

Alcoholic Drinks in Canada

<https://marketpublishers.com/r/A50CAE98C44EN.html>

Date: July 2019

Pages: 65

Price: US\$ 2,100.00 (Single User License)

ID: A50CAE98C44EN

Abstracts

In 2018, overall alcoholic drinks consumption continued to record modest growth, roughly in line with the population growth in Canada. Smaller categories such as RTDs and cider posted more upbeat performances, while beer and spirits, which account for the lion's share of the market, remained stagnant, and wine experienced steady growth. Against the backdrop of overall weakness, the continually growing craft movement and an intensifying premiumisation trend provided momentum in attractive growth...

Euromonitor International's Alcoholic Drinks 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 (2014-2018), 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 2023 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Alcoholic Drinks 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.

Contents

Executive Summary

Growth Areas Emerge Thanks To Craft Movement and Premiumisation Trend

Non-alcoholic Alternatives Gain Traction Across the Board

Major Players Focus on Premium and Core Brands While Craft Products Attract Growing Attention

Distribution Widens for Alcoholic Drinks As Regulations Evolve

Mounting Uncertainty Presents Both Challenges and Opportunities

Market Background

Legislation

Table 1 Number of On-trade Establishments by Type 2013-2018

Taxation and Duty Levies

Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2018

Operating Environment

Contraband/parallel Trade

Duty Free

Cross-border/private Imports

Key New Product Launches

Outlook

Market Data

Table 2 Sales of Tobacco by Category: Volume 2013-2018

Table 3 Sales of Tobacco by Category: Value 2013-2018

Table 4 Sales of Tobacco by Category: % Volume Growth 2013-2018

Table 5 Sales of Tobacco by Category: % Value Growth 2013-2018

Table 6 Forecast Sales of Tobacco by Category: Volume 2018-2023

Table 7 Forecast Sales of Tobacco by Category: Value 2018-2023

Table 8 Forecast Sales of Tobacco by Category: % Volume Growth 2018-2023

Table 9 Forecast Sales of Tobacco by Category: % Value Growth 2018-2023

Definitions

Sources

Summary 2 Research Sources

Headlines

Prospects

Overall Beer Remains Stagnant

Craft Movement Remains Strong in Beer

Uncertainty Mounts in Trade and Legislation

Competitive Landscape

Molson Canada and Labatt Brewing Continue To Lead

Craft Brewers Enjoy Sustained Growth, But Competition Is Intensifying

Category Background

Lager Price Band Methodology

Summary 3 Lager by Price Band 2018

Table 10 Number of Breweries 2013-2018

Category Data

Table 11 Sales of Beer by Category: Total Volume 2013-2018

Table 12 Sales of Beer by Category: Total Value 2013-2018

Table 13 Sales of Beer by Category: % Total Volume Growth 2013-2018

Table 14 Sales of Beer by Category: % Total Value Growth 2013-2018

Table 15 Sales of Beer by Off-trade vs On-trade: Volume 2013-2018

Table 16 Sales of Beer by Off-trade vs On-trade: Value 2013-2018

Table 17 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2013-2018

Table 18 Sales of Beer by Off-trade vs On-trade: % Value Growth 2013-2018

Table 19 GBO Company Shares of Beer: % Total Volume 2014-2018

Table 20 NBO Company Shares of Beer: % Total Volume 2014-2018

