



Fine Wines/Champagne and Spirits in Canada

October 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Luxury spirits drives growth, but fine wines maintains its dominance
Fine wines/champagne and spirits competitive landscape remains highly fragmented
Younger adult demographic has an impact, while e-commerce ensures accessibility

PROSPECTS AND OPPORTUNITIES

Growing demand for quality, and craft beverages anticipated to drive growth
Luxury brands will adapt to the sustainability trend and adopt technological innovation
Retail expansion and home drinking trend set to drive off-trade growth

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[Luxury Goods in Canada - Industry Overview](#)

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