



Euromonitor
International

Alcoholic Drinks in Canada

June 2025

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Traditional beer continues to lose share, as consumers shift to other options
Molson Coors maintains its leadership position, albeit with Labatt Brewing hot on its heels
Food/drink/tobacco specialists retain the strongest distribution share, while convenience outlets benefit from new regulations

PROSPECTS AND OPPORTUNITIES

Beer expected to remain in overall slump, with opportunities for non/low alcohol, craft, and premium options
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