



# DOING BUSINESS IN CANADA

19<sup>TH</sup> MAY 2021

EXPORT HOUSE (VIRTUALLY)  
PORT OF SPAIN

Presented by Yunus Abdullah



# GETTING TO KNOW CANADA

Queen Elizabeth II the Monarch of Canada

Ottawa is the Capital of Canada



English and French are the Official Languages of Canada



Justin Trudeau Prime Minister of Canada



# WHY CANADA?

- According to the World Bank Canada (2019) is the 10<sup>th</sup> largest economy in the world

- Canada (2019) has the 18<sup>th</sup> highest GDP per capita at around USD \$49,000

- Population – about 38 million

- Official Currency- Canadian Dollar Add Canadian to tt





# CANADIAN ECONOMY

## Top Exports of Canada

Crude Petroleum (C\$6.09B)

Cars (C\$3.21B)

Gold (C\$2.3B)

Sawn Wood (C\$1.23B)

Vehicle Parts (C\$1.11B)

## Top Imports of Canada

Cars (C\$2.44B)

Vehicle Parts (C\$1.48B)

Delivery Trucks (C\$1.25B)

Telephones (C\$1.11B)

Computers (C\$1.1B)

## Top Three Provinces by exports and imports

Exports by Province

- Ontario (C\$16.6B)
- Alberta (C\$8.73B)
- Quebec- (C\$7.03B)

- Ontario (C\$27.3 B)
- Quebec (C\$5.75B)
- British Colombia (C\$4.24B)

Imports by Province

# WHY CANADA? THE CARIBBEAN DIASPORA

- The **Caribbean diaspora** is a sizeable, well-educated, and affluent demographic whose large majority is interested in investing in its countries of origin. Due to the common heritage and strong connections across the region, they overwhelmingly take a regional approach to the **Caribbean**, rather than a nationalistic one.



# CARIBBEAN DIASPORA

The Majority (91%) of the Caribbean Diaspora live in two Provinces namely Ontario and Quebec.

Ontario contained 69% of the Diaspora with Quebec hosting 22%

3% of all residents in Ontario reported they had Caribbean origin while 2% reported so in Quebec

The vast majority of Canadians of Caribbean origin live in either Toronto or Montreal. In fact, in 2001, almost 60% of all those who reported Caribbean origins lived in Toronto, while close to 20% made Montreal their home.



# POPULATION BY PROVINCES

## Population of provinces and territories

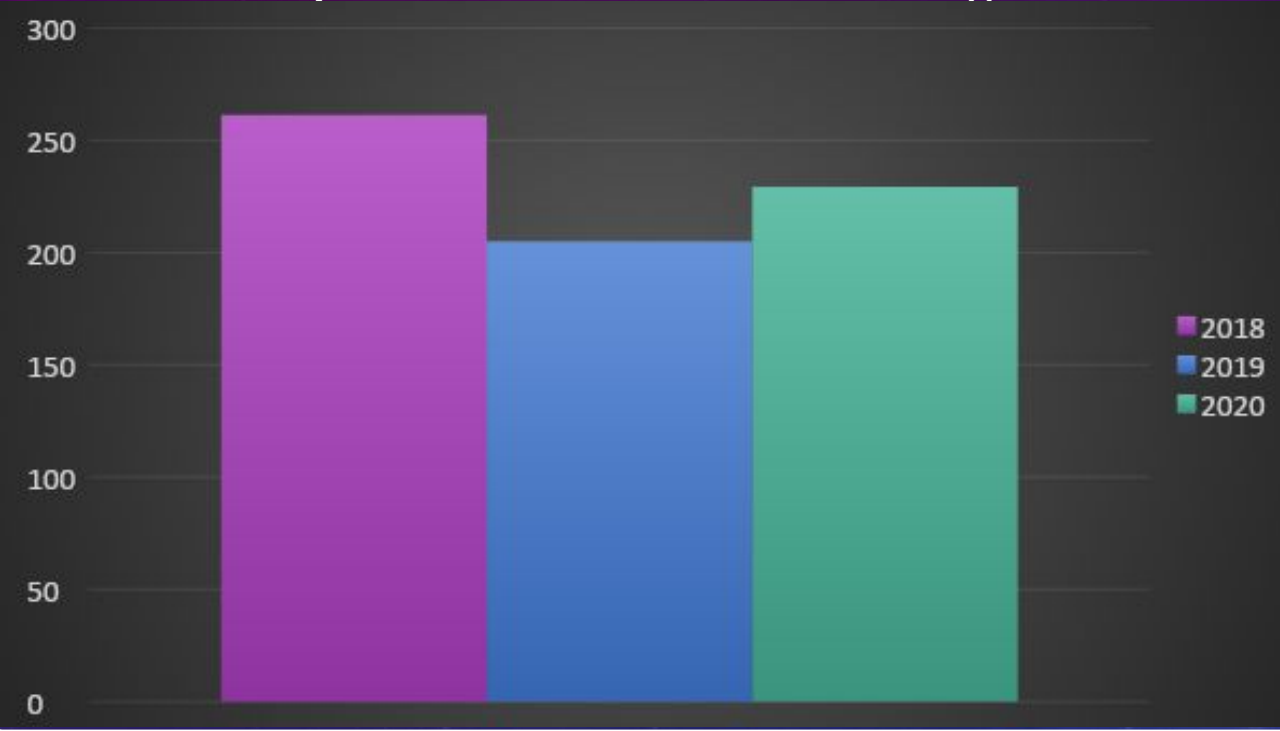
| Provinces and Territories ▼ | Population ▼ |
|-----------------------------|--------------|
| Ontario                     | 14,810,657   |
| Quebec                      | 8,591,082    |
| British Columbia            | 5,185,029    |
| Alberta                     | 4,451,030    |
| Manitoba                    | 1,382,661    |
| Saskatchewan                | 1,180,839    |
| Nova Scotia                 | 982,805      |
| New Brunswick               | 784,068      |
| Prince Edward Island        | 160,291      |
| Newfoundland and Labrador   | 520,423      |
| Northwest Territories       | 45,214       |
| Yukon                       | 42,365       |
| Nunavut                     | 39,579       |

## Provinces with Large Caribbean Diaspora

| Provinces with large Caribbean Diaspora | Population of Caribbean Diaspora |
|---|----------------------------------|
| Ontario                                 | 444,319                          |
| Quebec                                  | 257,732                          |

