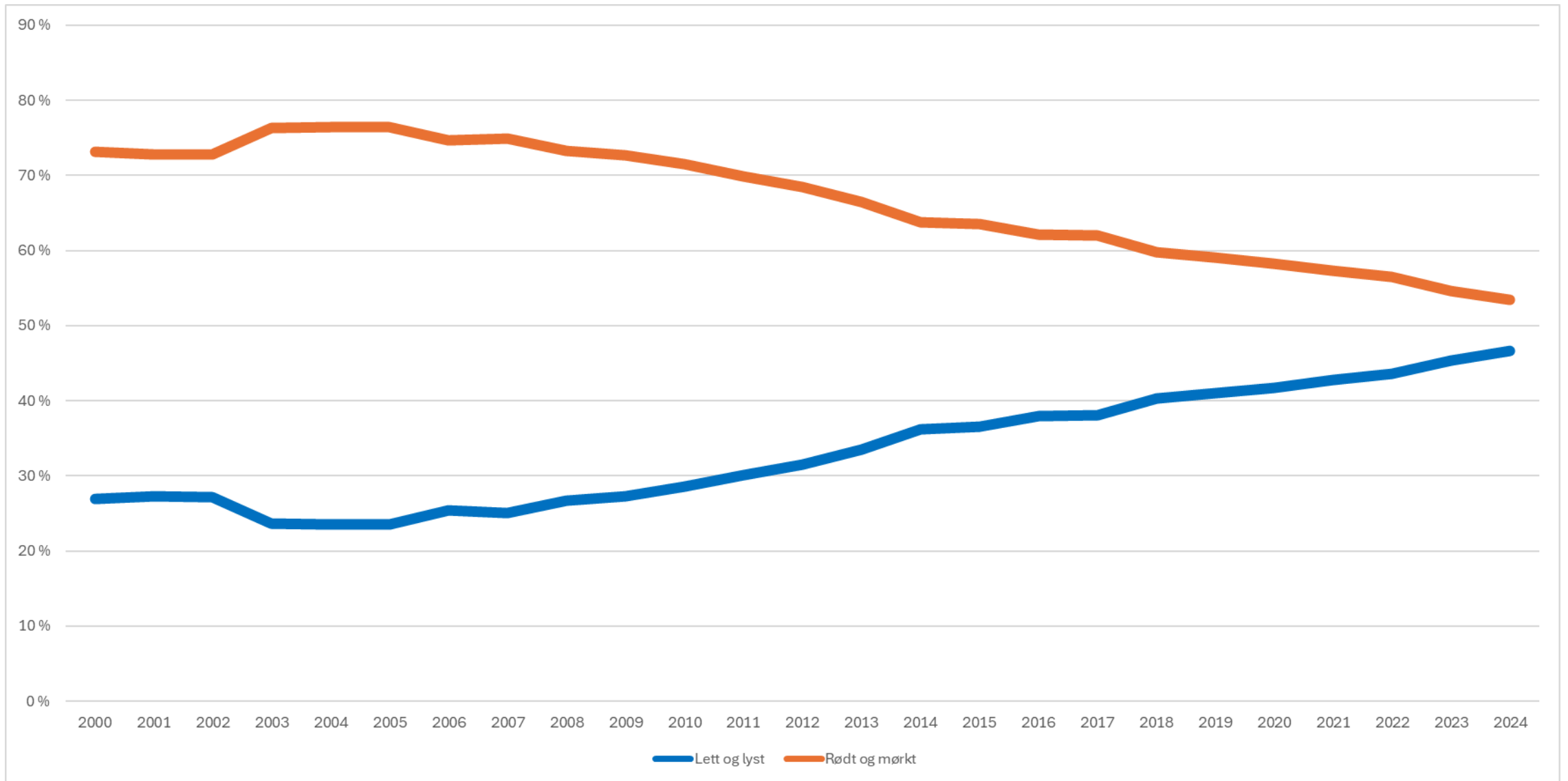
Møre og Romsdal



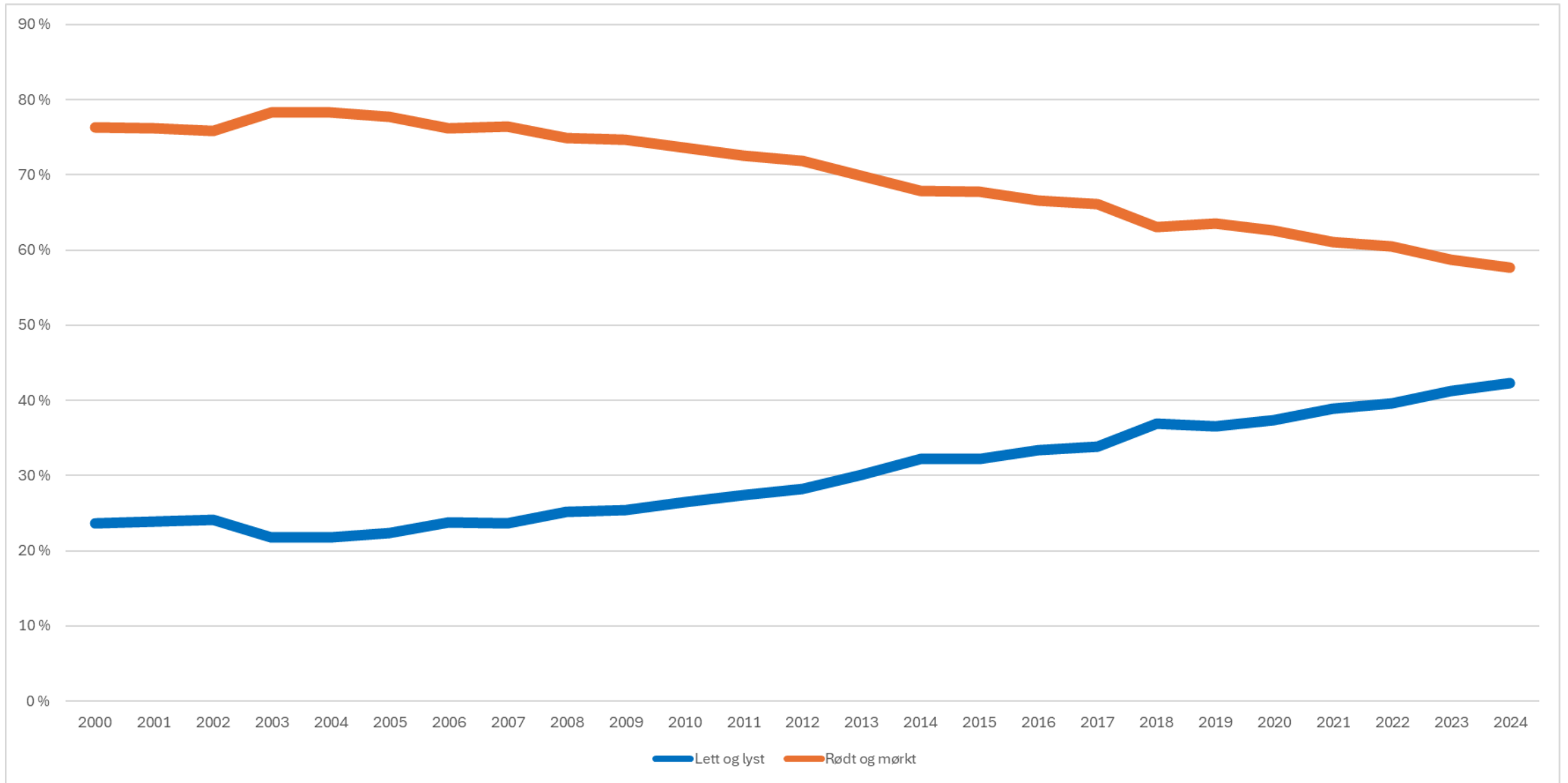
Nordland



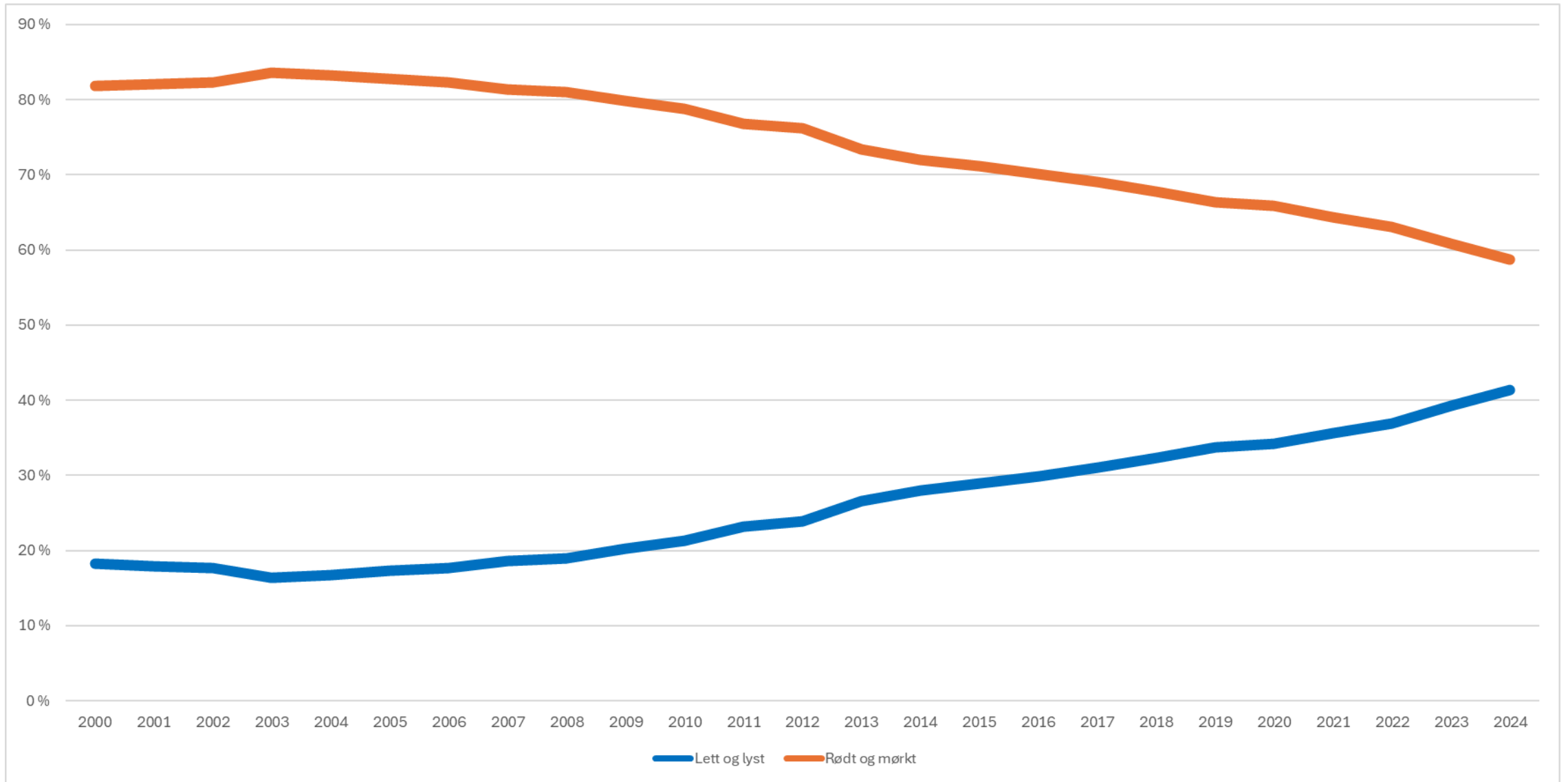
Rogaland



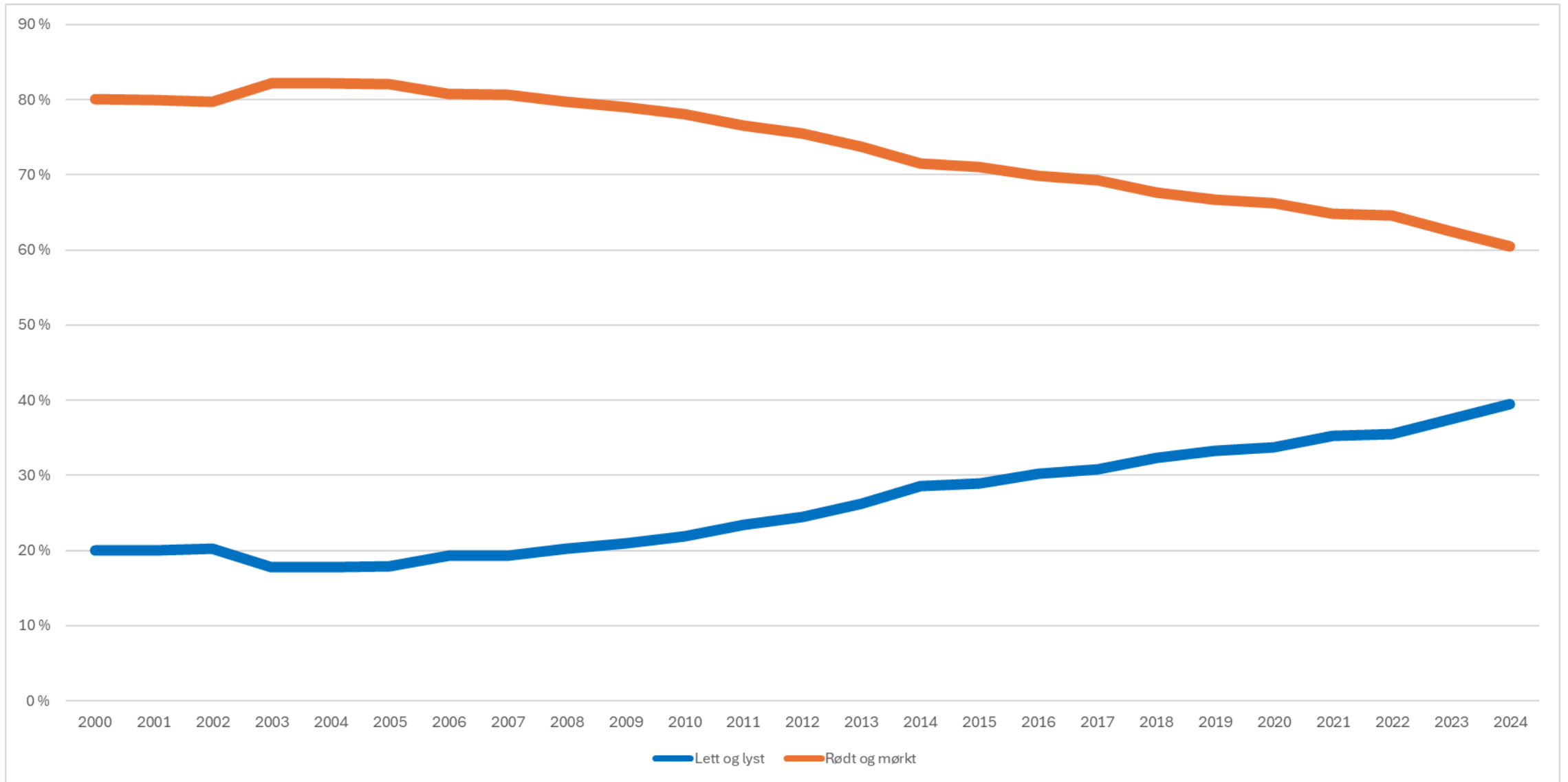
Telemark



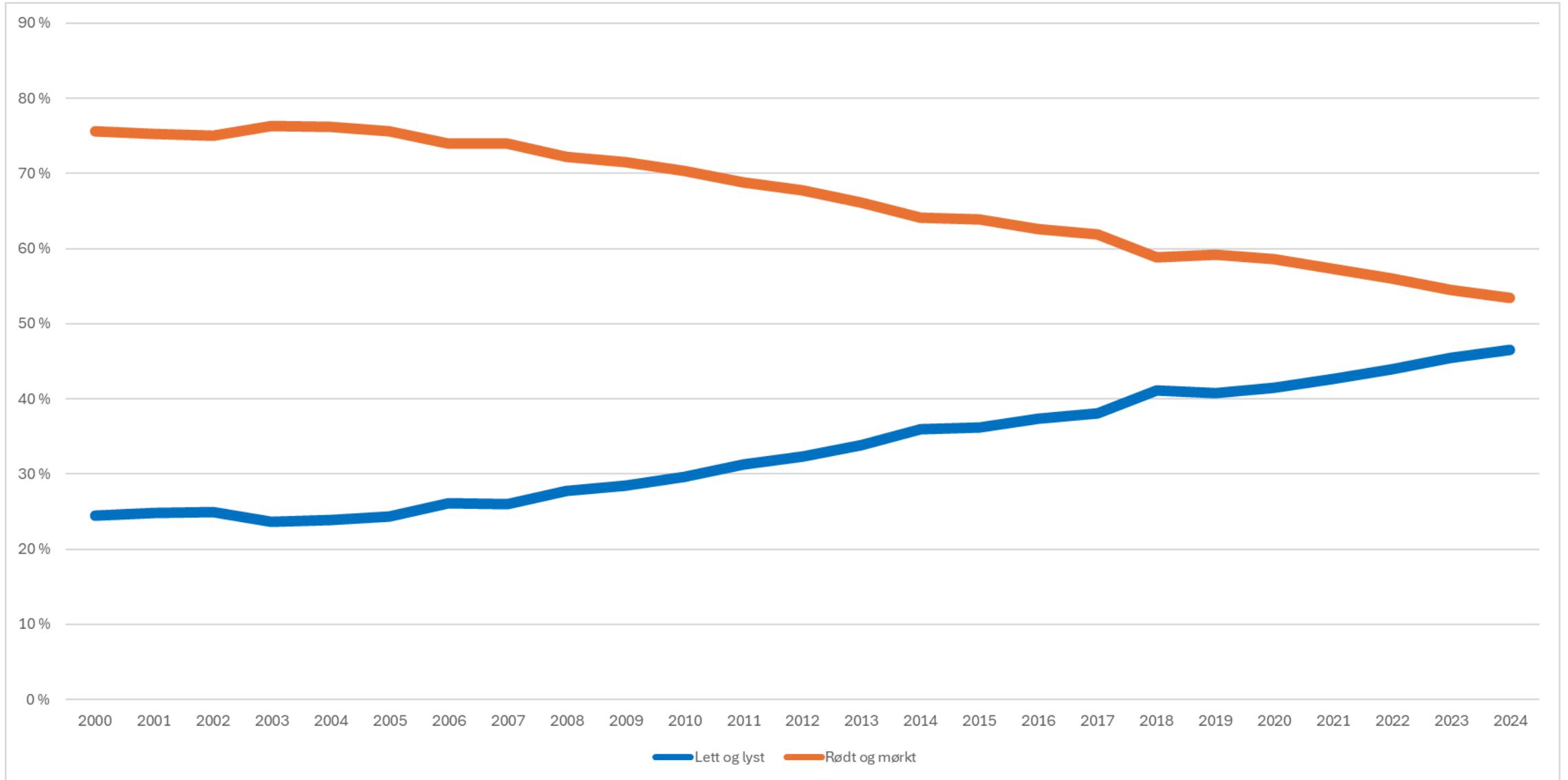
Troms



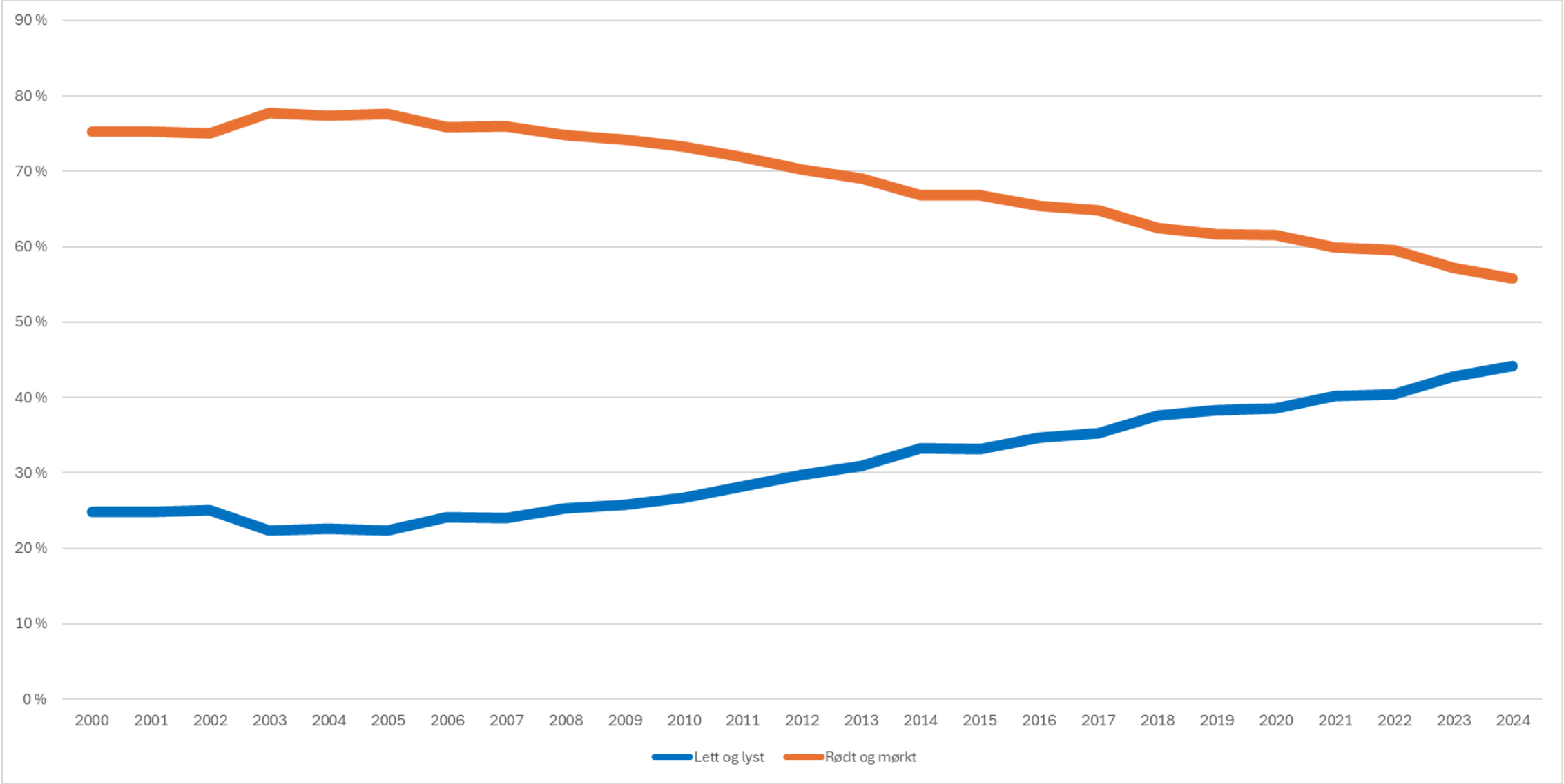
Trøndelag



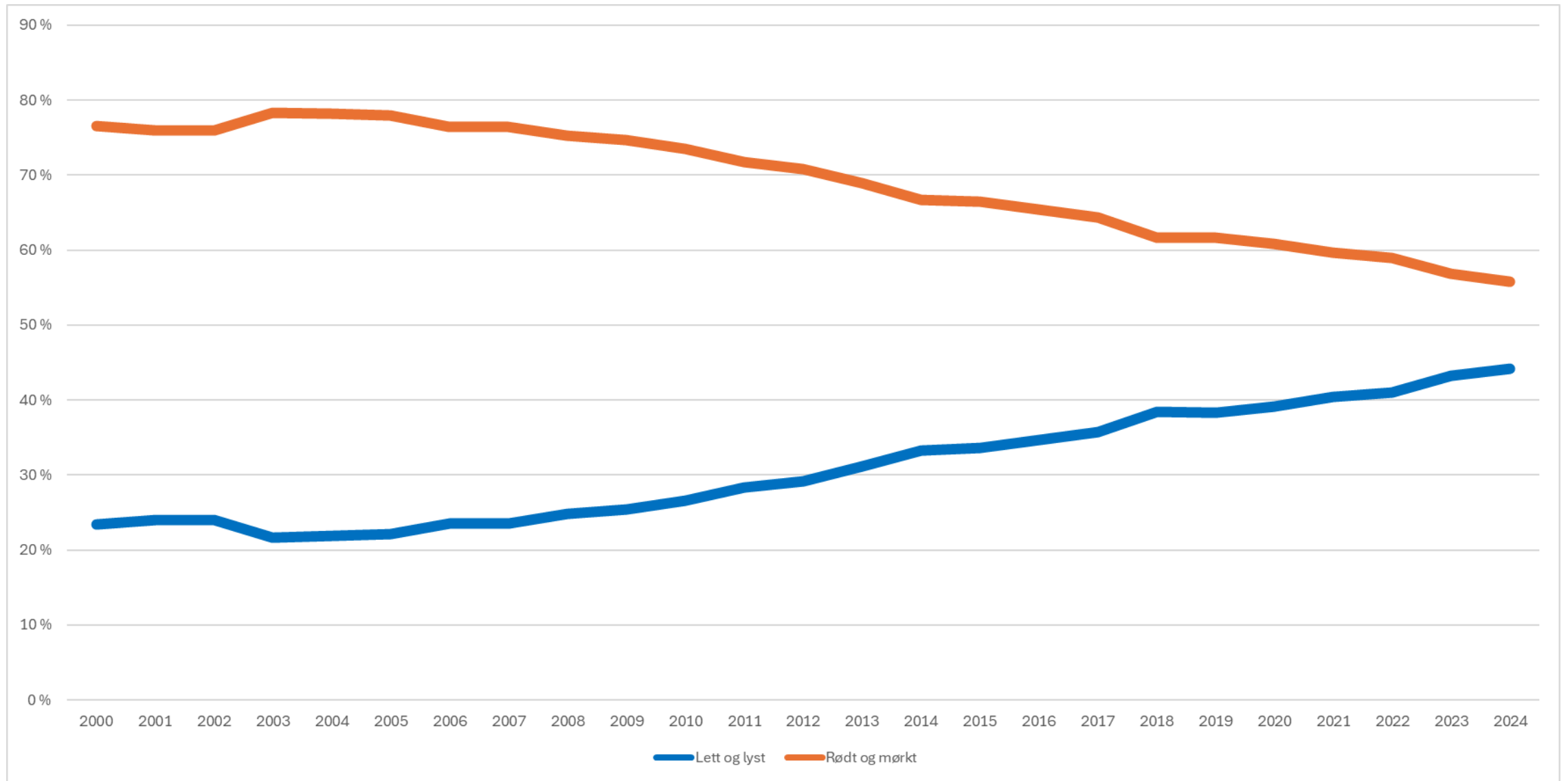
Vestfold



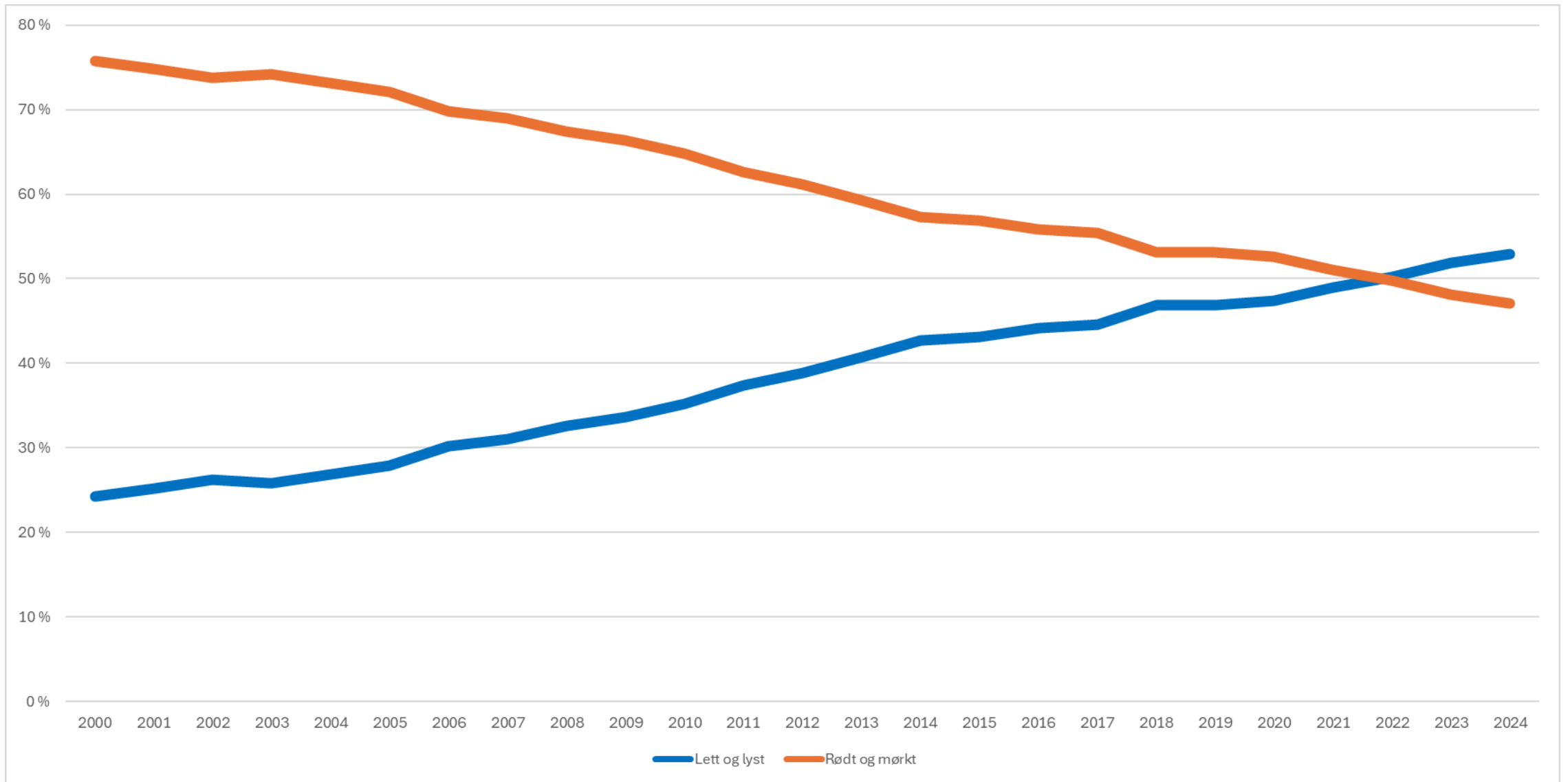
Vestland



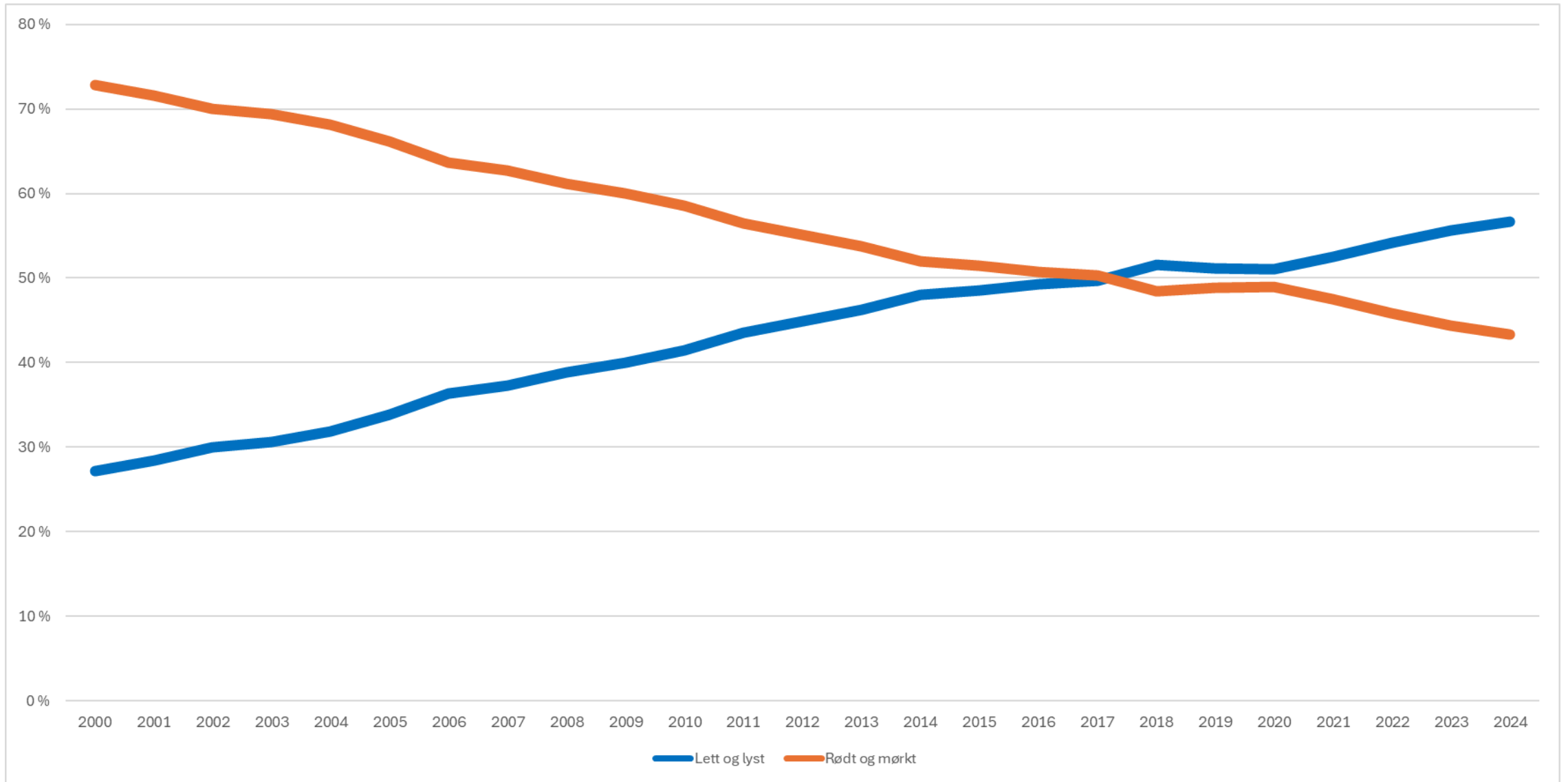
Østfold



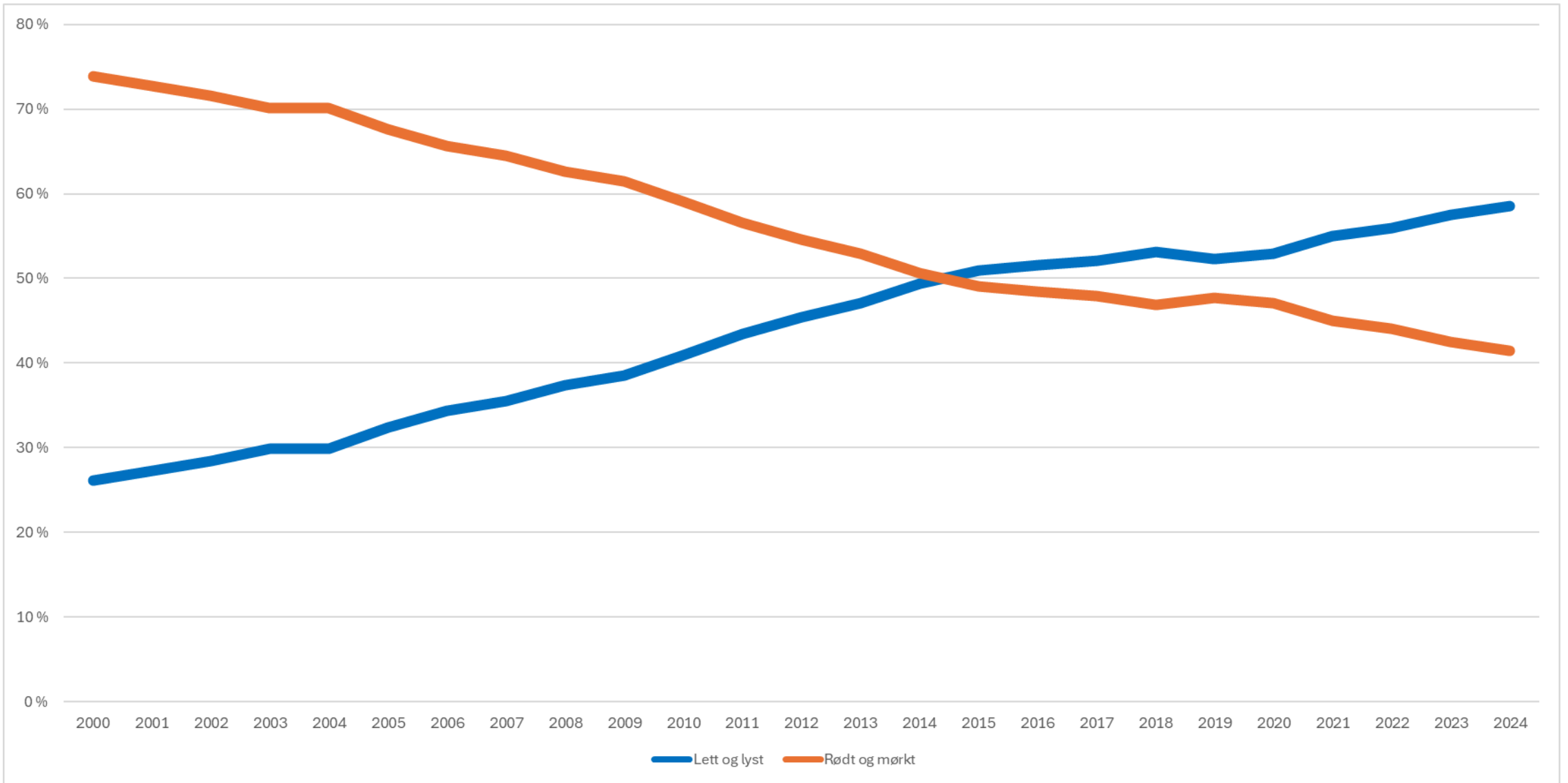
Oslo



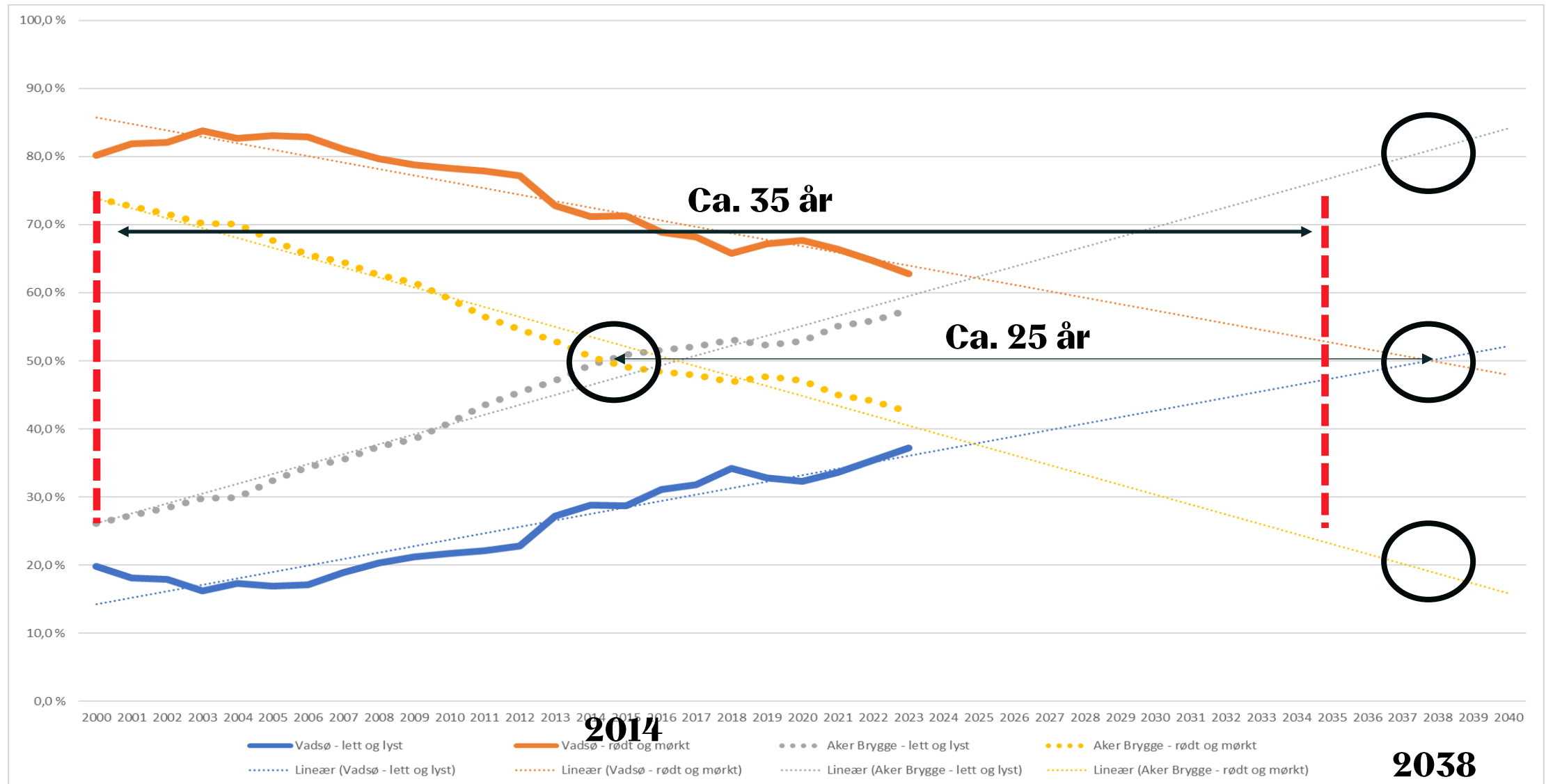
Oslo Vest



Aker Brygge



Vadsø og Aker Brygge, fremskrivninger til 2040



Mulige forklaringer på lett og lyst trenden



Kosthold



En sunn livsstil



Inspirasjon fra reiser og omverden

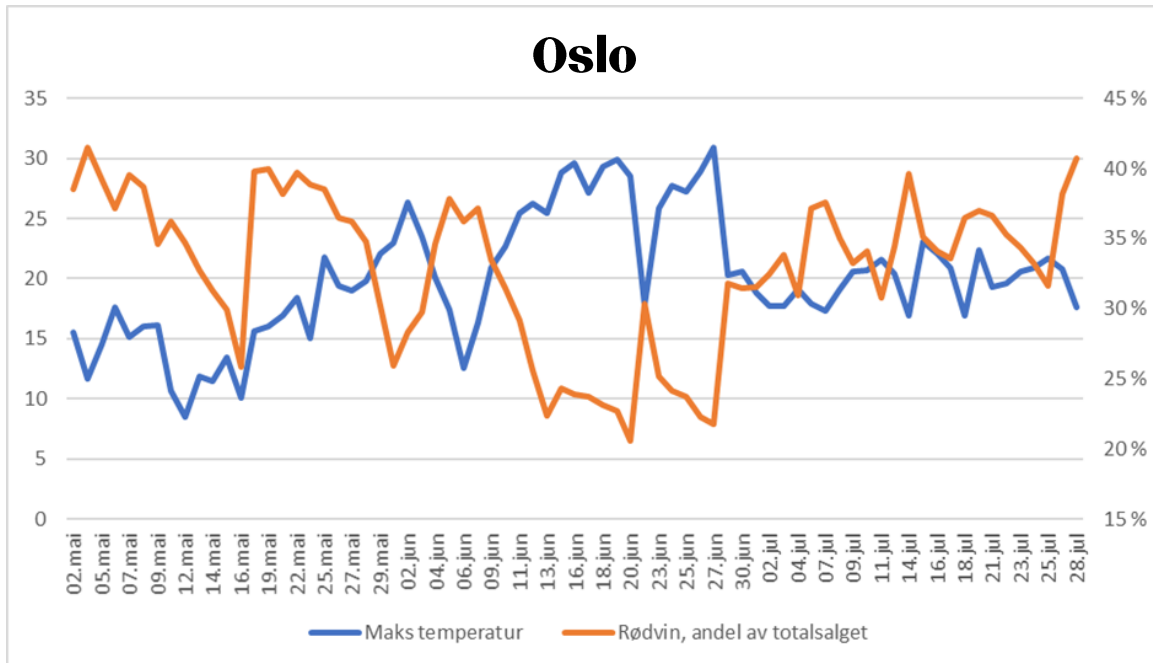
Hvorfor starter mange trender på Oslo Vest?

- **Modent marked – vinbutikker siden 1760-tallet**
