



**Euromonitor
International**

Wine in Canada

June 2025

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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

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Alcoholic Drinks in Canada - Industry Overview

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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

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DISCLAIMER

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