

Control and sale of alcoholic beverages, for the year ending March 31, 2012 (correction)

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Beer and liquor stores and agencies sold \$20.9 billion worth of alcoholic beverages during the fiscal year ending March 31, 2012, up 3.0% from the previous year.

Beer remained the alcoholic drink of choice for Canadians, but preferences are changing.

While the growth in the dollar value of sales reflected an increase in all three market segments, the growth in wine sales (+5.9%) in 2012 outpaced the growth in both beer (+0.6%) and spirit (+3.9%) sales.

Correction: In litres of absolute alcohol, the volume of sales of alcoholic beverages increased 2.1% to 233.0 million litres.

The net income realized by provincial and territorial liquor authorities, combined with other alcohol-related revenue, such as liquor licences and permits, was up 3.6% from the previous year to \$6.1 billion in 2012. Nova Scotia and the Northwest Territories were the only jurisdictions to report net income declines.

Market share of beer on the decline

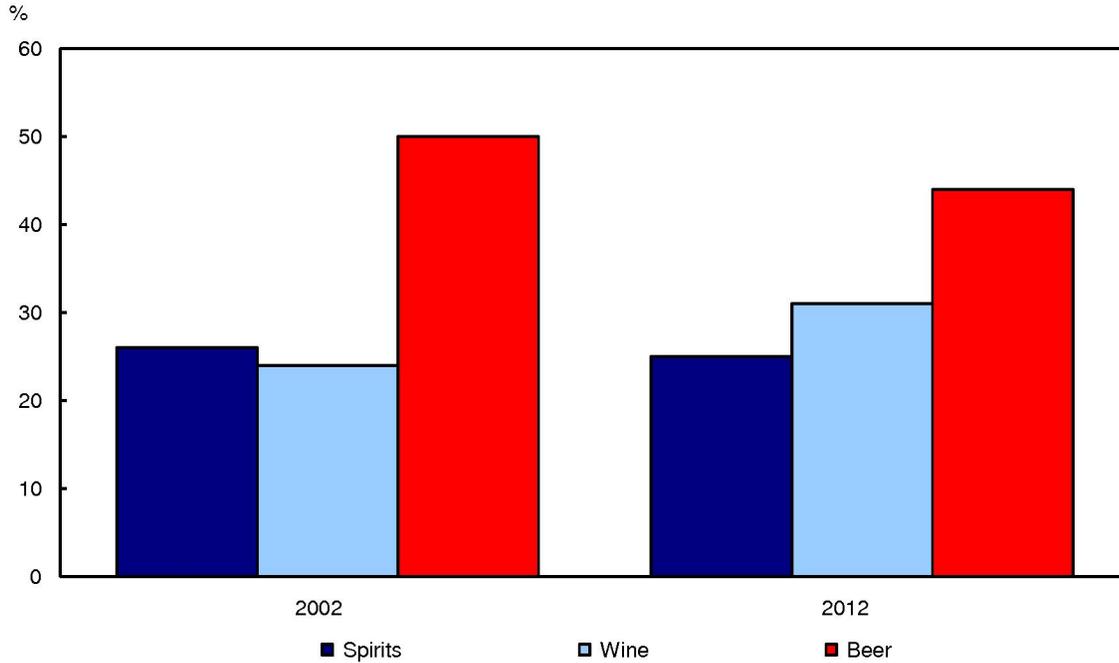
Beer, liquor stores and agencies sold \$9.2 billion worth of beer during the fiscal year ending March 31, 2012, up 0.6% from the previous year. Alberta reported the largest sales increase at 7.1%, while Quebec (-3.9%) posted the biggest decline.

Despite the small increase in beer sales, both in terms of volume and dollar value, the market share dominance of beer continued to decline as consumers turned more to wine.

In 2002, beer had a market share of 50% by dollar value, while wine had 24%. By 2012, the market share for beer had declined to 44%, while wine accounted for 31%.



Chart 1
Proportion of sales of alcoholic beverages in dollars



Note to readers

Statistics on the sales of alcoholic beverages by volume should not be equated with data on consumption. Sales volumes include only sales by liquor authorities and their agents, and sales by wineries and breweries and outlets that operate under license from the liquor authorities.

Consumption of alcoholic beverages would include all these sales, plus homemade wine and beer, wine and beer manufactured through brew-on-premises operations, sales in duty-free shops and any unrecorded transactions.

Similarly, statistics on sales of alcoholic beverages by dollar value of sales should not be equated with consumer spending on alcoholic beverages. Sales data refer to the revenues received by liquor authorities, wineries and breweries. These revenues include sales to licensed establishments, such as bars and restaurants.

Therefore, sales data do not reflect the total amount spent by consumers on alcoholic beverages, since the prices paid in licensed establishments are greater than the price paid by those establishments to the liquor authorities.

Per capita data are based on the population aged 15 and over as per CANSIM table 051-0001 for July 1, 2011, to conform to internationally accepted standards. Volume of sales of alcoholic beverages in litres of absolute alcohol is calculated by multiplying the sales volume by the percentage of alcohol content. For more information, consult the "Definitions, data sources and methods" section of this release.

