

Elcohol sales in Canada, to March 2021



How Health Canada defines a "standard drink":





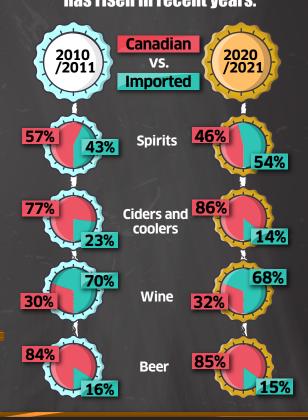




Number of standard alcoholic drinks sold per week, per person of legal drinking age



Demand for imported spirits has risen in recent years.



Ciders and

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.

\$1,123 \$902 \$808 \$820 B.C. Alta. Man. \$817 \$835 \$674 Ont. \$775 Sask \$881 1. Net income of liquor authorities and other government revenue N.S. from the control and sale of alcoholic beverages, including excise taxes, retail sales taxes, specific taxes on alcohol, and licence and \$794 permit revenues. N.B. Source: Statistics Canada, Control and Sale of Alcoholic Beverages

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.

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Statistics Canada

in Canada, April 1, 2020 to March 31, 2021.

Statistique Canada

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