

RTD Alcoholic Beverages - Canada - 2022

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- The impact of the pandemic on alcoholic beverage consumption and how this might be shifting.
- Inflation's impact on the alcoholic beverage space from the consumer's point of view.
- Reasons why consumers drink and do not drink RTD alcoholic beverages.
- General attitudes toward health and drinking and what considerations matter most.

RTD (ready-to-drink) alcoholic beverages continue to impact the alcohol landscape. Offering variety, convenience and, to a certain degree, value, an expanding selection addresses a wide range of preferences. This Report looks at RTD alcoholic beverage usage in the context of the broader alcohol market, including benchmarking reported usage to other types of alcohol (eg beer), ranking what sub-categories of RTD alcoholic beverages prove more (or less) popular and discusses whether Canadians perceive themselves to be drinking more or less RTD alcoholic beverages compared to before pandemic. This Report also asks why Canadians drink or do not drink RTD alcoholic beverages, what appeals to them in the space and what associations they commonly make with these drinks. Various attitudes related to health and switching behaviours in the broader competitive landscape are also explored, and, as always, findings are broken out by different demographics where warranted.



“COVID-19 was a catalyst for the growth of RTD alcoholic beverages. RTD alcoholic beverages are reflective of a changing alcoholic beverage landscape where consumers are looking for a wider array of options, and there is little doubt that the category will continue to deliver on this front.”

– Joel Gregoire, Associate Director for Food & Drink

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