



Euromonitor  
International

# Alcoholic Drinks in Canada

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Table of Contents

EXECUTIVE SUMMARY

- Alcoholic drinks in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retail 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
- Off-trade establishments
- On-trade establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

- Contraband/parallel trade
- Duty free
- Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

- Outlook

MARKET INDICATORS

Table 1 - Retail Consumer Expenditure on Alcoholic Drinks 2019-2024

MARKET DATA

- Table 2 - Sales of Alcoholic Drinks by Category: Total Volume 2019-2024
- Table 3 - Sales of Alcoholic Drinks by Category: Total Value 2019-2024
- Table 4 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2019-2024
- Table 5 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2019-2024
- Table 6 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2020-2024
- Table 7 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2019-2024
- Table 8 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2024
- Table 9 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2024-2029
- Table 10 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2024-2029
- Table 11 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2024-2029
- Table 12 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2024-2029

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

KEY DATA FINDINGS

## 2024 DEVELOPMENTS

Traditional beer continues to lose share, as consumers shift to other options

Molson Coors maintains its leadership position, albeit with Labatt Brewing hot on its heels

Food/drink/tobacco specialists retain the strongest distribution share, while convenience outlets benefit from new regulations

## PROSPECTS AND OPPORTUNITIES

Beer expected to remain in overall slump, with opportunities for non/low alcohol, craft, and premium options

Non/low alcohol trends will continue to influence category dynamics

New product developments to focus on the strongest trends

## CATEGORY BACKGROUND

Lager price band methodology

Summary 2 - Lager by Price Band 2023

## CATEGORY DATA

Table 13 - Sales of Beer by Category: Total Volume 2019-2024

Table 14 - Sales of Beer by Category: Total Value 2019-2024

Table 15 - Sales of Beer by Category: % Total Volume Growth 2019-2024

Table 16 - Sales of Beer by Category: % Total Value Growth 2019-2024

Table 17 - Sales of Beer by Off-trade vs On-trade: Volume 2019-2024

Table 18 - Sales of Beer by Off-trade vs On-trade: Value 2019-2024

Table 19 - Sales of Beer by Off-trade vs On-trade: % Volume Growth 2019-2024

Table 20 - Sales of Beer by Off-trade vs On-trade: % Value Growth 2019-2024

Table 21 - Sales of Beer by Craft vs Standard 2019-2024

Table 22 - GBO Company Shares of Beer: % Total Volume 2020-2024

Table 23 - NBO Company Shares of Beer: % Total Volume 2020-2024

Table 24 - LBN Brand Shares of Beer: % Total Volume 2021-2024

Table 25 - Forecast Sales of Beer by Category: Total Volume 2024-2029

Table 26 - Forecast Sales of Beer by Category: Total Value 2024-2029

Table 27 - Forecast Sales of Beer by Category: % Total Volume Growth 2024-2029

Table 28 - Forecast Sales of Beer by Category: % Total Value Growth 2024-2029

## Cider/Perry in Canada

## KEY DATA FINDINGS

## 2024 DEVELOPMENTS

Cider/perry remains in a slump, with dwindling consumer interest and no new product developments

Market leaders lose share to small new entrants under “others”