- **Diffusjonsteori – teori om spredning av trender i et samfunn / en populasjon**
 - **Nyvinning, materiell/immateriell**
 - **Innovatørene**
 - **Tidlige majoritet**
 - **Majoritet**
 - **Sen majoritet**
 - **Etternølere**
- **Klima og temperatur**

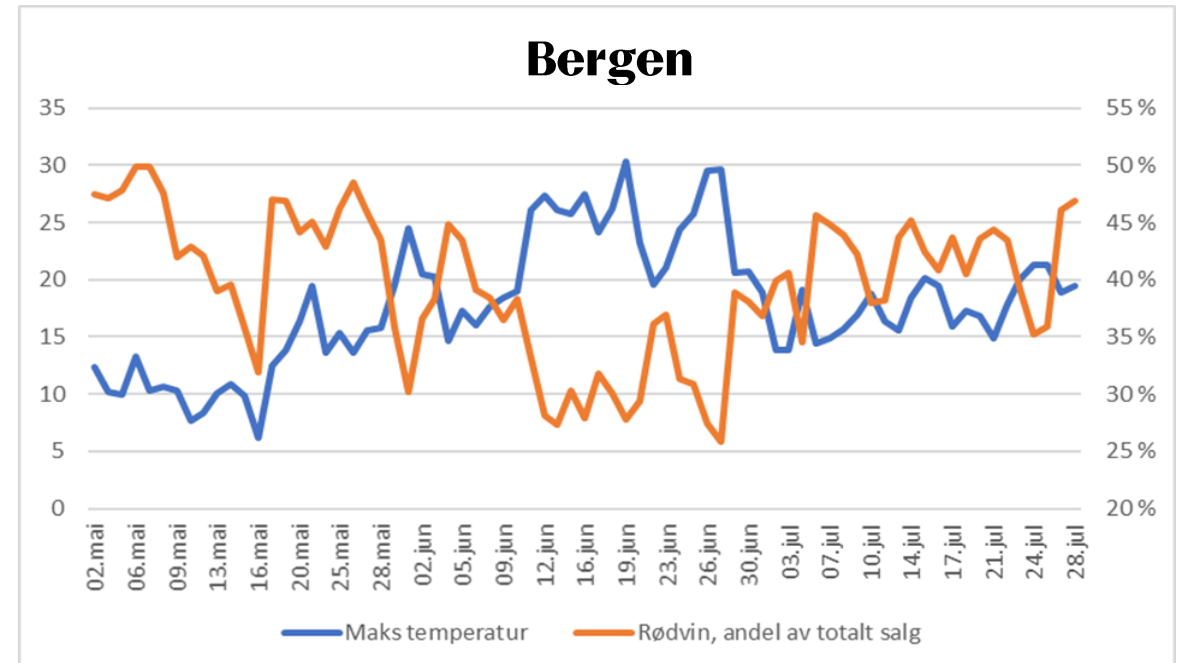
Klima

Rødvin og temperatur

Oslo



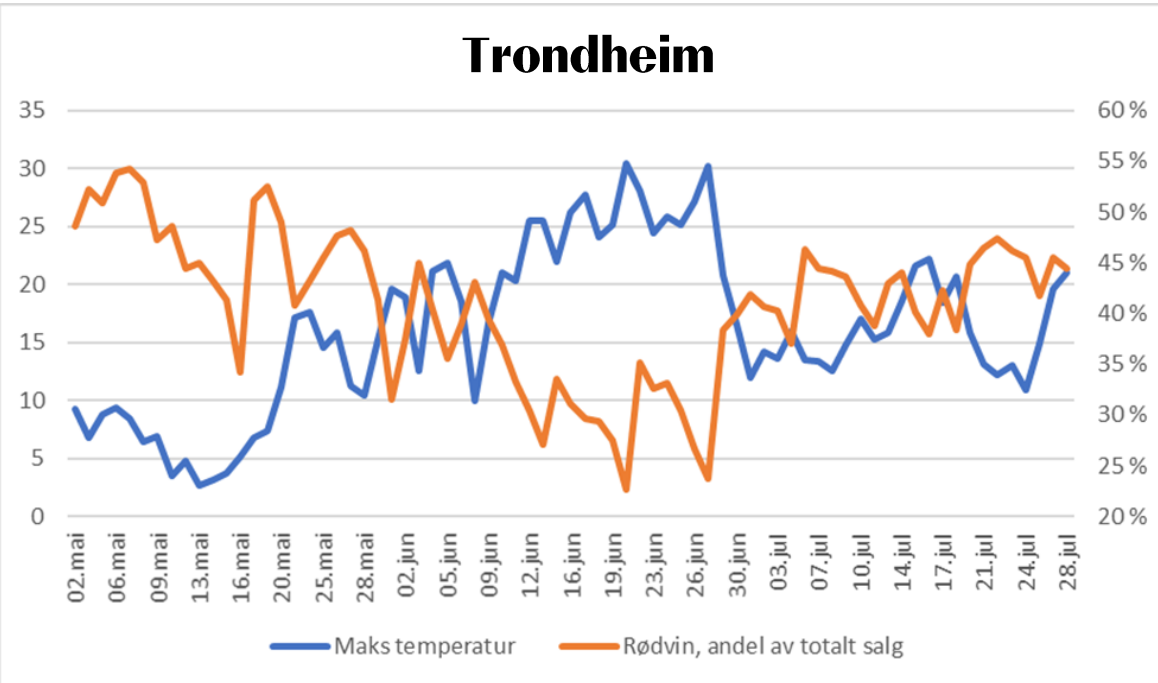
Bergen



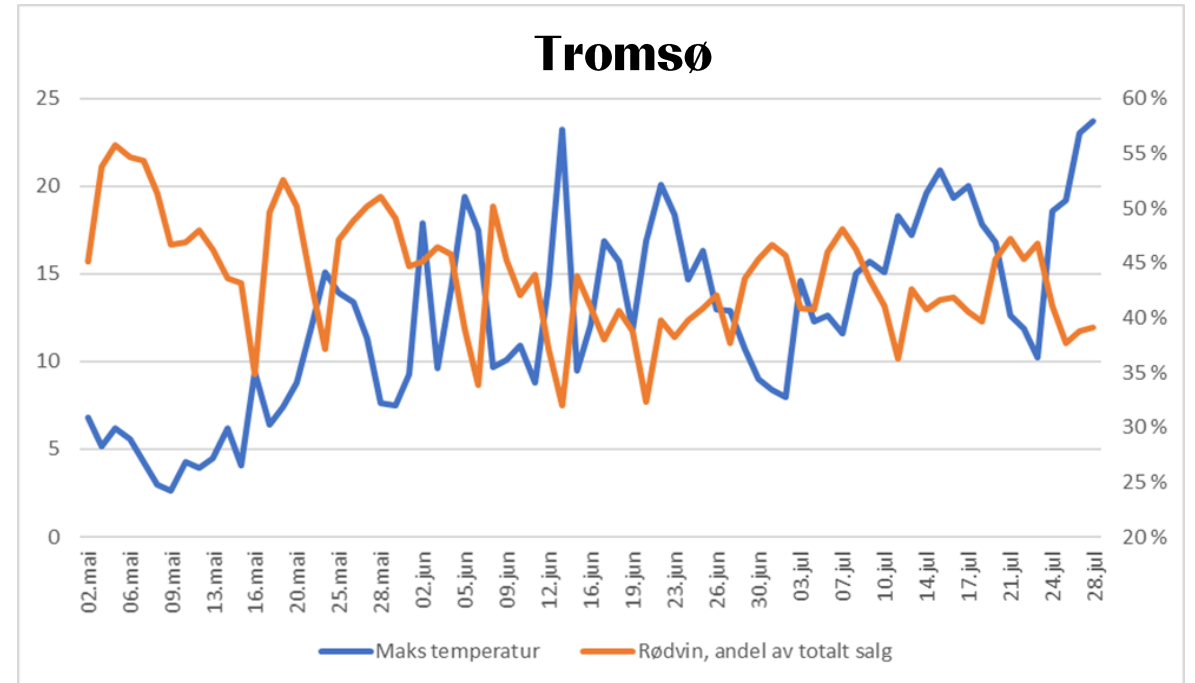
Negativ korrelasjon

Rødvin og temperatur

Trondheim



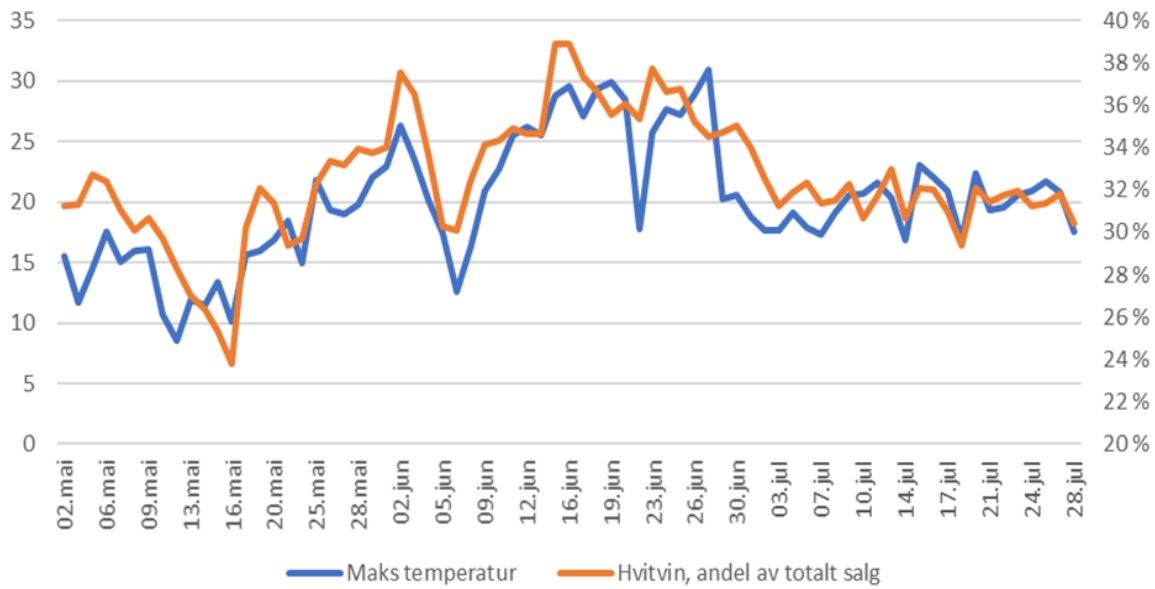
Tromsø



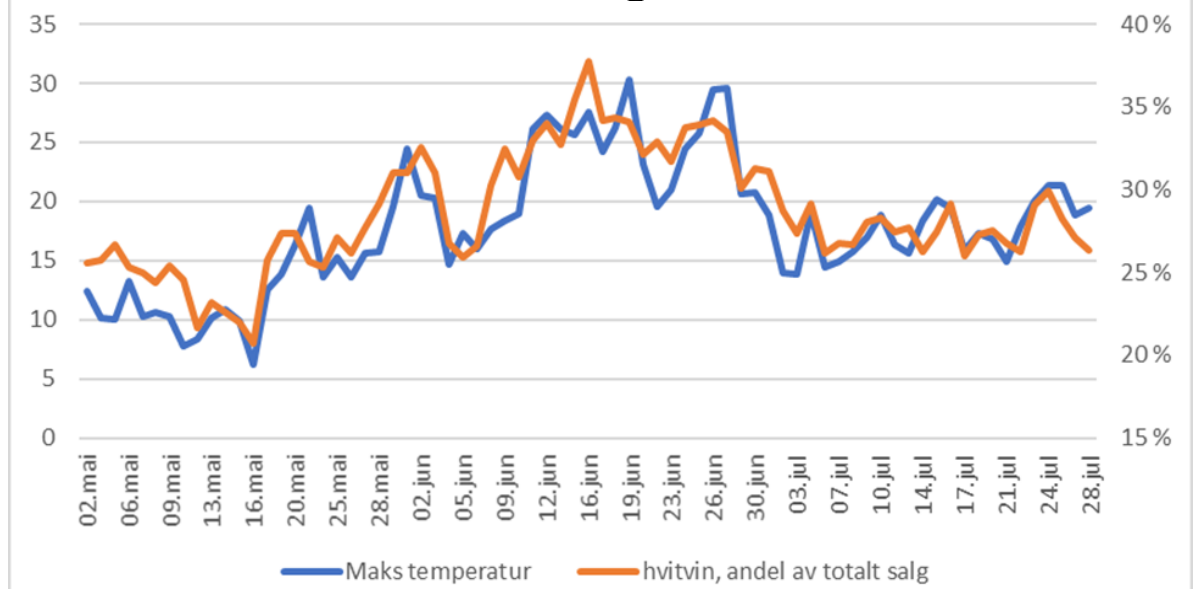
Negativ korrelasjon

Hvitvin og temperatur

Oslo



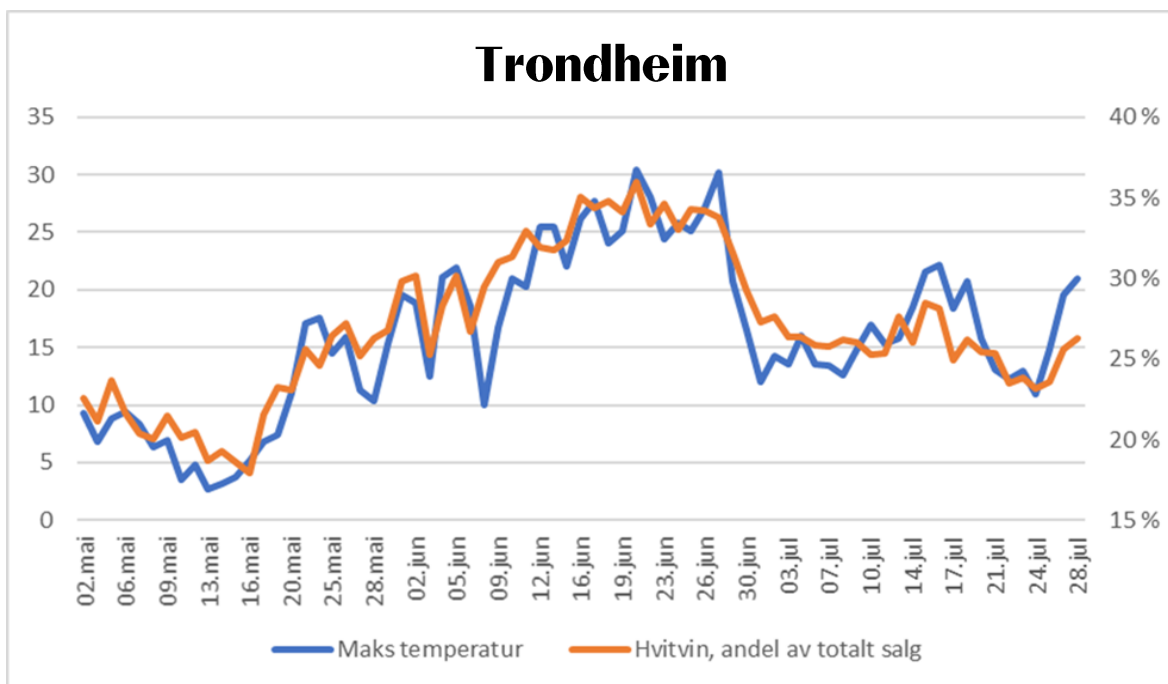
Bergen



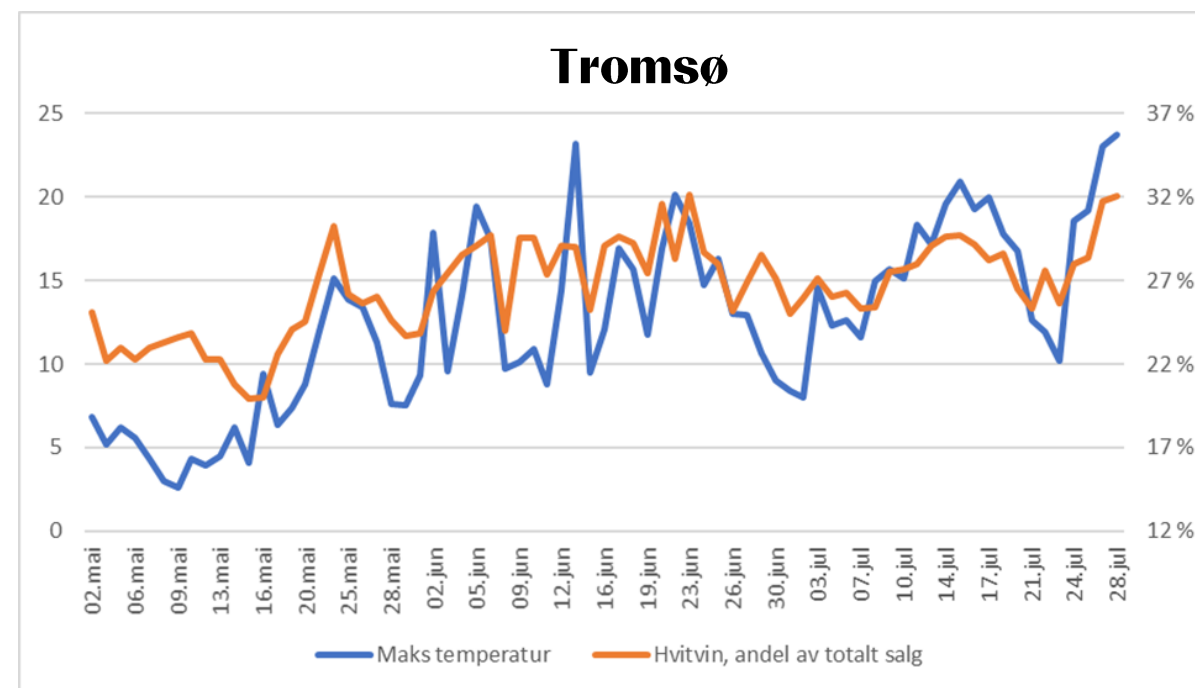
Positiv korrelasjon

Hvitvin og temperatur

Trondheim

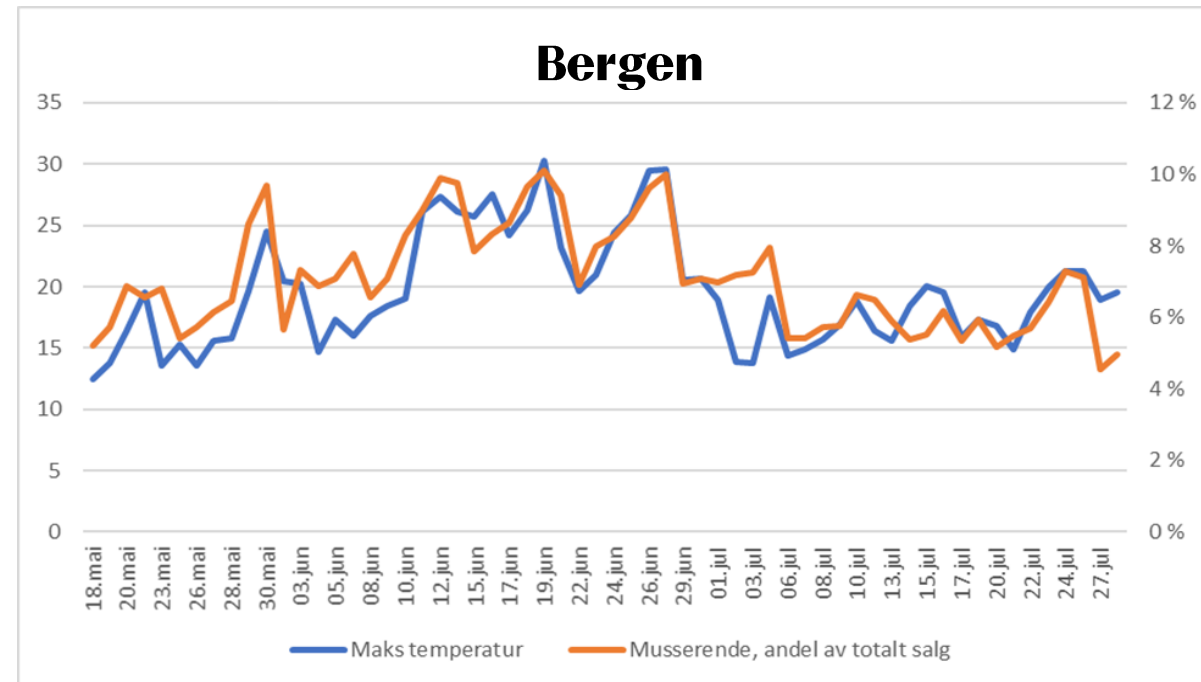
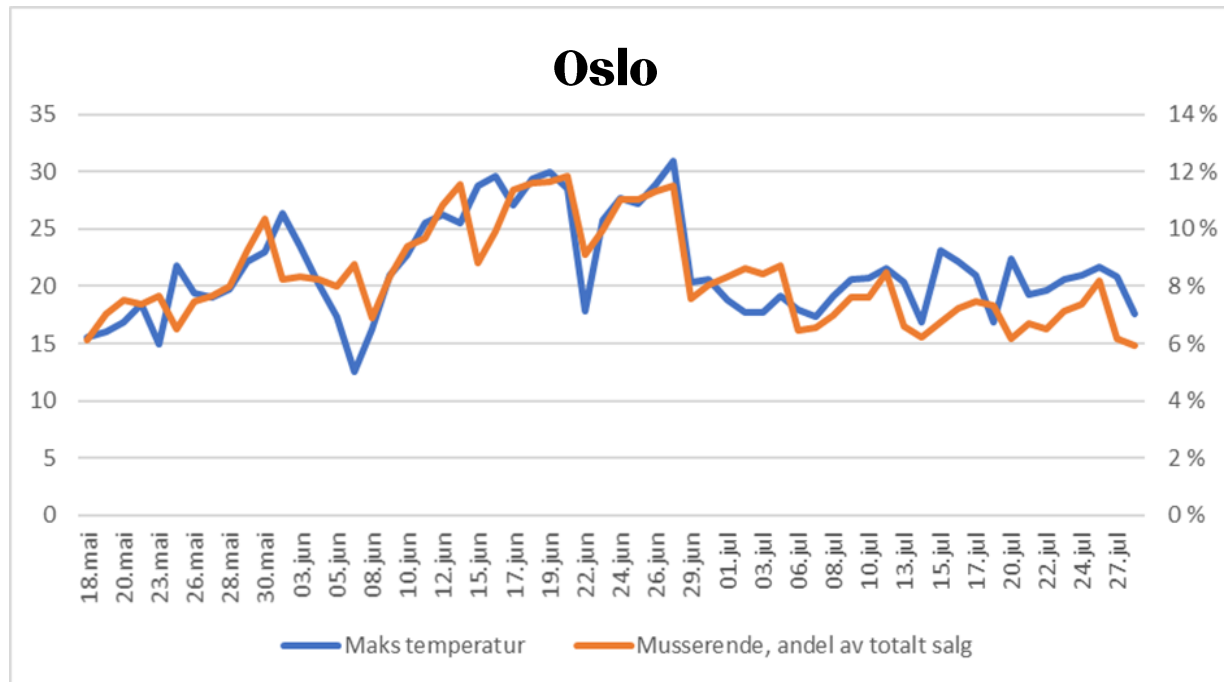