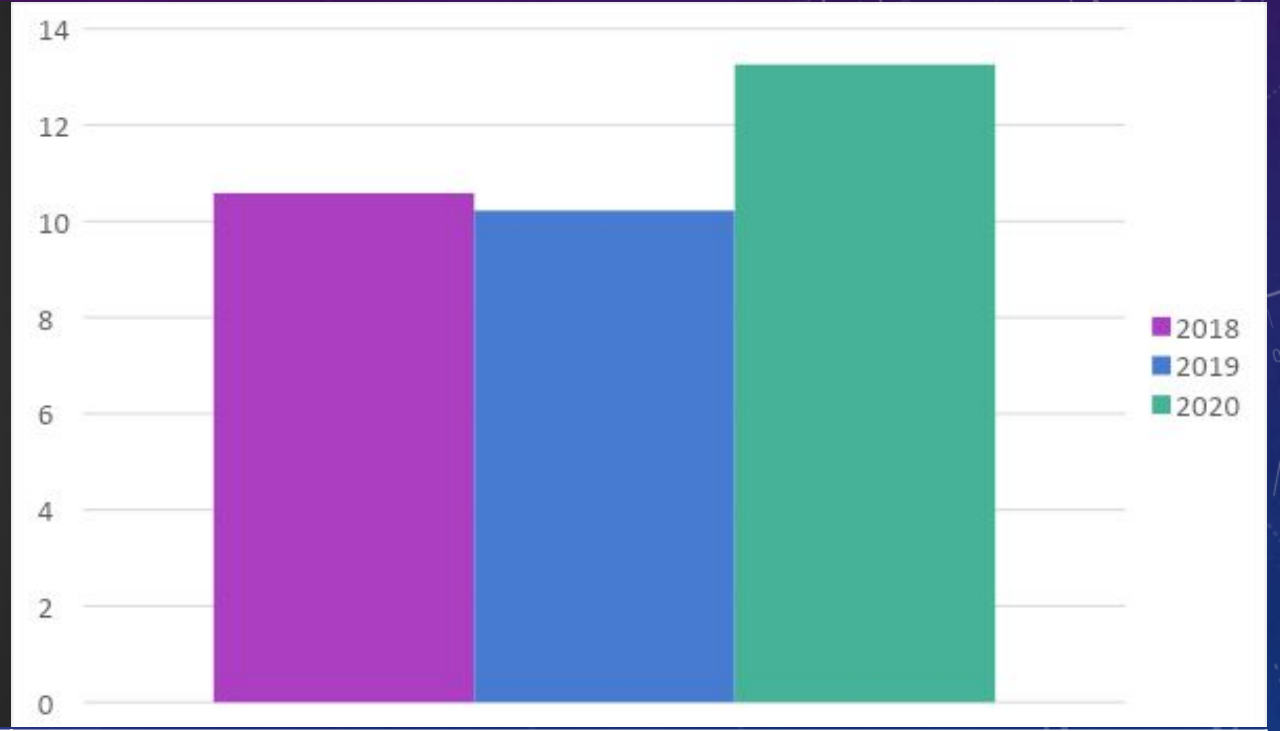
# TRINIDAD AND TOBAGO'S SUCCESS IN EXPORTING TO CANADA

Canada Imports from Trinidad and Tobago



| Canada's Imports from Trinidad and Tobago (Value in US Thousand) |               |               |
|--|---------------|---------------|
| Value in 2018  | Value in 2019 | Value in 2020 |
| 261238   | 204971        | 229231        |

Canada's Non Energy Imports from Trinidad and Tobago



| Canada's Non Energy Imports from Trinidad and Tobago (Value in US Thousand) |               |               |
|---|---------------|---------------|
| Value in 2018   | Value in 2019 | Value in 2020 |
| 10,578  | 10,222        | 13253         |



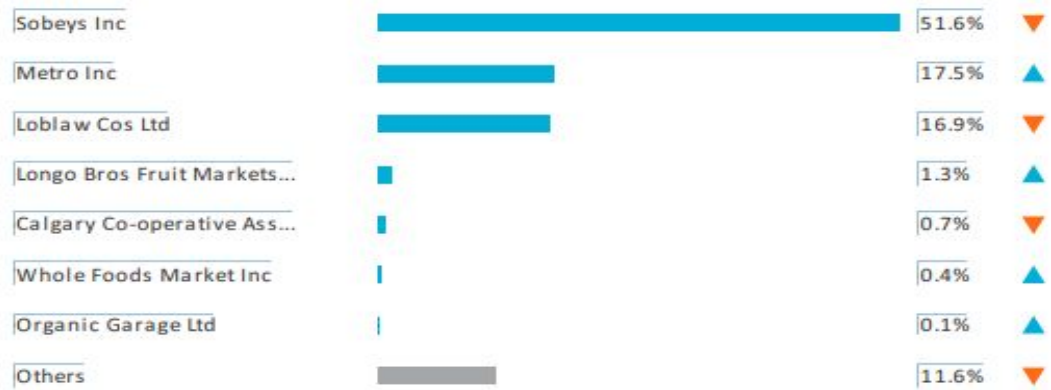
# SUPERMARKETS IN CANADA

## KEY DATA FINDINGS

- Supermarkets sees value growth in 2020 due to a surge in COVID-19-related demand for essential food and ready-to-eat meals while restaurants are closed during lockdown
- Value sales rise by 5% to reach CAD43.3 billion in 2020
- Sobeys Inc continues to dominate supermarkets, accounting for 52% of value sales in 2020

