



WINE INTELLIGENCE

# Sparkling Wine in the Canadian Market

September 2021

REPORT BROCHURE

# PRICING



## Option 1: Report + data table

## Option 2: Report only (no data table)



## Options to pay online or via invoice

**First time buyer, small business and academic discounts available.**

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# CONTENTS



- 05** **Introduction**  
Management summary
- 13** **Overview of the Canadian sparkling wine market**  
Overview of sparkling wine drinkers  
Imported vs. domestic sparkling wine  
Per capita consumption of sparkling wine
- 17** **Overview of Canadian sparkling wine consumers**  
Demographics  
Alcoholic beverage repertoire  
Alcoholic beverage suitability: Off-premise  
Alcoholic beverage suitability: On-premise
- 25** **Sparkling wine consumption behaviour and perception**  
Consumption frequency of sparkling wine  
Sparkling wine type awareness  
Sparkling wine type consumption frequency  
Sparkling wine type quality perception  
Sparkling wine type value for money  
Imagery statements for sparkling wine types
- 36** **Sparkling wine purchase behaviour**  
Sparkling wine type purchase location  
Sparkling wine-buying channels  
Sparkling wine choice cues in the off-premise  
Sparkling wine type formats in the off-premise  
Sparkling wine type formats in the on-premise  
Typical spend by the bottle in the off-premise  
Typical spend by the bottle in the on-premise  
Typical spend by the glass in the on-premise
- 45** **Sparkling wine attitudes and involvement**  
Attitudes towards sparkling wine  
Sparkling wine involvement, value and expertise
- 49** **Sparkling wine brand health**  
Sparkling brand power  
Brand awareness, purchase, purchase conversion, consideration, affinity, and recommendation
- 65** **Hot Topic: COVID-19 Consumption behaviour**  
Change in sparkling wine consumption  
Anticipated change in sparkling wine consumption
- 72** **Hot Topic: Attitudes towards sparkling wine**  
Occasions of consumption  
Motivations for consumption  
Alternative product type purchase  
Attitudes towards sparkling wine  
Sparkling wine style descriptors
- 79** **Research methodology**  
Quantitative

# INTRODUCTION

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Sparkling wine is making a comeback in Canada and it's certainly not how consumers' grandparents were drinking it. The number of monthly sparkling wine drinkers in Canada is increasing as the average demographic is getting younger, with a 'thirst' for knowledge and involvement in the category, drinking more sparkling wine and less of other alcoholic beverages since 2017 (although they still do love their non-sparkling counterpart). Although this increase in sparkling wine drinkers is partially due simply to population growth, there is the possibility that individuals are switching out of other beverage categories.

As with every younger generation, and, perhaps, fulfilling the Millennial stereotype, they are bucking the 'conservative' view of sparkling wine held by their older counterparts. While those over the age of 55 firmly believe that there is a time and place for sparkling wine, namely during special occasions, those in the 25-39 age bracket see no problem having a glass at the end of a weekday or breaking out the bottle during a casual meal at home. This may also be due to the effects of Covid-19 lockdowns that have blurred the lines tying certain beverages to specific occasions. In any case, Canadian sparkling wine drinkers anticipate consuming more sparkling wine within the coming months, especially locally produced products (which many consumers still refer to as "Canadian Champagne" despite legislation outlawing the use of that term being in place in Canada for well over a decade).

There has been a global trend towards a return to locally made products during the pandemic and Canada is no different, seeing increases in consumption of domestically produced sparkling wine and Champagne. Although the majority of sparkling wine consumed in Canada continues to be imported, domestic volumes have increased year-on-year, now comprising 20% of the total market share.

Although younger consumers, particularly Gen-Z males, are open to experimentation and involvement within the category, the same cannot be said of their older counterparts. Canadian sparkling wine drinkers over the age of 55 of both genders are increasingly inclined to stick to the sparkling wines they know they enjoy. This shows that sparkling wine in Canada has become enough of a mainstream beverage that older adults, those who naturally will have more knowledge and experience, have been exposed to the category long enough to be able to consolidate their tastes.

