

ALCOHOLIC DRINKS IN CANADA - DATAGRAPHSICS

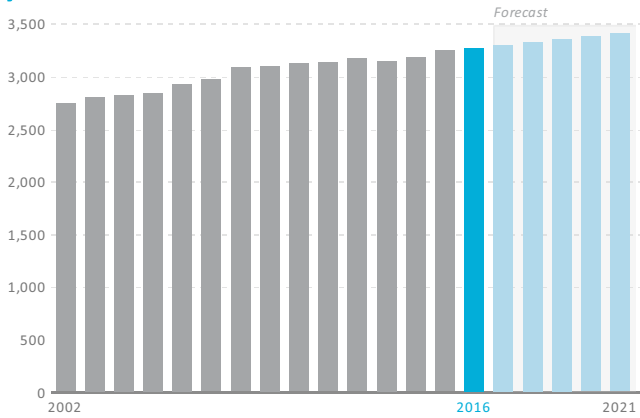
Country Report | Jun 2017

Market Sizes

Sales of Alcoholic Drinks

Total Volume - million litres - 2002-2021

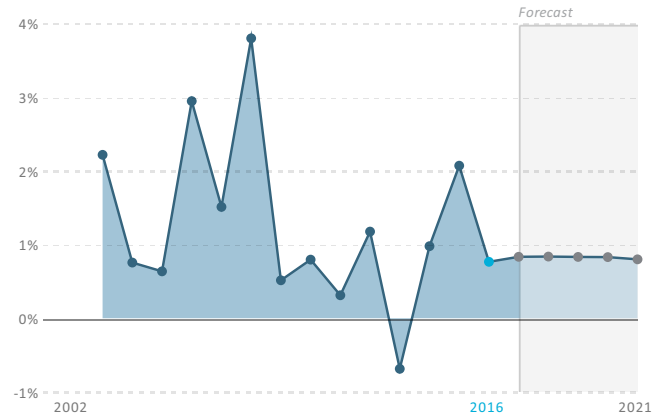
3,263



Sales of Alcoholic Drinks

% Y-O-Y Growth 2002-2021

0.8%

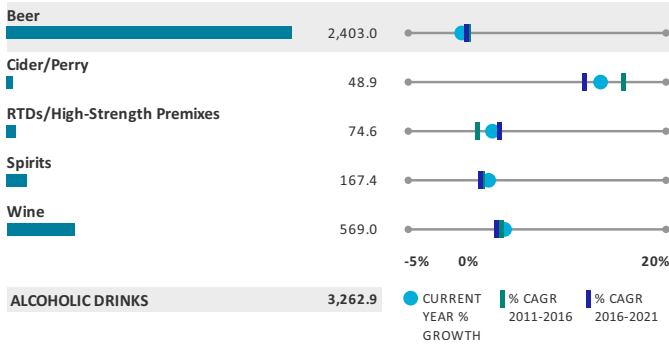


Sales of Alcoholic Drinks by Category

Total Volume - million litres - 2016

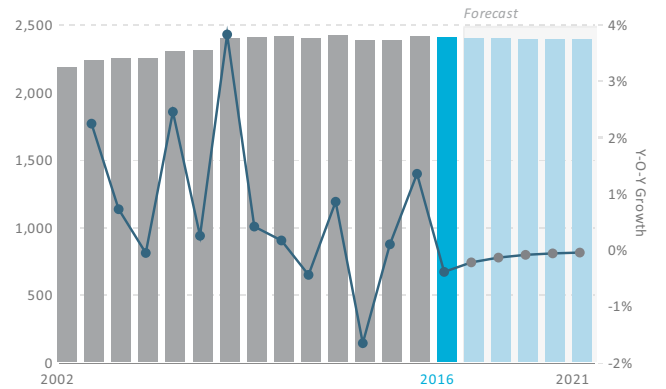
Click on a Category to update Sales Chart