Table 21 LBN Brand Shares of Beer: % Total Volume 2015-2018

Table 22 Forecast Sales of Beer by Category: Total Volume 2018-2023

Table 23 Forecast Sales of Beer by Category: Total Value 2018-2023

Table 24 Forecast Sales of Beer by Category: % Total Volume Growth 2018-2023

Table 25 Forecast Sales of Beer by Category: % Total Value Growth 2018-2023

Headlines

Prospects

Cider Showing Signs of Slowdown

Craft Movement Develops in Cider

Cider Sees An Expanding Array of Offerings

Competitive Landscape

Arterra Wines Canada Inc and Molson Canada Continue To Lead

Smaller Players Are Gaining Traction

Category Data

Table 26 Sales of Cider/Perry: Total Volume 2013-2018

Table 27 Sales of Cider/Perry: Total Value 2013-2018

Table 28 Sales of Cider/Perry: % Total Volume Growth 2013-2018

Table 29 Sales of Cider/Perry: % Total Value Growth 2013-2018

Table 30 Sales of Cider/Perry by Off-trade vs On-trade: Volume 2013-2018

Table 31 Sales of Cider/Perry by Off-trade vs On-trade: Value 2013-2018

Table 32 Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2013-2018

Table 33 Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2013-2018

Table 34 GBO Company Shares of Cider/Perry: % Total Volume 2014-2018

Table 35 NBO Company Shares of Cider/Perry: % Total Volume 2014-2018

Table 36 LBN Brand Shares of Cider/Perry: % Total Volume 2015-2018

Table 37 Forecast Sales of Cider/Perry: Total Volume 2018-2023

Table 38 Forecast Sales of Cider/Perry: Total Value 2018-2023

Table 39 Forecast Sales of Cider/Perry: % Total Volume Growth 2018-2023

Table 40 Forecast Sales of Cider/Perry: % Total Value Growth 2018-2023

Headlines

Prospects

Spirit-based Rtds Continues To Excel

Craft Movement Develops in Rtds

Trade and Legislation Poses Mounting Uncertainty

Competitive Landscape

Diageo Canada and Labatt Brewing Maintain Their Leading Positions

Smaller Players Thrive in Niche Segments

Category Data

Table 41 Sales of RTDS by Category: Total Volume 2013-2018

Table 42 Sales of RTDS by Category: Total Value 2013-2018

Table 43 Sales of RTDS by Category: % Total Volume Growth 2013-2018

Table 44 Sales of RTDS by Category: % Total Value Growth 2013-2018

Table 45 Sales of RTDS by Off-trade vs On-trade: Volume 2013-2018

Table 46 Sales of RTDS by Off-trade vs On-trade: Value 2013-2018

Table 47 Sales of RTDS by Off-trade vs On-trade: % Volume Growth 2013-2018

Table 48 Sales of RTDS by Off-trade vs On-trade: % Value Growth 2013-2018

Table 49 GBO Company Shares of RTDS: % Total Volume 2014-2018

Table 50 NBO Company Shares of RTDS: % Total Volume 2014-2018

Table 51 LBN Brand Shares of RTDS: % Total Volume 2015-2018

Table 52 Forecast Sales of RTDS by Category: Total Volume 2018-2023

Table 53 Forecast Sales of RTDS by Category: Total Value 2018-2023

Table 54 Forecast Sales of RTDS by Category: % Total Volume Growth 2018-2023

Table 55 Forecast Sales of RTDS by Category: % Total Value Growth 2018-2023

Headlines

Prospects

Spirits Overall Remains Relatively Stagnant, Albeit With Ample Growth Opportunities

Craft Movement Develops in Spirits

Uncertainty Mounts Over Trade and Legislation

Competitive Landscape

Diageo Canada and Corby Spirit & Wine Continue To Lead

Craft Spirits Attracts A Growing Number of Participants

Category Background

Vodka, Gin, Other Blended Scotch Whisky, Dark Rum and White Rum Price Band Methodology