Tromsø



Positiv korrelasjon

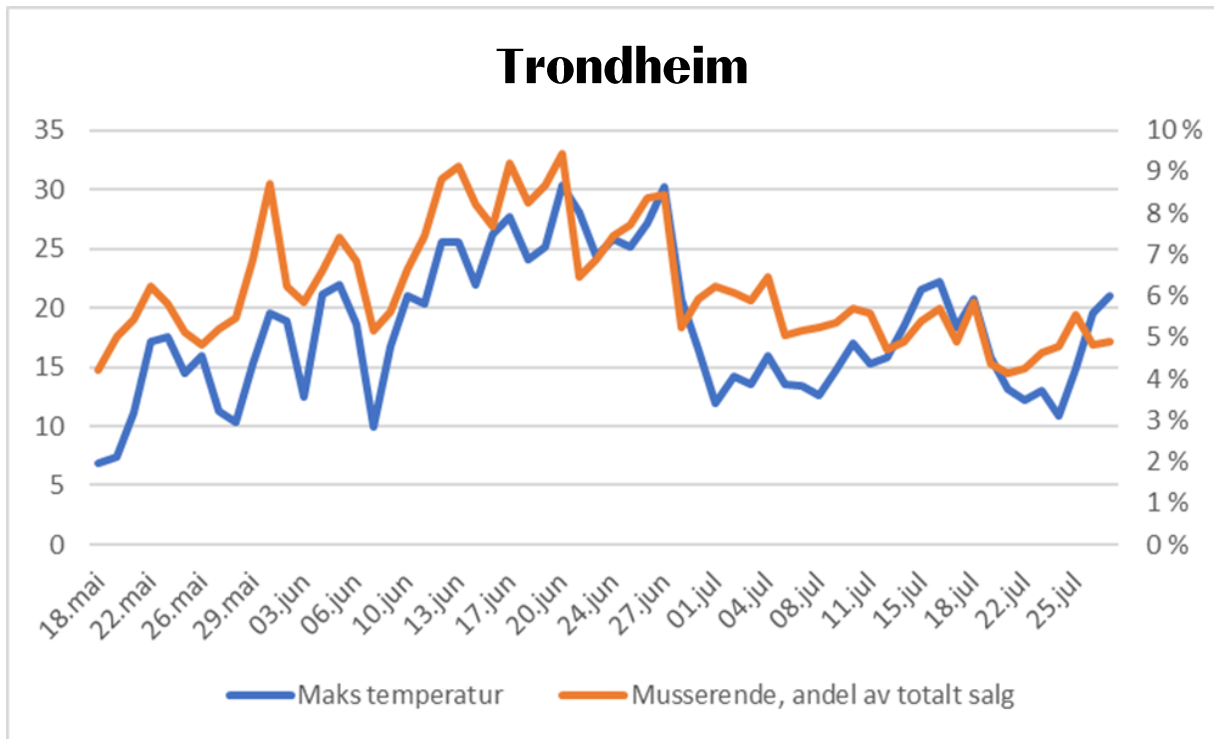
Musserende og temperatur



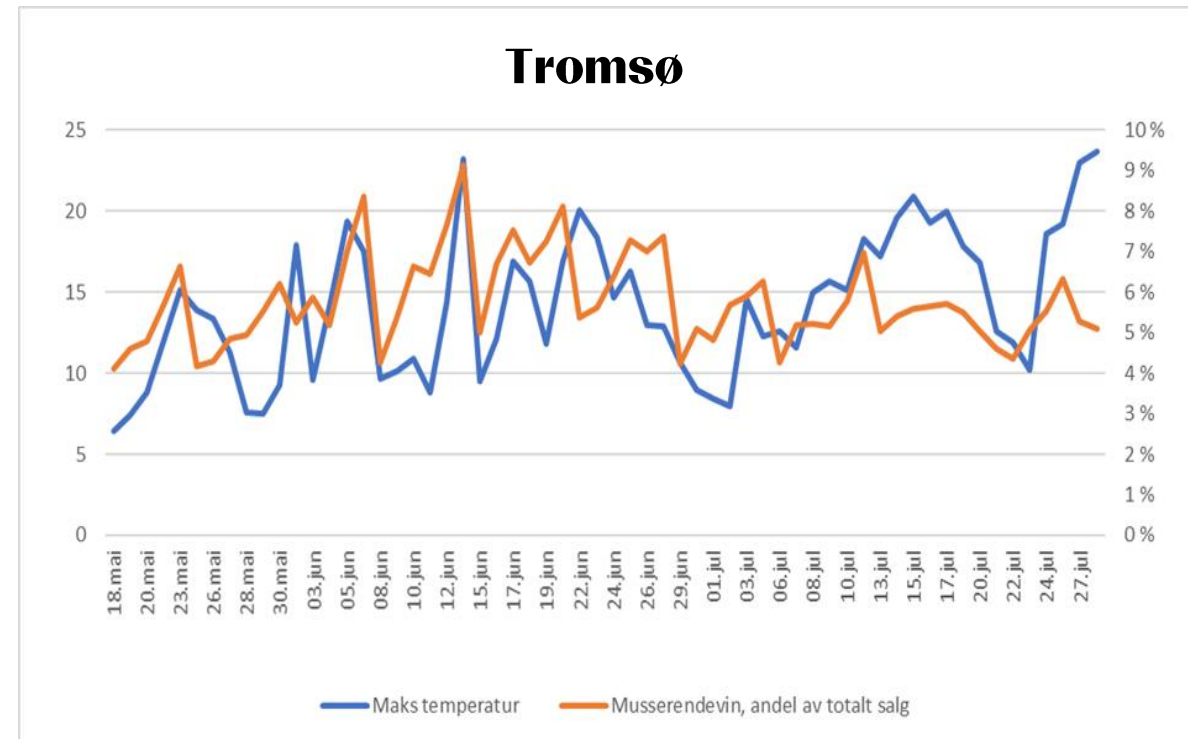
Positiv korrelasjon

Musserende og temperatur

Trondheim

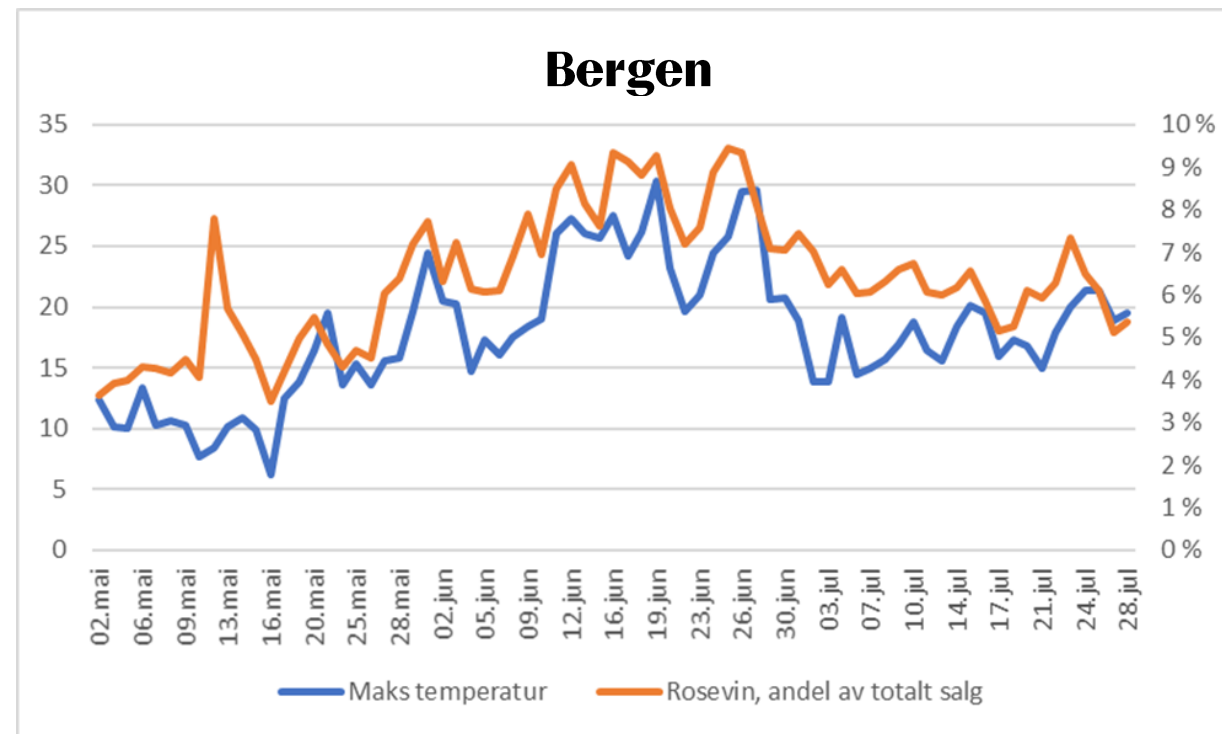
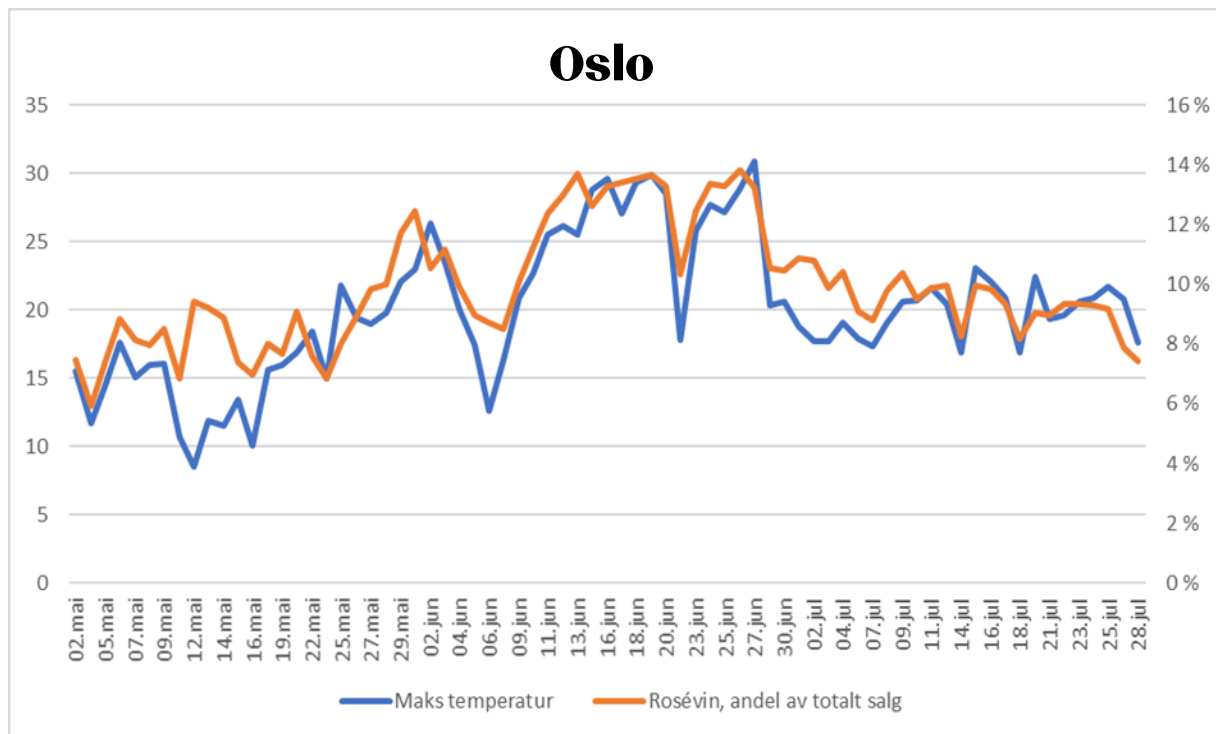


Tromsø



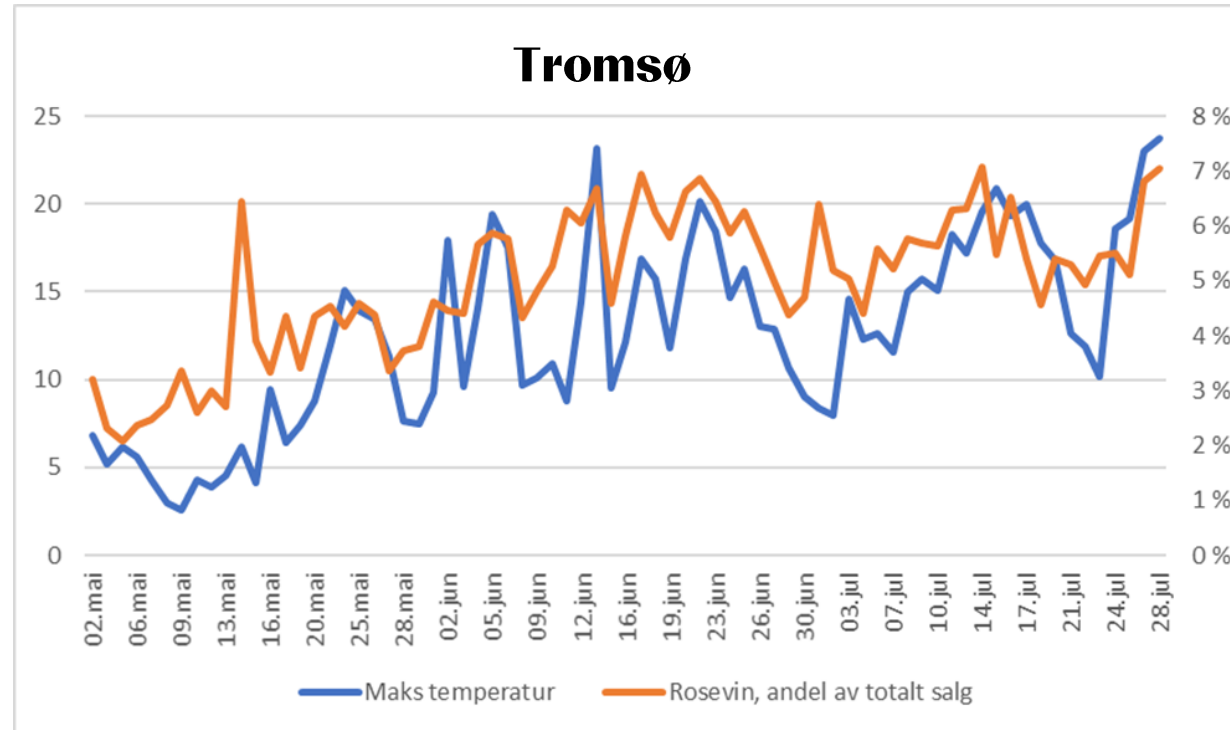
Positiv korrelasjon

Rosévin og temperatur



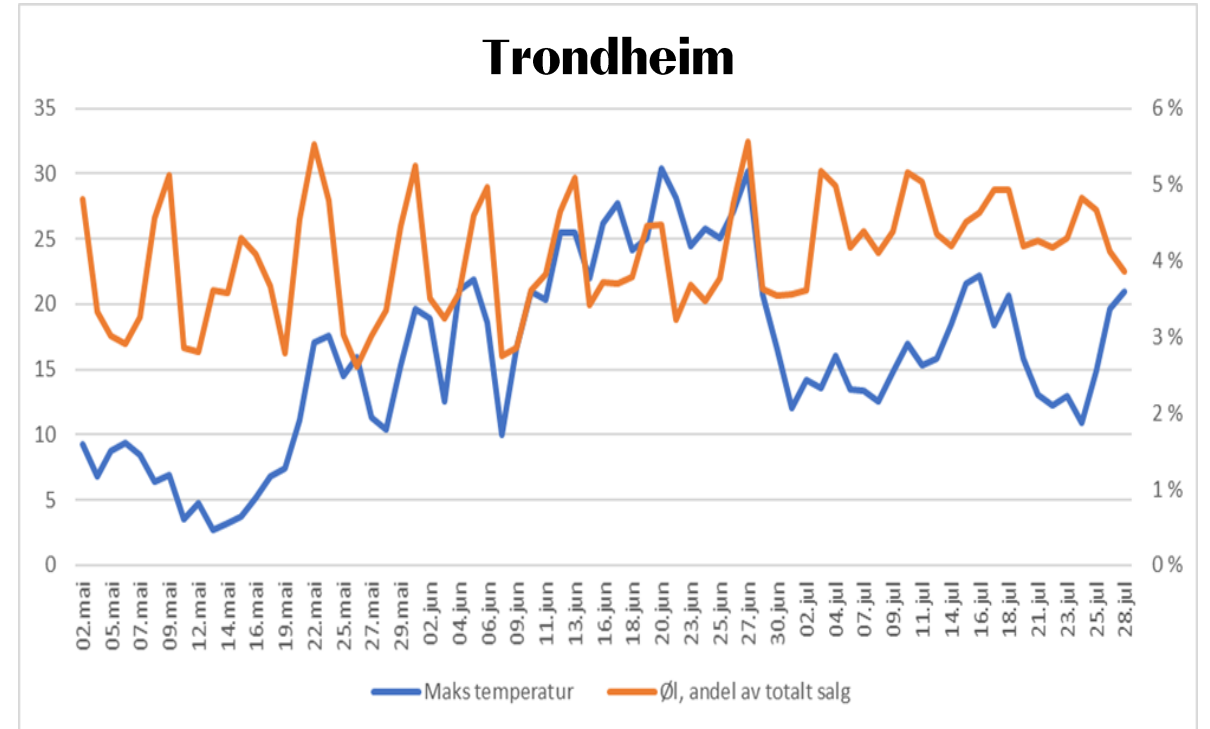
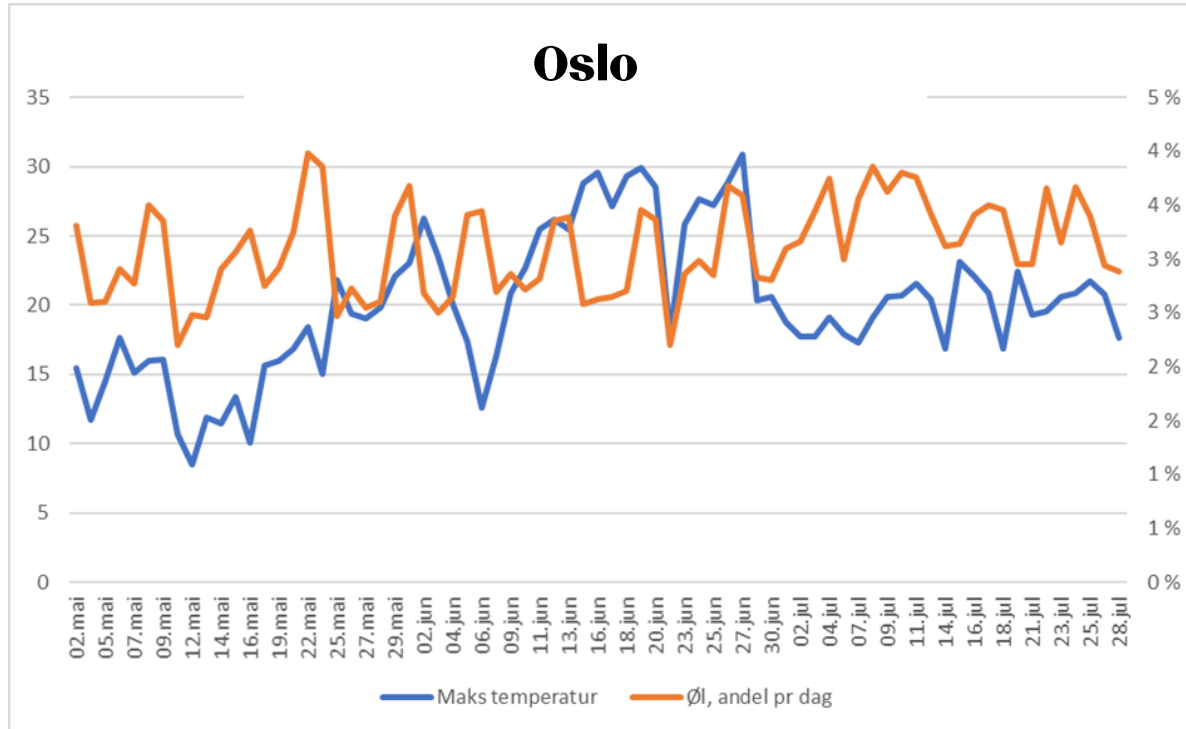
Positiv korrelasjon

Rosévin og temperatur



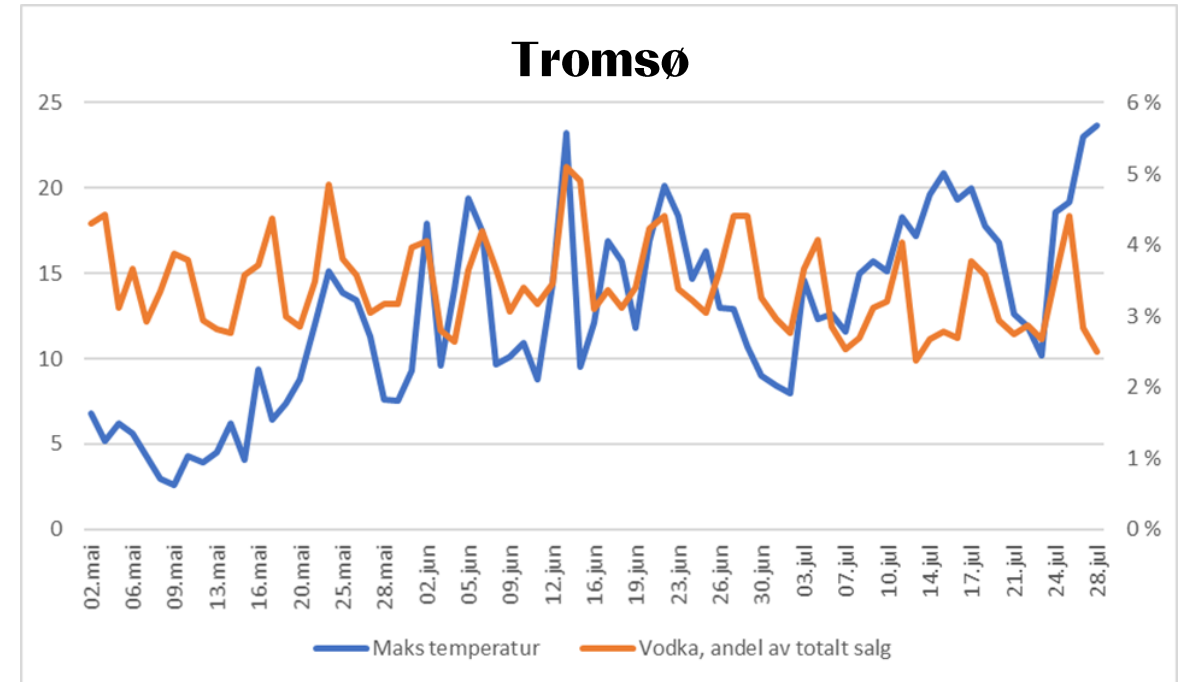
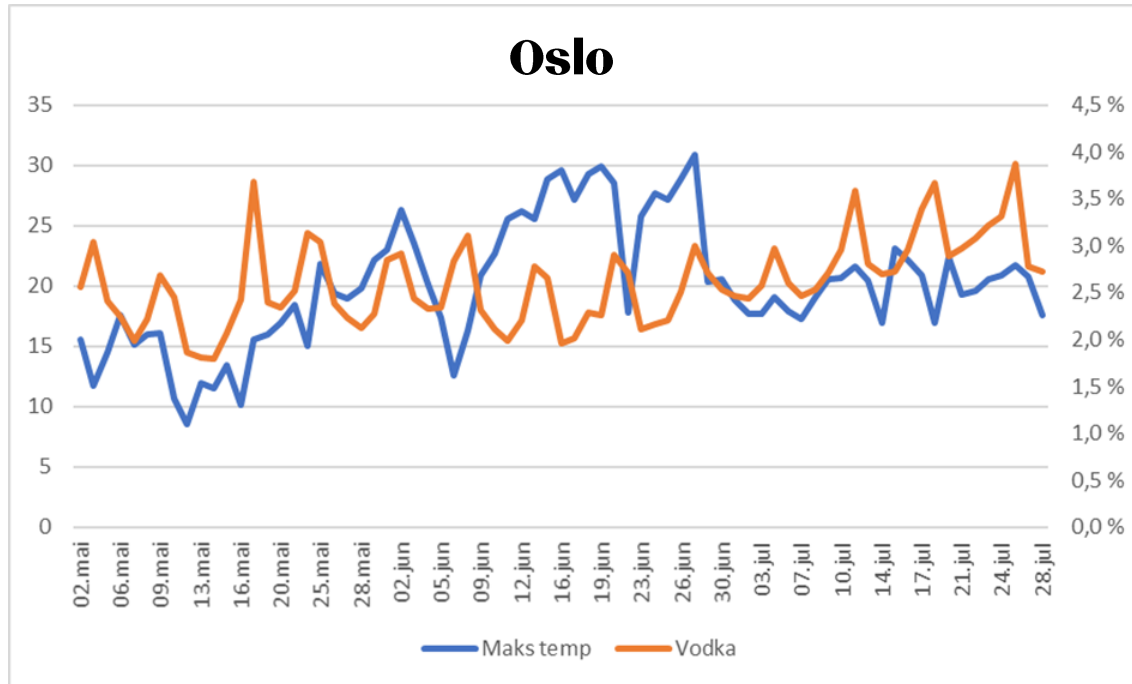
Positiv korrelasjon