Growth Performance



Sales of Beer

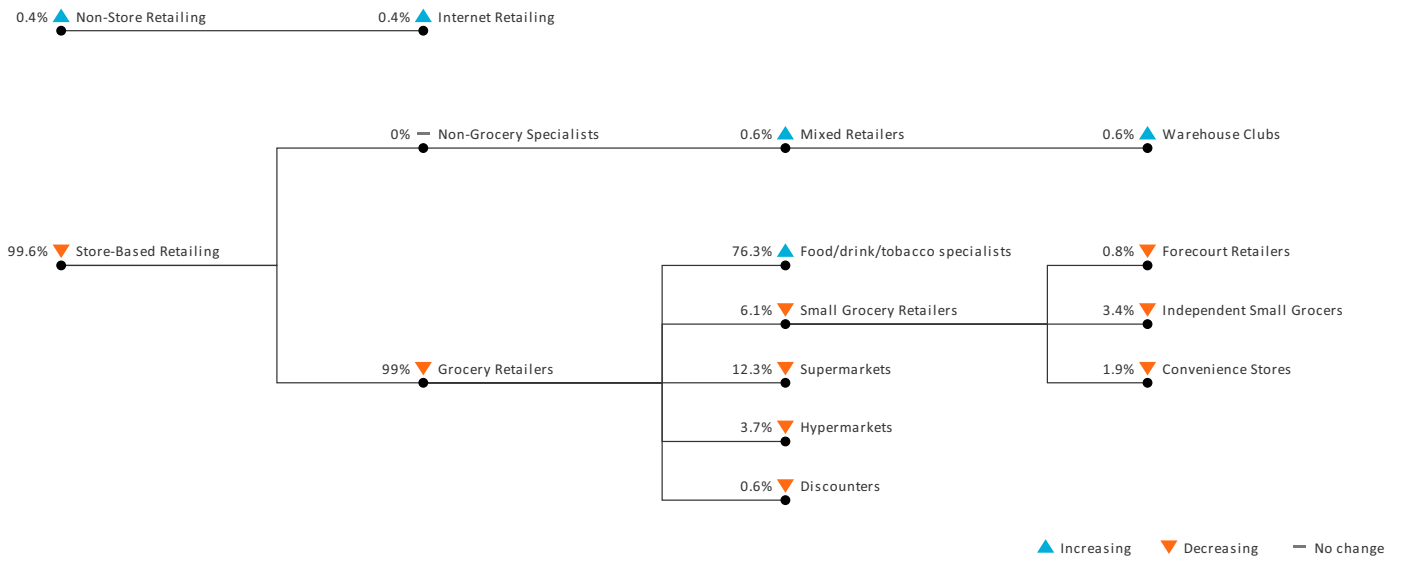
Total Volume - million litres - 2002-2021



Distribution

Channel Distribution for Alcoholic Drinks

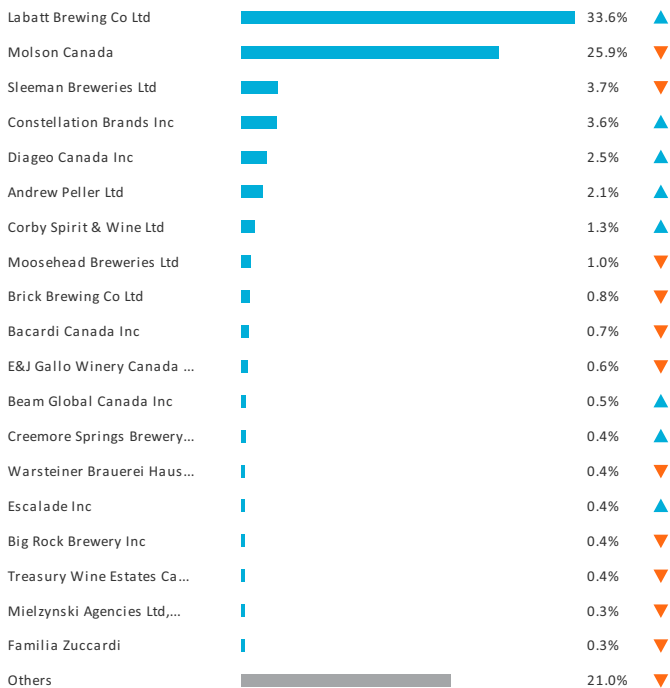
% Breakdown 2016 and Point Growth Trend - 2011-2016