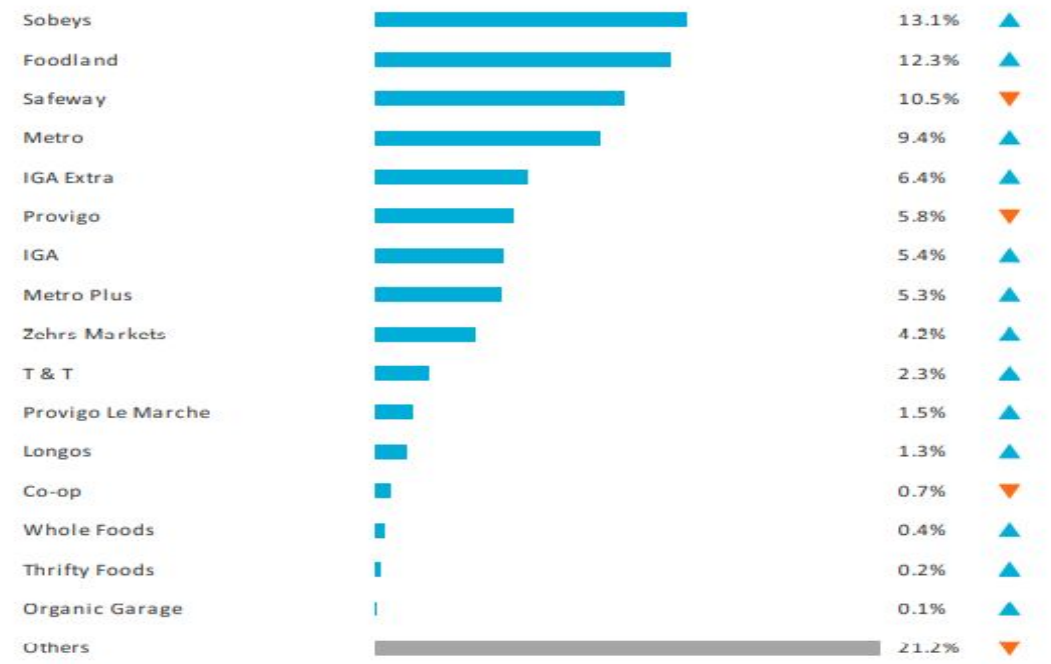
### Company Shares of Supermarkets

% Share (NBO) - Retail Value RSP excl Sales Tax - 2020



### Brand Shares of Supermarkets

% Share (LBN) - Retail Value RSP excl Sales Tax - 2020



5-Year Trend  
▲ Increasing share ▼ Decreasing share — No change



# HYPERMARKETS IN CANADA

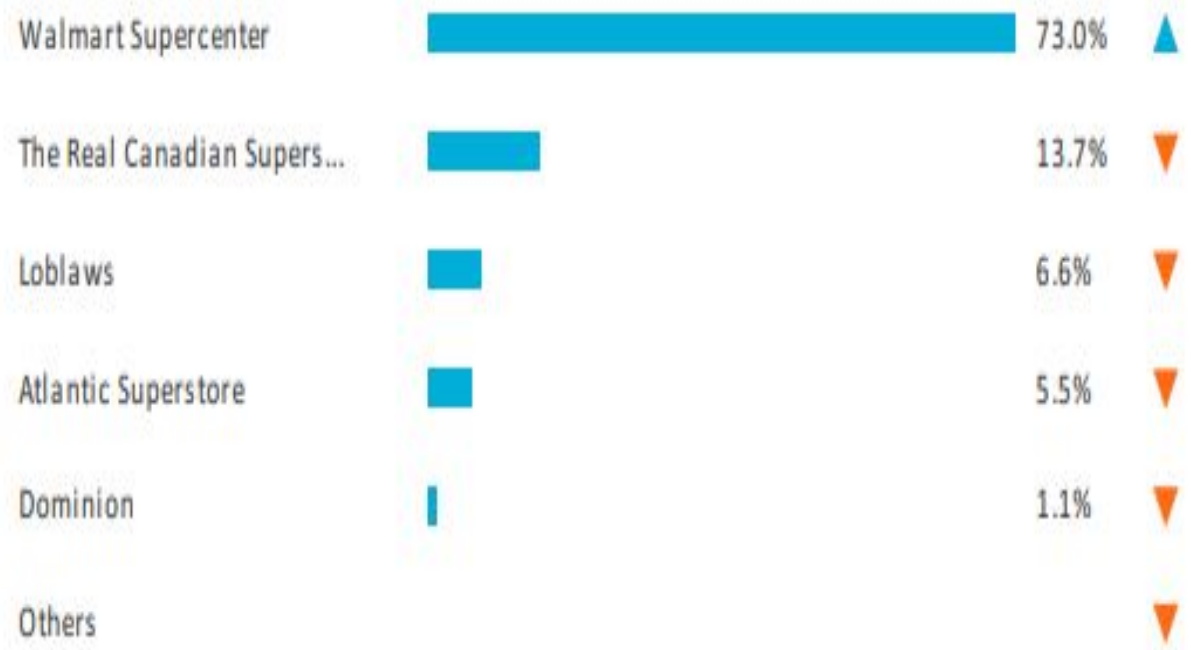
## KEY DATA FINDINGS

- ❑ A **hypermarket** is a retail store that combines a department store and a grocery supermarket for groceries
- ❑ Value sales rise by 7% to reach CAD33.3 billion in 2020
- ❑ Wal-Mart Canada Inc continues to dominate sales with a 74% value share in 2020
- ❑ Hypermarkets benefits the most from COVID-19 in 2020 by offering one-stop shopping



### Brand Shares of Hypermarkets

% Share (LBN) - Retail Value RSP excl Sales Tax - 2020



5-Year Trend  
▲ Increasing share    ▼ Decreasing share    — No change



# TRADITIONAL GROCERIES













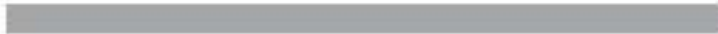
## KEY DATA FINDINGS

- ❑ Value sales rise by 2% to reach CAD58.2 billion in 2020
- ❑ Liquor Control Board of Ontario leads sales with a value share of 9% in 2020
- ❑ Davids Tea Inc is restructuring that will change focus to supplying other retailers and online shopping.

## Competitive Landscape

### Company Shares of Traditional Grocery Retailers

% Share (NBO) - Retail Value RSP excl Sales Tax - 2020

|                             |   |       |   |
|-----------------------------|---|-------|---|
| Liquor Control Board of ... |    | 9.4%  | ▲ |
| Société des alcools du Q... |    | 5.8%  | ▲ |
| British Columbia Liquor ... |    | 2.2%  | ▼ |
| M&M Meat Shops Ltd          |    | 1.0%  | ▲ |
| Alcanna Inc                 |    | 1.0%  | ▲ |
| Manitoba Liquor & Lotter... |    | 0.8%  | ▼ |
| Beer Store, The             |    | 0.4%  | ▼ |
| Newfoundland Labrador Li... |    | 0.3%  | ▼ |
| Premiere Moisson Corp       |  | 0.1%  | ▼ |
| Calgary Co-operative Ass... |  | 0.1%  | ▼ |
| Andersons Liquor Inc        |  | 0.1%  | ▼ |
| Davids Tea Inc              |  | 0.0%  | ▼ |
| Others                      |  | 78.7% | ▼ |

# TRADITIONAL GROCERIES

Traditional grocery retailers see robust growth during the COVID-19 lockdown period in 2020

Traditional grocery retailers remains a very competitive channel in Canada,

Spending increased in food and beverage stores (especially for alcoholic drinks)





# E-COMMERCE

## KEY DATA FINDINGS

- COVID-19 brings about a surge in the already burgeoning e-commerce channel
- Value sales rise by 32% to reach CAD58.8 billion in 2020
- 3rd party merchants accounts for the highest (7%) value share.
- Social media and influence marketing drives sales
- Consumers have taken likeness to online shopping



