

THE MULTIPLE BEVERAGE MARKETPLACE IN CANADA: EXCEL DATA SET

2018 EDITION (Published November 2018. Data through 2017. Market projections through 2022.) Extensive Excel tables.

This report summarizes industry activity and contains current statistical data for eleven individual beverage categories in Canada, including volume, growth and per capita consumption figures. It includes volume figures and projections for each category. The report provides quantitative data on the Canadian market for beer, bottled water, carbonated soft drinks, coffee, distilled spirits, energy drinks, fruit beverages, milk, sports beverages, tea and wine.

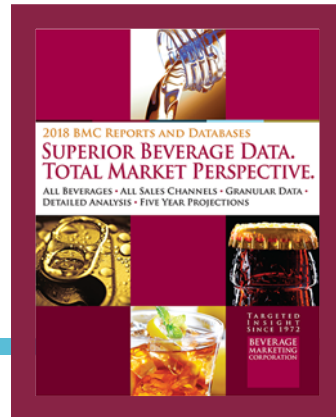
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HAVE
QUESTIONS?

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THE ANSWERS YOU NEED

This study of Canadian beverage trends provides a summary of developments in the major categories and gives a bird's eye view of the industry as a whole. Questions answered include:

- Which beverage categories grew in the Canadian market in 2017, and which did not?
- What is the fastest growing distilled spirits segment in Canada?
- Which province consumes the most beer per capita?
- How many liters of bottled water did Canadian residents consume during 2017, and how did that compare to previous years?
- How did sports beverages and energy drinks perform?
- What are future growth prospects for the major beverage categories in the Canadian market?

THIS REPORT FEATURES

The Multiple Beverage Marketplace in Canada provides a comprehensive overview of the entire Canadian beverage marketplace, providing a total market view of eleven beverage categories. Coverage includes:

- A snapshot of the share of stomach held by each beverage category in the Canadian market. It breaks down volume and market share held by each beverage category including growth statistics and per capita consumption figures.
- Quantification of Canadian beer market volume by province. Historical and current data breaking out Canadian beer volume by package type (bottles, cans, draft and imported beer).
- Historical and current Canadian fluid milk trends, a break-out of volume, share and growth by milk segments including 2%, 1%, 3.25%, Skim, chocolate, buttermilk and eggnog, plus fluid milk consumption for select provinces.
- A break-out of the domestic vs. imported distilled spirits market by segment and a look at distilled spirits volume, share and growth by province.
- Domestic vs. imported wine volume, wine by segment and as well as a break-out of wine sales by Canadian province.
- Beverage Marketing's volume, per capita consumption and compound annual growth projections for each beverage group and analysis of the forces determining each category's future through 2022.

The Multiple Beverage Marketplace in Canada: Excel Data Set November 2018



RESEARCH • DATA • CONSULTING

NOTE: The information contained in this report is confidential and solely intended for the benefit of the immediate recipient hereof.

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CANADIAN BEVERAGE MARKET
CHANGE IN VOLUME BY CATEGORY (r)
2013 – 2017

Category	2012/13	2013/14	2014/15	2015/16	2016/17
Beer	1.1%	1.1%	1.1%	1.1%	1.1%
Bottled Water	1.1%	1.1%	1.1%	1.1%	1.1%
Carbonated Soft Drinks	1.1%	1.1%	1.1%	1.1%	1.1%
Coffee*	1.1%	1.1%	1.1%	1.1%	1.1%
Distilled Spirits	1.1%	1.1%	1.1%	1.1%	1.1%
Energy Drinks	1.1%	1.1%	1.1%	1.1%	1.1%
Fruit Beverages	1.1%	1.1%	1.1%	1.1%	1.1%
Milk	1.1%	1.1%	1.1%	1.1%	1.1%
Sports Beverages	1.1%	1.1%	1.1%	1.1%	1.1%
Tea	1.1%	1.1%	1.1%	1.1%	1.1%
Wine	1.1%	1.1%	1.1%	1.1%	1.1%
Subtotal	1.1%	1.1%	1.1%	1.1%	1.1%
All Others**	1.1%	1.1%	1.1%	1.1%	1.1%
TOTAL	1.1%	1.1%	1.1%	1.1%	1.1%

(r) Revised

* Assumes 48 grams of coffee per liter.

** Includes tap water, vegetable juices, powders and miscellaneous others.

Source: Beverage Marketing Corporation; Brewers Association of Canada; Statistics Canada

CANADIAN DISTILLED SPIRITS MARKET
SHARE OF VOLUME BY SEGMENT (r)
2012 – 2017

Segment	2012	2013	2014	2015	2016	2017
Canadian Whiskey	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%
Scotch Whisky	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
Subtotal Whiskey	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%
Domestic Vodka	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
Imported Vodka	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
Subtotal Vodka	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
Domestic Rum	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
Imported Rum	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
Subtotal Rum	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
Domestic Liqueurs	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
Imported Liqueurs	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
Subtotal Liqueurs	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
Domestic Gin	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
Imported Gin	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
Subtotal Gin	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
Domestic Brandy	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
Imported Brandy	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
Subtotal Brandy	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
All Others	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
TOTAL	2.3%	2.3%	2.3%	2.3%	2.3%	2.3%

(r) Revised

Source: Beverage Marketing Corporation, Statistics Canada

CANADIAN FLUID MILK MARKET
CHANGE IN VOLUME BY SEGMENT
2013 – 2017

Segment	2012/13	2013/14	2014/15	2015/16	2016/17	5-year CAGR
3.25%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%
2%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%
1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%
Skim	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%
Buttermilk	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%
Chocolate	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%
Eggnog	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%
TOTAL	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%

CAGR: Compound Annual Growth Rate

Source: Beverage Marketing Corporation, Statistics Canada