

Alcohol sales in Canada, April 2020 to March 2021

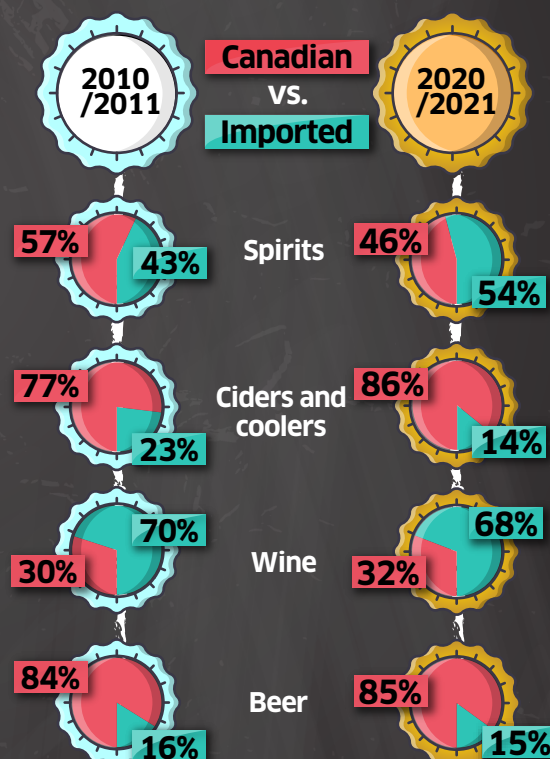
How Health Canada defines a "standard drink":



Number of standard alcoholic drinks sold per week, per person of legal drinking age



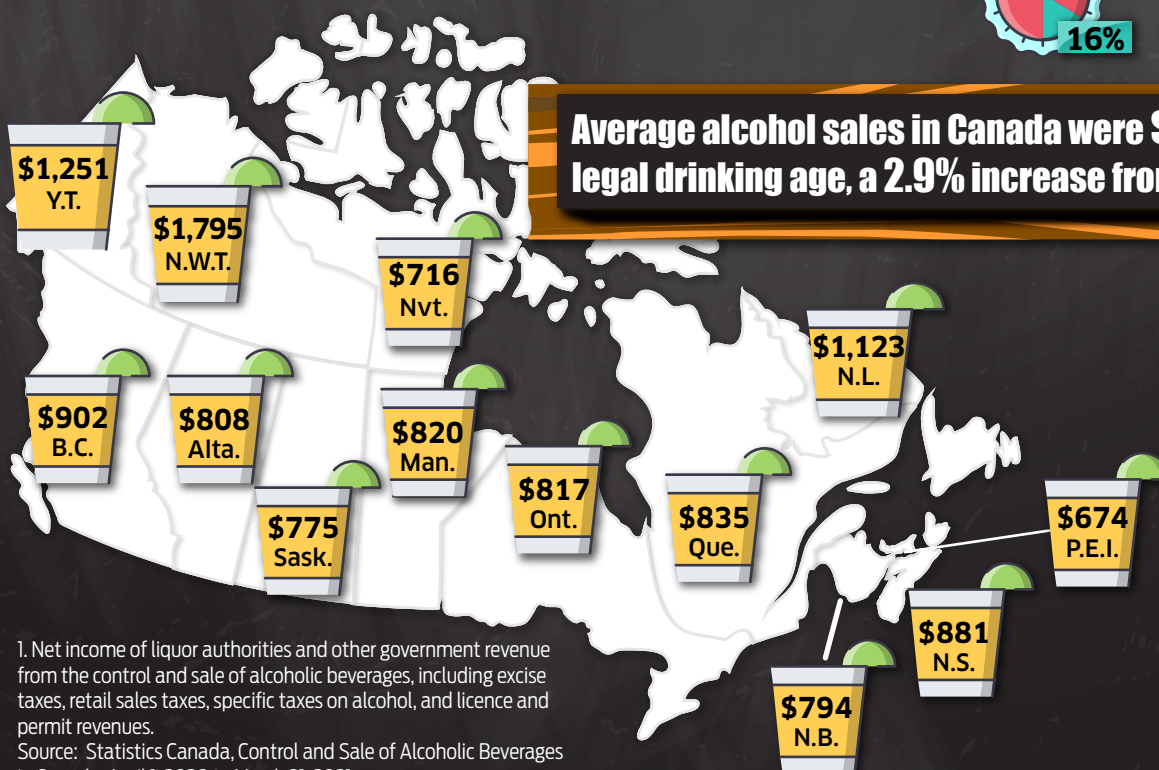
Demand for imported spirits has risen in recent years.



Ciders and coolers saw their market share increase the most over the past decade, rising from 2.9% of total alcohol sales in 2010/2011 to 7.2% in 2020/2021.

In the past 10 years, the volume of gin sales grew by 81.8%, driven mainly by Quebec and Ontario.

Average alcohol sales in Canada were \$837 per person of legal drinking age, a 2.9% increase from the previous year.



Between April 1, 2020, and March 31, 2021, governments earned¹ an average of \$442 per person of legal drinking age from the control and sale of alcoholic beverages.

1. Net income of liquor authorities and other government revenue from the control and sale of alcoholic beverages, including excise taxes, retail sales taxes, specific taxes on alcohol, and licence and permit revenues.
Source: Statistics Canada, Control and Sale of Alcoholic Beverages in Canada, April 1, 2020 to March 31, 2021.