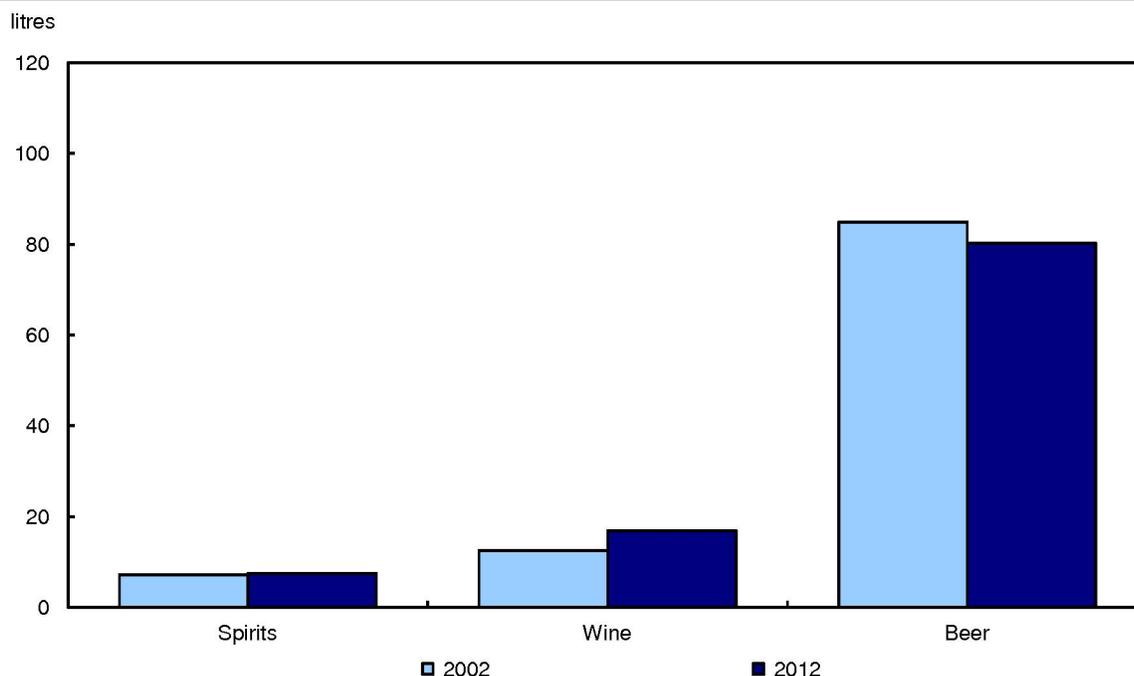
The data for the provinces of Newfoundland and Labrador and of Quebec cover a period of 53 weeks for the fiscal year ending March 31, 2012.

Measuring volume, beer stores and agencies sold 2.3 billion litres of beer in 2012. The volume of domestic beer sold increased to 1,994.0 million litres in 2012, up 1.4% from the previous year. The volume of imported beer sold increased 0.7% to 323.0 million litres. Over a 10-year period, the market share of domestic beer sold in Canada decreased from 92% in 2002 to 86% in 2012.

Overall, three countries accounted for 60% of imported beer sales in terms of volume. The United States led the imported beer market at 23.5%, followed by the Netherlands (19.2%) and Mexico (17.0%).

On a per-capita basis, beer sales amounted to 80.3 litres per person in 2012, down from 84.9 litres in 2002. In contrast, during the same period, beer sales, in terms of dollar value, increased by almost \$30 to \$317 per person.

Chart 2
Sales of alcoholic beverages per capita 15 years and over: Volume



Wine's popularity still on the rise

Wineries and liquor stores and agencies sold \$6.5 billion worth of wines during the year ending March 31, 2012, up 5.9% from the previous year. All provinces and territories reported gains except Nunavut (-6.9%).

In terms of volume, wine sales increased 3.8% from 2011 to 488.0 million litres in 2012. The growth in volume of imported wine (+4.5%) outpaced the growth of domestic wine (+2.8%).

The market shares of red and white wine have shifted over the past 10 years. In 2012, red wine represented 57% of total wine sales compared with 48% in 2002.

The share of imported red wine in 2012 was unchanged compared with 2011 at 76% of all red wines sold in Canada. The market share of imported white wine was smaller at 63%.

On a per-capita basis, wine sales amounted to 16.9 litres or \$225 per person in 2012, an increase of 4.3 litres per person from 2002.

Whisky and liqueur sales on the rise

Liquor stores and agencies sold \$5.3 billion worth of spirits during the year ending March 31, 2012, up 3.9% from the previous year. This gain was mainly the result of growth in the sales of whisky (+4.7%) and liqueurs (+2.0%).

The volume of spirits sold increased 3.2% in 2012 to 216.6 million litres. Although the volume of domestic spirits sold increased 3.9% to 144.9 million litres in 2012, the market share for these spirits has been on the decline. Over a 10-year period, the market share of domestic spirits decreased from 74% in 2002 to 67% in 2012.