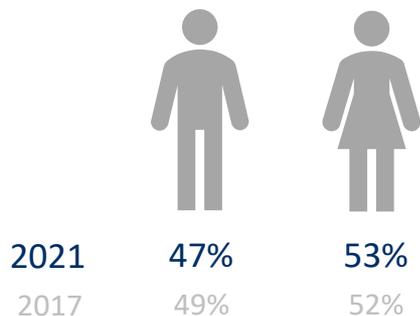
This comes at a time where quality perceptions and value for money evaluations have increased for most sparkling wines surveyed, further suggesting the category is becoming more established within the Canadian wine market. Although, for Gen-Z, prices can still seem a little steep.

# EXAMPLE SLIDE: DEMOGRAPHICS OF SPARKLING WINE DRINKERS IN CANADA

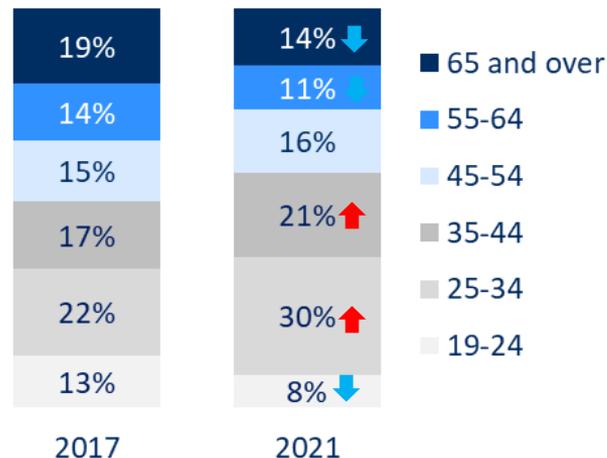


Since 2017, the sparkling wine category in Canada has been particularly successful in recruiting Millennial drinkers, especially those from Québec

## Gender



## Age



## Province

Province	2017	2021
Ontario	41%	37%
Québec	23%	30%
Alberta	11%	11%
British Columbia	13%	11%
Manitoba	5%	6%
Saskatchewan	2%	2%
Nova Scotia	3%	1%
New Brunswick	1%	1%
Newfoundland and Labrador	1%	0%
Northwest Territories	0%	0%
Nunavut	0%	0%
Prince Edward Island	0%	0%
Yukon	0%	0%

## Annual household income (before tax)

Income Category	2017	2021
Under \$29,999	9%	11%
\$30,000-\$59,999	25%	26%
\$60,000-\$99,000	30%	32%
\$100,000+	27%	26%
Prefer not to answer	10%	5%

↑ / ↓ : Statistically significantly higher / lower than 2017 at a 95% confidence level

Source: Wine Intelligence, Vinitrac® Canada, Mar'17 and May'21, n ≥ 912, Canadian drinkers of sparkling wine who drink sparkling wine at least once a year

# EXAMPLE SLDIE: ALCOHOLIC BEVERAGE SUITABILITY: OFF-PREMISE



Although sparkling wine remains predominately seen as a beverage associated with celebrations and special events, a growing proportion of Canadian consumers would consider drinking it during informal occasions at home

