

# Alcohol Sales in Canada. 2019/2020

How Health Canada defines "a drink":



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

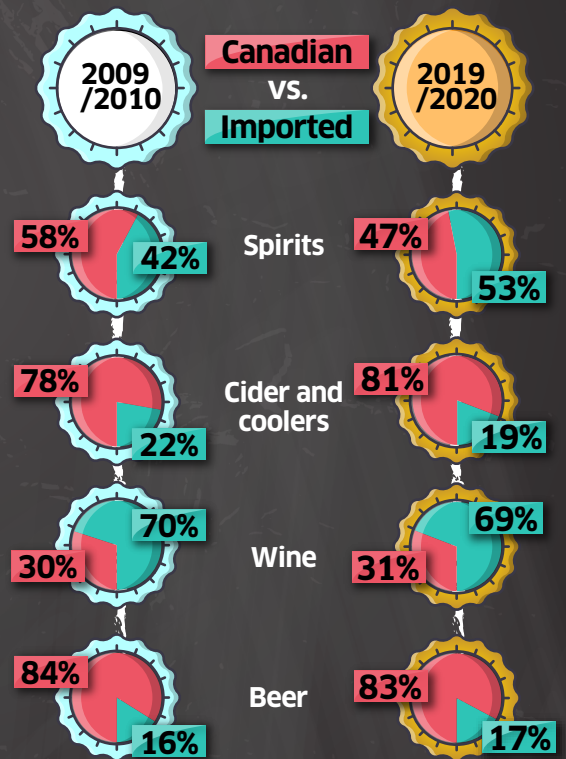


While beer remains the drink of choice, Canadian tastes have shifted over time. Sales of cider, coolers, and gin have more than doubled in the last decade.

Gin was the spirit with the highest growth in 2019/2020.

Rum, vodka, and whisky are the top spirits throughout Canada, except in Quebec, where liqueurs are the most popular.

Demand for imported spirits has risen in recent years



Average alcohol sales in Canada were \$810 per person over the legal drinking age.



Between April 1, 2019, and March 31, 2020, governments earned an average of \$425 per person over the legal drinking age from the control and sale of alcoholic beverages.

Source: Control and Sale of Alcoholic Beverages in Canada 2019-2020.