Summary 4 Benchmark Brands 2018

Category Data

Table 56 Sales of Spirits by Category: Total Volume 2013-2018

Table 57 Sales of Spirits by Category: Total Value 2013-2018

Table 58 Sales of Spirits by Category: % Total Volume Growth 2013-2018

Table 59 Sales of Spirits by Category: % Total Value Growth 2013-2018

Table 60 Sales of Spirits by Off-trade vs On-trade: Volume 2013-2018

Table 61 Sales of Spirits by Off-trade vs On-trade: Value 2013-2018

Table 62 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2013-2018

Table 63 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2013-2018

Table 64 Sales of Dark Rum by Price Platform: % Total Volume 2013-2018

Table 65 Sales of White Rum by Price Platform: % Total Volume 2013-2018

Table 66 Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume
2013-2018

Table 67 Sales of English Gin by Price Platform: % Total Volume 2013-2018

Table 68 Sales of Vodka by Price Platform: % Total Volume 2013-2018

Table 69 Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2013-2018

Table 70 GBO Company Shares of Spirits: % Total Volume 2014-2018

Table 71 NBO Company Shares of Spirits: % Total Volume 2014-2018

Table 72 LBN Brand Shares of Spirits: % Total Volume 2015-2018

Table 73 Forecast Sales of Spirits by Category: Total Volume 2018-2023

Table 74 Forecast Sales of Spirits by Category: Total Value 2018-2023

Table 75 Forecast Sales of Spirits by Category: % Total Volume Growth 2018-2023

Table 76 Forecast Sales of Spirits by Category: % Total Value Growth 2018-2023

Headlines

Prospects

Wine Continues To Record Modest Growth

Premiumisation Drives Value Growth

Uncertainty Mounts Over Legislation and Trade

Competitive Landscape

Arterra Wines Canada Inc and Apl Continue To Lead

Competitive Landscape Remains Largely Stable

Category Data

Table 77 Sales of Wine by Category: Total Volume 2013-2018

Table 78 Sales of Wine by Category: Total Value 2013-2018

Table 79 Sales of Wine by Category: % Total Volume Growth 2013-2018

Table 80 Sales of Wine by Category: % Total Value Growth 2013-2018

Table 81 Sales of Wine by Off-trade vs On-trade: Volume 2013-2018

Table 82 Sales of Wine by Off-trade vs On-trade: Value 2013-2018

Table 83 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2013-2018

Table 84 Sales of Wine by Off-trade vs On-trade: % Value Growth 2013-2018

Table 85 Sales of Still Red Wine by Price Segment: % Off-trade Volume 2013-2018

Table 86 Sales of Still Rosé Wine by Price Segment: % Off-trade Volume 2013-2018

Table 87 Sales of Still White Wine by Price Segment: % Off-trade Volume 2013-2018

Table 88 Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume
2013-2018

Table 89 GBO Company Shares of Still Light Grape Wine: % Total Volume 2014-2018

Table 90 NBO Company Shares of Still Light Grape Wine: % Total Volume 2014-2018

Table 91 LBN Brand Shares of Still Light Grape Wine: % Total Volume 2015-2018

Table 92 GBO Company Shares of Champagne: % Total Volume 2014-2018

Table 93 NBO Company Shares of Champagne: % Total Volume 2014-2018

Table 94 LBN Brand Shares of Champagne: % Total Volume 2015-2018

Table 95 GBO Company Shares of Other Sparkling Wine: % Total Volume 2014-2018

Table 96 NBO Company Shares of Other Sparkling Wine: % Total Volume 2014-2018

Table 97 LBN Brand Shares of Other Sparkling Wine: % Total Volume 2015-2018

Table 98 GBO Company Shares of Fortified Wine and Vermouth: % Total Volume
2014-2018

Table 99 NBO Company Shares of Fortified Wine and Vermouth: % Total Volume
2014-2018

Table 100 LBN Brand Shares of Fortified Wine and Vermouth: % Total Volume
2015-2018

Table 101 GBO Company Shares of Non-grape Wine: % Total Volume 2014-2018

Table 102 NBO Company Shares of Non-grape Wine: % Total Volume 2014-2018

Table 103 LBN Brand Shares of Non-grape Wine: % Total Volume 2015-2018

Table 104 Forecast Sales of Wine by Category: Total Volume 2018-2023

Table 105 Forecast Sales of Wine by Category: Total Value 2018-2023

Table 106 Forecast Sales of Wine by Category: % Total Volume Growth 2018-2023

Table 107 Forecast Sales of Wine by Category: % Total Value Growth 2018-2023

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