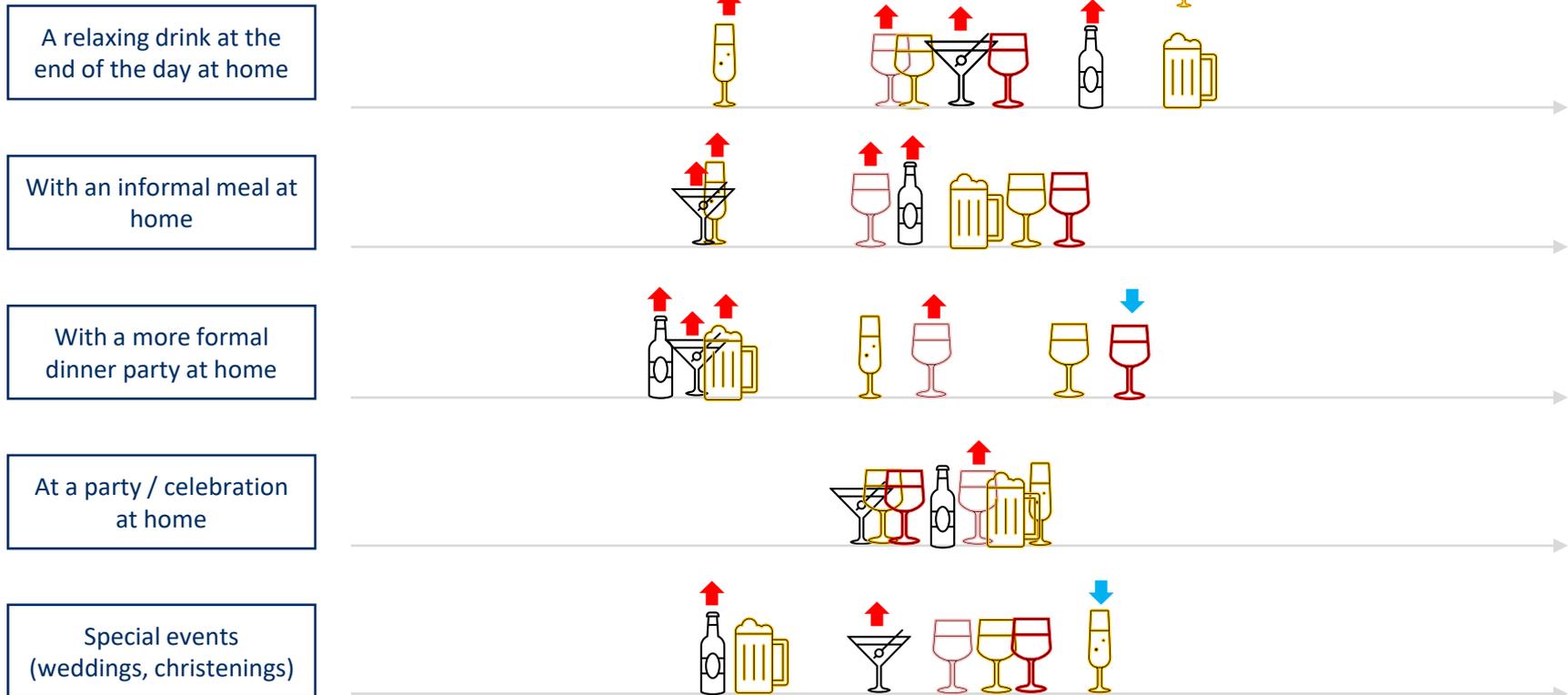
## Beverage suitability for off-premise occasions: 2021 vs 2017

% who would consider drinking the following beverages on the following off-premise occasions  
 Base = Those who have drunk the following beverages in the past 12 months

- = Red wine
- = White wine
- = Rosé
- = Cider
- = Spirits
- = Beer
- = Sparkling Wine

Least suitable

Most suitable



↑ / ↓ : Statistically significantly higher / lower than 2017 at a 95% confidence level

Source: Wine Intelligence, Vinitrac® Canada, Mar'17 and May'21, n ≥ 912, Canadian drinkers of sparkling wine who drink sparkling wine at least once a year

