

# Cafés/Bars in Canada

February 2024

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# Cafés/Bars in Canada - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

The cap on alcohol excise duty favours the activity of cafés and bars

Workforce shortages continue to be a key challenge for cafés and bars in 2023

Sustainable packaging is essential to attract consumers and create brand loyalty

## PROSPECTS AND OPPORTUNITIES

Organising events and live nights to attract more consumers

Improved DoorDash alcohol services to boost online and delivery sales

Health-conscious options, such as smoothies, drive growth in cafés/bars

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