



Spirits in Canada

June 2024

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Spirits in Canada - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive growth continues supported by new product development
Non-alcoholic spirits, although a small product area, register strongest growth
Leading manufacturers invest heavily in innovative marketing activities

PROSPECTS AND OPPORTUNITIES

A healthy outlook for spirits is imminent
Health consciousness will pave the way for innovation
On-trade will be the growth driver as foodservice sector strengthens

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
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