# EXAMPLE SLIDE: SPARKLING WINE BRAND POWER

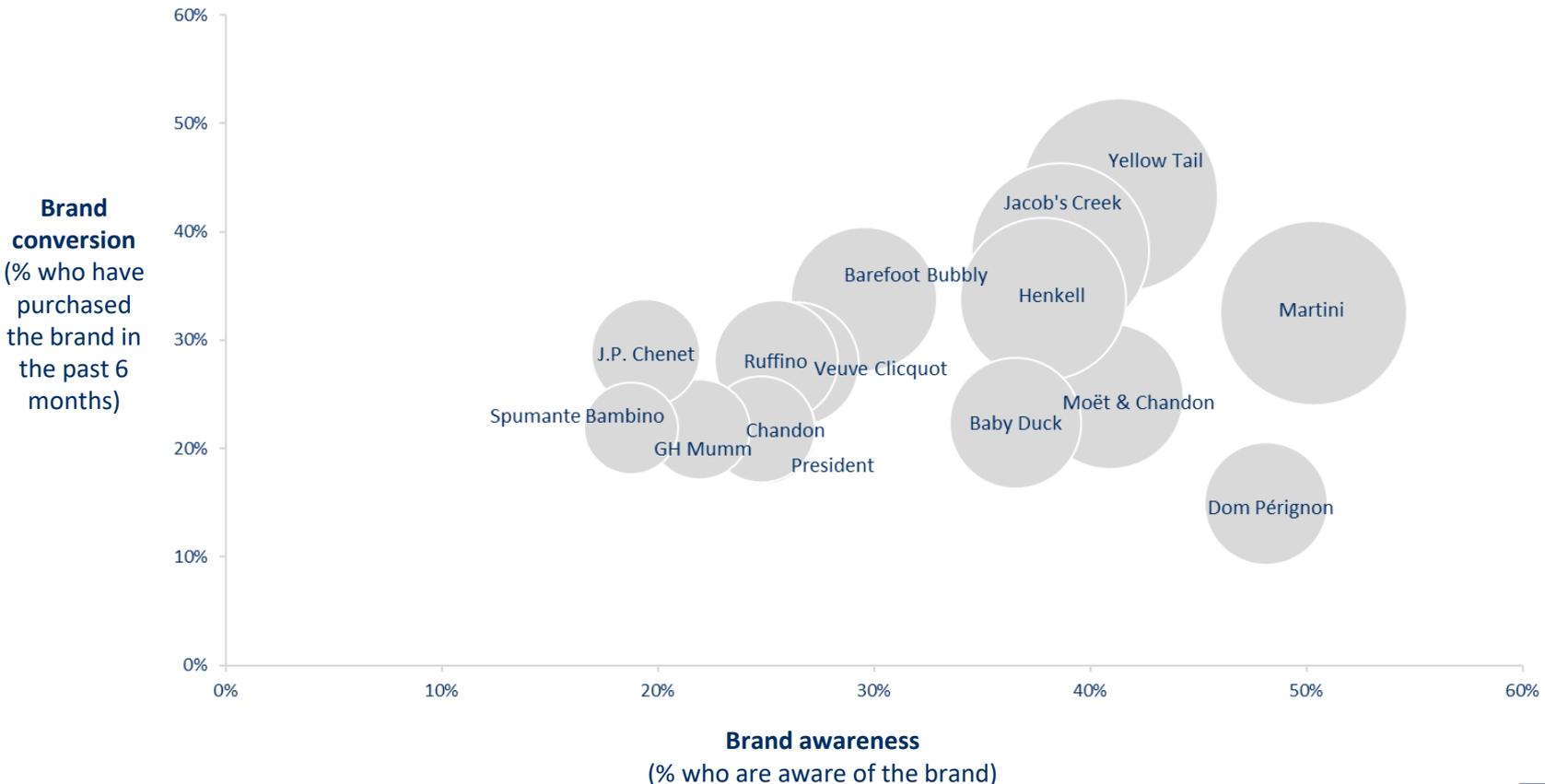


Yellow Tail sparkling performs well in the Canadian market, ranking as the top brand for purchase and conversion power amongst those aware of the brand. Italian brand Martini enjoys the highest awareness levels

## Brand power top 15 sparkling wine brands

Base = All Canadian drinkers of sparkling wine who drink sparkling wine at least once a year (n=1,008)

Size of bubble = **Brand purchase**  
(% who have purchased the brand in the past 6 months)



## Ready to purchase?

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## Need to know more?

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