



Spirits in Canada

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Spirits face the brunt of alcohol-free trend, while opportunities remain for non-alcoholic and premium variants
Diageo maintains lead thanks to well-established and premium brands, while non-alcoholic variants rise
Distribution landscape for spirits follows the same dynamics as alcoholic drinks

PROSPECTS AND OPPORTUNITIES

A sluggish performance ahead for spirits, with opportunities seen in no-alcohol variants and premium options
A strong focus on non-alcoholic options expected
On-trade sales expected to be boosted by population growth and urbanisation

CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
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Alcoholic Drinks in Canada - Industry Overview

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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

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Contraband/parallel trade
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