



# Spirits in Canada

June 2024

Table of Contents

## Spirits in Canada - Category analysis

### 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 - Industry Overview

### EXECUTIVE SUMMARY

Alcoholic drinks in 2023: The big picture  
2023 key trends  
Competitive landscape  
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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