Distribution landscape sees some shift towards smaller retailers

## PROSPECTS AND OPPORTUNITIES

Cider/perry will remain in a slump over the forecast period

Government to provide support to the craft cider industry

On trade sales expected to be boosted by population growth and urbanisation

## CATEGORY DATA

Table 29 - Sales of Cider/Perry: Total Volume 2019-2024

Table 30 - Sales of Cider/Perry: Total Value 2019-2024

Table 31 - Sales of Cider/Perry: % Total Volume Growth 2019-2024

Table 32 - Sales of Cider/Perry: % Total Value Growth 2019-2024

Table 33 - Sales of Cider/Perry by Off-trade vs On-trade: Volume 2019-2024

Table 34 - Sales of Cider/Perry by Off-trade vs On-trade: Value 2019-2024

Table 35 - Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2019-2024

Table 36 - Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2019-2024

Table 37 - GBO Company Shares of Cider/Perry: % Total Volume 2020-2024

Table 38 - NBO Company Shares of Cider/Perry: % Total Volume 2020-2024

Table 39 - LBN Brand Shares of Cider/Perry: % Total Volume 2021-2024

Table 40 - Forecast Sales of Cider/Perry: Total Volume 2024-2029

Table 41 - Forecast Sales of Cider/Perry: Total Value 2024-2029

Table 42 - Forecast Sales of Cider/Perry: % Total Volume Growth 2024-2029

Table 43 - Forecast Sales of Cider/Perry: % Total Value Growth 2024-2029

Rtds in Canada

KEY DATA FINDINGS

2024 DEVELOPMENTS

RTDs is the winner in alcoholic drinks, with demand spurring new product developments

Established names enjoy leadership of RTDs, although small brands continue to rise

Food/drink/tobacco specialists retain strong distribution, with e-commerce on the rise

PROSPECTS AND OPPORTUNITIES

RTDs will maintain healthy growth over the forecast period

Non-alcoholic RTDs appeal to consumers embracing sober lifestyles

Distribution regulations will further help growth

CATEGORY DATA

Table 44 - Sales of RTDs by Category: Total Volume 2019-2024

Table 45 - Sales of RTDs by Category: Total Value 2019-2024

Table 46 - Sales of RTDs by Category: % Total Volume Growth 2019-2024

Table 47 - Sales of RTDs by Category: % Total Value Growth 2019-2024

Table 48 - Sales of RTDs by Off-trade vs On-trade: Volume 2019-2024

Table 49 - Sales of RTDs by Off-trade vs On-trade: Value 2019-2024

Table 50 - Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2019-2024

Table 51 - Sales of RTDs by Off-trade vs On-trade: % Value Growth 2019-2024

Table 52 - GBO Company Shares of RTDs: % Total Volume 2020-2024

Table 53 - NBO Company Shares of RTDs: % Total Volume 2020-2024

Table 54 - LBN Brand Shares of RTDs: % Total Volume 2021-2024

Table 55 - Forecast Sales of RTDs by Category: Total Volume 2024-2029

Table 56 - Forecast Sales of RTDs by Category: Total Value 2024-2029

Table 57 - Forecast Sales of RTDs by Category: % Total Volume Growth 2024-2029

Table 58 - Forecast Sales of RTDs by Category: % Total Value Growth 2024-2029

Spirits in Canada

KEY DATA FINDINGS

2024 DEVELOPMENTS

Spirits face the brunt of alcohol-free trend, while opportunities remain for non-alcoholic and premium variants

Diageo maintains lead thanks to well-established and premium brands, while non-alcoholic variants rise

Distribution landscape for spirits follows the same dynamics as alcoholic drinks

PROSPECTS AND OPPORTUNITIES

A sluggish performance ahead for spirits, with opportunities seen in no-alcohol variants and premium options

