

## Spirits/Mixed Drink - Canada - December 2016

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"Mintel forecasts spirits sales to grow over the next five years with whisky and gin leading in recent years. This growth has occurred as consumers look forward to innovation while also looking to past eras for inspiration. As such, artisanal claims should be tied to benefits around taste in order to engender broader appeal among Canada's consumer base."

**- Joel Grehoire, Senior Food & Drink Analyst**

This report looks at the following areas:

This report discusses the following key topics:

- Aging population can adversely impact category growth
- 'Small batch' offerings low on list of purchase influences

For the purposes of this Report, Mintel has used the following definitions for spirits in soliciting consumer feedback and in collected market size data which includes value and volume sales at retail:

**Definition of spirits for consumer feedback:**

Vodka

- Unflavoured vodka (eg Smirnoff, Absolut, Grey Goose)
- Flavoured vodka (eg fruity, savoury).

Rum

- White/light rum (eg Bacardi Silver)
- Flavoured rum (eg fruity, savoury)
- Dark/black/golden/amber rum (eg Gosling's Back Seal Rum, Bacardi Gold)
- Spiced rum (eg Bacardi Oakheart).

Whiskey/whisky

- Bourbon/American whiskey (eg Jack Daniel's, Jim Beam, Blanton's Original)
- Scotch whisky blends (eg Johnnie Walker, Ballantine's, Chivas Regal)
- Scotch single malts (eg Glenlivet, Glenfiddich, Balvenie)
- Canadian whisky (Crown Royal, Crown Royal Apple/Maple, Canadian Club)
- Cognac (eg Martell, Hennessy)/brandy (eg E&J Gallo)
- Tequila (eg Herradura, Patrón).

**Definition of spirits for market sizing:**

- Vodka-based
- Whiskies
- Rum/sugarcane-based
- Liqueurs
- Gin-based

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- Brandies & brandy type
- Tequila
- Other spirits.

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