Competitive Landscape

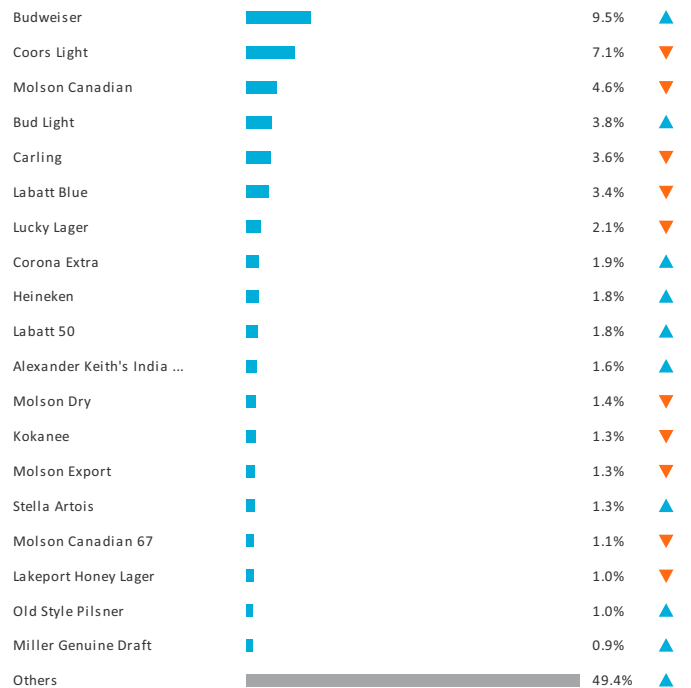
Company Shares of Alcoholic Drinks

% Share - Total Volume - 2016



Brand Shares of Alcoholic Drinks

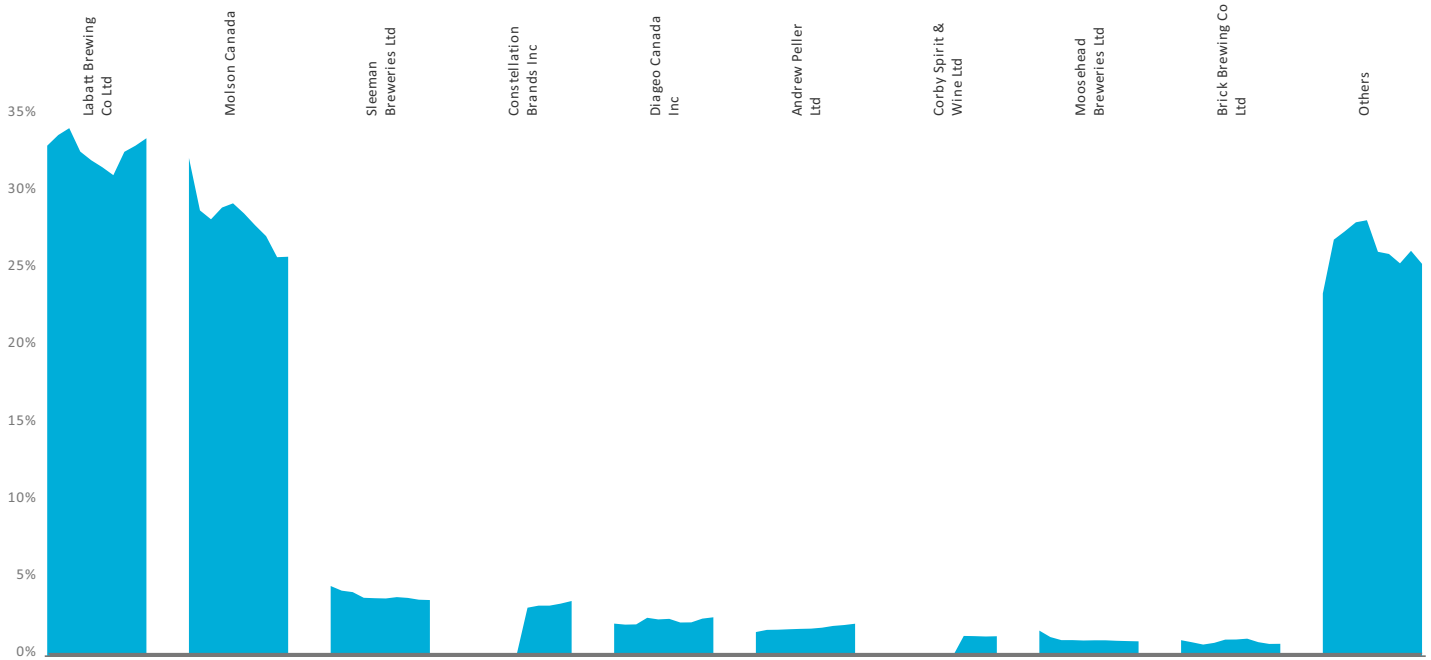
% Share - Total Volume - 2016



▲ Increasing share ▼ Decreasing share — No change

Company Share Performance in Alcoholic Drinks

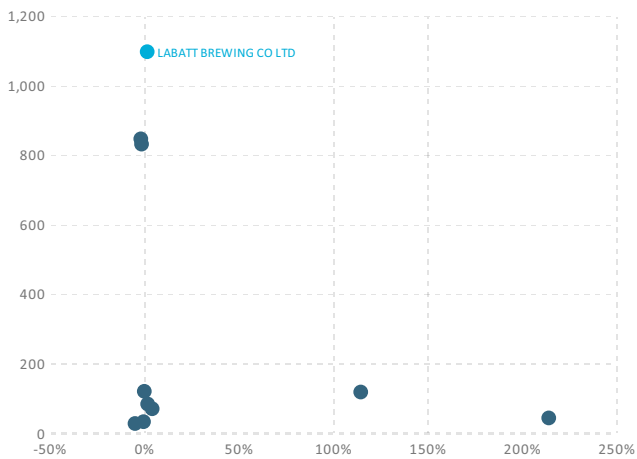
