



**Euromonitor
International**

Fine Wines/Champagne and Spirits in Canada

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Cautious discretionary spending slows growth amid economic headwinds
Luxury drinks brands focus on image and authenticity through events
Packaging innovations and distribution changes boost brand visibility

PROSPECTS AND OPPORTUNITIES

Robust growth expected, led by luxury whiskies and champagne
On-trade growth supported by nightlife initiatives, immigration, and major events
RTDs expected to continue trending with younger consumers, offering new opportunities for luxury brands

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Luxury Goods in Canada - Industry Overview

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/fine-wines-champagne-and-spirits-in-canada/report.