

## **Wine in Canada**

Market Direction | 2023-06-26 | 35 pages | Euromonitor

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### **Report description:**

Wine growth continued to shrink in 2022 overall, with the on-trade sector being the main driver for growth. Wines, along with beer, are losing market share to the exponentially strong growth of RTDs and spirits. While some wine categories, such as sparkling wine, show growth due to increased socialisation post-pandemic and the full reopening of the country, other wine types have suffered a decline as consumers shift towards other types of alcoholic drinks that offer more variety. The most dynami...

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 (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: Fortified Wine and Vermouth, Non Alcoholic Wine, 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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Euromonitor International  
June 2023

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Non-alcoholic wines remain dynamic, backed by new product launches

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