

Spirits in Canada

Market Direction | 2023-06-26 | 34 pages | Euromonitor

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Report description:

Spirits continue to maintain their growth, although there is a slight slowdown in 2022. Consumption levels remain strong as the country experiences a complete reopening of the economy. Several spirit categories have shown improved performance, including brandy and cognac, whiskies, tequila, and white spirits. While off-trade sales have seen a slight improvement, mainly driven by increased social gatherings during holiday seasons, the main driver of growth remains the on-trade sector. The reopeni...

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 (2018-2022), 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 2027 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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Slow but steady growth continues in 2022

New product development helps maintain the dynamism of the category

Consumers increasingly prefer non-alcoholic spirits

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Non-alcoholic spirits expected to show strongest growth

E-commerce to show improvement despite the dominance of food/drink/tobacco specialists

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