

## Wine - Canada - December 2018

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"Wine's positive perception on health and its popularity among older consumers means it's well-positioned as Canadians remained focused on living healthily without sacrificing on the things they love, in the face of an aging population. The challenge for wine makers will be to ensure their offerings are in line with consumer demand at large when it comes to flavour, positioning and format."  
- Joel Gregoire, Associate Director - Food & Drink

This report looks at the following areas:

- Younger consumers are key to wine's future growth
- Many consumers are confused by wine selection
- Consumers show active interest in learning more about wine
- Wine experience can extend beyond the "bottle"
- Focus on flavour relatable to a greater share of consumers
- Strong wine brands can extend to other categories

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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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Canada's population is aging

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- BC wine in grocery stores to face greater competition
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- Taste reigns when choosing wine
- Words matter when positioning wine
- Most Canadians view wine as being a better-for-you

### Wine Usage

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Opportunity to simplify wine choices

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Abbreviations

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