

## **Spirits in Canada**

Market Direction | 2024-06-18 | 32 pages | Euromonitor

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### **Report description:**

Spirits continued to show healthy growth in 2023, driven by strong performances in categories like tequila, vodka, and non-alcoholic spirits. The increasing demand for high-quality and innovative products fuelled significant new product development (NPD) activity. Notable launches included Earl Grey Forest Gin by The Forest Distillery, introduced in 2023, which is infused with Oolong tea and packaged in premium ceramic bottles. Additionally, Forty Creek, a local whiskey brand, launched Forty Cre...

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 (2019-2023), 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 2028 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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## Table of Contents:

Spirits in Canada  
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### List Of Contents And Tables

#### SPIRITS IN CANADA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Positive growth continues supported by new product development

Non-alcoholic spirits, although a small product area, register strongest growth

Leading manufacturers invest heavily in innovative marketing activities

##### PROSPECTS AND OPPORTUNITIES

A healthy outlook for spirits is imminent

Health consciousness will pave the way for innovation

On-trade will be the growth driver as foodservice sector strengthens

##### CATEGORY BACKGROUND

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

Summary 1      Benchmark Brands 2023

##### CATEGORY DATA

Table 1 Sales of Spirits by Category: Total Volume 2018-2023

Table 2 Sales of Spirits by Category: Total Value 2018-2023

Table 3 Sales of Spirits by Category: % Total Volume Growth 2018-2023

Table 4 Sales of Spirits by Category: % Total Value Growth 2018-2023

Table 5 Sales of Spirits by Off-trade vs On-trade: Volume 2018-2023

Table 6 Sales of Spirits by Off-trade vs On-trade: Value 2018-2023

Table 7 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2018-2023

Table 8 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2018-2023

Table 9 Sales of Dark Rum by Price Platform: % Total Volume 2018-2023

Table 10 □Sales of White Rum by Price Platform: % Total Volume 2018-2023

Table 11 □Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2018-2023

Table 12 □Sales of English Gin by Price Platform: % Total Volume 2018-2023

Table 13 □Sales of Vodka by Price Platform: % Total Volume 2018-2023

Table 14 □Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2018-2023

Table 15 □GBO Company Shares of Spirits: % Total Volume 2019-2023

Table 16 □NBO Company Shares of Spirits: % Total Volume 2019-2023

Table 17 □LBN Brand Shares of Spirits: % Total Volume 2020-2023

Table 18 □Forecast Sales of Spirits by Category: Total Volume 2023-2028

Table 19 □Forecast Sales of Spirits by Category: Total Value 2023-2028

Table 20 □Forecast Sales of Spirits by Category: % Total Volume Growth 2023-2028

Table 21 □Forecast Sales of Spirits by Category: % Total Value Growth 2023-2028

#### ALCOHOLIC DRINKS IN CANADA

##### EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture

2023 key trends

Competitive landscape

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Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

## MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Summary 2 Number of On-trade Establishments by Type 2017-2023

## TAXATION AND DUTY LEVIES

Table 22 Taxation and Duty Levies on Alcoholic Drinks 2023

## OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

## KEY NEW PRODUCT LAUNCHES

Outlook

## MARKET INDICATORS

Table 23 Retail Consumer Expenditure on Alcoholic Drinks 2018-2023

## MARKET DATA

Table 24 Sales of Alcoholic Drinks by Category: Total Volume 2018-2023

Table 25 Sales of Alcoholic Drinks by Category: Total Value 2018-2023

Table 26 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2018-2023

Table 27 Sales of Alcoholic Drinks by Category: % Total Value Growth 2018-2023

Table 28 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2023

Table 29 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2023

Table 30 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2023

Table 31 □Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2023

Table 32 □GBO Company Shares of Alcoholic Drinks: % Total Volume 2019-2023

Table 33 □Distribution of Alcoholic Drinks by Format: % Off-trade Value 2018-2023

Table 34 □Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2023

Table 35 □Forecast Sales of Alcoholic Drinks by Category: Total Volume 2023-2028

Table 36 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2023-2028

Table 37 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2023-2028

Table 38 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2023-2028

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## SOURCES

Summary 3 Research Sources

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