

Wine - Canada - October 2015

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Canada's wine industry has experienced growth in value and volume sales in recent years supported by an aging population and a general willingness to spend on quality wines. That said, consumer feedback suggests areas of prospective focus in order to build on the category's success such as the perception of wine as being a comparatively healthy alternative to other forms of alcohol.

This report looks at the following areas:

- Consumers generally stick to one varietal
- Educating the consumer (and particularly women) on wine
- Consumers open to wine availability in more stores

Different genders, age and population groups (eg Chinese Canadians) show nuanced difference in their usage, motivations for and attitudes towards wines that manufacturers can capitalize on to gain competitive advantages when innovating and messaging.

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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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Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Consumers generally stick to one varietal

Figure 1: Total CDN sales and fan chart forecast of market, at current prices, 2010-20

Educating the consumer (and particularly women) on wine

Figure 2: Know enough about wine to make an informed decision – any agree, by gender, July 2015

Consumers open to wine availability in more stores

Figure 3: Would like to be able to buy wine at more locations (grocery and convenience stores) – any agree, by province, July 2015

The opportunities

Supporting margin through premium offerings

Figure 4: Willingness to spend on wine vs price as the biggest consideration – Any agree, July 2015

Canada's aging population supports increase in wine consumption

Figure 5: Wine usage, by age group, July 2015

Canadians open to supporting local wines

Figure 6: Support of local wineries vs preference for foreign wines, by region – Any agree, July 2015

What it means

The Market – What You Need to Know

Wine's growth expected to continue

Canada's aging population supports wine growth

Canada's uncertain economy

The Market – Market Size and Forecast

Wine sales continue to grow

Figure 7: Total CDN sales and fan chart forecast of market, at current prices, 2010-20

Figure 8: Total Canada sales and forecast of market, at current prices, 2010-20

Figure 9: Total Canada sales and forecast of market, at inflation adjusted prices, 2010-20

Market Breakdown

Wine growth is balanced among different types

Figure 10: Trended wine sales, by segment, 2010-20

Market Factors

Canada's aging population will continue in the coming years

Figure 11: Population aged 65 years and over in Canada, historical and projected (% of total), 1971-2061

Recent economic activities have negatively impacted consumer confidence

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Figure 12: Consumer confidence index, monthly, January 2008-January 2015

Canada's population is ethnically diverse

Key Players – What You Need to Know

- Share of volume holds steady as industry grows
- Potential legislative challenges for larger producers in Ontario
- Export opportunities for Canadian wine producers

Manufacturer Sales in Canada

- Top players in the Canadian wine market hold share
- Constellation Brands earnings growth driven by investment in craft beer
- Andrew Peller Limited investments support continued growth
- Figure 13: Share of market by manufacturer, year over year
- Smaller wineries holding share, but concerns raised in BC around sales at grocery stores

What's Working?

- Wine growth supported by aging Boomer cohort
- Value sales outpacing volume reflects continued industry premiumization

What's Next?

- Potential challenges for The Wine Shop/The Wine Rack
- Packaging design from around the world can influence innovation in Canada
- Figure 14: Don Simon Sangria
- Figure 15: Martini Gold Vermouth Wine & Martini Rosso Red Vermouth Wine
- Figure 16: Spook light honey wine with natural flavours
- Underdeveloped markets represent a growth opportunity
- Figure 17: Top countries per capita volume growth

The Consumer – What You Need To Know

- Canada's aging population supports wine growth
- Canadians are willing to pay for quality
- Location wine is grown/made matters to Canadians

Wine Behaviour

- Wine is popular among Canadians
- Figure 18: Wine usage, by type, July 2015
- White and red wine hold equal favour among consumers
- Younger adults more open to less commonly consumed types of wine
- Figure 19: Wine consumption (any usage), 20-34 vs over-45s, July 2015
- Figure 20: Percentage of wine drinkers who stick to the same varietal, by age, July 2015

Relevant Areas of Demand

- Canadians prefer bottles to boxes
- Figure 21: Preference for bottles over boxes or cartons, July 2015

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Marketing beyond the bottle

Figure 22: Reasons for choosing wine to purchase – Top five listed, July 2015

Younger consumers more likely to use different packaging sizes/formats

Advertising less effective

Consumers demand the option to buy wine outside of liquor stores

Figure 23: Preference for being able to buy wine at more locations such as grocery and convenience stores, July 2015

Reasons Consumers Choose Wine

Canadians are willing to pay for quality

Consumers see wine as being healthy for them

Figure 24: Agreement with drinking wine is good for one's health, by age and gender, July 2015

Wine's perceived contribution to health is not only physical

Figure 25: reasons for drinking wine, July 2015

Wine's country of origin matters to consumers

Figure 26: importance of country and region, July 2015

Region matters as much as brands to wine consumers

It's important to make decisions easy for consumers

Figure 27: Knowledge of wine and willingness to trying new varietals, July 2015

Differences across Population Groups

Men and women exhibit different behaviours and attitudes towards wine

Women may be less likely to experiment with varietals, but expand types (ie sweet wines)

Figure 28: Interest in wine types, by gender, July 2015

Meal pairings matter more to Baby Boomers (over-55s)

Figure 29: Heavy wine usage, by age, July 2015

Figure 30: Reasons for drinking wine: to enhance a meal, by age, July 2015

Millennials more open to new wine types

Brands and reviews more likely to influence Chinese Canadians

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Consumer qualitative research

Abbreviations and terms

Abbreviations

Appendix – The Market

Figure 31: Total Canada retail sales and forecast of wine, by segment, at current prices, 2010-20

Figure 32: Total Canada retail sales and forecast of red wine, at current prices, 2010-20

Figure 33: Total Canada retail sales and forecast of red wine, at inflation-adjusted prices, 2010-20

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Figure 34: Total Canada retail sales and forecast of white wine, at current prices, 2010-20

Figure 35: Total Canada retail sales and forecast of white wine, at inflation-adjusted prices, 2010-20

Figure 36: Total Canada retail sales and forecast of rose wine, at current prices, 2010-20

Figure 37: Total Canada retail sales and forecast of rose wine, at inflation-adjusted prices, 2010-20

Figure 38: Total Canada retail sales and forecast of sparkling wine, at current prices, 2010-20

Figure 39: Total Canada retail sales and forecast of sparkling wine, at inflation-adjusted prices, 2010-20

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