## Competitive Landscape

### Company Shares of E-Commerce

% Share (NBO) - Retail Value RSP excl Sales Tax - 2020

|                             |       |   |
|-----------------------------|-------|---|
| 3rd Party Merchants         | 6.7%  | ▼ |
| Amazon.com Inc              | 3.8%  | ▼ |
| Wal-Mart Canada Inc         | 3.4%  | ▲ |
| Apple Canada Inc            | 2.1%  | ▼ |
| Wayfair LLC                 | 2.0%  | ▲ |
| Best Buy Canada Ltd         | 1.8%  | ▼ |
| Hudson's Bay Co             | 1.1%  | ▼ |
| Goodfood Market Corp        | 0.8%  | ▲ |
| Costco Wholesale Canada ... | 0.8%  | ▲ |
| Staples Business Depot      | 0.6%  | ▼ |
| lululemon athletica inc     | 0.6%  | ▲ |
| Ikea Canada Ltd Partners... | 0.5%  | ▲ |
| Aritzia LP                  | 0.5%  | ▲ |
| Indigo Books & Music Inc    | 0.5%  | ▼ |
| Toys "R" Us (Canada) Ltd    | 0.4%  | ▼ |
| Gap Inc, The                | 0.4%  | ▼ |
| Canada Goose Holdings In... | 0.4%  | ▲ |
| Well.ca Inc                 | 0.3%  | ▼ |
| Grocery Gateway Inc         | 0.2%  | ▼ |
| Others                      | 73.1% | ▲ |

# CARBONATES

New regulations could influence future growth trajectory of carbonates

- The introduction of sugar tax
- Introduction of Cannabis infused drinks.

Health trend continues to negatively affect demand for carbonates as consumers largely turn to healthier categories



