

Beer, Craft Beer and Ciders - Canada - February 2017

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"While beer remains far and away the most popular alcoholic beverage in Canada, the ground is shifting. As competitive pressures mount, brewers need to have their finger on the pulse when it comes to what Canadians are drinking, what's important to them when selecting the beers or ciders and areas of possible interest."

Joel Gregoire, Senior Research Analyst – Food & Beverage

This report looks at the following areas:

- Canadians are drinking less beer on average
- Aging population presents challenges for growth
- Women are less likely to drink beer than men

Definition

Definition of beer and cider for consumer feedback:

Any beer

- Lager (eg Molson Canadian, Budweiser)
- Craft beer – any beer made from a small/local producer (eg Steam Whistle, Great Lakes)
- Ale/Bitter (eg Alexander Keith's IPA, Sleemans Cream Ale, Rickard's Red)
- Wheat beer (Hoegaarden, Kronenbourg Blanc)
- Stout/porter (eg Guinness)
- Fruit-flavoured beer (eg Poppers Orange, Shock Top)
- Low-alcohol beer
- Radler
- Spirit-flavoured beer (eg Desperados)
- Malt (eg Colt 45)
- Non-alcoholic beer

Any cider

- Apple cider (eg Strongbow, Magners)
- Cider – non-apple flavoured (eg pear, raspberry)

Definition of beer for market sizing

- Light/no/low alcohol beer (with an ABV below 4%)
- Standard beer (with an ABV of 4% - 5.5%)
- Strong beer (with an ABV of 5.6% - 8.5%)

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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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Abbreviations

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