



**December 2020**

### **Beer, Craft Beer & Cider: Incl Impact of COVID-19 - Canada**

“COVID-19 has dramatically changed Canadians’ drinking habits in the short term, though the same dynamics that had been evolving prior to the pandemic will likely remain in the years to come. When Canadians drink alcohol they are most likely to reach for beer. That said, on a per-capita basis, Canadians ...