

## **Spirits in Canada**

Market Direction | 2022-07-07 | 36 pages | Euromonitor

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### **Report description:**

In 2021, spirits sales through the off-trade contracted as foodservice establishments gradually reopened and consumption shifted back to the on-trade. Despite new waves of COVID-19 in the year, federal, provincial and local governments gradually lifted restrictions as the vaccination rate climbed in the country and Canadians became more mobile. As a result, the key drivers for increased spirits consumption at home, such as home seclusion and the lack of outdoor activities, dissipated. As such, r...

Euromonitor International's Spirits in Canada report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Spirits market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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As foodservice establishments reopen, retail sales of spirits slow down

Diageo Canada sees its volume share fall in 2021 as consumers desire to try new drinks

Non-alcoholic spirits continues to expand rapidly, as the health trend rises

##### PROSPECTS AND OPPORTUNITIES

Concerns about the sugar content in spirits and alcohol tax are likely to stifle growth in the sales of spirits

Non-alcoholic spirits set to outpace other categories over the forecast period, in line with the health and wellness trend

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

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Alcoholic drinks in 2021: The big picture

2021 trends

Competitive landscape

Retailing developments

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