% Share - Total Volume - 2007-2016



Retail Sales Performance by Company

Total Volume - million litres 2016 - % CAGR 2011-2016

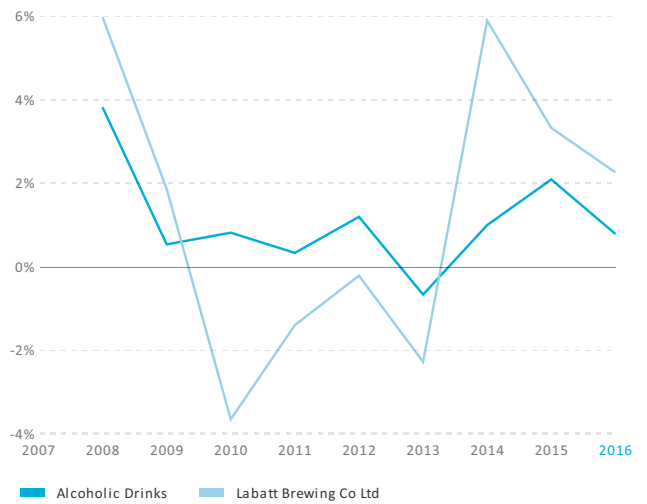
Click on company to compare against market



Company Performance vs Market

% Y-O-Y Growth 2007-2016

Labatt Brewing Co Ltd



Market Concentration of Alcoholic Drinks by Company

% Share - Total Volume - 2016

