

# Fine Wines/Champagne and Spirits in Canada

October 2023

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Fine wines/champagne and spirits sees rising current retail value sales in 2023

Fine wines is the largest subcategory in terms of value sales in the last year of the review period

Fine wines/champagne and spirits is led by Corby Spirit & Wine Ltd in 2022

### PROSPECTS AND OPPORTUNITIES

Fine wines/Champagne and spirits set to see steady growth over the forecast period supported by rise of e-commerce

More consumers expected to enjoy other fine wine and luxury spirits at home rather than pay the high prices charged in on-trade outlets

Fine Champagne set to be the most dynamic category but younger generations present new challenges to the industry

### CATEGORY DATA

Table 1 - Sales of Fine Wines/Champagne and Spirits by Category: Value 2018-2023

Table 2 - Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Fine Wines/Champagne and Spirits: % Value 2018-2022

Table 4 - Distribution of Fine Wines/Champagne and Spirits by Format: % Value 2018-2023

Table 5 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: Value 2023-2028

Table 6 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2023-2028

## Luxury Goods in Canada - Industry Overview

### EXECUTIVE SUMMARY

Luxury goods in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for luxury goods?

### MARKET DATA

Table 7 - Sales of Luxury Goods by Category: Value 2018-2023

Table 8 - Sales of Luxury Goods by Category: % Value Growth 2018-2023

Table 9 - Inbound Receipts for Luxury Goods by Country of Origin: Value 2018-2023

Table 10 - NBO Company Shares of Luxury Goods: % Value 2018-2023

Table 11 - LBN Brand Shares of Luxury Goods: % Value 2019-2023

Table 12 - Distribution of Luxury Goods by Format and Category: % Value 2023

Table 13 - Forecast Sales of Luxury Goods by Category: Value 2023-2028

Table 14 - Forecast Sales of Luxury Goods by Category: % Value Growth 2023-2028

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### SOURCES

Summary 1 - Research Sources

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