A strong focus on non-alcoholic options expected

On-trade sales expected to be boosted by population growth and urbanisation

CATEGORY BACKGROUND

## CATEGORY DATA

Table 59 - Sales of Spirits by Category: Total Volume 2019-2024

Table 60 - Sales of Spirits by Category: Total Value 2019-2024

Table 61 - Sales of Spirits by Category: % Total Volume Growth 2019-2024

Table 62 - Sales of Spirits by Category: % Total Value Growth 2019-2024

Table 63 - Sales of Spirits by Off-trade vs On-trade: Volume 2019-2024

Table 64 - Sales of Spirits by Off-trade vs On-trade: Value 2019-2024

Table 65 - Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2019-2024

Table 66 - Sales of Spirits by Off-trade vs On-trade: % Value Growth 2019-2024

Table 67 - Sales of Dark Rum by Price Platform: % Total Volume 2019-2024

Table 68 - Sales of White Rum by Price Platform: % Total Volume 2019-2024

Table 69 - Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2019-2024

Table 70 - Sales of English Gin by Price Platform: % Total Volume 2019-2024

Table 71 - Sales of Vodka by Price Platform: % Total Volume 2019-2024

Table 72 - Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2019-2024

Table 73 - GBO Company Shares of Spirits: % Total Volume 2020-2024

Table 74 - NBO Company Shares of Spirits: % Total Volume 2020-2024

Table 75 - LBN Brand Shares of Spirits: % Total Volume 2021-2024

Table 76 - Forecast Sales of Spirits by Category: Total Volume 2024-2029

Table 77 - Forecast Sales of Spirits by Category: Total Value 2024-2029

Table 78 - Forecast Sales of Spirits by Category: % Total Volume Growth 2024-2029

Table 79 - Forecast Sales of Spirits by Category: % Total Value Growth 2024-2029

## Wine in Canada

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Wine faces challenges due to changing consumer trends and climate factors

Arterra Wines maintains its top place, while niche non-alcoholic options see the strongest developments

Distribution landscape remains largely unchanged

### PROSPECTS AND OPPORTUNITIES

Wine expected to see a sluggish performance over the forecast period

Players will likely utilise social media to promote non-alcoholic wine

On trade sales expected to be boosted by population growth and urbanisation

## CATEGORY DATA

Table 80 - Sales of Wine by Category: Total Volume 2019-2024

Table 81 - Sales of Wine by Category: Total Value 2019-2024

Table 82 - Sales of Wine by Category: % Total Volume Growth 2019-2024

Table 83 - Sales of Wine by Category: % Total Value Growth 2019-2024

Table 84 - Sales of Wine by Off-trade vs On-trade: Volume 2019-2024

Table 85 - Sales of Wine by Off-trade vs On-trade: Value 2019-2024

Table 86 - Sales of Wine by Off-trade vs On-trade: % Volume Growth 2019-2024

Table 87 - Sales of Wine by Off-trade vs On-trade: % Value Growth 2019-2024

Table 88 - Sales of Still Red Wine by Price Segment: % Off-trade Volume 2019-2024

Table 89 - Sales of Still Rosé Wine by Price Segment: % Off-trade Volume 2019-2024

Table 90 - Sales of Still White Wine by Price Segment: % Off-trade Volume 2019-2024

Table 91 - Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2019-2024

Table 92 - GBO Company Shares of Still Light Grape Wine: % Total Volume 2020-2024

Table 93 - NBO Company Shares of Still Light Grape Wine: % Total Volume 2020-2024

Table 94 - LBN Brand Shares of Still Light Grape Wine: % Total Volume 2021-2024

Table 95 - GBO Company Shares of Champagne: % Total Volume 2020-2024

Table 96 - NBO Company Shares of Champagne: % Total Volume 2020-2024

Table 97 - LBN Brand Shares of Champagne: % Total Volume 2021-2024

Table 98 - GBO Company Shares of Other Sparkling Wine: % Total Volume 2020-2024

Table 99 - NBO Company Shares of Other Sparkling Wine: % Total Volume 2020-2024

Table 100 - LBN Brand Shares of Other Sparkling Wine: % Total Volume 2021-2024

Table 101 - GBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2020-2024

Table 102 - NBO Company Shares of Fortified Wine and Vermouth: % Total Volume 2020-2024

Table 103 - LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume 2021-2024

Table 104 - GBO Company Shares of Non-grape Wine: % Total Volume 2020-2024

Table 105 - NBO Company Shares of Non-grape Wine: % Total Volume 2020-2024

Table 106 - LBN Brand Shares of Non-grape Wine: % Total Volume 2021-2024

Table 107 - Forecast Sales of Wine by Category: Total Volume 2024-2029

Table 108 - Forecast Sales of Wine by Category: Total Value 2024-2029

Table 109 - Forecast Sales of Wine by Category: % Total Volume Growth 2024-2029

Table 110 - Forecast Sales of Wine by Category: % Total Value Growth 2024-2029

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