Øl og temperatur



Nesten ingen korrelasjon

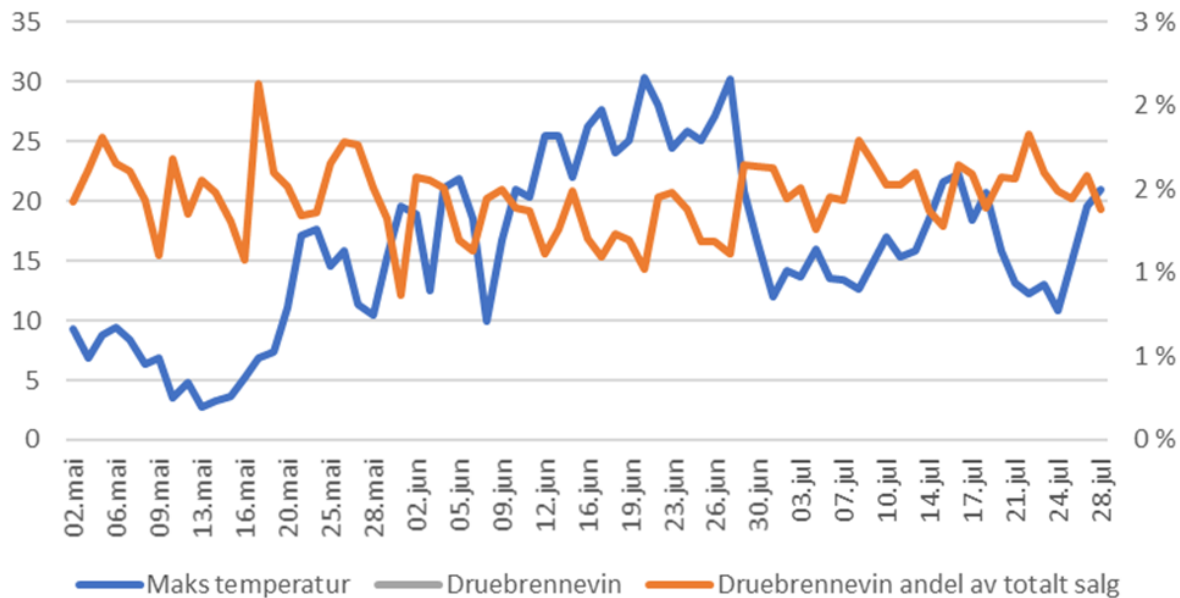
Vodka og temperatur



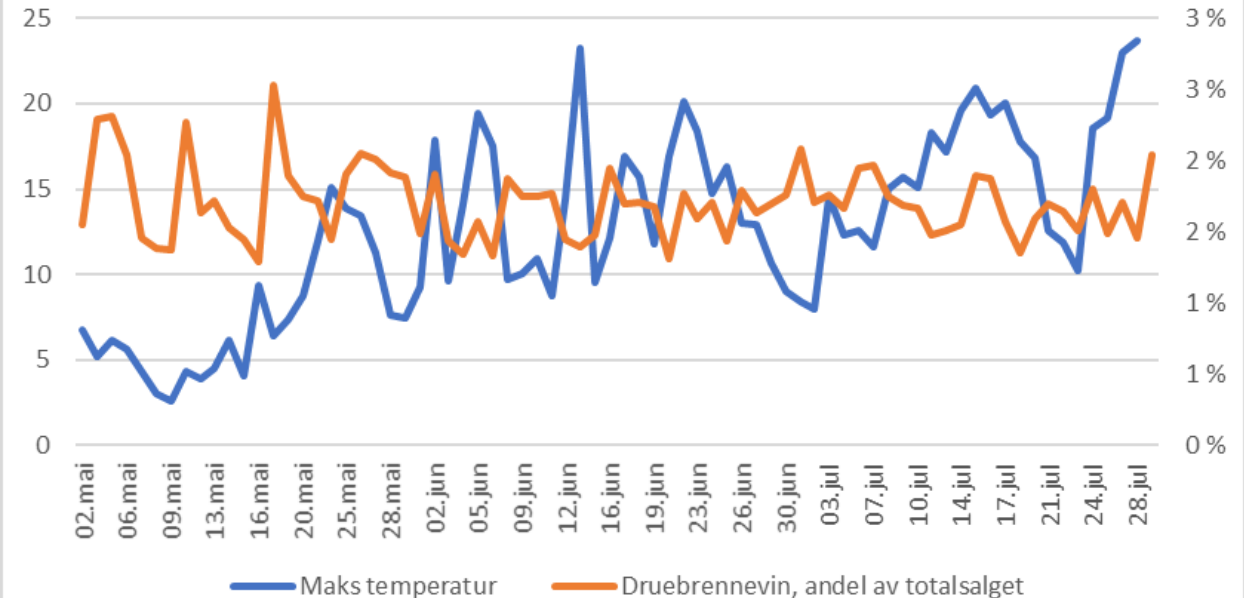
Nesten ingen korrelasjon

Druebrennevin og temperatur

Trondheim



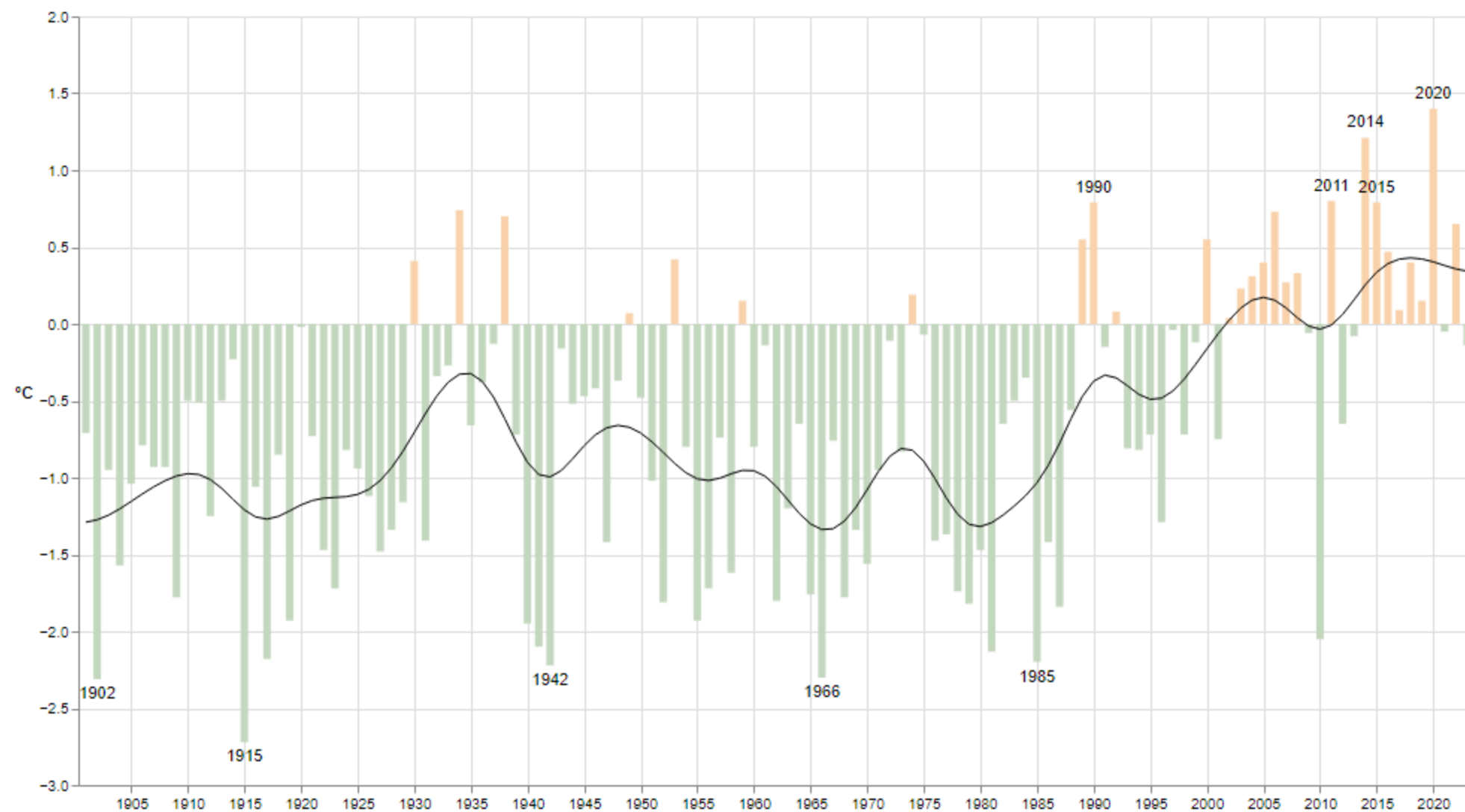
Tromsø



Nesten ingen korrelasjon

Temperaturavvik fra 1991-2020-normalen

Norge – År



Trendene

Oslo vest

Briskeby

Frogner

Majorstuen

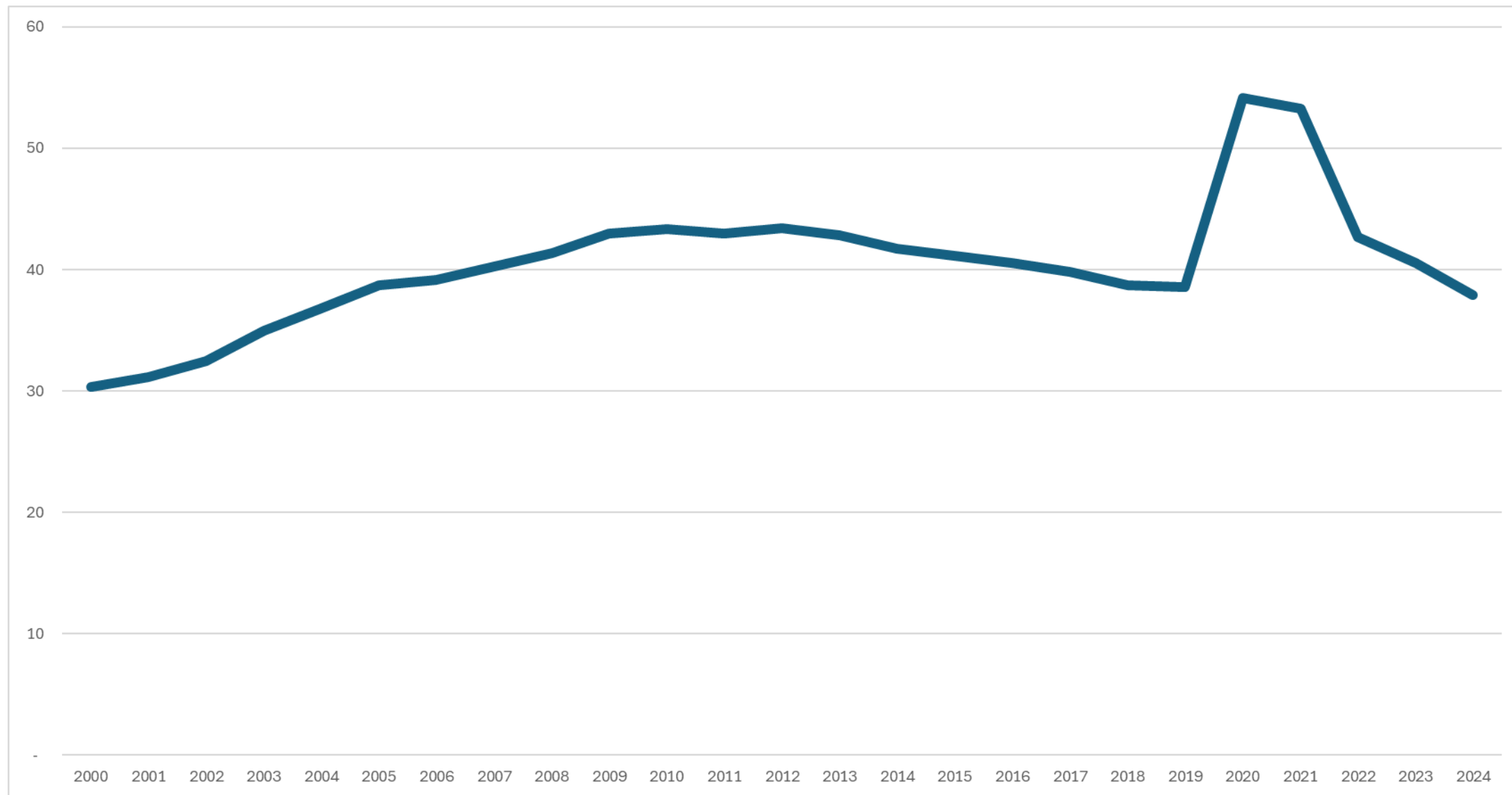
Aker Brygge

Skøyen

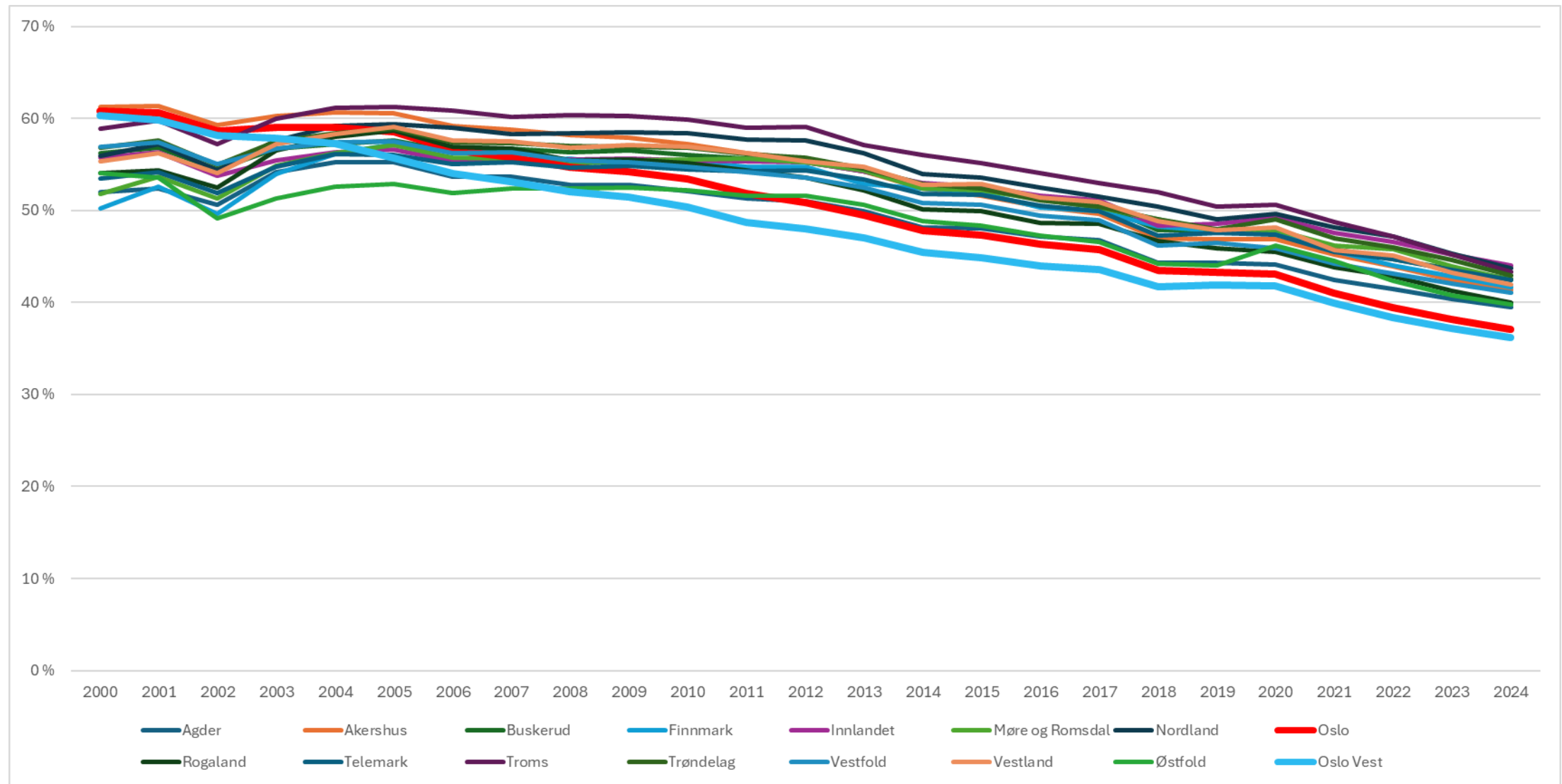


RØD VIN

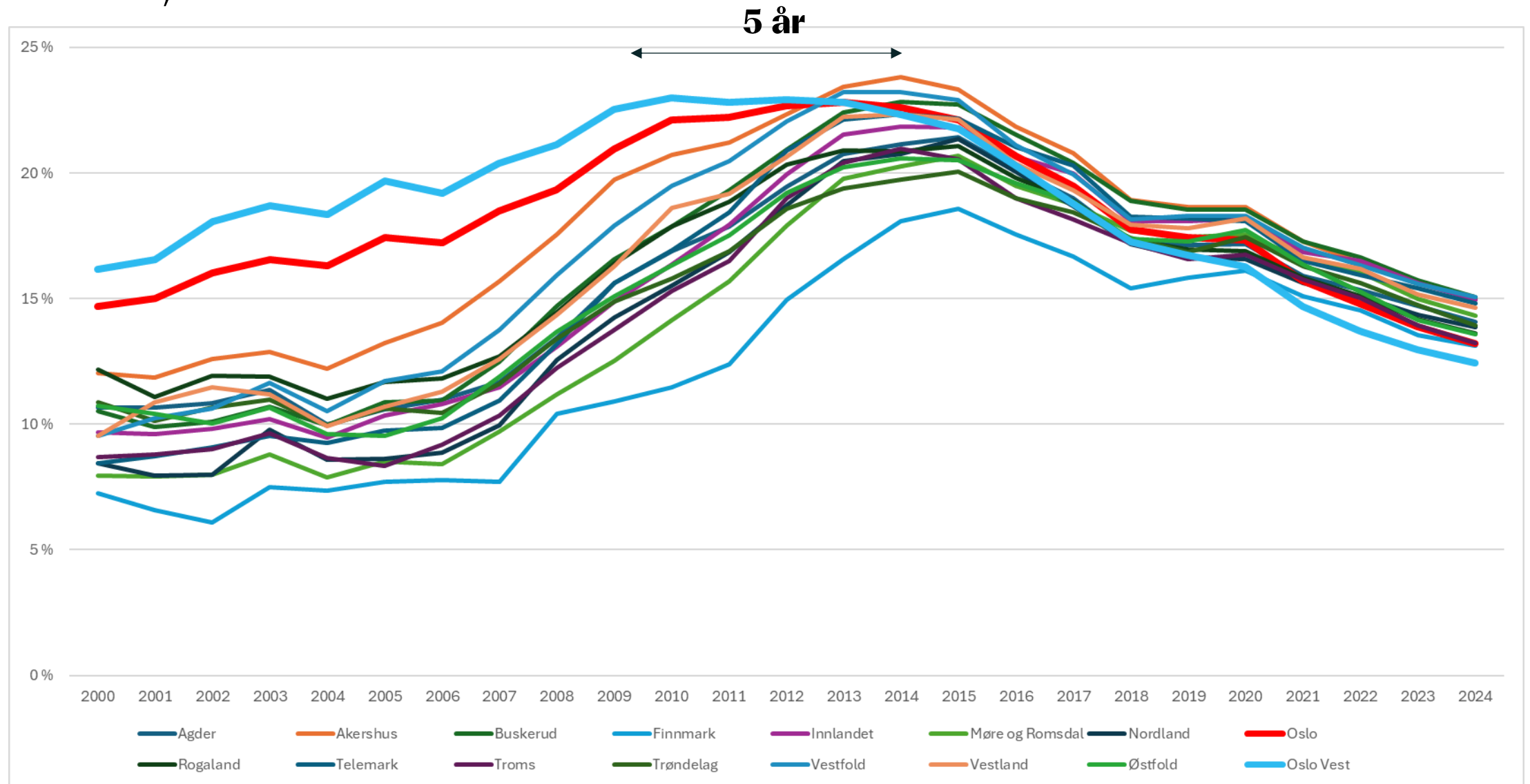
Rødvin, millioner liter pr år



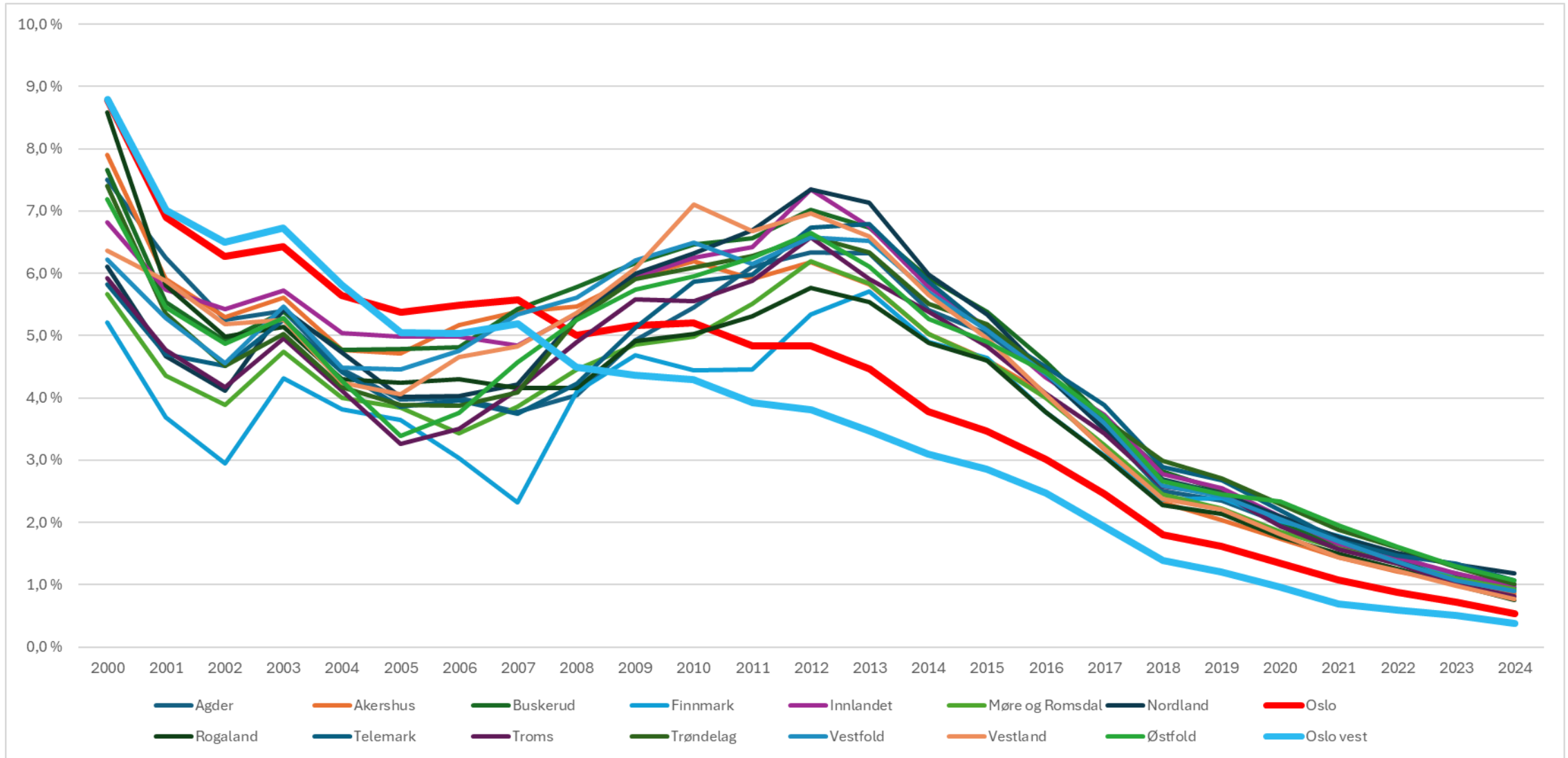
Rødvin, totalt



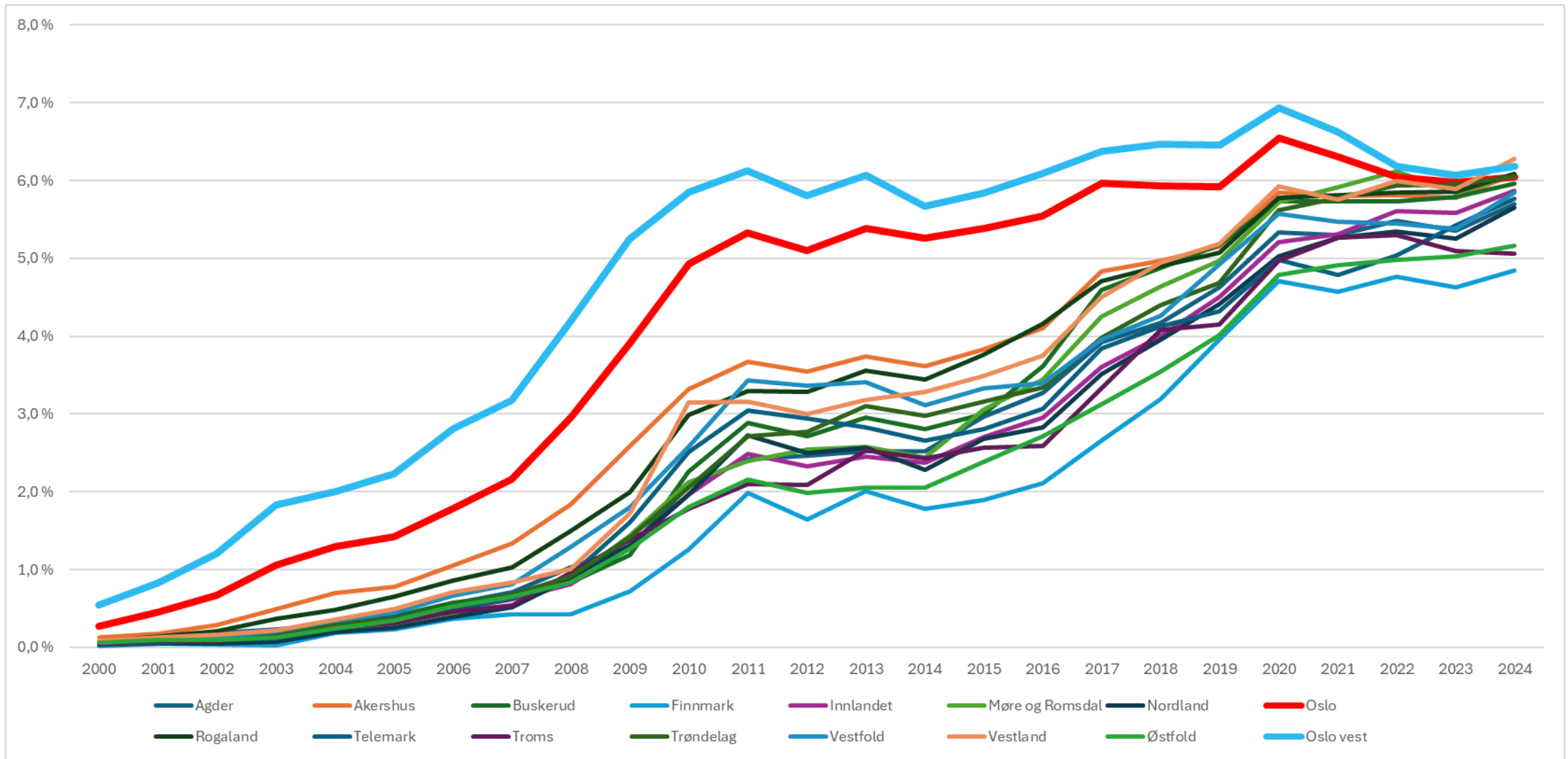
Italia, rødvin