In terms of dollar value, nearly 70% of the imported spirits sold in Canada were from the United States (27.4%), the United Kingdom (27.3%) and France (14.3%). Spirits imported from Mexico continue to gain popularity year over year, increasing from a share of 4.7% in 2011 to 6.6% in 2012.

Whisky-type products such as whisky, scotch, and bourbon accounted for 27% of total spirits sales (in dollar value) in 2012, followed by vodka sales at 24% and rum sales at 17%.

On a per-capita basis, spirits sales amounted to 7.5 litres per person in 2012, a marginal increase of 0.3 litres per person from 2002. Despite the increase in per capita sales, the market share of spirits declined from 26% in 2002 to 25% in 2012.

Table 1
Net income of provincial and territorial liquor authorities for the year ending March 31

	2011 ^r	2012 ^p	2011 to 2012
	thousands of dollars		% change
Canada	5,872,693	6,085,566	3.6
Newfoundland and Labrador	133,101	142,901	7.4
Prince Edward Island	31,639	34,253	8.3
Nova Scotia	224,868	221,595	-1.5
New Brunswick	161,461	165,621	2.6
Quebec	1,086,806	1,169,936	7.6
Ontario	2,145,475	2,228,369	3.9
Manitoba	252,009	256,024	1.6
Saskatchewan	214,989	218,663	1.7
Alberta	683,521	687,118	0.5
British Columbia	899,532	921,685	2.5
Yukon	12,652	12,734	0.6
Northwest Territories	24,957	24,918	-0.2
Nunavut	1,683	1,749	3.9

^r revised

^p preliminary

Note(s): Data may not add up to totals as a result of rounding.

Table 2
Sales of alcoholic beverages for the year ending March 31

	2012			
	Beer	Wine	Spirits	Total
	thousands of dollars			
Canada	9,150,934	6,489,759	5,252,763	20,893,457
Newfoundland and Labrador	226,793	62,564	138,801	428,157
Prince Edward Island	41,642	16,540	27,743	85,925
Nova Scotia	299,734	129,585	198,657	627,976
New Brunswick	222,733	82,186	109,967	414,885
Quebec	2,416,662	2,257,480	702,504	5,376,646
Ontario	3,131,858	2,137,208	2,022,227	7,291,292
Manitoba	307,151	136,679	241,423	685,253
Saskatchewan	287,013	84,340	231,355	602,708
Alberta	1,011,627	553,290	696,839	2,261,756
British Columbia	1,162,355	1,013,678	848,581	3,024,614
Yukon	19,578	8,147	11,786	39,511
Northwest Territories	20,152	7,454	21,009	48,615
Nunavut	3,636	609	1,873	6,118

	2011 to 2012			
	Beer	Wine	Spirits	Total
	% change			
Canada	0.6	5.9	3.9	3.0
Newfoundland and Labrador	2.9	12.6	5.3	5.0
Prince Edward Island	2.8	8.8	2.9	3.9
Nova Scotia	-0.6	6.2	1.6	1.4
New Brunswick	0.9	2.1	-1.3	0.5
Quebec	-3.9	6.8	6.3	1.6
Ontario	1.1	5.8	4.3	3.3
Manitoba	6.4	4.8	3.3	4.9
Saskatchewan	3.1	5.1	4.4	3.9
Alberta	7.1	6.8	3.1	5.7
British Columbia	1.1	3.6	2.8	2.4
Yukon	5.1	11.0	5.2	6.3
Northwest Territories	0.3	4.6	3.2	2.2
Nunavut	6.1	-6.9	-3.4	1.6

Note(s): Data may not add up to totals as a result of rounding.

Table 3
Sales of alcoholic beverages per capita 15 years and over at March 31, 2012

	Beer	Wine	Spirits	Total
	dollars			
	Beer	Wine	Spirits	Total
Canada	317.2	225.0	182.1	724.2
Newfoundland and Labrador	519.1	143.2	317.7	980.0
Prince Edward Island	340.2	135.1	226.6	701.9
Nova Scotia	370.2	160.1	245.4	775.7
New Brunswick	347.1	128.1	171.4	646.6
Quebec	358.8	335.2	104.3	798.3
Ontario	280.5	191.4	181.1	653.1
Manitoba	302.1	134.4	237.4	673.9
Saskatchewan	335.0	98.4	270.0	703.5
Alberta	327.6	179.2	225.7	732.4
British Columbia	298.7	260.5	218.1	777.4
Yukon	653.9	272.1	393.6	1,319.6
Northwest Territories and Nunavut	412.2	139.7	396.5	948.5

Note(s): Data may not add up to totals as a result of rounding.

Available in CANSIM: tables 183-0006 and 183-0015 to 183-0020.

Definitions, data sources and methods: survey number 1726.

[Data tables](#) on sales of alcoholic beverages are available from the *National economic accounts* module of our website.

Data are also available through custom and special tabulation.

For more information of this release, contact us (toll-free 1-800-263-1136; infostats@statcan.gc.ca).

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