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Consumer Countries/Markets

Wine Intelligence Reports Shop - Canada Landscapes 2018

The latest Wine Intelligence report on the Canadian wine market - Canada Landscapes 2018 - provides an overview of the consumption behaviour and attitude towards wine among Canadian regular wine drinkers, with a particular focus on regular wine drinkers based in English-speaking provinces of Canada compared to those based in Québec, as well as the latest trends observed by the trade over the past year. Below are some of the key highlights included in the report:

1. There is growing importance of grocery and convenience as a wine-buying channel allowing the Canadian wine consumers greater access to wine on an everyday basis – although there is some lack of trust among consumers for buying wine in a grocery store
2. The Canadian wine market remains in steady growth, particularly in the premium wine sector
3. As of summer 2018, if all goes according to plan, the use and sale of cannabis will be legalised. Some of the trade fear this will be a threat to the growing wine market in Canada

Drawing on data collected from our October 2017 wave of Vinitrac® (the world’s largest ongoing omnibus survey on wine consumer attitudes and behaviors), trade and consumer interviews, secondary sources and market experience, this 126-page report offers a detailed analysis of how the market is performing and includes:

- Demographics of regular wine drinkers in Canada by gender, age, Canadian provinces
- Wine buying behaviour, including channel usage as well as choice cues by English-speaking Canada and Québec
- Wine-producing country, region and varietal consumption by English-speaking Canada and Québec
- Wine brand health analysis and insight and measures such as brand awareness, purchase, conversion to purchase, consideration, affinity and recommendation with tracking by English-speaking Canada and Québec
- Hot topic: A focus on alternative types of wine in the Canadian wine market
- A full user-friendly data table with data from the questions asked of consumers, cross-tabbed by gender, age, Canadian wine regions, English-speaking Canada and Québec.

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A joint venture from the Global Soil Biodiversity Initiative and the European Commission Joint Research Centre, the Global Soil Biodiversity Atlas is the first synthesis of global soil biodiversity research and its importance to our living world.

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