



Beer in Canada

June 2025

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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

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Alcoholic Drinks in Canada - Industry Overview

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On-trade vs off-trade split
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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

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Contraband/parallel trade

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DISCLAIMER

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