

Wine in Canada

Market Direction | 2022-07-07 | 37 pages | Euromonitor

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Report description:

Wine, as a product area as a whole, posted positive growth over 2021. Although Canada saw multiple waves of COVID-19 during the year, Canadians have been gradually becoming more mobile. This led to the gradual recovery of the foodservice sector and hence the on-trade sales of wine, while off-trade sales of wine scaled back. Categories including beer, champagne, RTDs and cider/perry that are more tied to social occasions, such as sports games, celebrations and parties, and outdoor activities were mo...

Euromonitor International's Wine 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: Fortified Wine and Vermouth, Non-Grape Wine, Sparkling Wine, Still Light Grape Wine.

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

Why buy this report?

- * Get a detailed picture of the Wine 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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Resumption of social activities supports recovery of sales of champagne in 2021

As on-trade sales of wine recover, consumption at home declines

Widening distribution at grocery retailers contributes to positive growth in volume sales

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Health and wellness trend set to benefit wine over other alcoholic drinks

Sparkling wine set to outpace other types of wine as social gatherings resume

Health and wellness trend set to boost demand for organic, sugar-free and non-alcoholic wines in the forecast period

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