



Beer in Canada

August 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Beer Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Beer

INDUSTRY PERFORMANCE

Chart 2 - Piña Colada Wheat Beer by Trans Canada Brewing Attempts to Rejuvenate Beer in Canada

Weak Performance Spurs Innovation and Flavour Experimentation

Chart 3 - Ultra Zero Brand Extension Helps Drive Growth of Non-Alcoholic Beer in Canada

Major Players Embrace the Nolo Revolution as More Consumers Commit to Sober Lifestyles

Sustainability Shapes Packaging Innovation to Boost Eco Credentials

Chart 4 - Volume Sales 2020-2030

Chart 5 - Volume Sales by Category 2025

WHAT'S NEXT?

Non/Low Alcohol Launches Attract Investment as Lager Volumes Decline

Grocery Retailers to Pursue Private Label as Regulatory Changes Liberalise Alcoholic Drinks

Chart 6 - Forecast Volume Sales 2020-2030

Chart 7 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 8 - Analyst Insight for Beer

Molson Canada and Labatt Brewing Reinforce Premium Focus as Carlsberg Canada Leverages Acquisition

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Ontario's Regulatory Shift Accelerates Retailer Expansion and Sales

Loblaws and Wal-Mart Canada Build Omnichannel Momentum

ECONOMIC CONTEXT

Chart 11 - Economic Context for Beer

Chart 12 - Real GDP Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Beer

Chart 15 - Population 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Alcoholic Drinks in Canada - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Alcoholic Drinks

INDUSTRY PERFORMANCE

Falling Consumption Drives Push into Non-Alcoholic and Premium Developments

Nolo Revolution Gains Traction across Alcoholic Drinks Categories

Chart 18 - Ungava Gin Brand Launches New Flavours to Tempt Gin Drinkers

Innovative Flavours Engage Consumers and Drive Premiumisation

Chart 19 - Volume Sales 2020-2030

Chart 20 - Volume Sales by Category 2025

WHAT'S NEXT?

Players Seek to Capture Wellness-Oriented Consumers as Alcoholic Consumption Falls

Ontario Retailers Embrace Private Label as Distribution Reforms Reshape Pricing Strategies

Chart 21 - Forecast Volume Sales 2020-2030

Chart 22 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 23 - Analyst Insight for Alcoholic Drinks

Labatt Brewing Co and Molson Canada Readjust Focus on Premium and Rtd Brands

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

CHANNELS

Ontario Expands Retail Access and Disrupts Liquor Board Dominance

Saq Pilots Urban Mini Agencies to Reach New Shoppers in Grocery and Convenience Stores

Loblaws and Walmart Drive E-Commerce Growth through Omni-Channel Innovation

MARKET BACKGROUND

Legislation

Legal Purchasing Age and Legal Drinking Age

Drink Driving

Advertising

Smoking Ban

Opening Hours

Off-Trade Establishments

On-Trade Establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/Parallel Trade

Duty Free

Cross-Border/Private Imports

ECONOMIC CONTEXT

Chart 26 - Economic Context for Alcoholic Drinks

Chart 27 - Real GDP Growth 2020-2030

Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Alcoholic Drinks

Chart 30 - Population 2020-2030

Chart 31 - Population by Generation 2025

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/beer-in-canada/report.