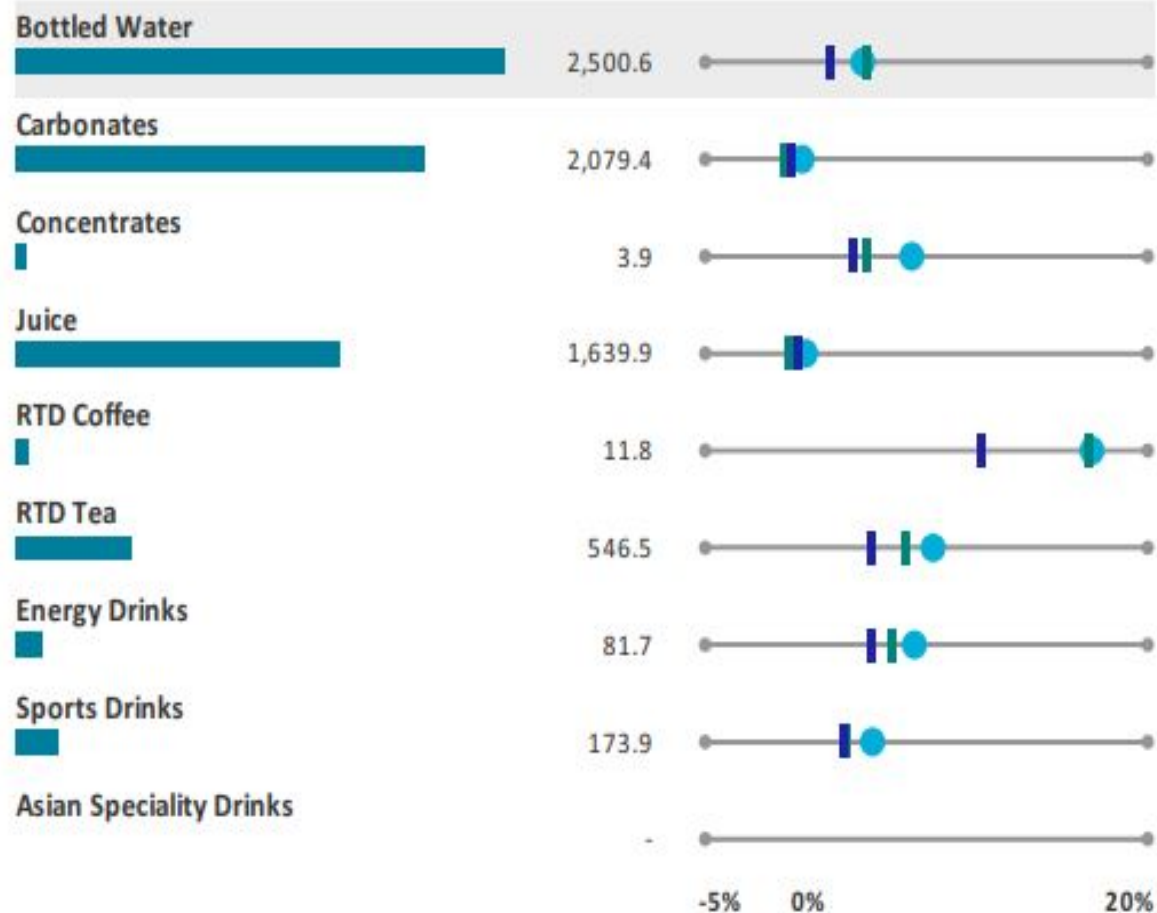


# SOFT DRINKS

## Sales of Soft Drinks by Category

Off-trade Volume - million litres - 2020

Growth Performance



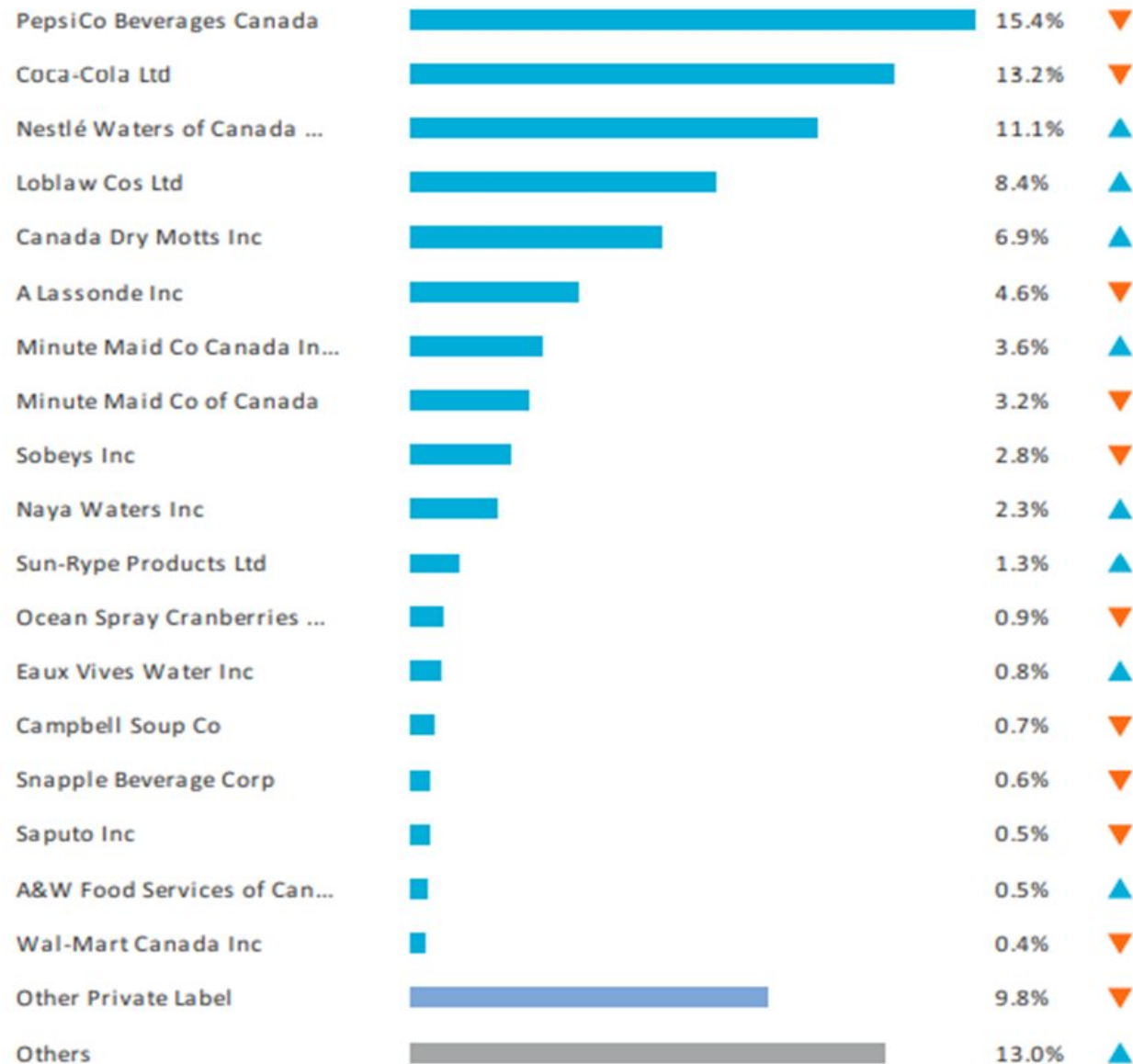
**SOFT DRINKS** 7,037.8

● CURRENT YEAR % GROWTH  
■ % CAGR 2015-2020  
■ % CAGR 2020-2025

## Competitive Landscape

### Company Shares of Soft Drinks

% Share (NBO) - Off-trade Volume - 2020



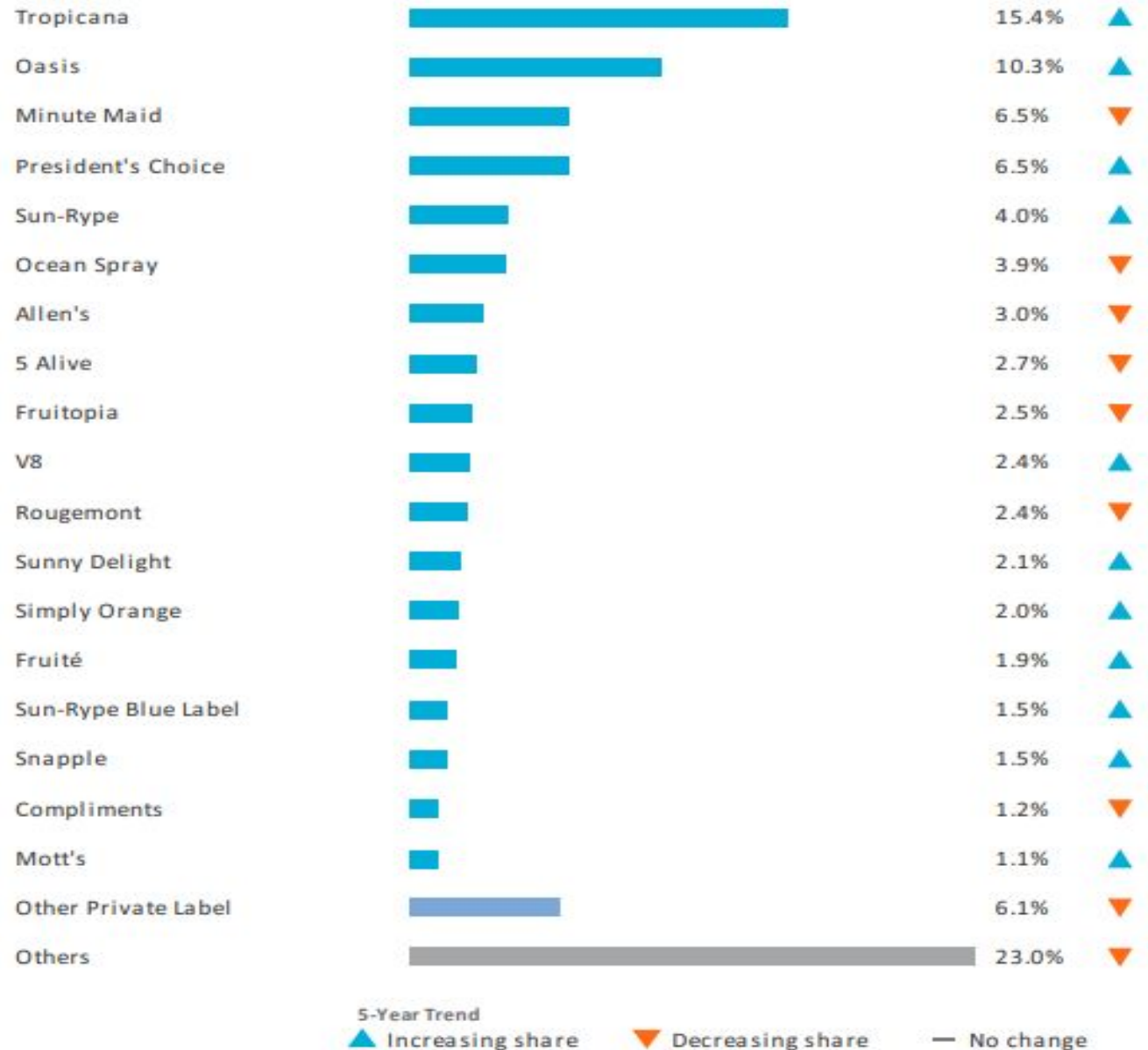
# JUICE

## KEY DATA FINDINGS

- Juice with high sugar content do not perform well due to sugar content.
- Low sugar healthy juice continue to show growth in the market space.
- Potential for small players to enter with niche products
- A Lassonde maintains its top position in juice in 2020, with a 19% off-trade volume share
- Sales reach \$3.4 million in 2020

