

# Beer, Craft Beer & Cider: Incl Impact of COVID-19 - Canada - November 2020

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## This report looks at the following areas:

That said, on a per-capita basis, Canadians are drinking less beer due to a combination of broader demographic considerations and more choice being available than ever before. The challenge for beer is to straddle the line between Canadians' yearning to explore new options, but not disassociate itself from familiar roots.

- The impact of COVID-19 on consumer behaviour and the beer and cider market.
- The long-term trajectory for beer consumption.
- Demographic differences when it comes to beer and cider.
- The relative importance of different innovations in beer and cider.



"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."

– Joel Gregoire, Associate Director Food & Drink

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