

## Beer - Canada - December 2014

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“The internal dynamics of the current market are not working in harmony with each other, as growth in the smaller two segments is cannibalising share of the largest segment. Existing external threats mean that the market has to work in unison. Featuring each segment as partners with particular food types may be worth exploring.”  
 – Carol Wong-Li, Senior Lifestyle and Leisure Analyst

### This report looks at the following areas:

- Boosting the perception of beer
- Promote pairing beer with everyday foods as a way to increase drinking occasions
- Understanding how women under-55 are drinking beer
- Persuading Millennials to choose beer over wine

Beer is a highly popular alcoholic beverage among Canadians. However, with volumes stagnating, the category is vulnerable to the rapidly growing wine market in particular. While beer remains an affordable indulgence for most Canadians, beer prices have risen at a significantly higher rate than wine in the past five years due to inflation, a development which is leading to a reassessment of alcohol spending habits.

Nevertheless, the market is also seeing new opportunities in several areas: fast food companies are beginning to partner with beer in an effort to rejuvenate both industries; craft beers are gaining increasing community support with the launch of Beer Weeks in various cities; and governmental support in some provinces for microbreweries and craft beers is exhibited by way of amendments to liquor laws making them more welcoming for these businesses.

Beer and food matching is expected to become an even more visible theme in the coming years. Resolving the discrepancy between the premium taste of beer and the non-premium way in which it is often served and presented in the on-trade could help to retain this volume growth and that both the on- and off-trade channels achieve volume growth in the coming years.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Budweiser Canada lights up its Red Light campaign  
 Molson Canadian uses social media to engage fans in a two-way interaction  
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Recent activity and innovation

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