### Brand Shares of Juice

% Share (LBN) - Off-trade Volume - 2020





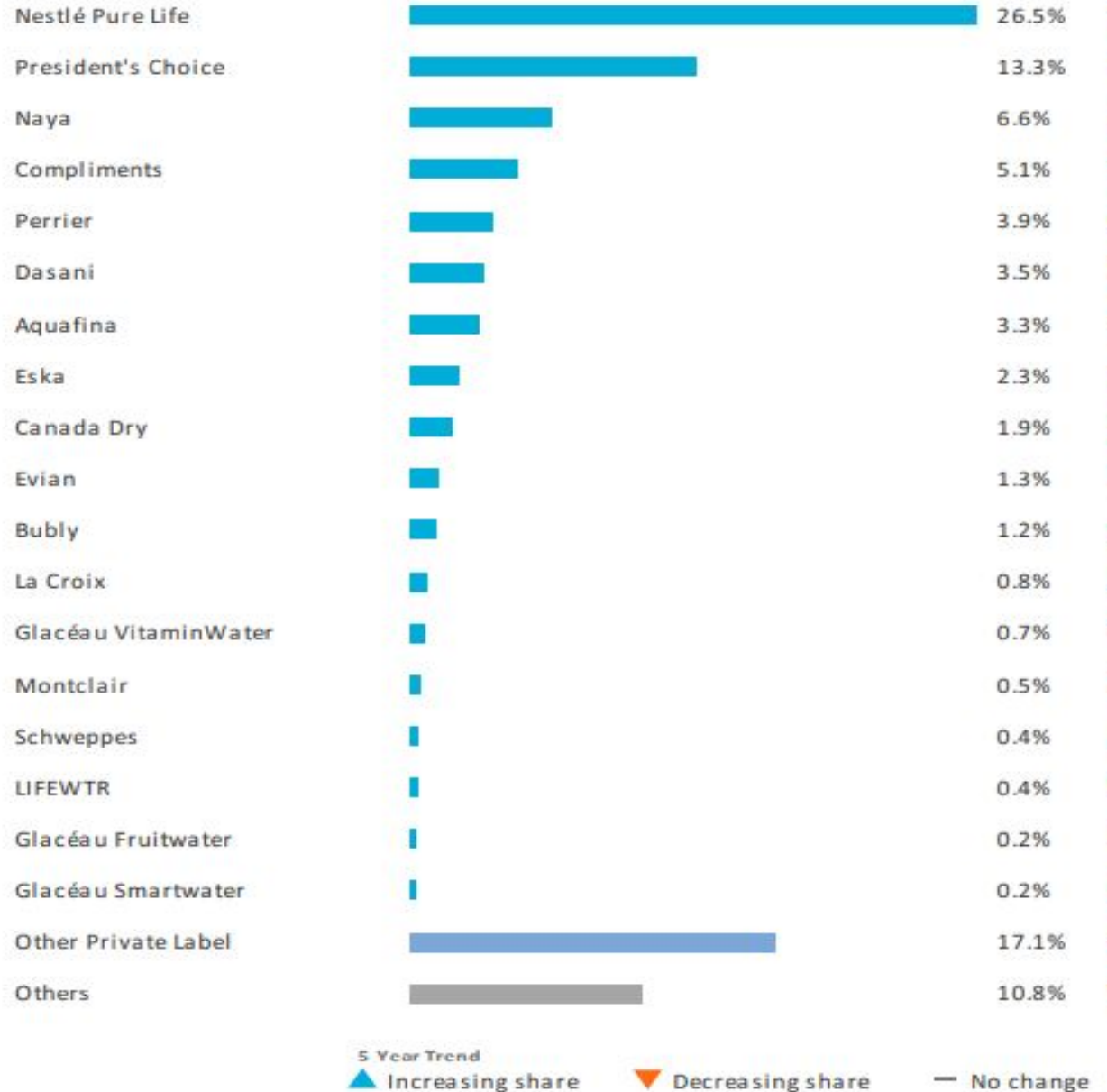
# BOTTLED WATER

## KEY DATA FINDINGS

- Large formats and multipack options in bottled water see increased demand in 2020
- Sales reach CAD2.6 billion
- Nestlé Waters of Canada maintains its clear lead in bottled water in 2020, with a 31% off-trade volume share
- 4% expected growth for the upcoming period

### Brand Shares of Bottled Water

% Share (LBN) - Off-trade Volume - 2020



# INSECTICIDES

COVID-19 has had a negative impact on sales in 2020 as consumers prioritise other home care products

Home insecticides declines by 1% in 2020 to reach CAD20 million

SC Johnson & Son Ltd leads with a value share of 50% in 2020

Health concerns continue to plague home insecticides

Barriers to entry unlikely to see any change in the competitive landscape with the regulations of the Health Canada Pest Management Regulatory Agency