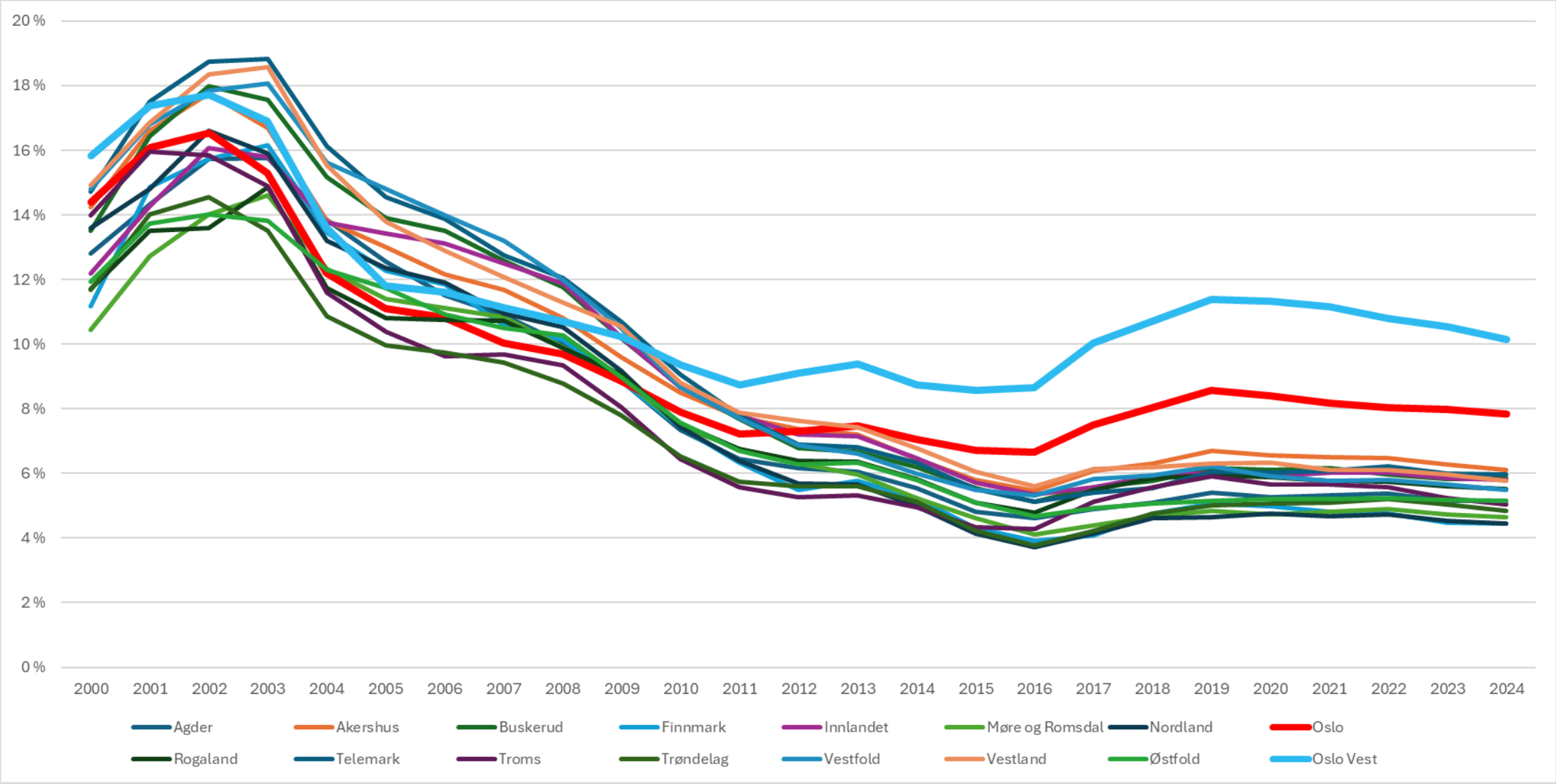
Puglia



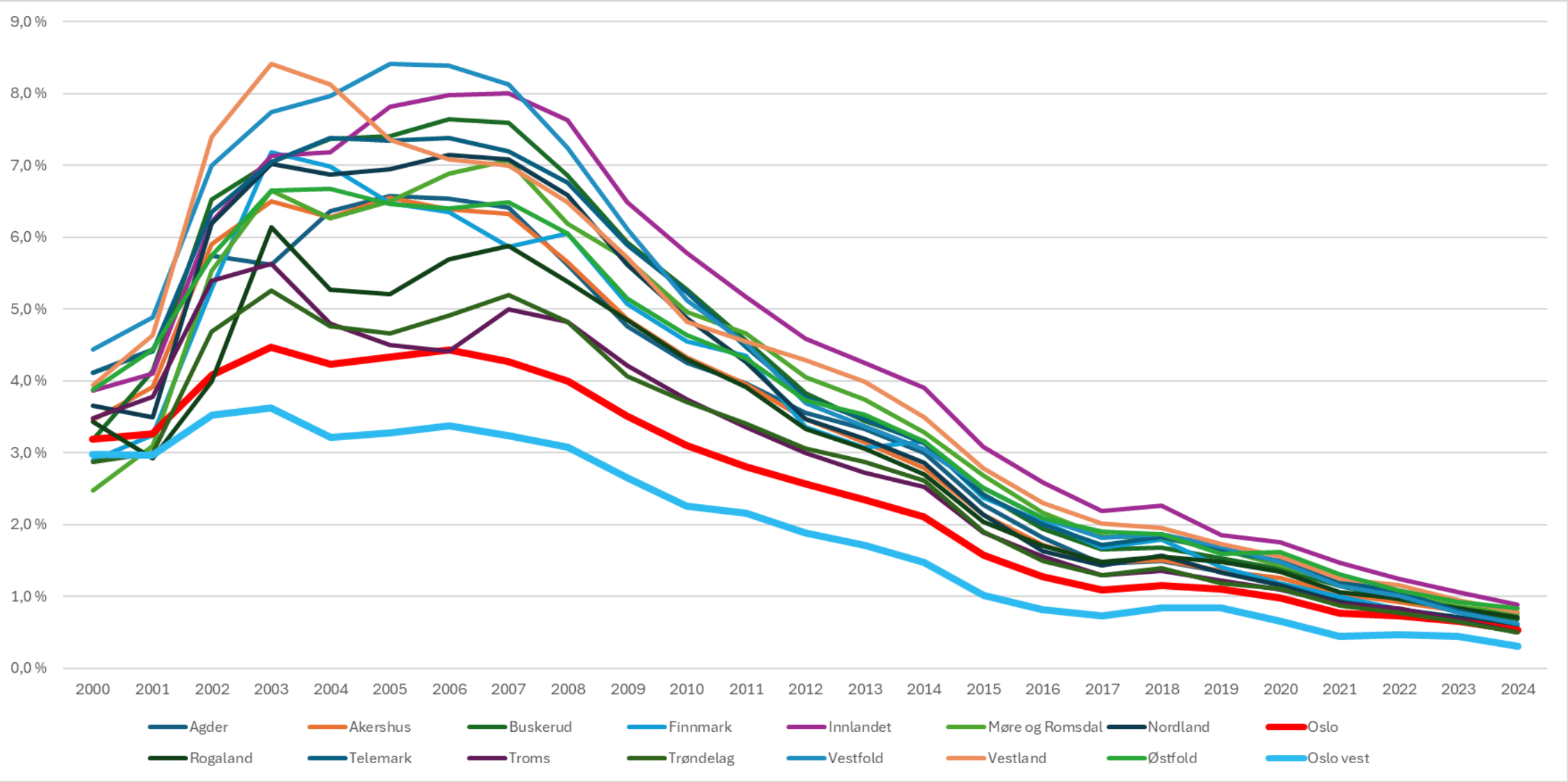
Piemonte, rødvin



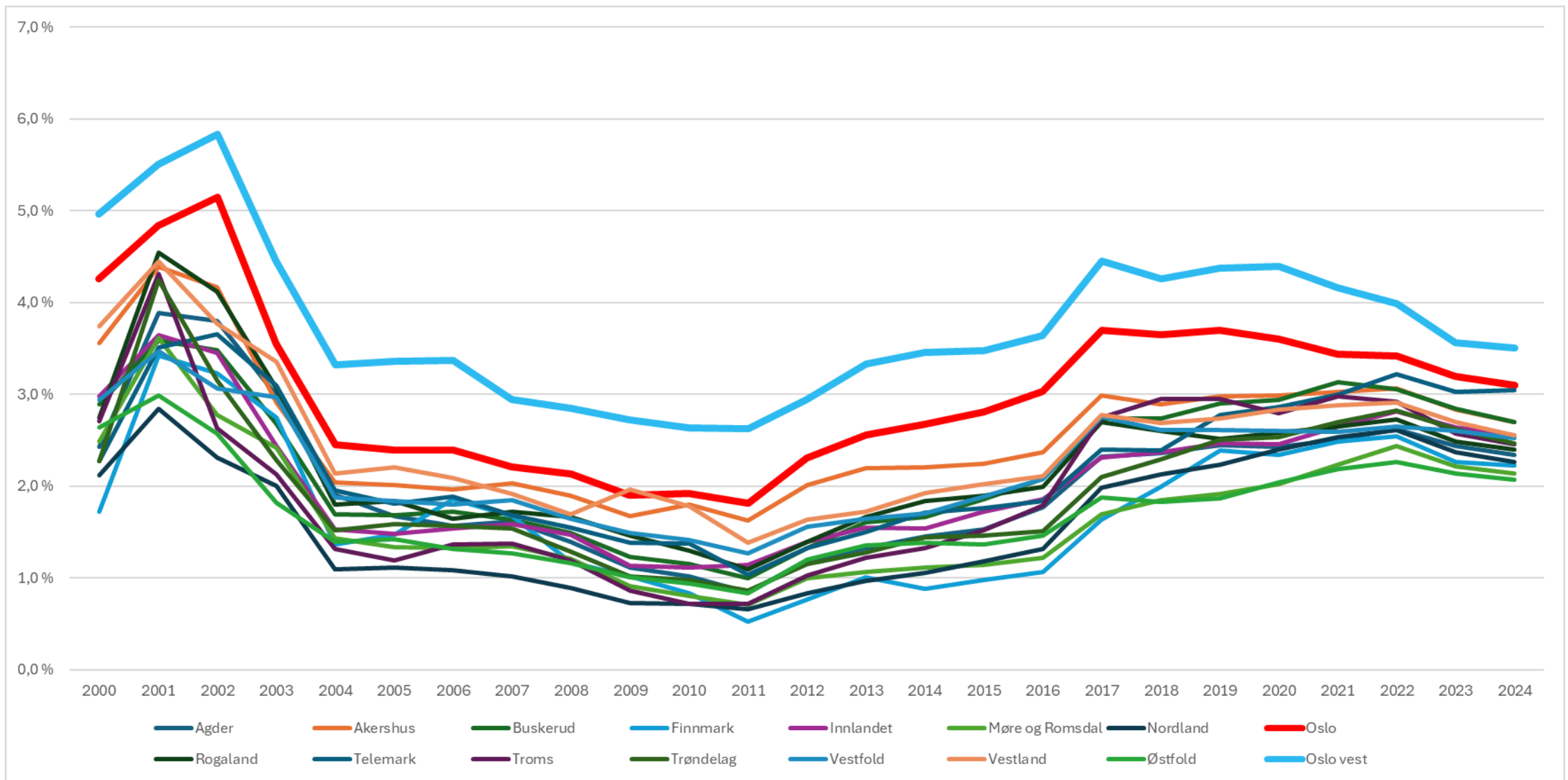
Frankrike



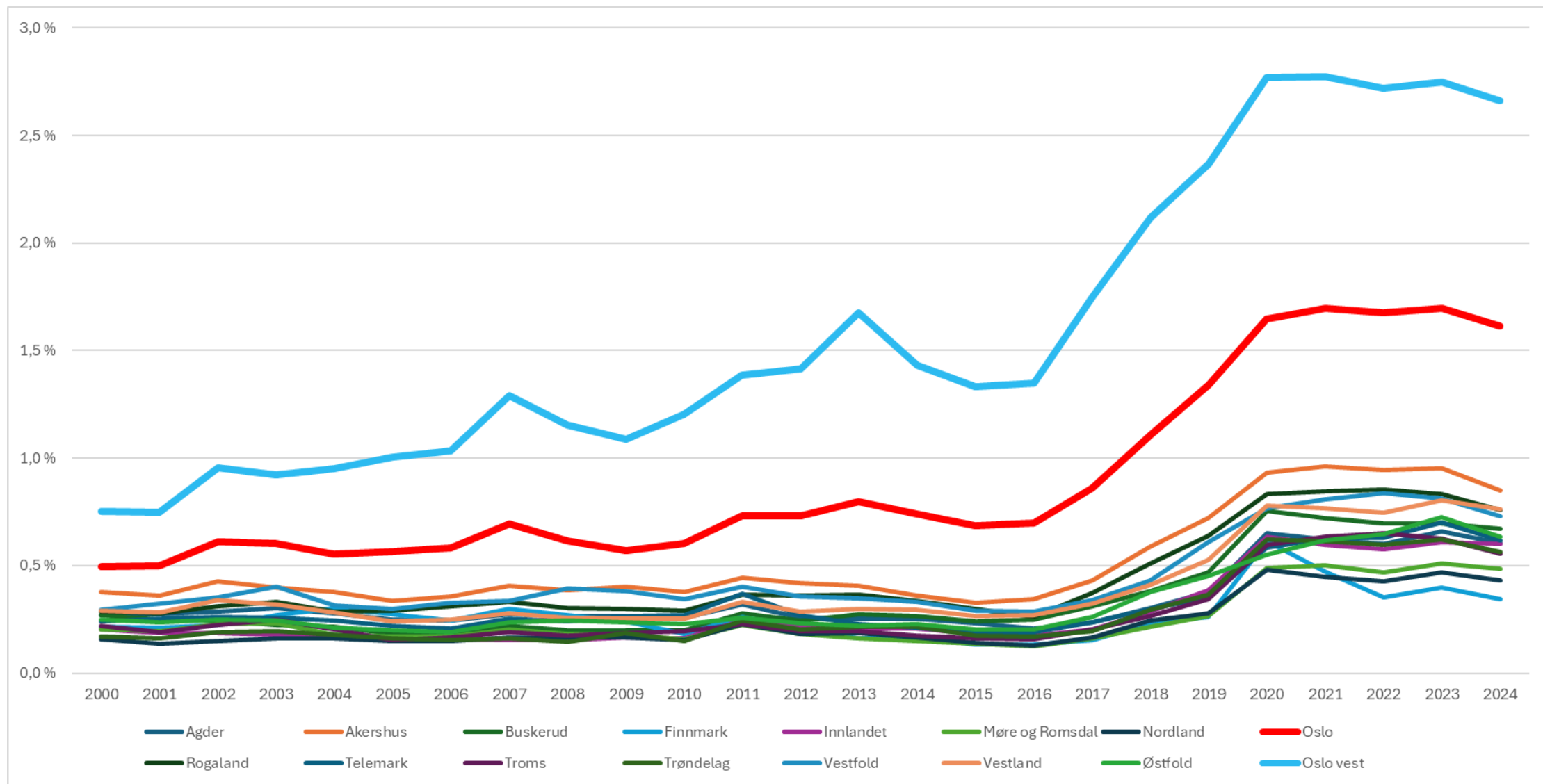
Pays d'Oc



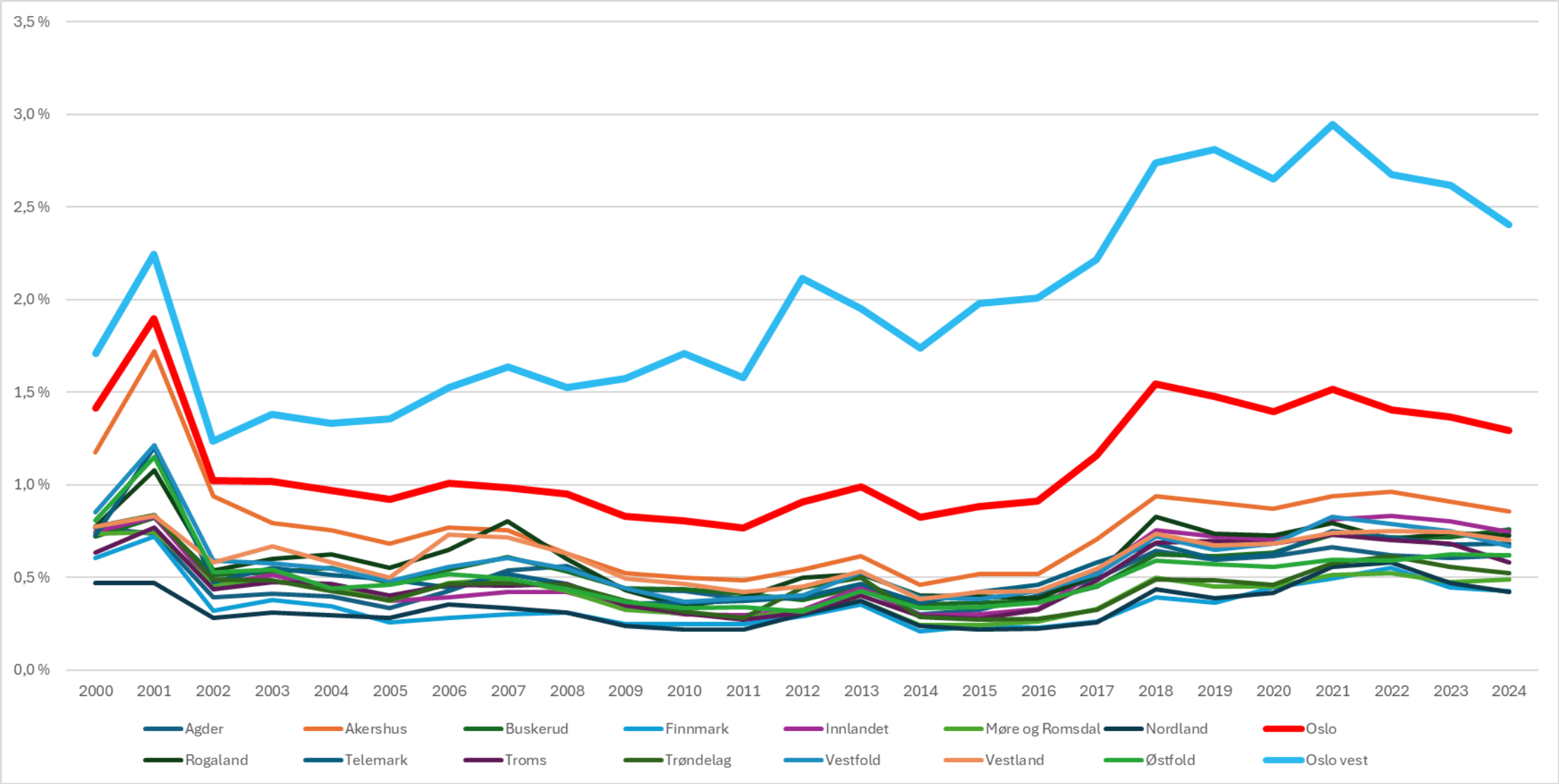
Rhône



Burgund

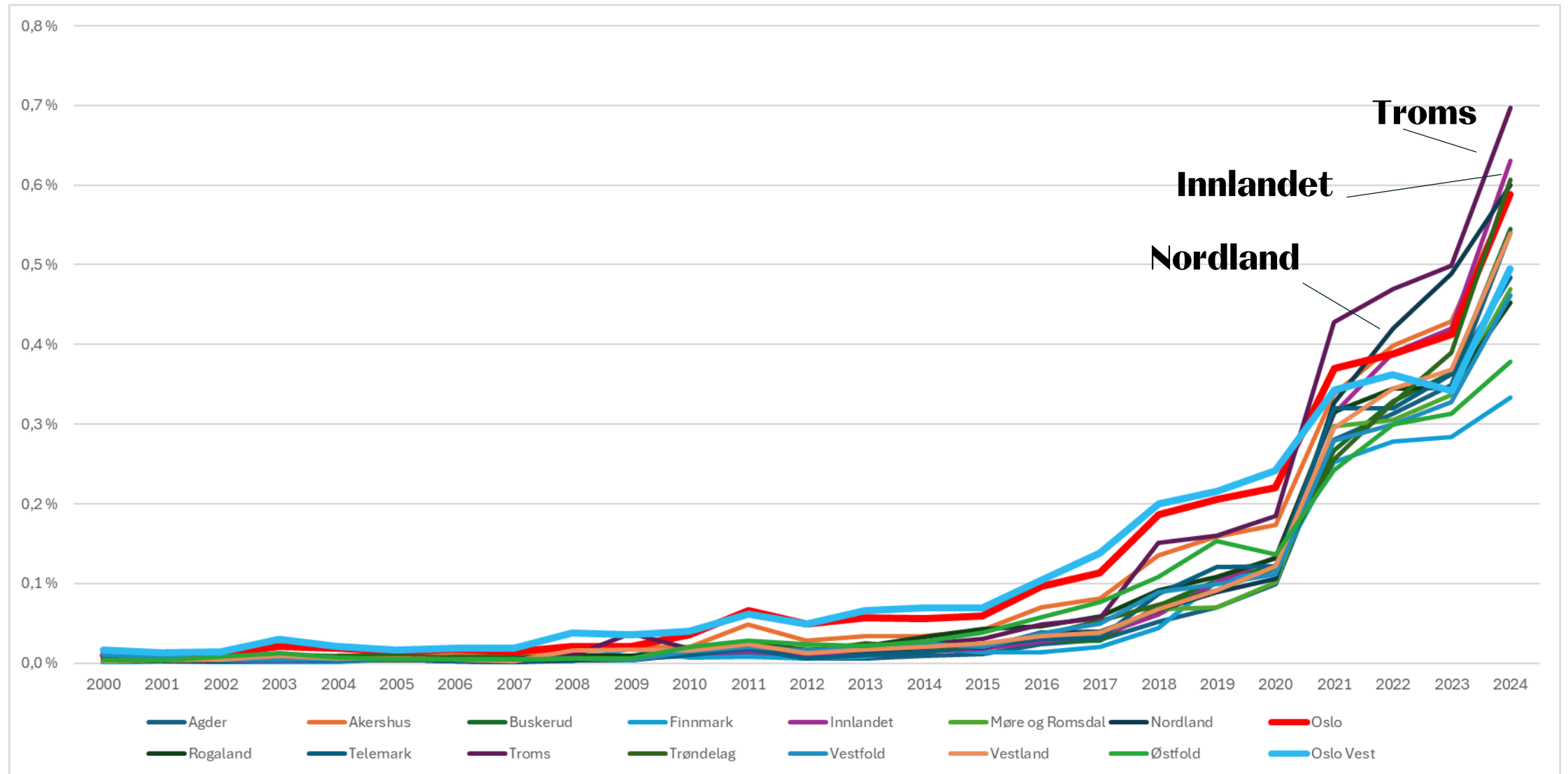


Bordeaux

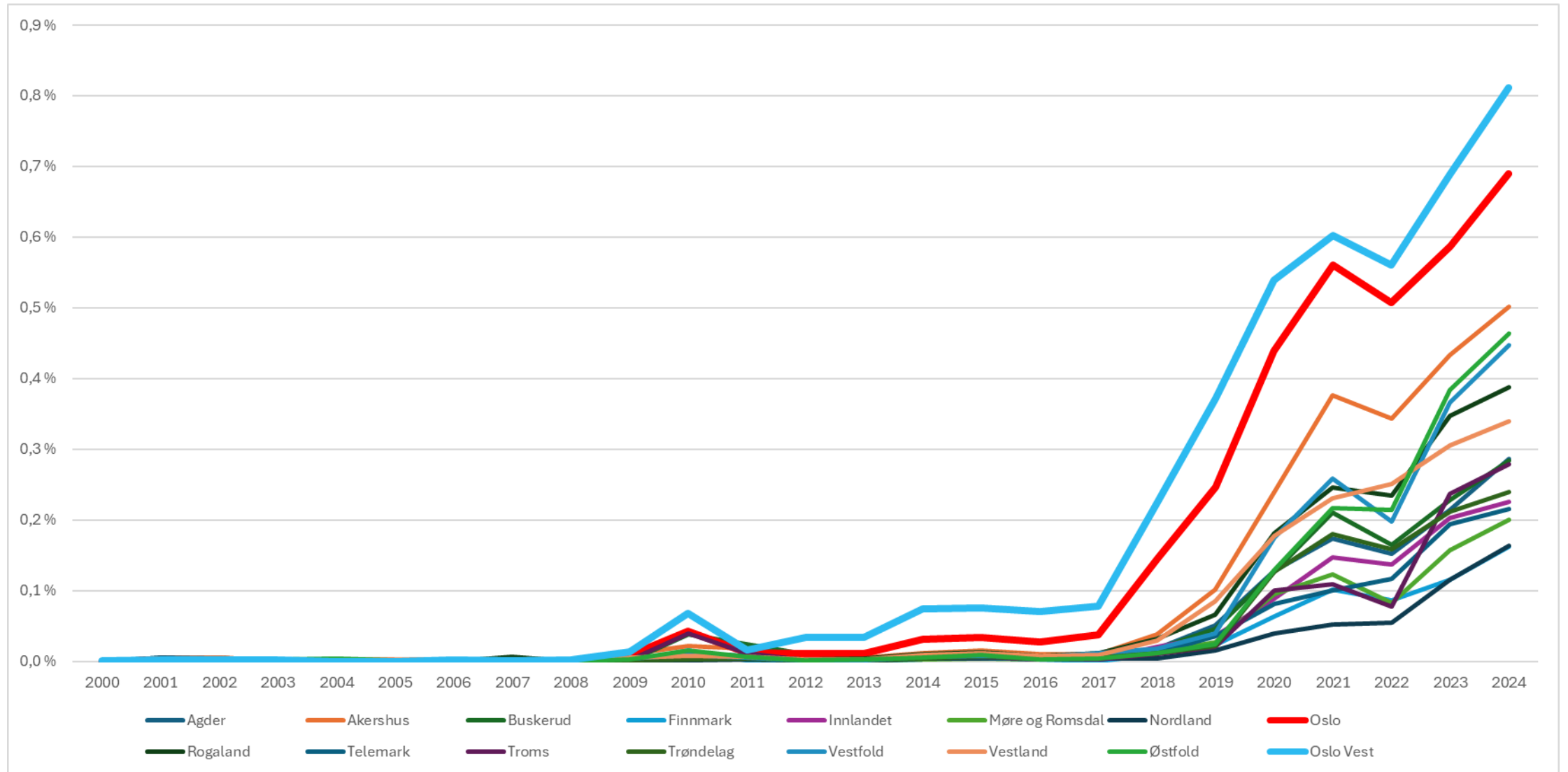


**(Det vil alltid være)
subtrender
som opponerer hovedtrenden**

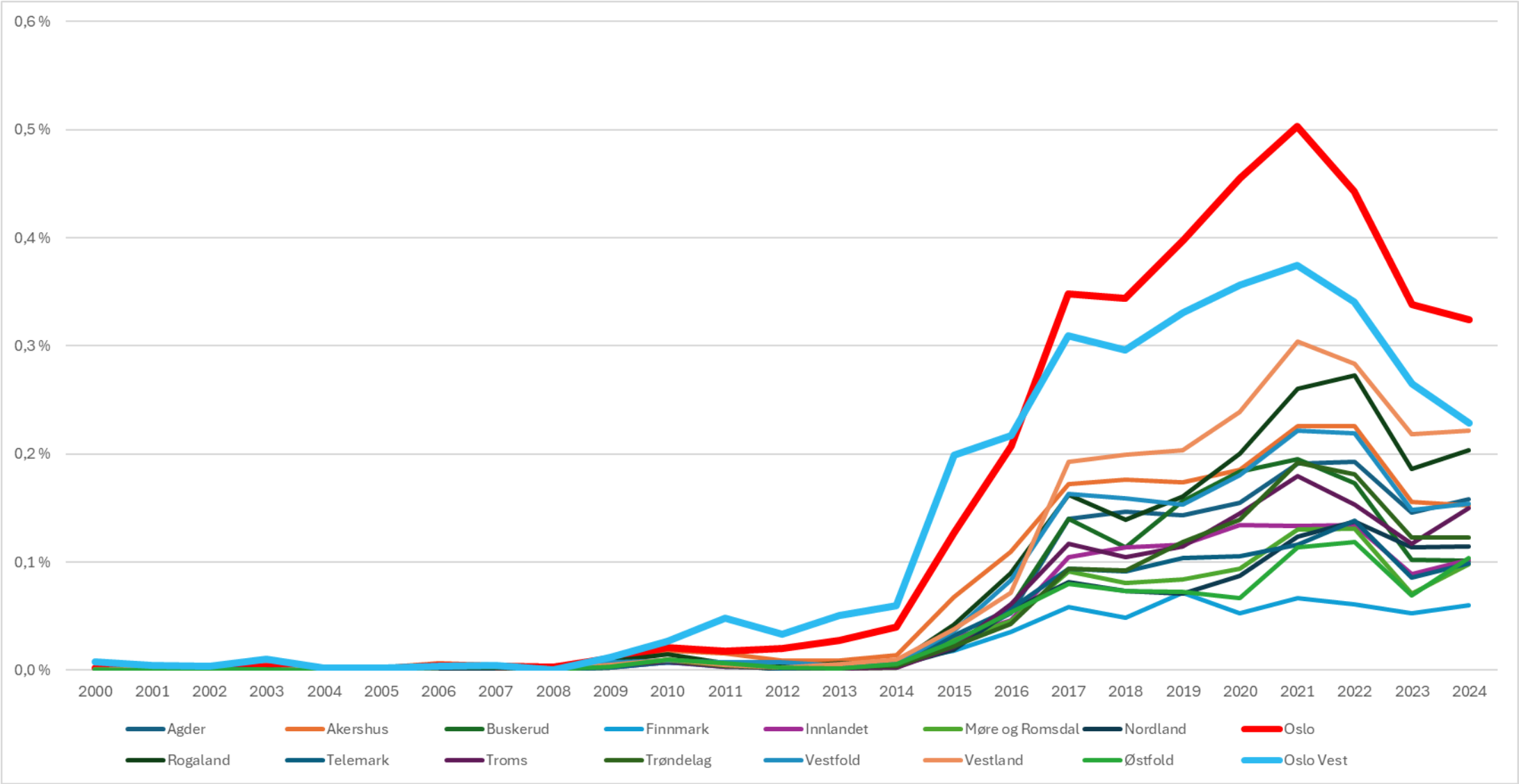
Libanon



Tyskland



Østerrike

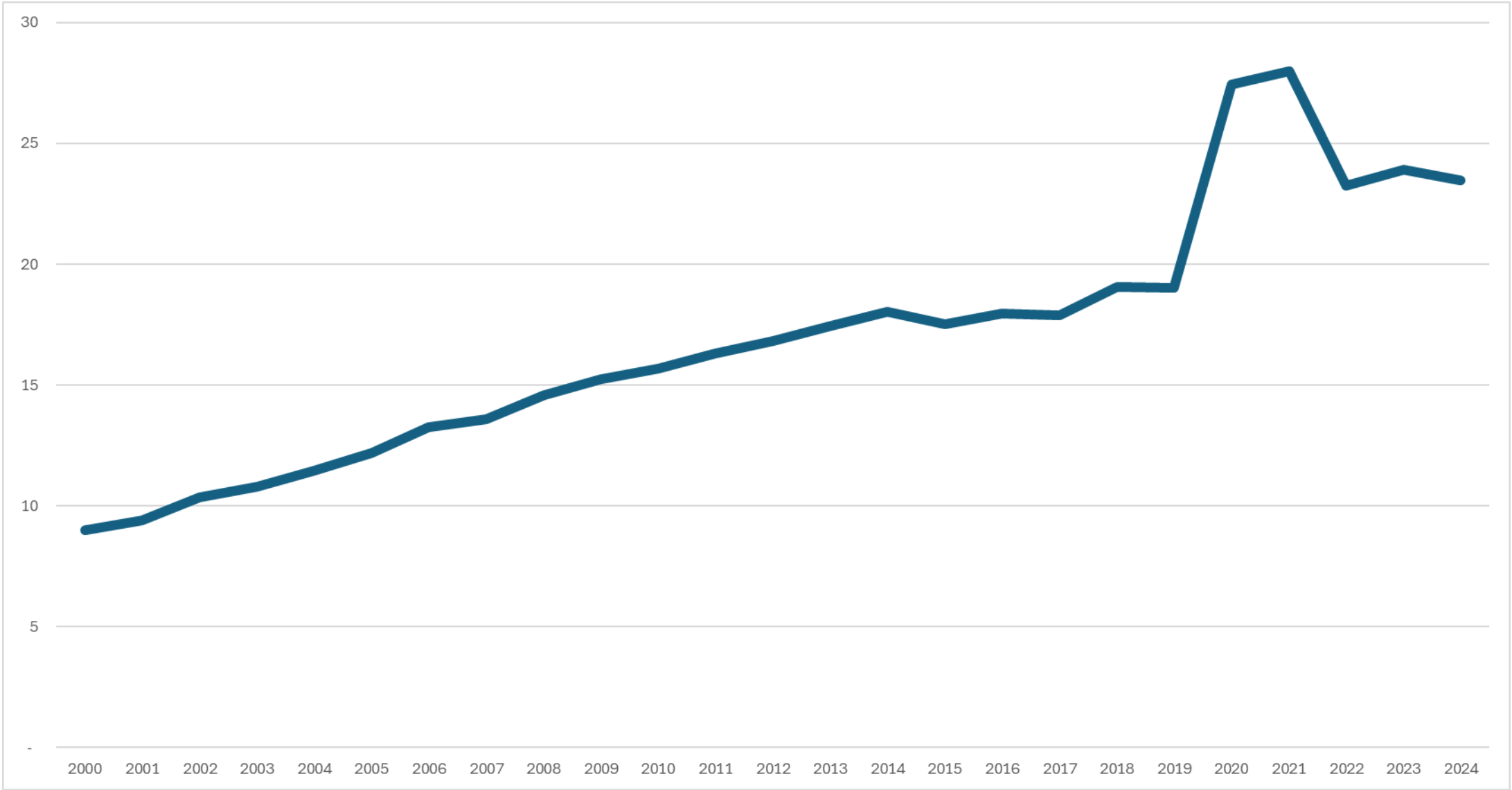




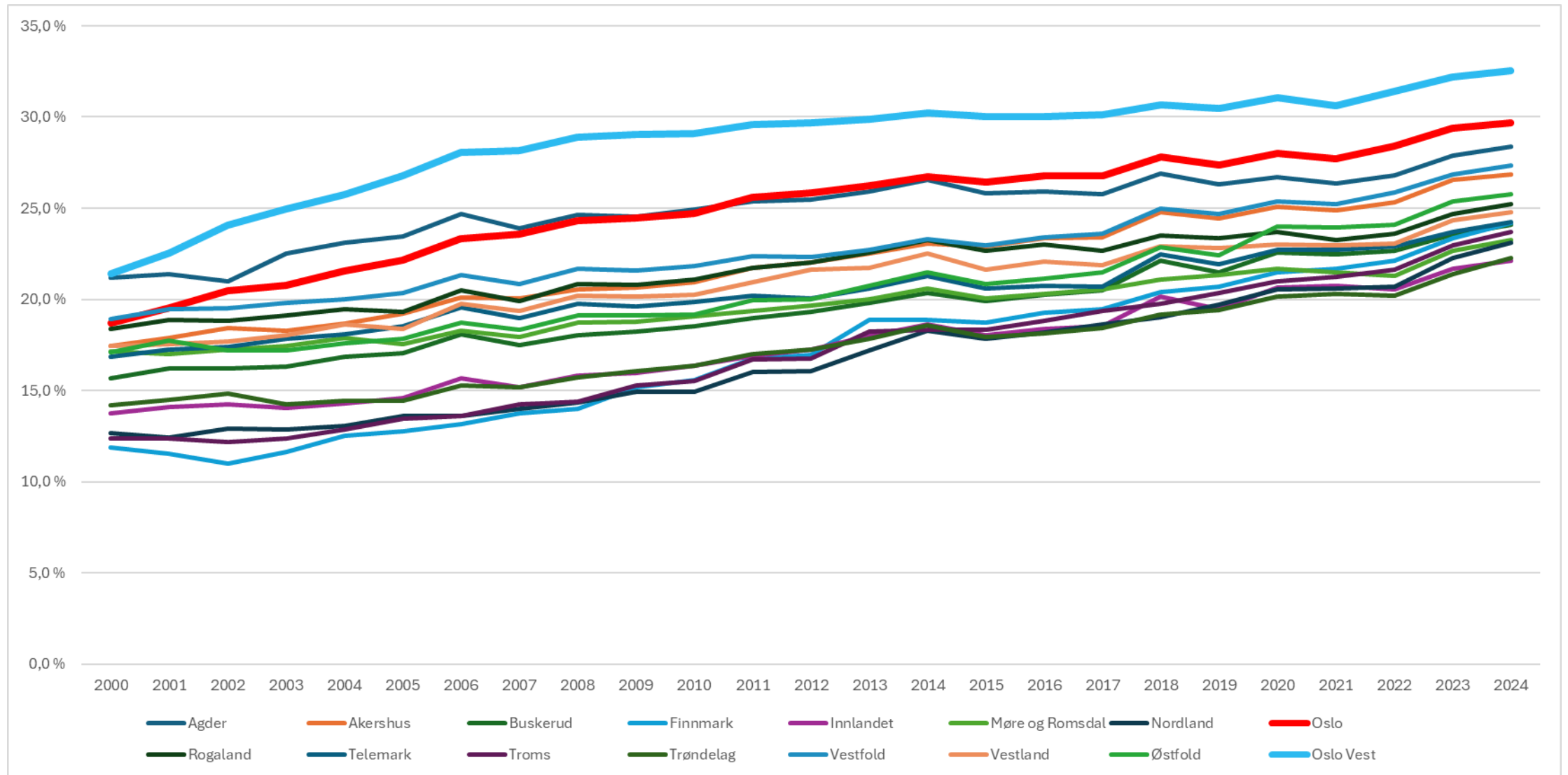
HVITVIN



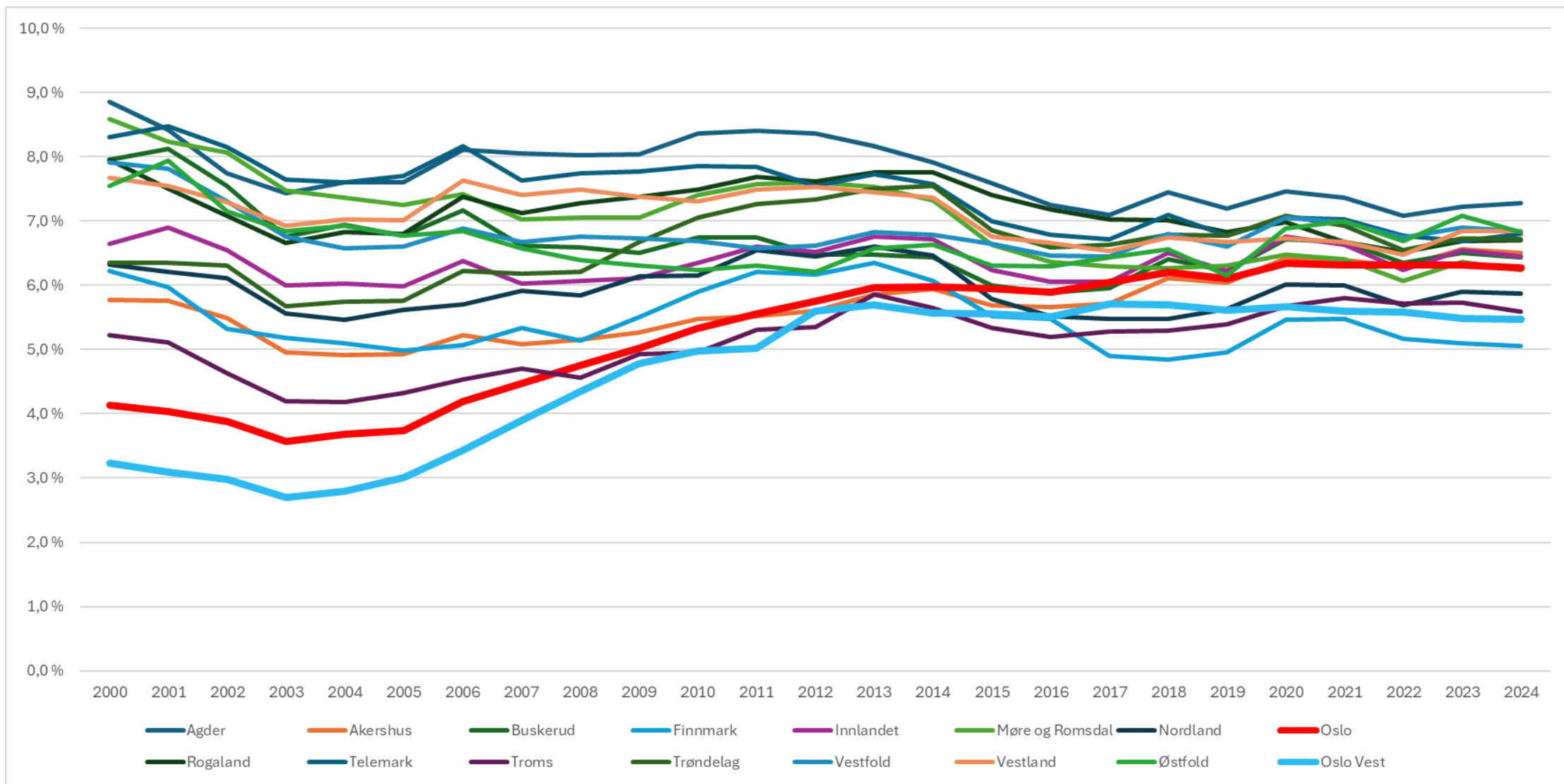
Hvitvin, millioner liter pr år



