

The Spirits Consumer - Canada - 2023

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This report looks at the following areas:

- Alcoholic beverage and cocktail consumption
- Factors that influence trying new spirits
- Reasons for not drinking alcohol
- Occasions when spirits are imbibed
- Attitudes toward alcoholic beverage consumption

Despite inflationary pressures affecting consumers' wallets, that does not mean that they are cutting back on everything. While more than half (54%) of consumers note that they are cutting back on drinking alcoholic beverages to save money, not all cuts are occurring equally. Spirits and cocktails still excite Canadians as a permissible indulgence, and both spirit and alcohol sales in Canada continue to rise. Though men and women have different tastes in alcoholic beverages (ie men drink more beer whereas women drink more wine) and spirits (women gravitate toward vodka whereas men gravitate to whisky), Canadians are decidedly excited to enjoy spirits as a way to relax at home, celebrating a special event or anything in between.

An 'in-between' that is gaining momentum in Canada is the RTD and ready-made cocktail space. Given that three quarters (74%) of consumers prefer to drink their spirits in a mixed drink or cocktail rather than straight up, and 72% think RTD and canned cocktails are a good substitute for handmade cocktails, this space will see enormous growth. Brands entering this space must look to differentiate themselves and build loyal customers quickly if they are to make a splash.



"Drinking in Canada has never been so exciting. Though beer and wine still are the most popular alcoholic beverages, spirits are gaining ground. From aspiring home bartenders to enthusiastic returns to dining in restaurants, more than half (56%) of Canadians are imbibing spirits or cocktails."

– **Candace Baldassarre,**
Research Analyst

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