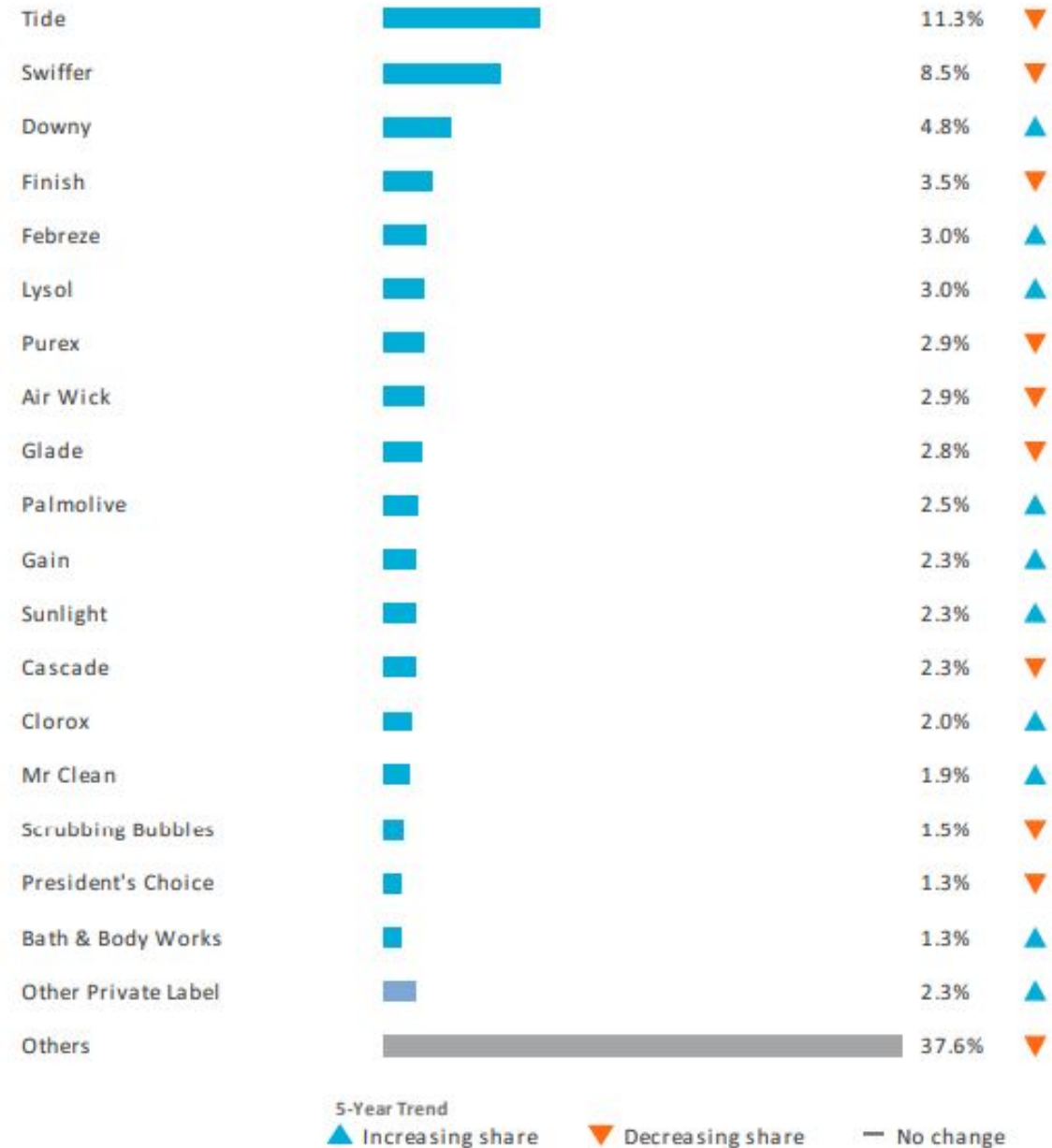
# HOME CARE IN CANADA

## COVID-19 impact on home care

- Overall, home care witnessed strong growth in current value terms in 2020, with this being largely driven by the intense focus on good hygiene practices following the outbreak of COVID-19.
- Company response**
- Many of the well-established leading brands in home care were able to benefit from the outbreak of COVID-19, with consumers generally turning to tried and tested products at this time of crisis. As such, Procter & Gamble Inc and Reckitt Benckiser Canada Inc were able to retain a stronghold over the market.

## Brand Shares of Home Care

% Share (LBN) - Retail Value RSP - 2020



# DISHWASHING IN CANADA

Due to COVID-19 consumers eat more meals at home thereby driving demand for dishwashing in 2020

Sales see current value growth of 6% in 2020 to reach CAD420 million

Reckitt Benckiser Canada Inc retains a narrow lead in 2020 with a value share of 30%

The average unit price sees only a slight increase in 2020



# DISHWASHING

Competitive  
landscape  
remains  
consolidated  
with strong  
brand loyalty

Green  
products go on  
the backburner  
as consumers  
focus on  
COVID-19

Lifting of  
COVID-19  
measures  
expected to put  
the brakes on  
growth

Canadians  
expected to be  
willing to  
continue paying  
for the  
convenience of  
tablets

Economic  
pressures likely  
to inform  
purchasing  
decisions

Prepare for a  
post pandemic  
landscape



# CONDIMENTS IN CANADA

## KEY DATA FINDINGS

- ❑ COVID-19 lockdown prompts stockpiling in all categories of sauces, dressings and condiments in 2020,
- ❑ In 2020, retail value sales rise by 13% to CAD4.0 billion
- ❑ Chili sauces is the category with the highest retail value growth in 2020, posting a 17% sales increase
- ❑ Kraft Heinz Canada ULC leads retail value sales with a 26% share in 2020



| CAD million                            | 2015    | 2016    | 2017    | 2018    | 2019    | 2020    |
|--|---------|---------|---------|---------|---------|---------|
| Cooking Ingredients                    | 943.9   | 977.1   | 1,011.9 | 1,038.2 | 1,067.3 | 1,213.7 |
| - Bouillon                             | 68.6    | 69.0    | 69.0    | 68.5    | 67.7    | 73.6    |
| -- Gravy Cubes and Powders             | 5.2     | 5.1     | 5.1     | 5.0     | 4.9     | 5.3     |
| -- Liquid Stocks and Fonds             | 19.6    | 19.6    | 19.4    | 19.2    | 18.9    | 20.5    |
| -- Stock Cubes and Powders             | 43.8    | 44.3    | 44.5    | 44.3    | 43.9    | 47.9    |
| - Dry Sauces                           | 125.4   | 125.7   | 126.4   | 126.8   | 126.8   | 139.6   |
| - Herbs and Spices                     | 224.7   | 235.6   | 248.3   | 261.4   | 268.1   | 312.5   |
| - Monosodium Glutamate                 | -       | -       | -       | -       | -       | -       |
| - Pasta Sauces                         | 418.6   | 438.9   | 459.3   | 469.5   | 485.5   | 553.6   |
| - Cooking Sauces                       | 106.6   | 107.9   | 108.8   | 112.0   | 119.2   | 134.4   |
| Dips                                   | 562.6   | 572.7   | 585.9   | 598.8   | 632.2   | 706.2   |
| Pickled Products                       | 323.0   | 316.6   | 327.5   | 337.1   | 338.4   | 382.4   |
| Table Sauces                           | 1,241.1 | 1,257.0 | 1,273.7 | 1,304.0 | 1,341.1 | 1,513.5 |
| - Barbecue Sauces                      | 90.4    | 90.8    | 94.7    | 94.2    | 93.4    | 103.9   |
| - Fish Sauces                          | 4.9     | 5.0     | 5.1     | 5.2     | 5.3     | 5.9     |
| - Ketchup                              | 168.7   | 167.5   | 160.7   | 167.8   | 177.5   | 201.6   |
| - Mayonnaise                           | 225.8   | 227.6   | 228.8   | 233.1   | 239.7   | 268.2   |
| - Mustard                              | 84.8    | 82.3    | 81.1    | 80.0    | 78.5    | 85.3    |
| - Oyster Sauces                        | -       | -       | -       | -       | -       | -       |
| - Salad Dressings                      | 360.2   | 369.1   | 380.2   | 392.1   | 403.9   | 460.5   |
| - Soy Sauces                           | 128.5   | 131.7   | 134.7   | 138.0   | 143.0   | 162.1   |
| - Chili Sauces                         | 59.3    | 62.9    | 67.2    | 71.8    | 77.2    | 90.2    |
| - Other Table Sauces                   | 118.6   | 120.2   | 121.2   | 121.8   | 122.6   | 135.8   |
| Tomato Pastes and Purées               | 68.9    | 69.1    | 69.0    | 68.6    | 67.8    | 73.9    |
| Yeast-based Spreads                    | 0.8     | 0.8     | 0.8     | 0.8     | 0.7     | 0.8     |
| Other Sauces, Dressings and Condiments | 132.1   | 136.2   | 139.7   | 142.3   | 144.3   | 160.8   |
| Sauces, Dressings and Condiments       | 3,272.4 | 3,329.6 | 3,408.4 | 3,489.8 | 3,591.9 | 4,051.5 |