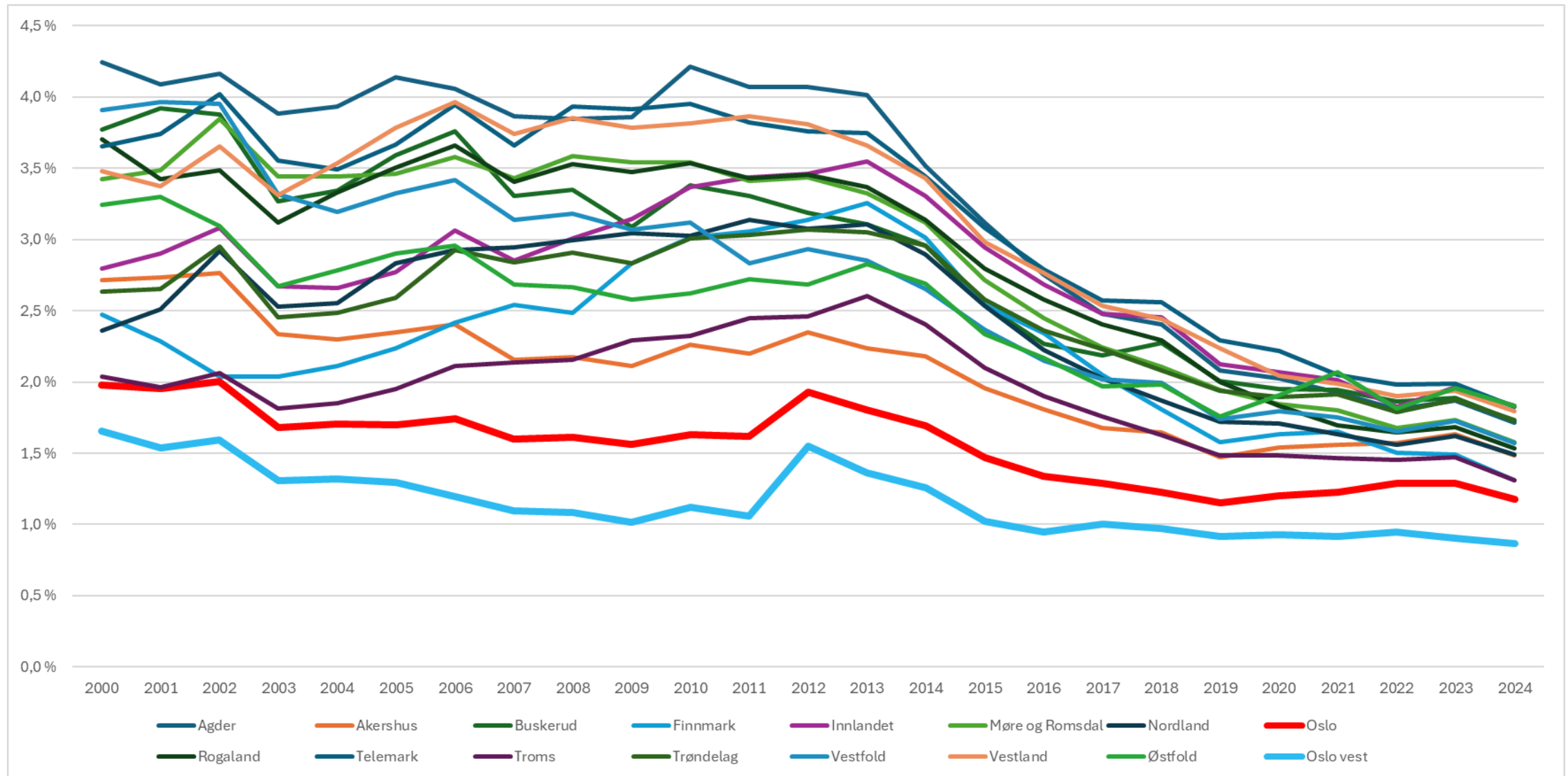
Hvitvin



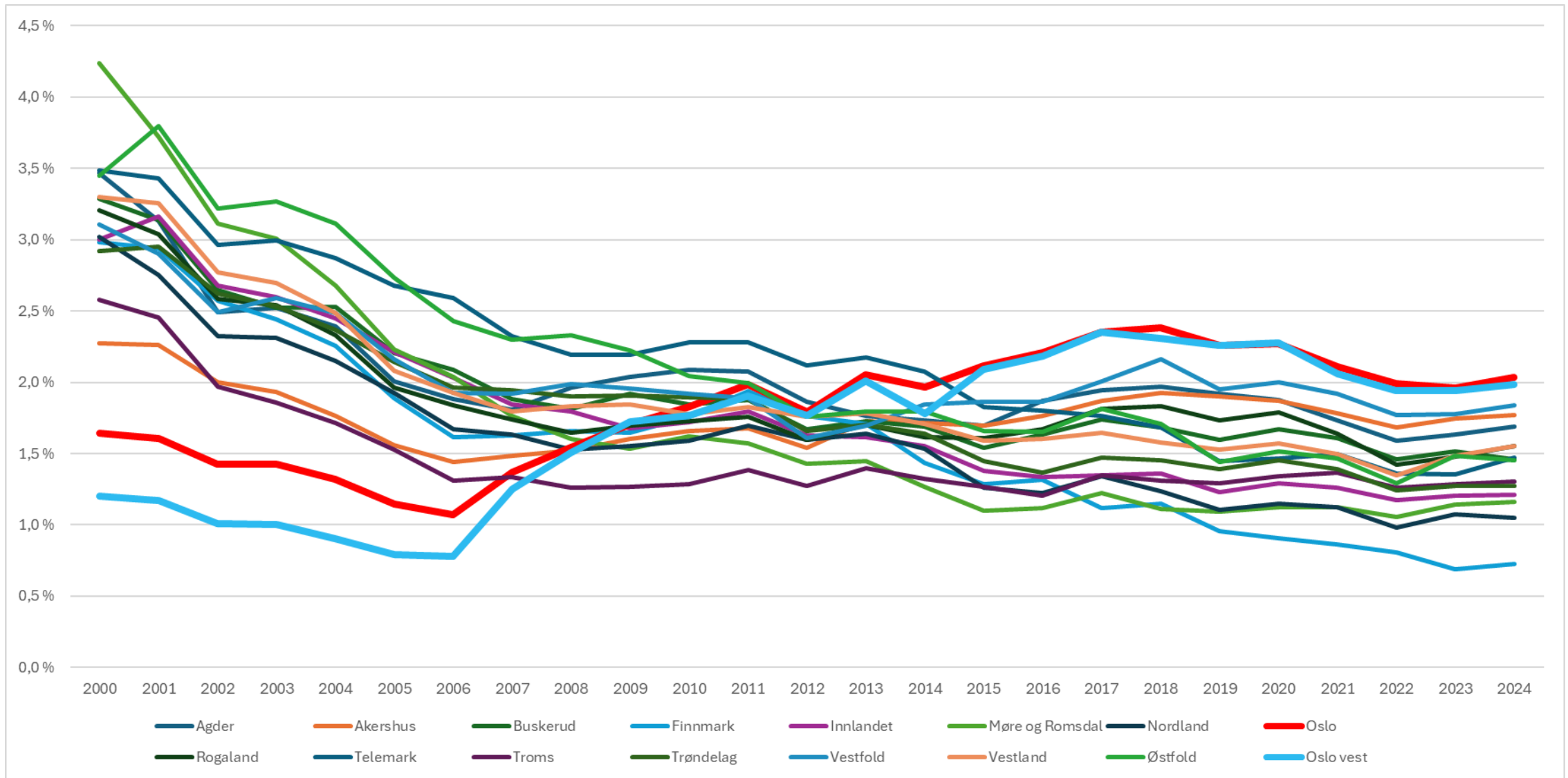
Tyskland



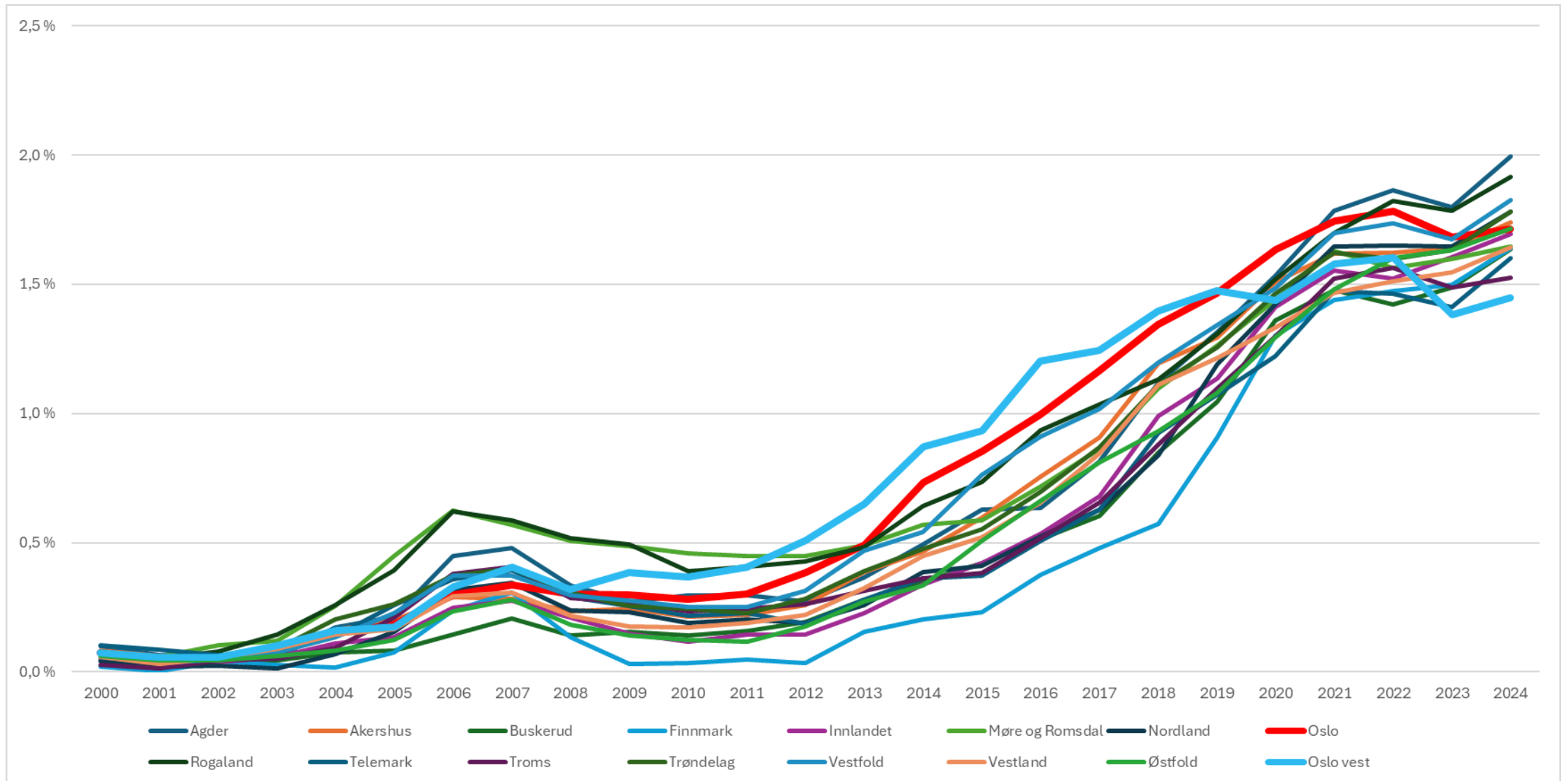
Mosel



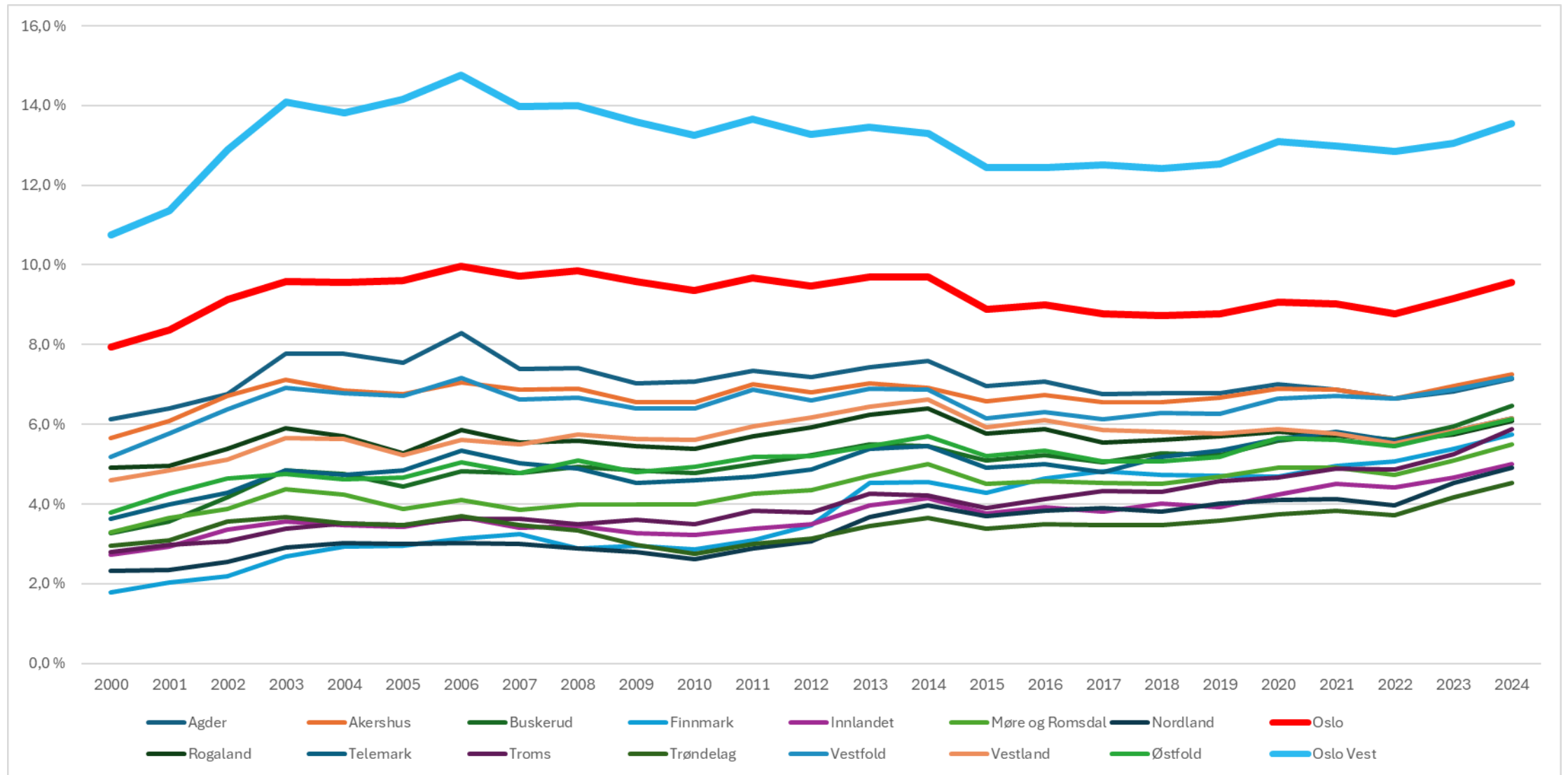
Rheinessen



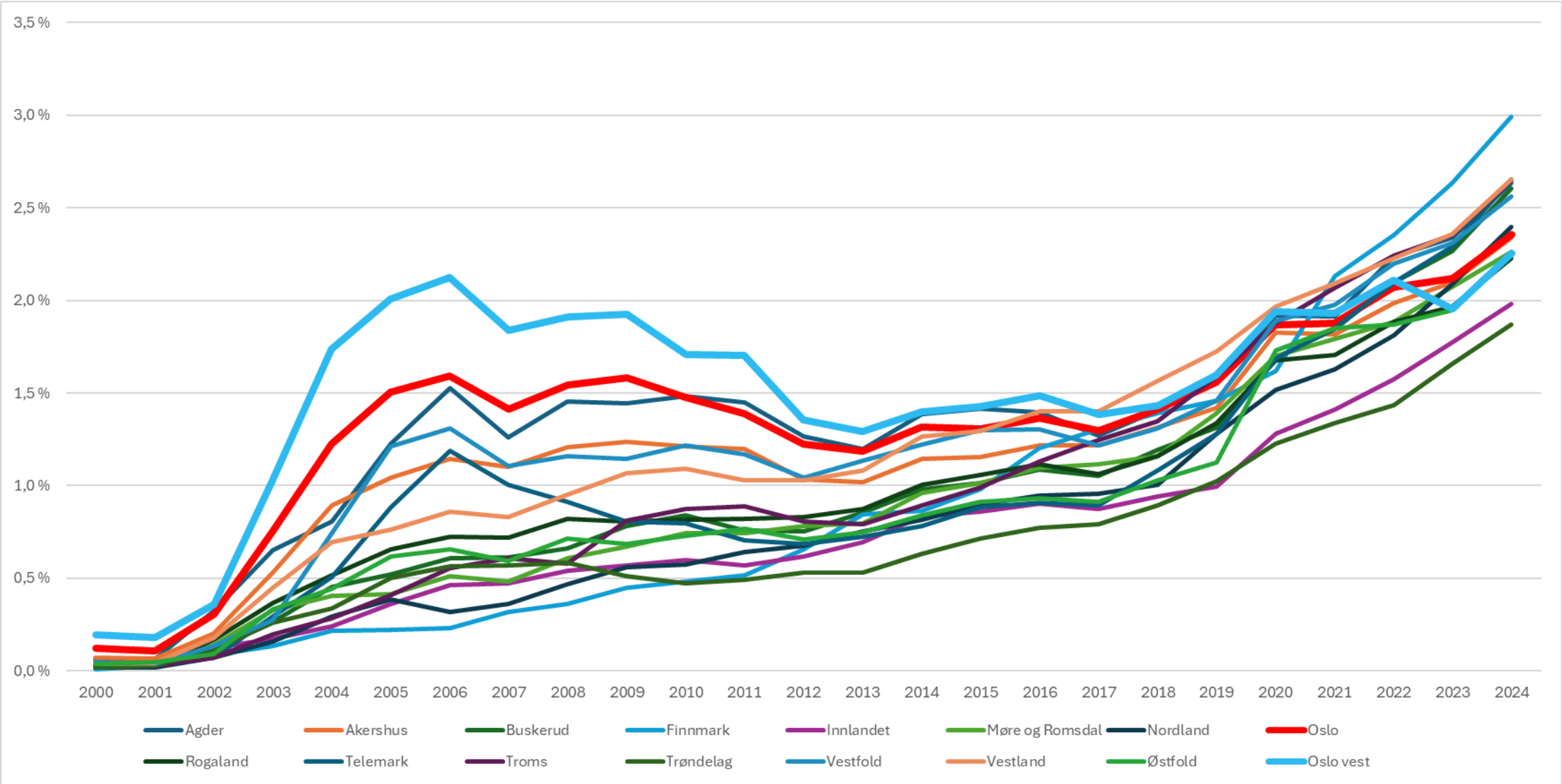
Pfalz



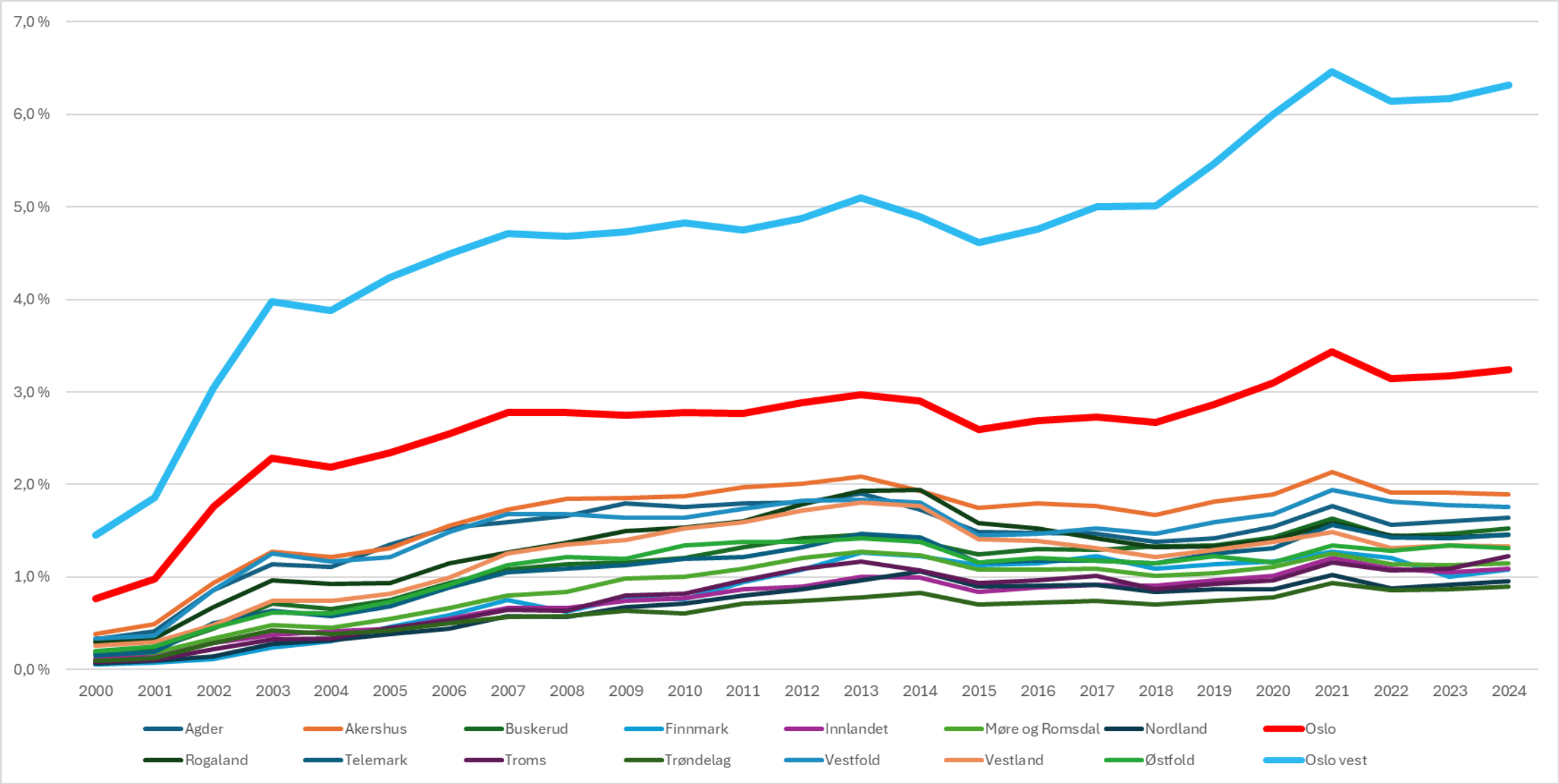
Frankrike



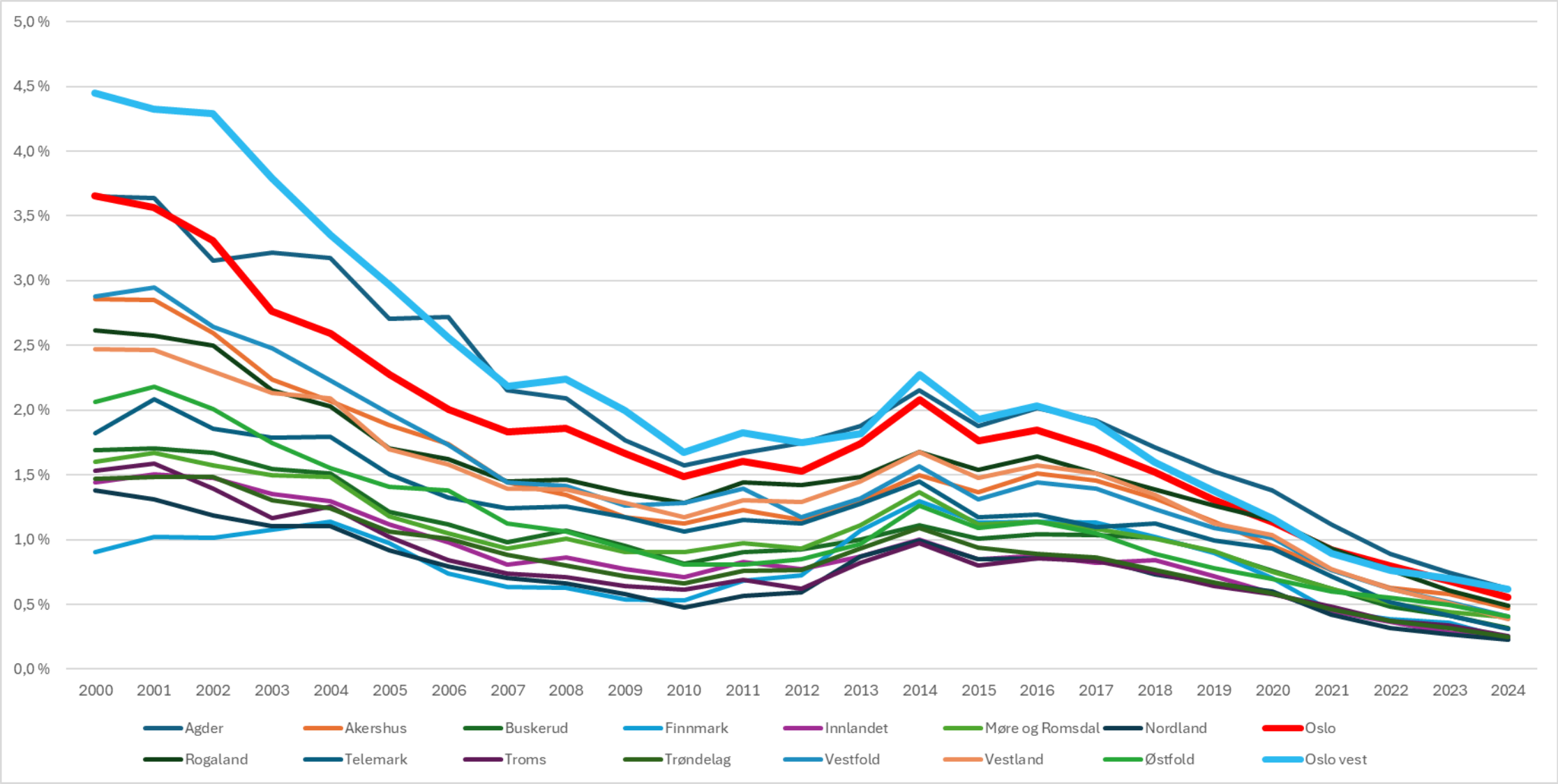
Pays d'Oc



Burgund

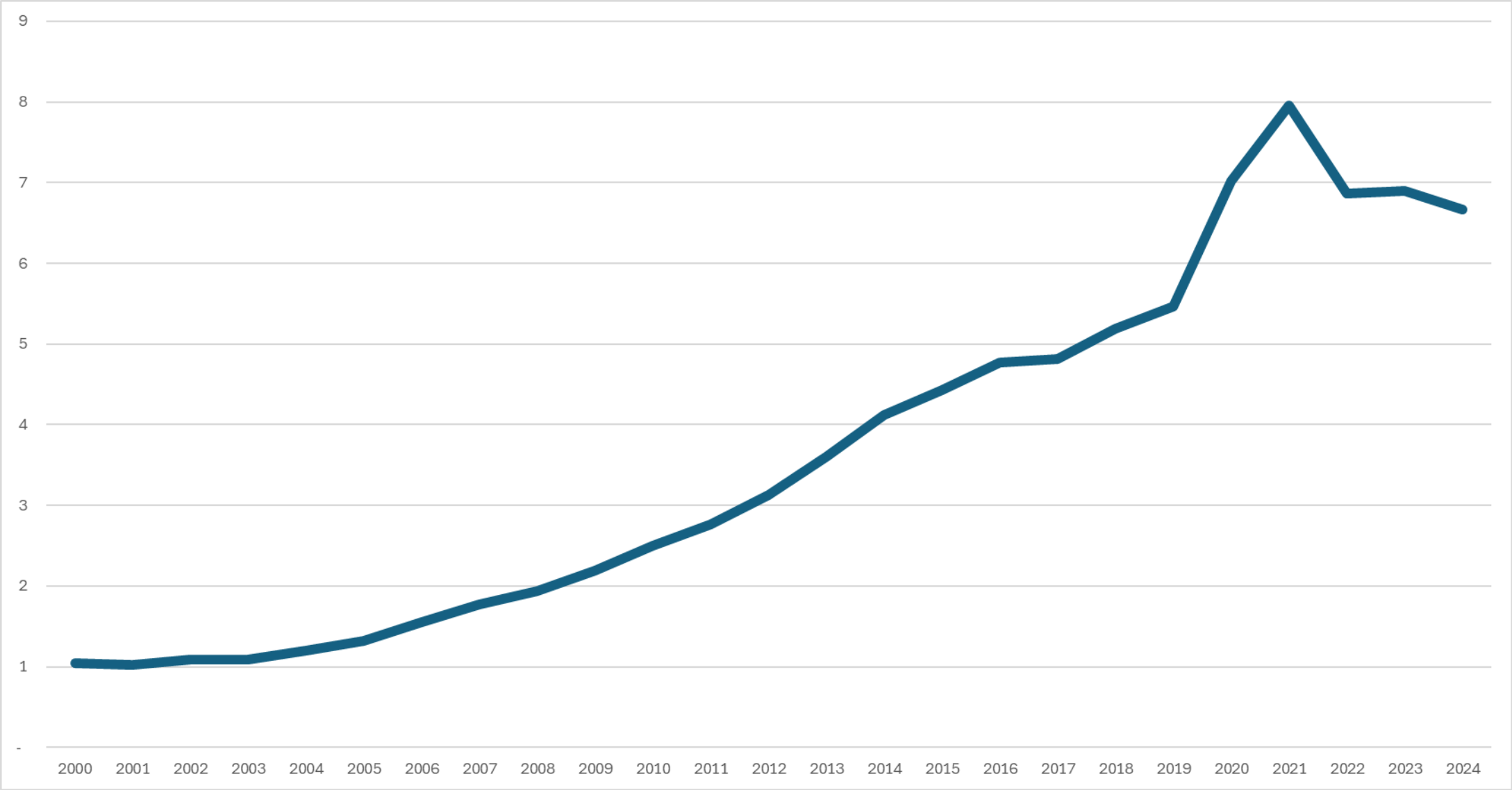


Sørvest

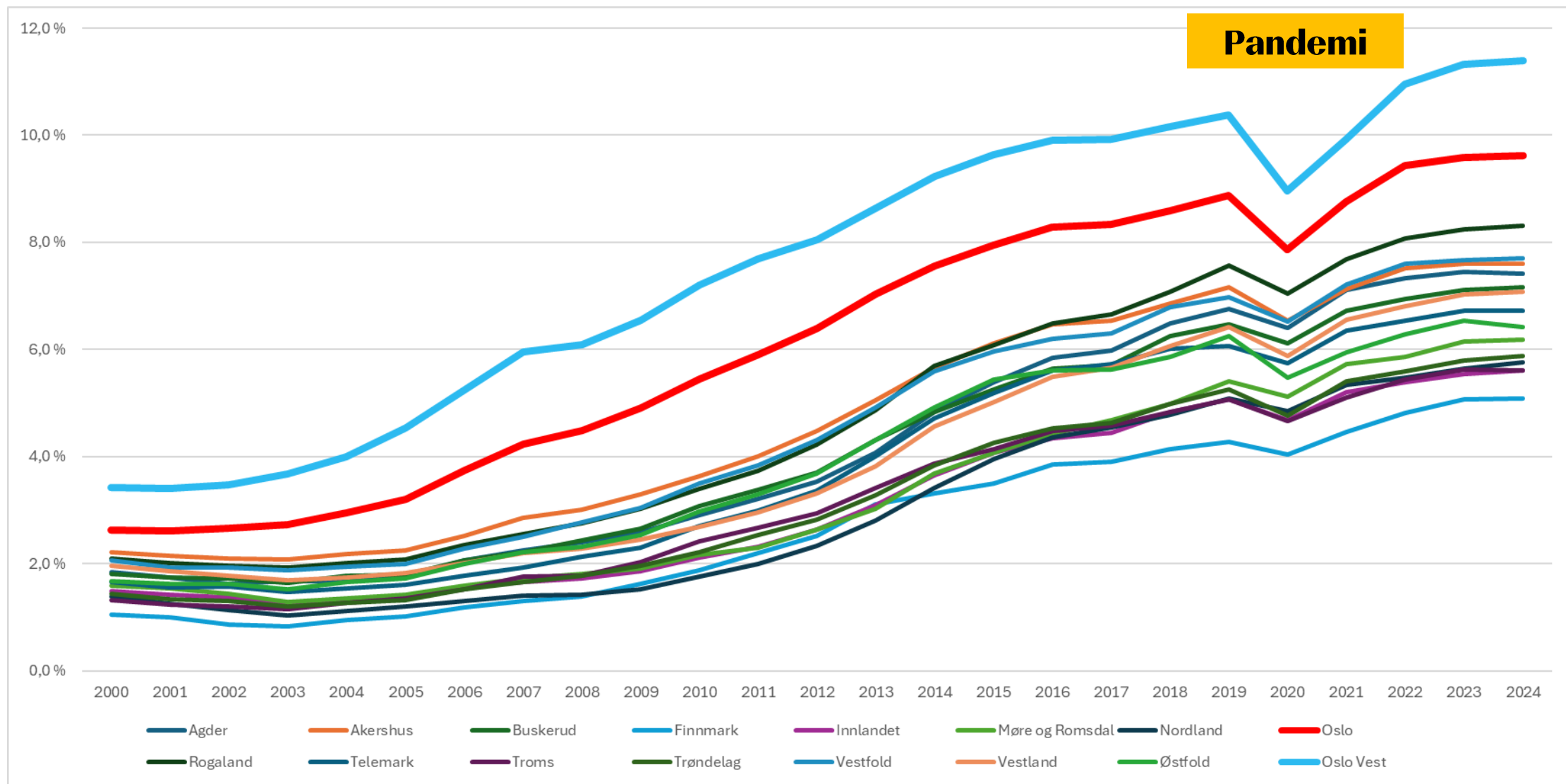




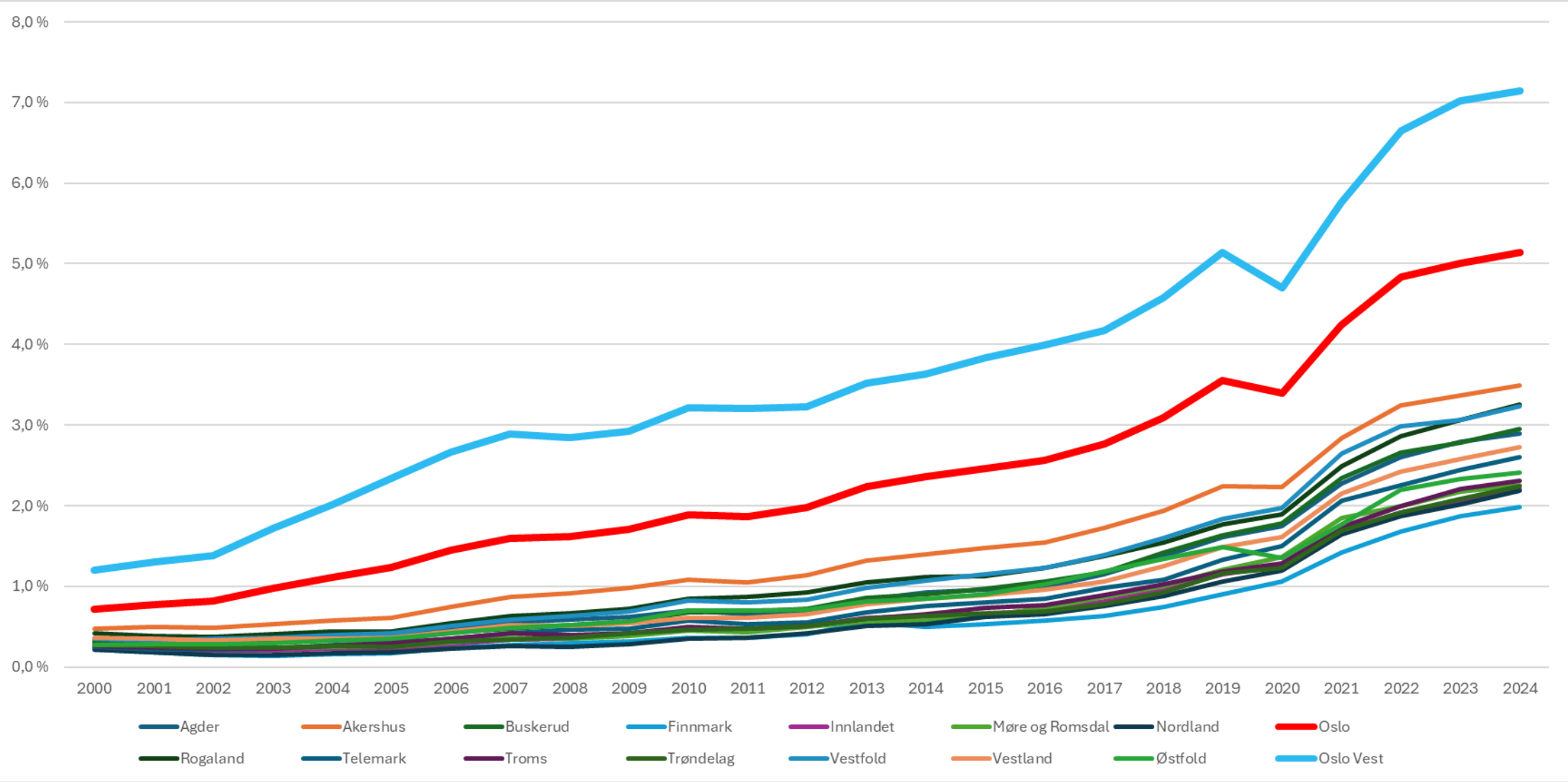
Musserende, millioner liter pr år



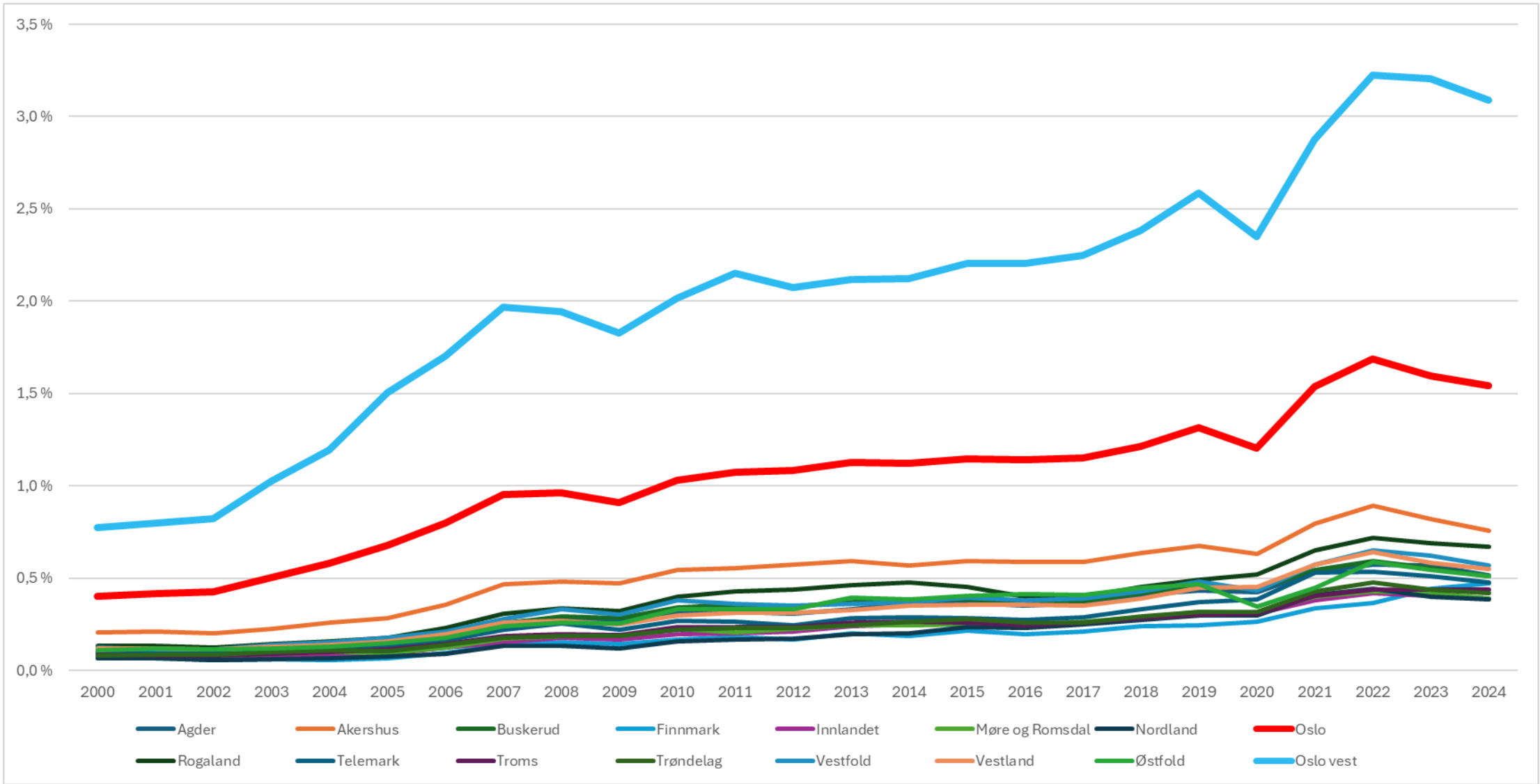
Musserende, totalt



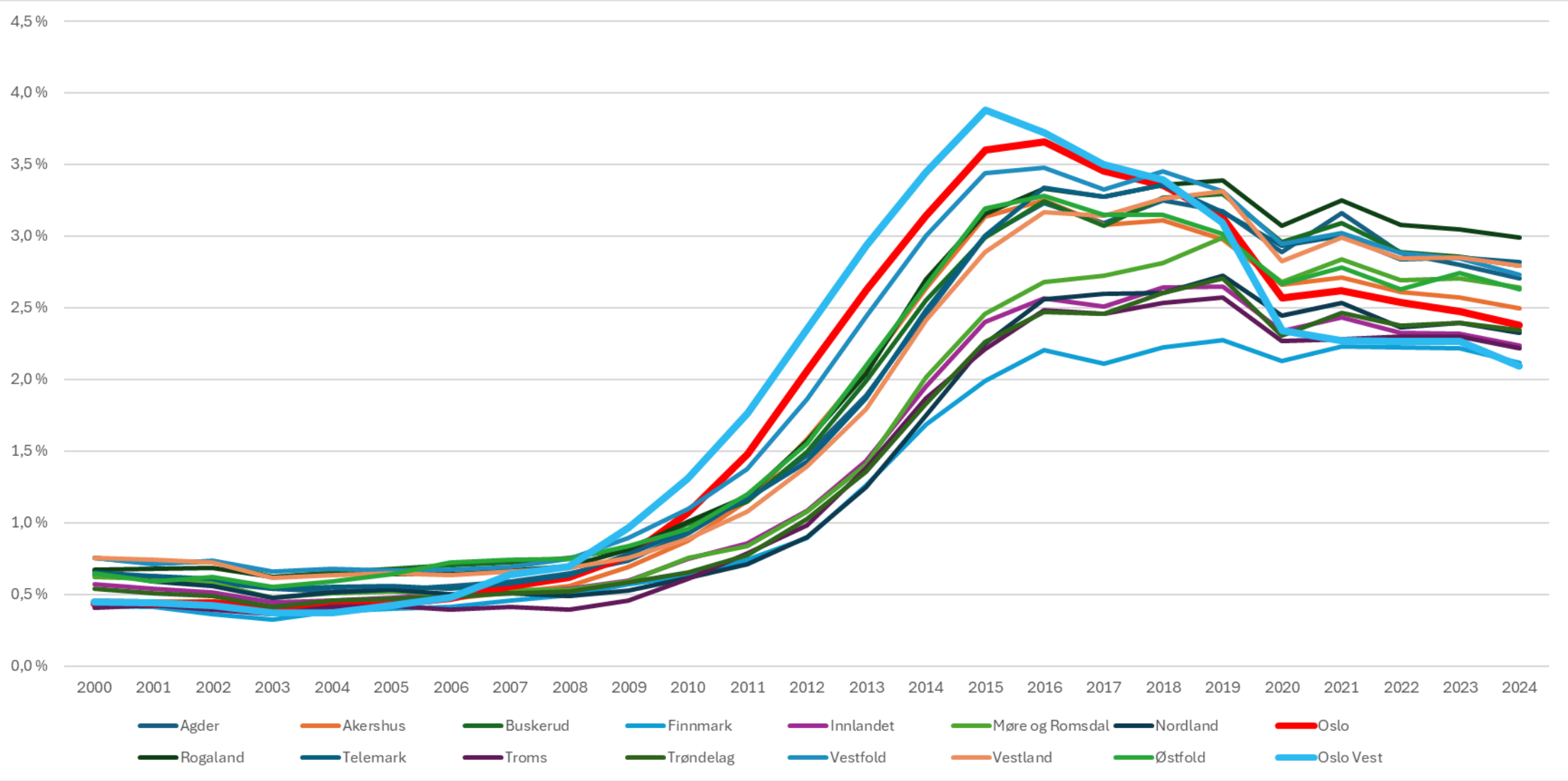
Frankrike



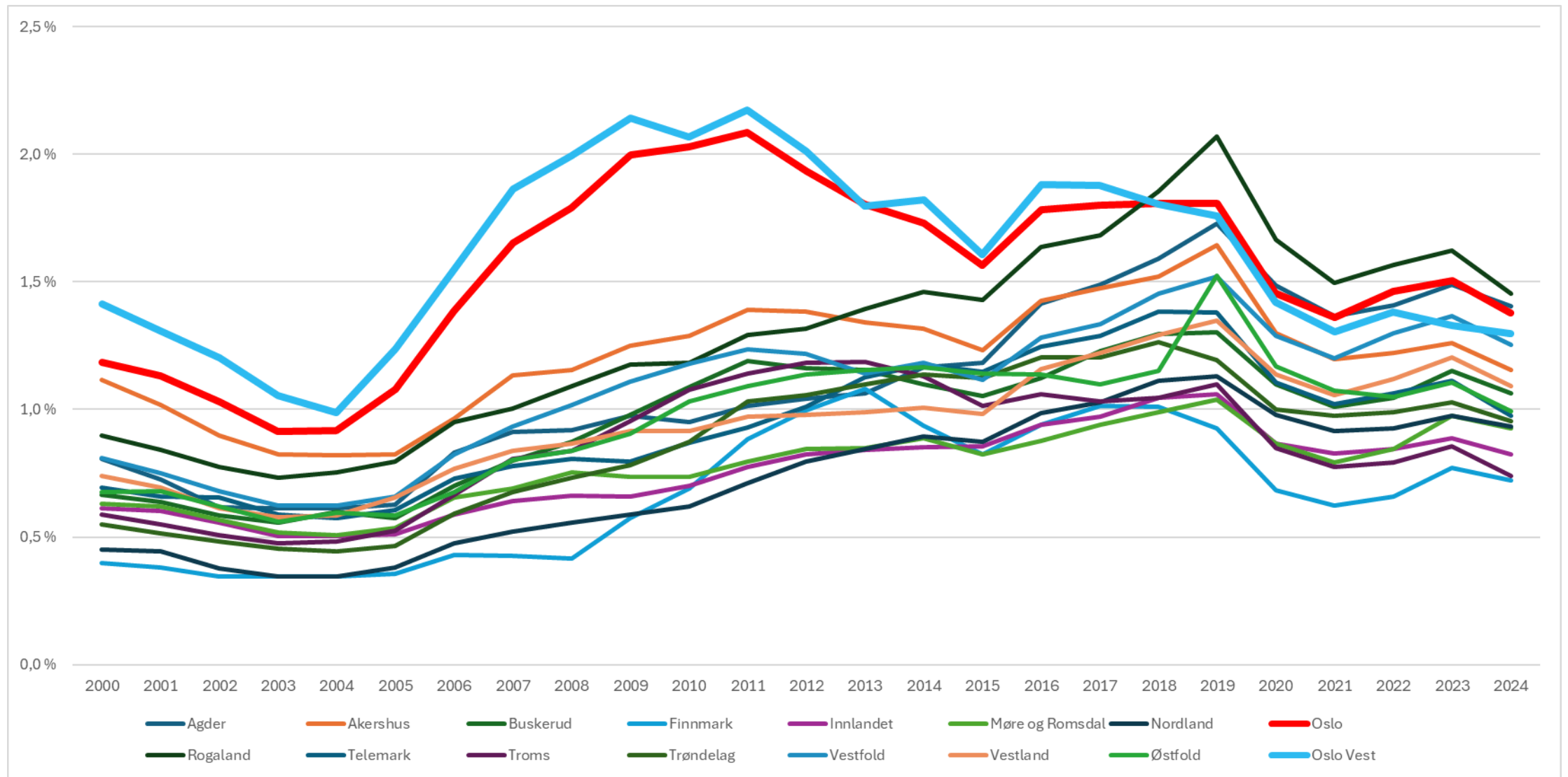
Champagne



