



ANNUAL SPIRITS SALES VOLUMES

A. National Spirits Sales Volumes by Category (9 litres cases) – Calendar 2020

Category	Volume (9 L)	Share
Vodka	5,929,949	28.7%
Whisky	5,613,164	27.1%
Rum	3,373,951	16.3%
Liqueurs	3,049,926	14.8%
Gin	1,348,203	6.5%
Brandy	616,094	3.0%
Tequila	525,627	2.5%
Other	222,458	1.1%
Total	20,679,373	100%

Source: Spirits Canada Sales Database

B. Spirits Based Ready-To-Drink Pre-Mix Cocktails & Coolers (9 L) Calendar 2020

Category	Volume (9 L)
Pre-Mix Cocktails & Coolers	25,133,672

Source: Spirits Canada Sales Database