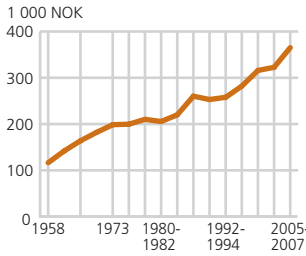


Big spenders

Consumer expenditure per household. 2007 NOK



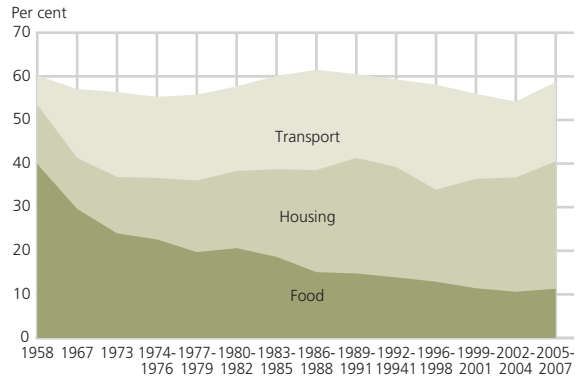
Consumption has more than tripled since 1958

In the period 2005-2007, the average annual total consumer expenditure per household was NOK 365 100. In 1958, the equivalent amount was NOK 11 088, which corresponds to approximately NOK 116 000 when converted to 2007 NOK. In the same period, household size has also declined, meaning that real consumption has more than tripled.

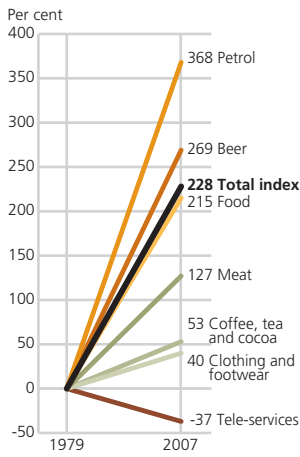
Less money on food...

Two main trends characterise the development in consumption pattern over the last 50 years. The proportion spent on food and beverages has been decreasing throughout the entire period (at the same time we are more concerned about food prices). The average household now spends approximately 11 per cent of their household budget on food, compared with 40 per cent in 1958.

Proportion of household expenditure spent on food, housing and transport



Growth in prices; selected goods and services. 1979-2007



...and more on housing and transport

On the other hand, we are spending an increasing amount on housing and transport; 29 and 18 per cent respectively. However transport and travelling expenditures have been decreasing for some years, while housing expenditures once again are increasing after a decline in the 1990s. Most of the money spent on transport goes towards buying a car, as well as maintenance and running costs.

Less on clothing and footwear

Surprisingly enough, we spend less than 5 per cent of the household budget on clothing and footwear, which is less than half of the amount we spent in 1958.

This does not mean that we buy less clothing and footwear than before, only that these products have become relatively cheaper, because the price growth of these items has been less than that of most other goods.

More on mobile phones

Prices of telecom services have also fallen in recent years. Nevertheless, the budget expenditure share has increased to more than 2 per cent, and we now spend an average of NOK 6 100 yearly on telecom services.

Increased wine consumption

Since 1945, the total consumption of alcohol has more than tripled, and an adult now drinks on average six and a half litres of pure alcohol annually (not including tourist imports, contraband or alcohol produced at home).

The consumption of alcohol increased steadily up to around 1980, primarily because of the increasing consumption of beer and spirits. The consumption of spirits then fell by more than 50 per cent while the consumption of beer evened out. Due to the increased consumption of wine there has been a growth in total consumption in recent years.

Despite this increase in consumption, we are not spending more of the household expenditure on alcohol. In the past 30 years, we have spent approximately 2 per cent on beer, wine and spirits.

Changing eating habits...

Not only do we spend less money on food, but we also buy different kinds of food.

Norway is no longer a country of potato eaters. Since 1958, the consumption of potatoes has more than halved and now amounts to 32 kg per person (more than 5 kg being consumed as potato crisps, chips etc.). The consumption of butter, margarine and oils has also halved in this period.

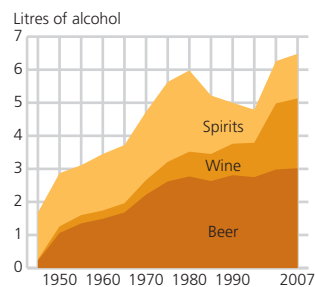
While the consumption of meat has remained stable for the past 25 years, we are eating more fruit and vegetables.

...and drinking habits

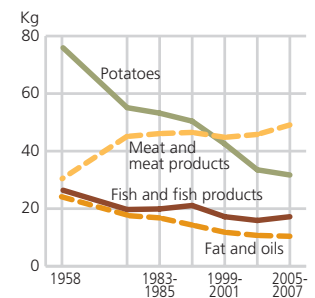
It is not only when it comes to alcohol that our drinking habits have changed. The consumption of milk has fallen from almost 170 litres per person to around 80 litres. Whereas most people used to drink whole milk, semi-skimmed and skimmed milk are most popular nowadays.

On the other hand, the consumption of non-alcoholic beverages (mineral water, juice and lemonade) has multiplied many times over since 1958, and we drink 100 litres annually on average. This increase roughly corresponds to the decline in milk consumption.

Consumption of spirits, wine and beer per inhabitant aged 15 and over



Consumption of selected food per person per year



Consumption of milk and mineral water per person per year