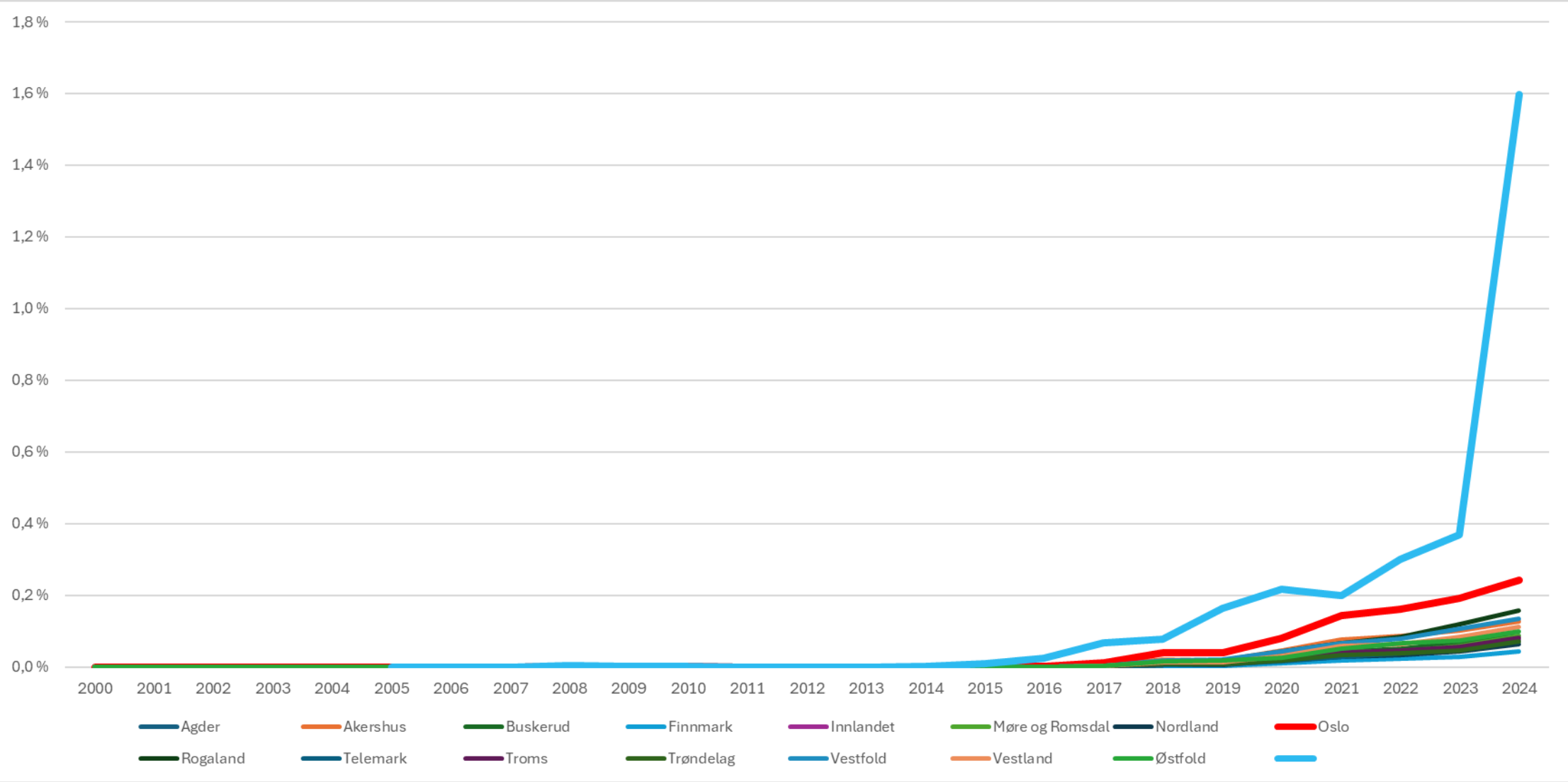
Italia



Spania



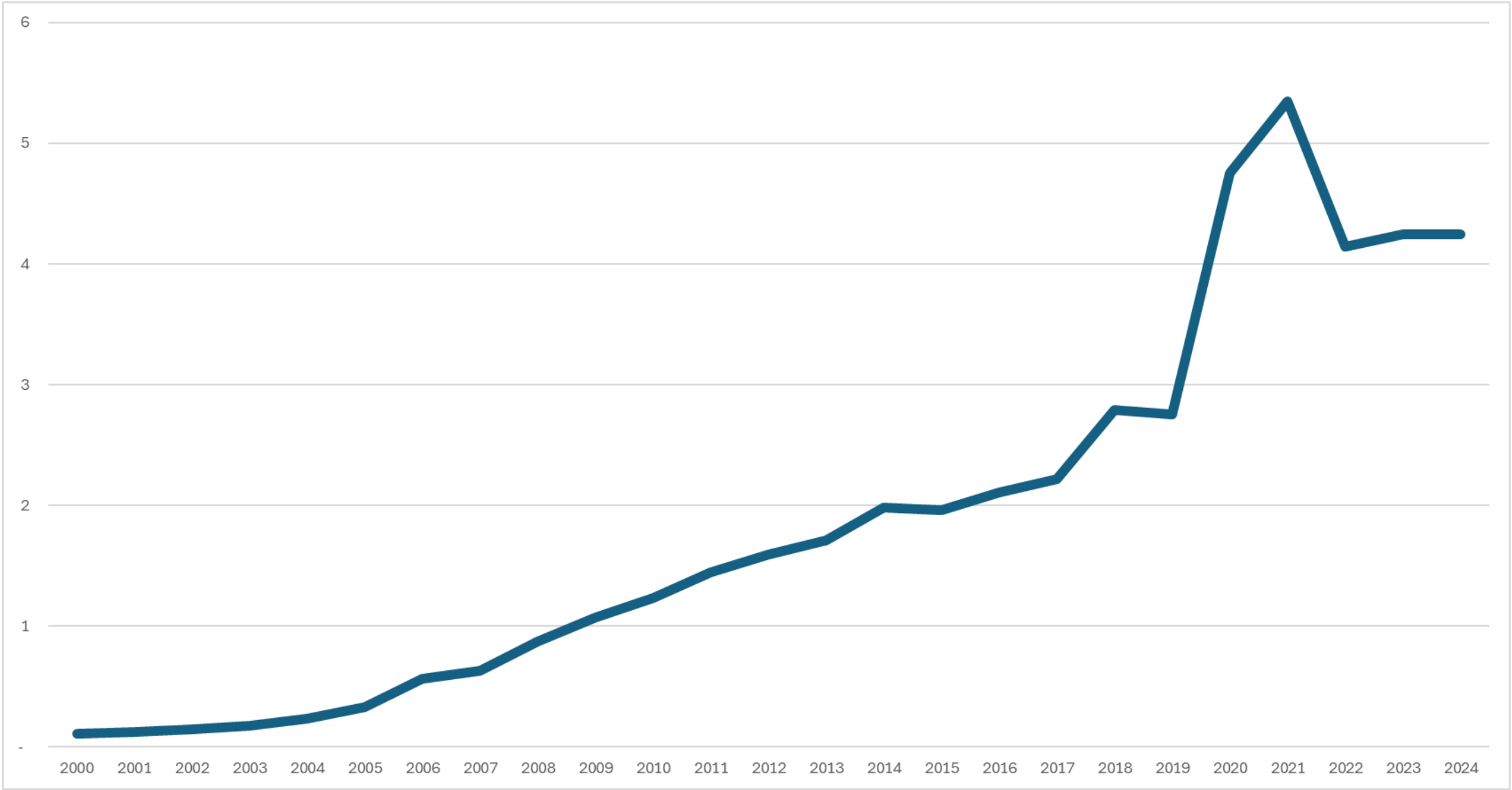
England



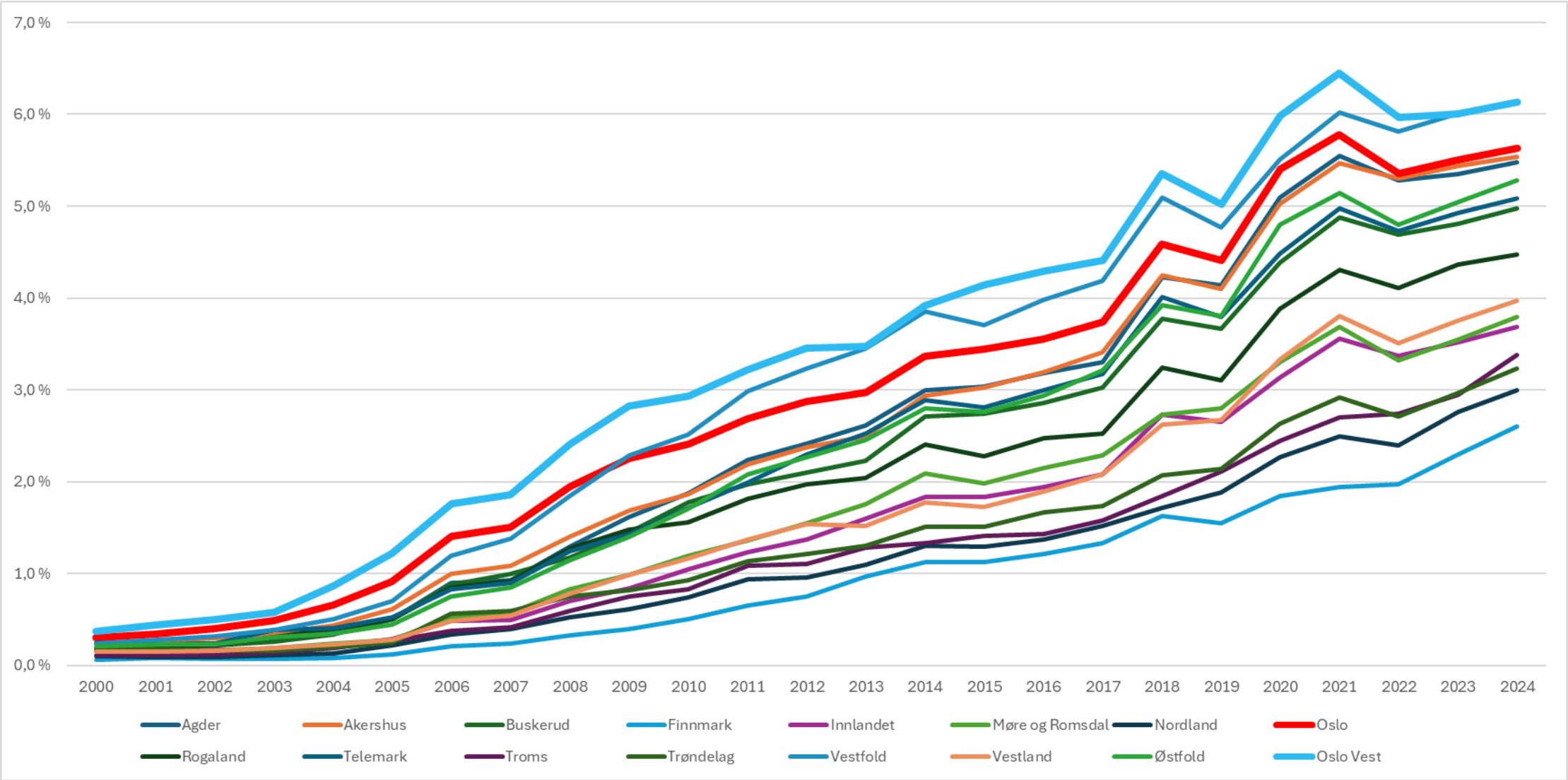


ROSÉVIN

Rosévin, millioner liter pr år



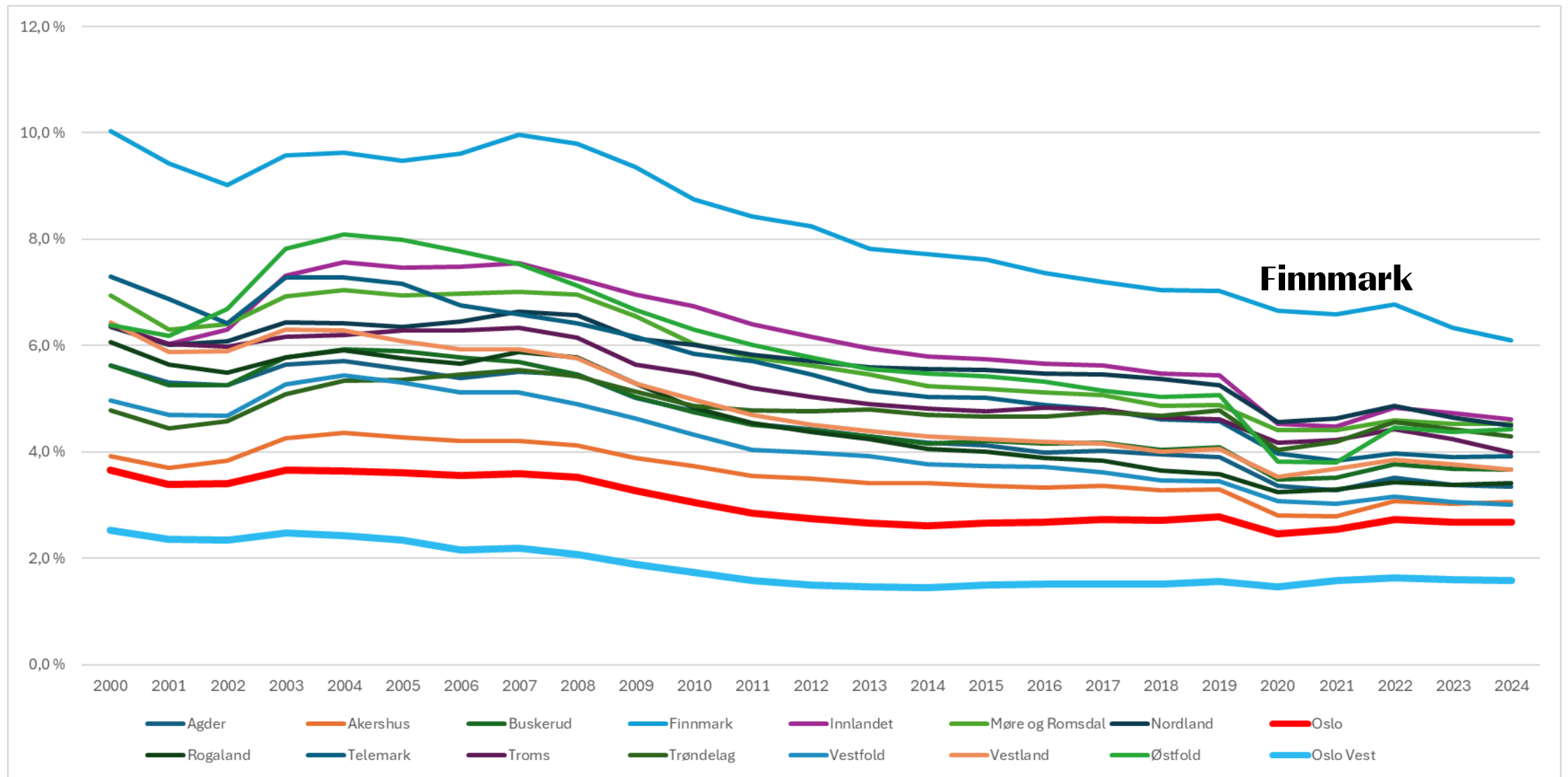
Rosévin



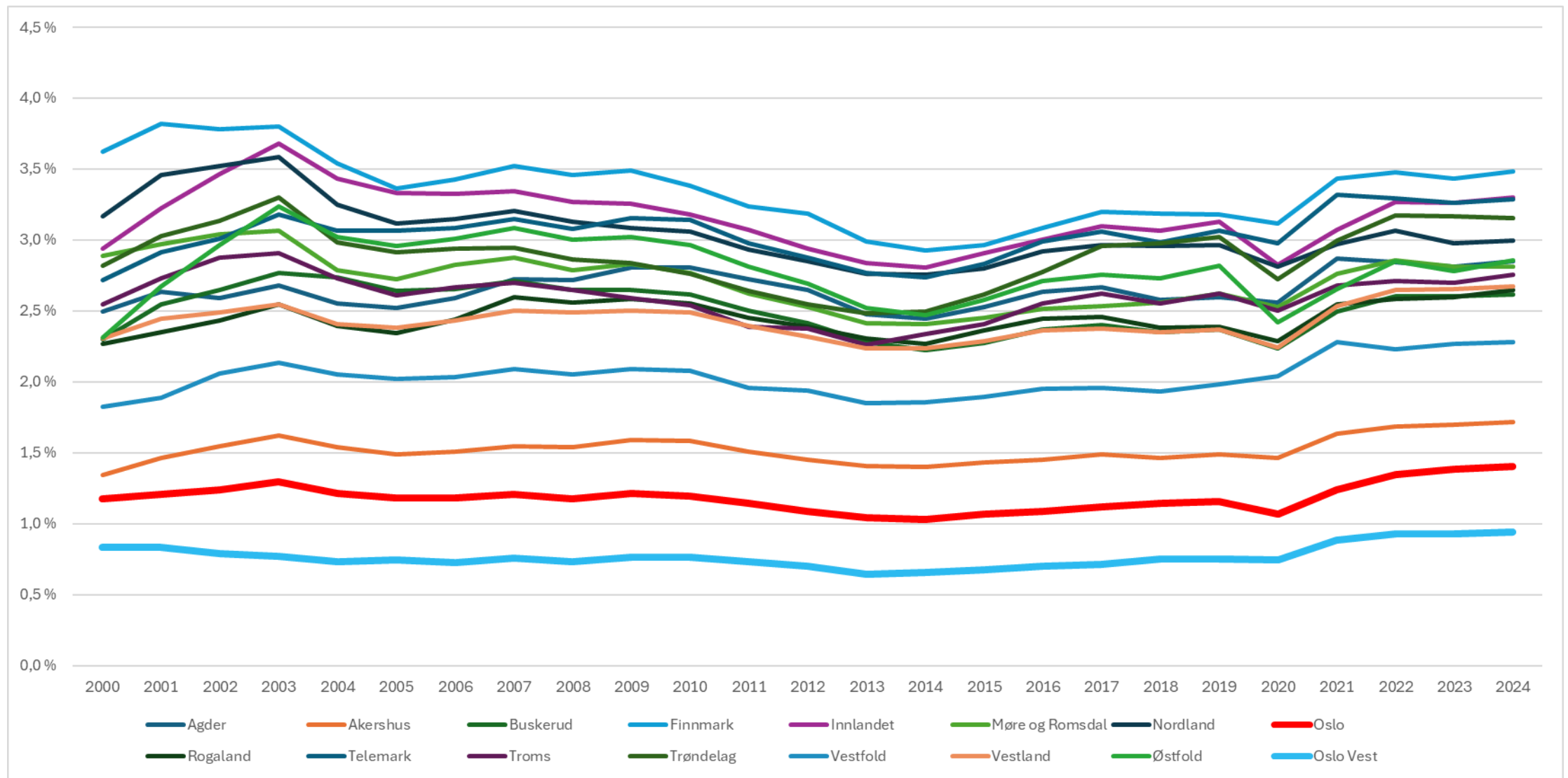
A photograph of a bar shelf filled with various bottles of Brennevin whisky. The bottles are arranged on two shelves, with the top shelf being more prominent. The bottles vary in size and shape, some with dark labels and others with lighter ones. The lighting is warm and focused on the bottles, creating a sense of depth and highlighting the liquid inside. The background is dark, making the bottles stand out.

BRENNEVIN

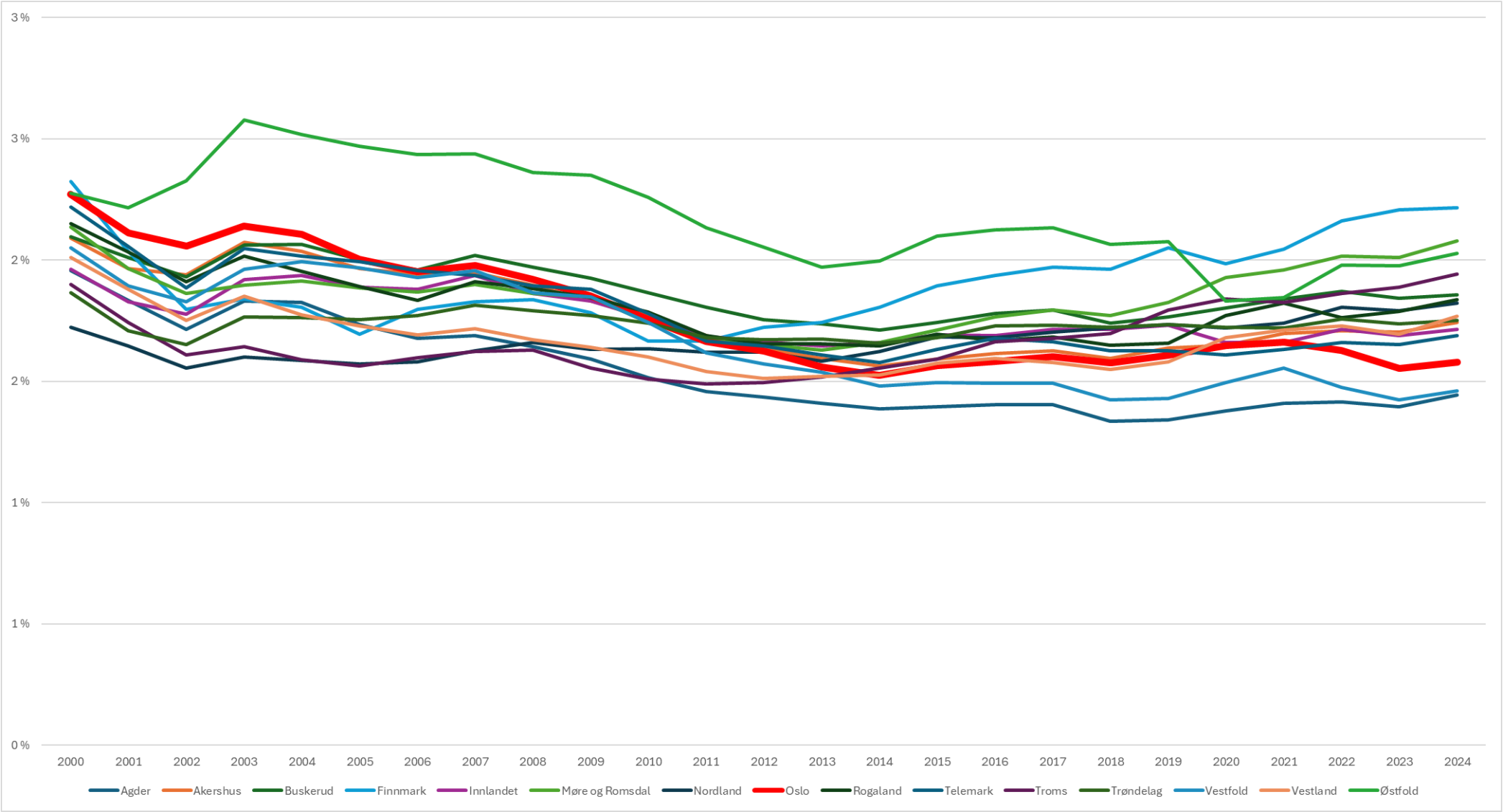
Vodka



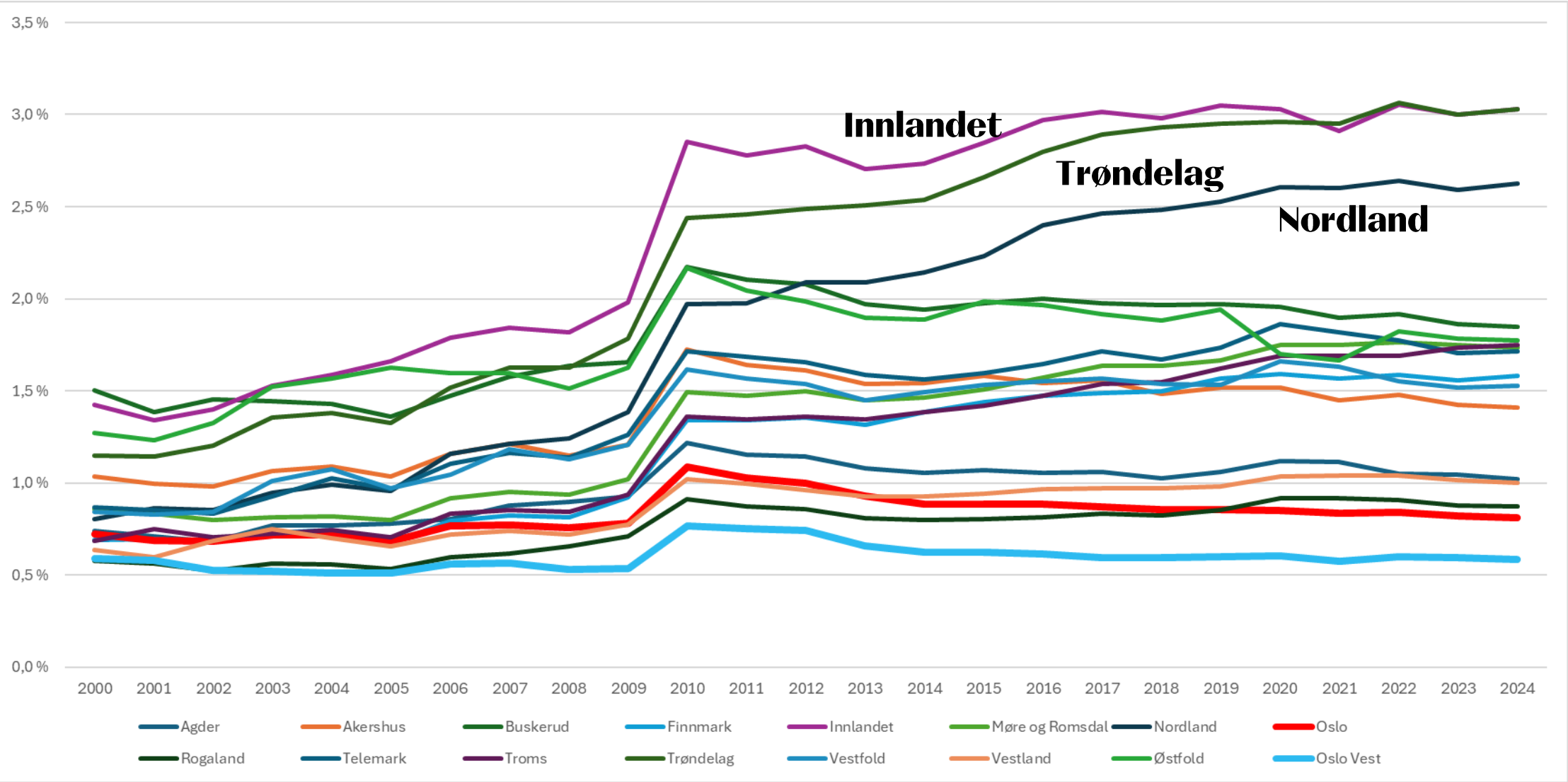
Likør



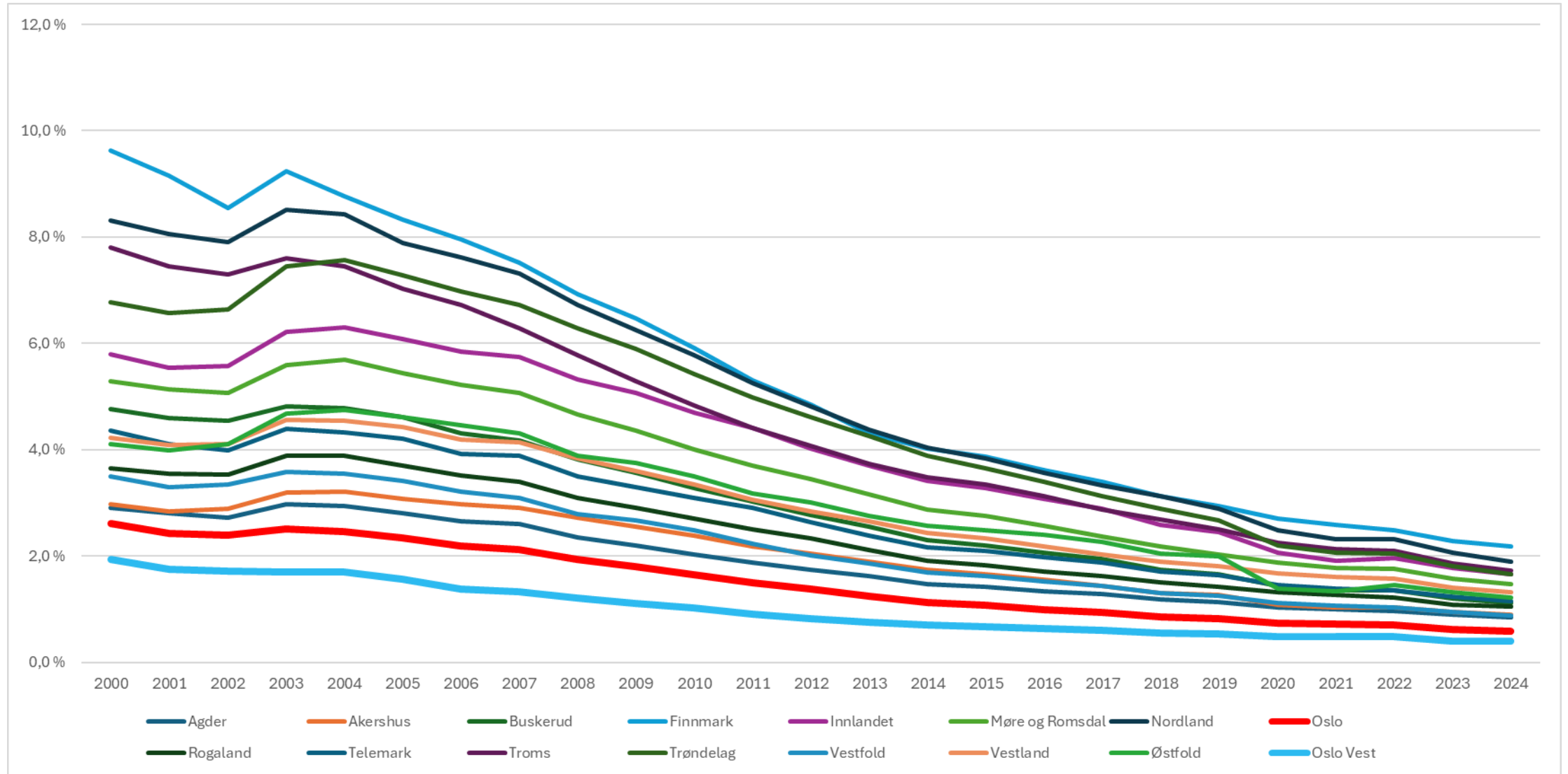
Whisky



Akevitt



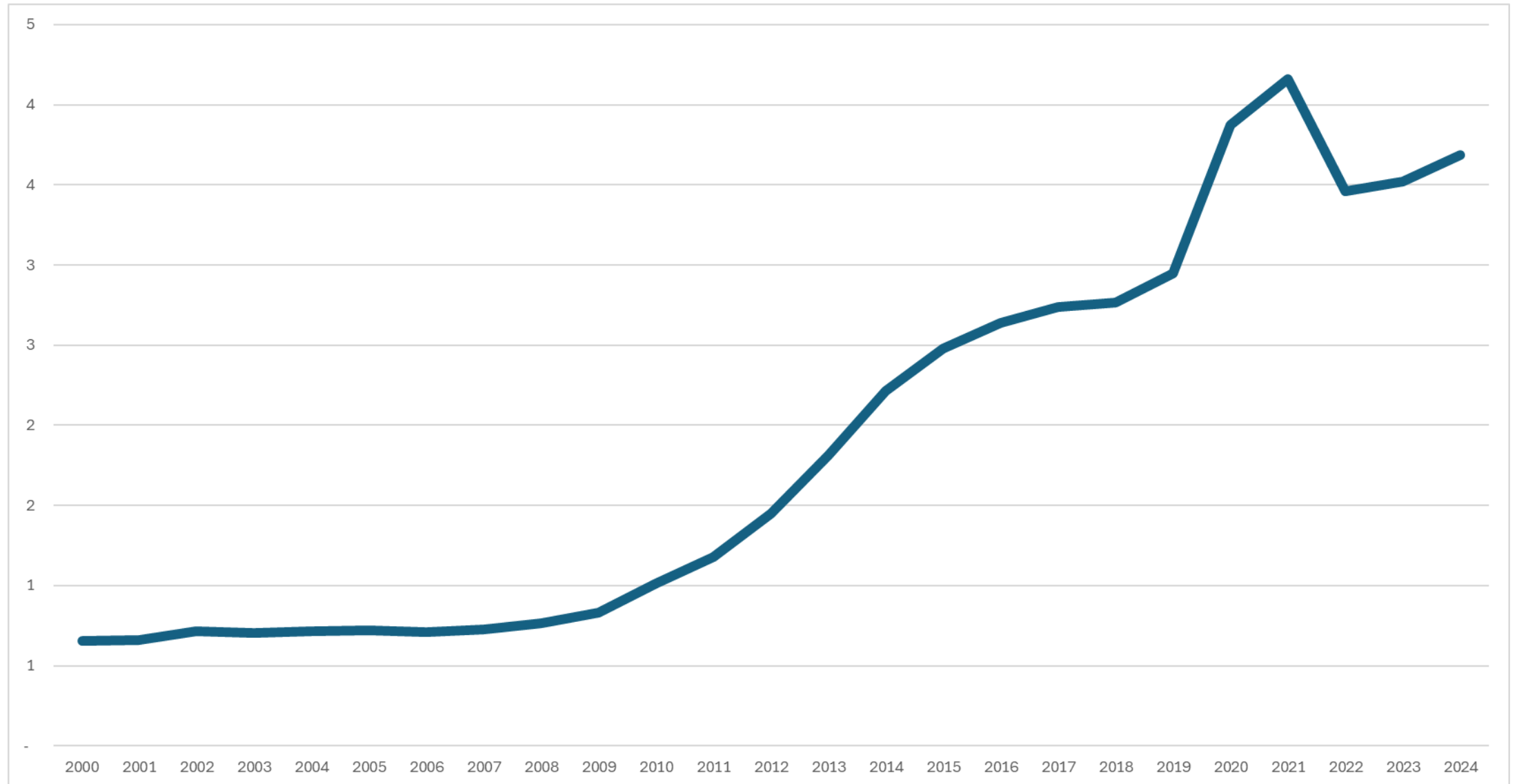
Druebrennevin (Cognac)

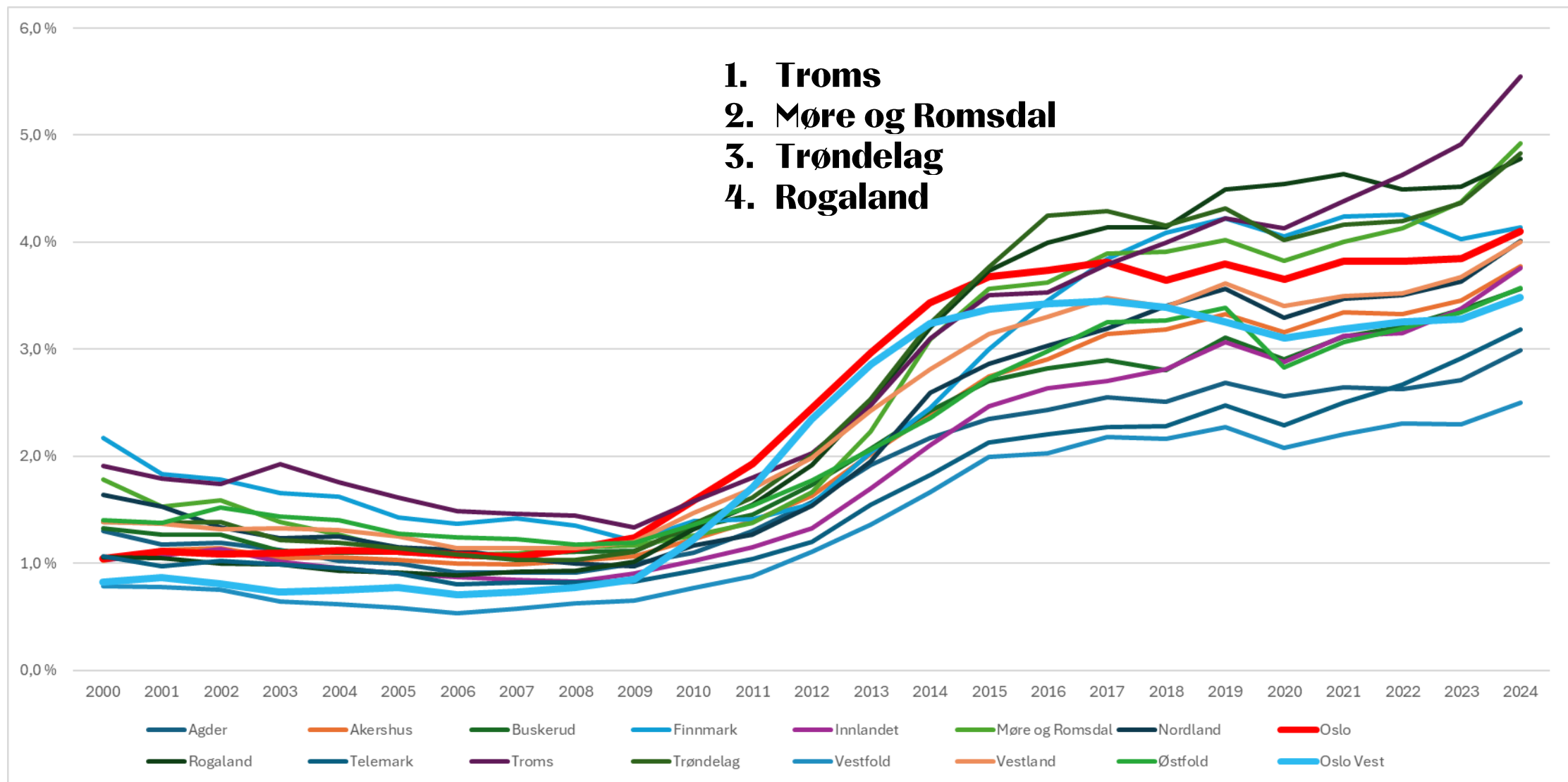




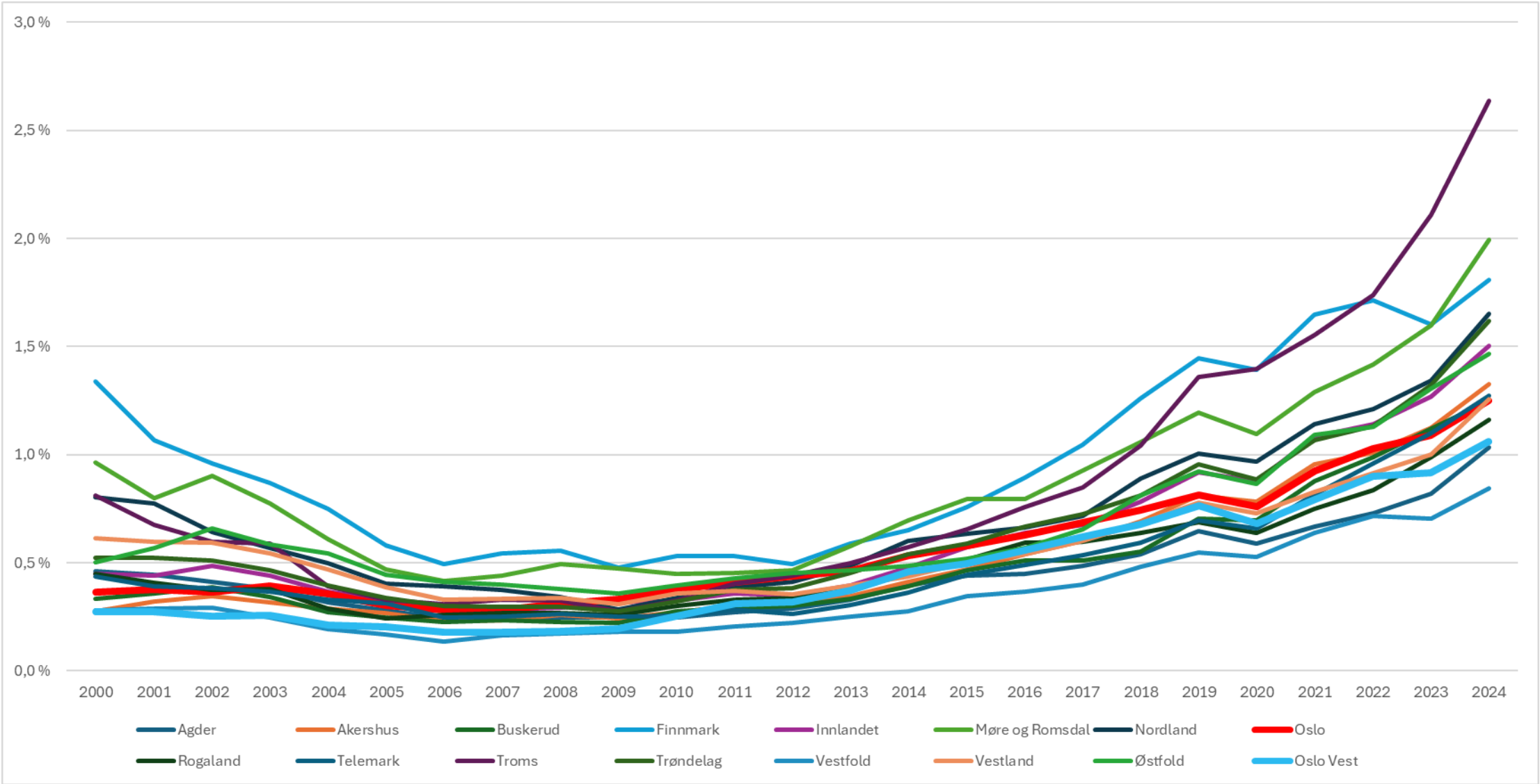
ØL

Øl, millioner liter pr år

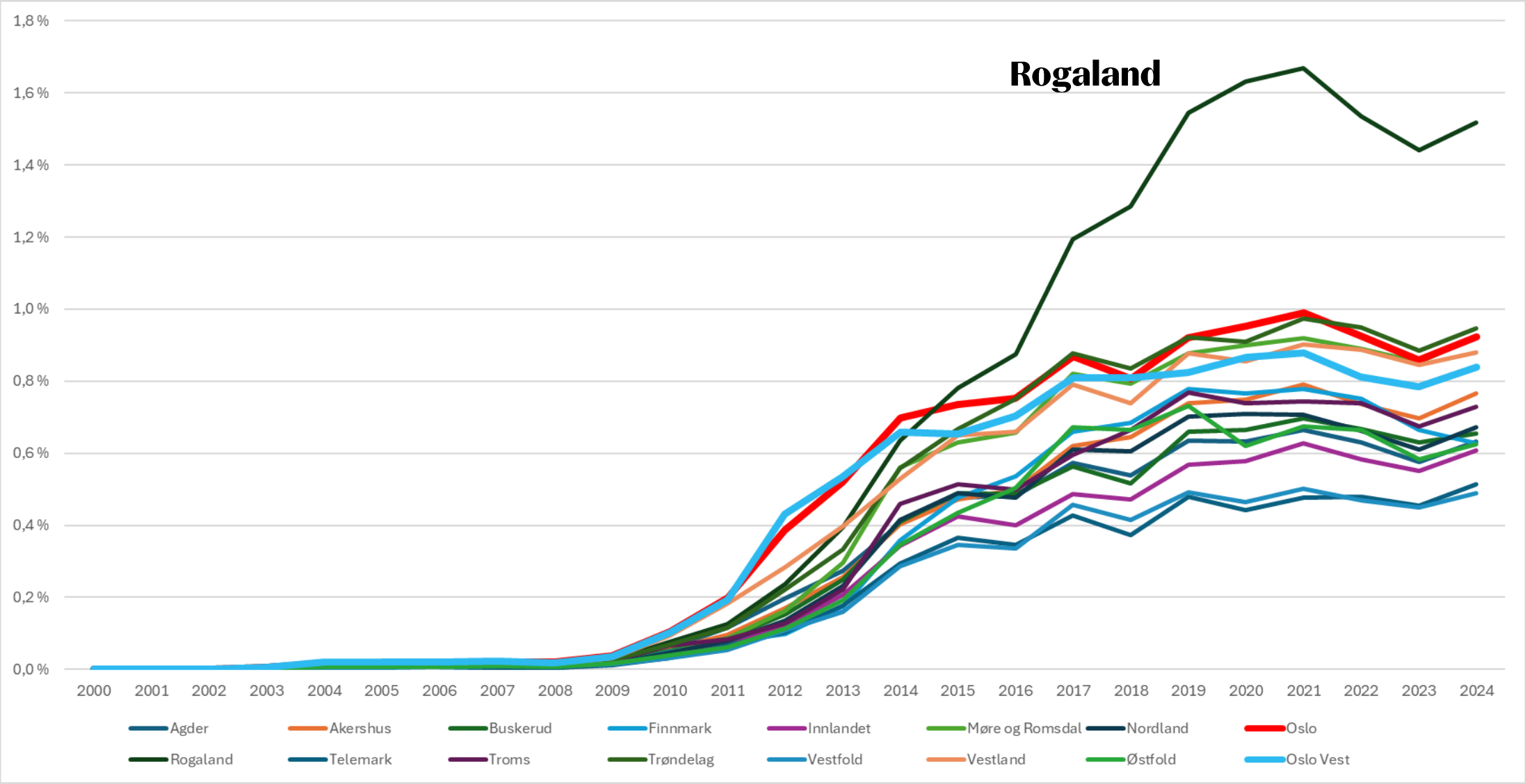




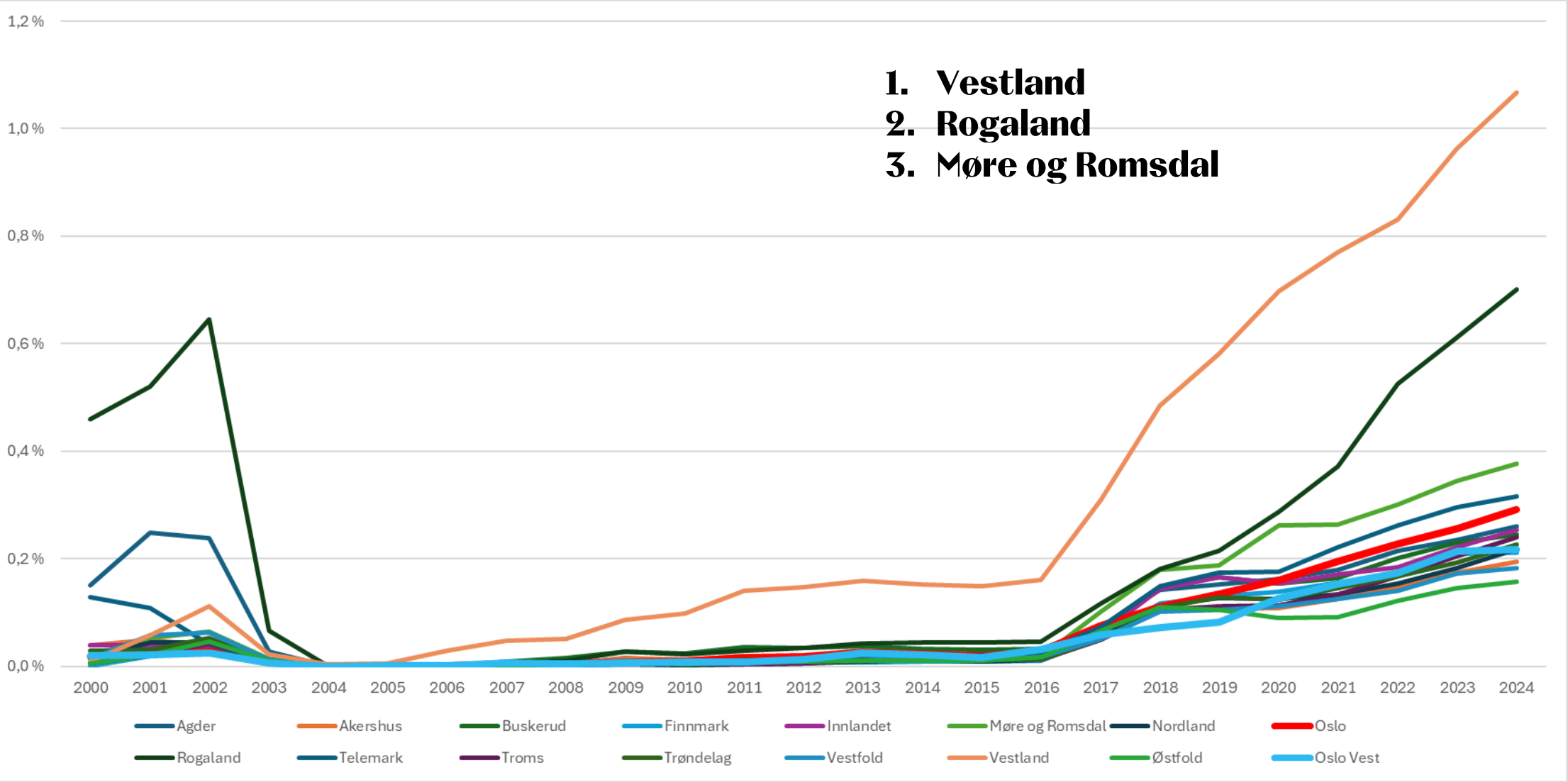
Lys lager



IPA



Norsk sider

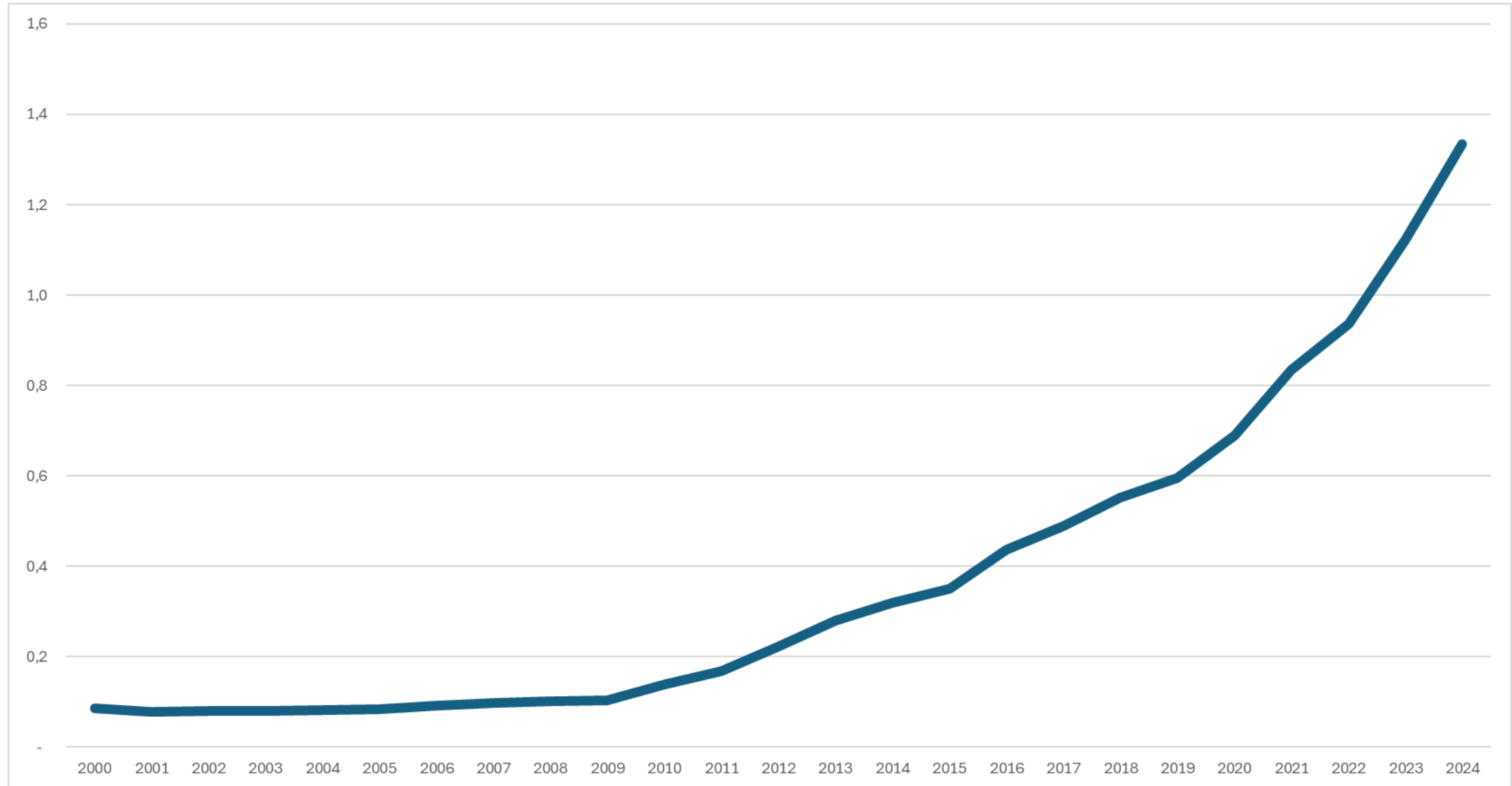




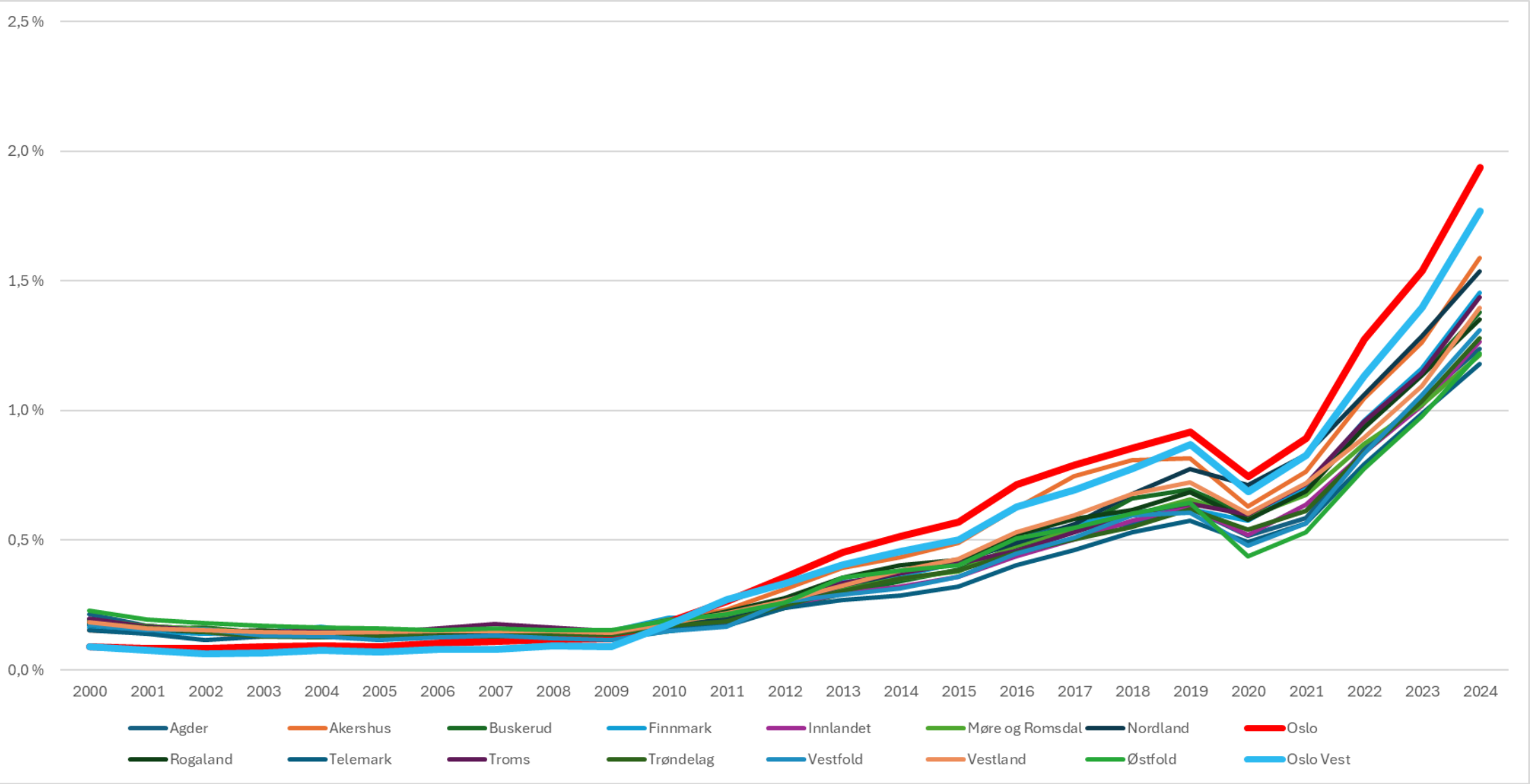
ALKOHOLFRI



Alkoholfritt, liter pr år



Alkoholfritt, andel av totalt salg, liter pr år



Oppsummering

Oppsummering (1)

- **Årshjulet er påfallende stabilt over tid**
- **Med litt velvilje: Vinmonopolets salgstall bidrar til å si noe om hvordan Norge tikker og går**
- **Mye dynamikk skyldes klimaet og endringene i det**
- **Klimaendringene vil påvirke salget fremover**
 - **Tilbudssiden**
 - **Etterspørselssiden**
- **Trendene generelt**
 - **Noen treffer landet samtidig**
 - **Noen sprer seg etter mer klassiske mønstre**

Oppsummering

- **Lett og lyst vil trolig vokse markert fremover**
- **Bobler stadig mer populært**
- **Alkoholritt**
- **Mange mikrotrender (er den nye makrotrenden)**
 - **Norsk sider, libanesisk rødvin, engelsk musserende**
 - **Subtrender som oppjonerer hovedtrenden**



A/S VINMONOPOLET