# CHOCOLATE CONFECTIONERY IN CANADA

## KEY DATA FINDINGS

- ❑ On the whole, chocolate confectionery sales improved in 2020
- ❑ Sales reach CAD3.7 billion
- ❑ Chocolate pouches and bags sees the highest value growth, up by 7% to reach CAD469 million
- ❑ Chocolate confectionery has a projected 4% growth
- ❑ Chocolate confectionery is set to see solid growth, buttressed by new product developments and perhaps boosted by munchies following cannabis intake



# SUGAR CONFECTIONERY

## Key Data Findings

Pandemic-related home seclusion for adults and schoolchildren boosts demand for most sugar confectionery

Value sales increase by 2% to reach CAD690 million

Medicated confectionery sees the highest value growth of 10% to reach CAD146 million in 2020

Cadbury Adams Canada holds a distinct lead within the category with a 21% retail value share in 2020

Table 2 Sales of Sugar Confectionery by Category: Value 2015-2020

| CAD million                        | 2015  | 2016  | 2017  | 2018  | 2019  | 2020  |
|------------------------------------|-------|-------|-------|-------|-------|-------|
| Boiled Sweets                      | 62.8  | 62.1  | 60.6  | 59.7  | 58.7  | 59.3  |
| Liquorice                          | 27.6  | 27.8  | 27.7  | 27.7  | 27.6  | 28.2  |
| Lollipops                          | 40.2  | 39.1  | 37.7  | 36.6  | 35.7  | 35.6  |
| Medicated Confectionery            | 112.0 | 117.0 | 122.5 | 127.8 | 133.0 | 146.1 |
| Mints                              | 122.7 | 129.6 | 136.6 | 141.9 | 148.8 | 146.1 |
| - Power Mints                      | 43.6  | 46.6  | 49.6  | 51.8  | 54.5  | 53.6  |
| - Standard Mints                   | 79.0  | 83.0  | 87.1  | 90.2  | 94.3  | 92.5  |
| Pastilles, Gums, Jellies and Chews | 145.6 | 147.0 | 145.4 | 144.9 | 147.4 | 150.1 |
| Toffees, Caramels and Nougat       | 46.2  | 48.3  | 49.2  | 49.1  | 48.9  | 49.9  |
| Other Sugar Confectionery          | 74.5  | 76.1  | 76.2  | 75.2  | 74.1  | 75.0  |
| Sugar Confectionery                | 631.6 | 647.0 | 655.9 | 663.1 | 674.2 | 690.3 |



# SAVOURY SNACKS IN CANADA

## KEY DATA FINDINGS

The COVID-19 pandemic created triple volume growth in 2020 compared to growth in the previous year

CAD5.4 million in 2020

Vegetable, pulse and bread chips maintains the highest value growth rate, up by 17% in 2020

# SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS

- Sweet biscuits, fruit snacks and snack bars all benefit from higher consumer demand due to COVID-19 pandemic

**Table 2**  
**2020**

**Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2015-**

CAD million

|   | 2015    | 2016    | 2017    | 2018    | 2019    | 2020    |
|---|---------|---------|---------|---------|---------|---------|
| Fruit Snacks                                | 239.3   | 249.4   | 255.0   | 261.0   | 271.1   | 296.9   |
| - Dried Fruit                               | 107.3   | 112.7   | 115.4   | 119.0   | 126.0   | 139.5   |
| - Processed Fruit Snacks                    | 131.9   | 136.7   | 139.6   | 142.0   | 145.1   | 157.4   |
| Snack Bars                                  | 1,079.6 | 1,163.4 | 1,194.2 | 1,222.1 | 1,261.0 | 1,390.9 |
| - Cereal Bars                               | 757.2   | 822.1   | 832.8   | 840.4   | 849.7   | 926.7   |
| - Protein/Energy Bars                       | 225.0   | 235.6   | 247.8   | 260.1   | 282.3   | 316.9   |
| - Fruit and Nut Bars                        | 68.1    | 74.9    | 81.5    | 88.1    | 93.8    | 108.2   |
| - Other Snack Bars                          | 29.2    | 30.7    | 32.1    | 33.4    | 35.1    | 39.1    |
| Sweet Biscuits                              | 999.5   | 1,030.1 | 1,047.5 | 1,049.5 | 1,050.1 | 1,121.6 |
| - Chocolate Coated Biscuits                 | 61.9    | 59.8    | 58.1    | 59.5    | 60.7    | 66.2    |
| - Cookies                                   | 302.5   | 315.7   | 318.8   | 313.4   | 307.1   | 320.9   |
| - Filled Biscuits                           | 226.3   | 230.9   | 234.8   | 238.6   | 240.5   | 258.4   |
| - Plain Biscuits                            | 359.5   | 372.1   | 381.8   | 378.7   | 377.2   | 401.4   |
| - Wafers                                    | 49.3    | 51.7    | 54.0    | 59.3    | 64.7    | 74.7    |
| Sweet Biscuits, Snack Bars and Fruit Snacks | 2,318.3 | 2,442.9 | 2,496.7 | 2,532.5 | 2,582.2 | 2,809.4 |



# EDIBLE OILS

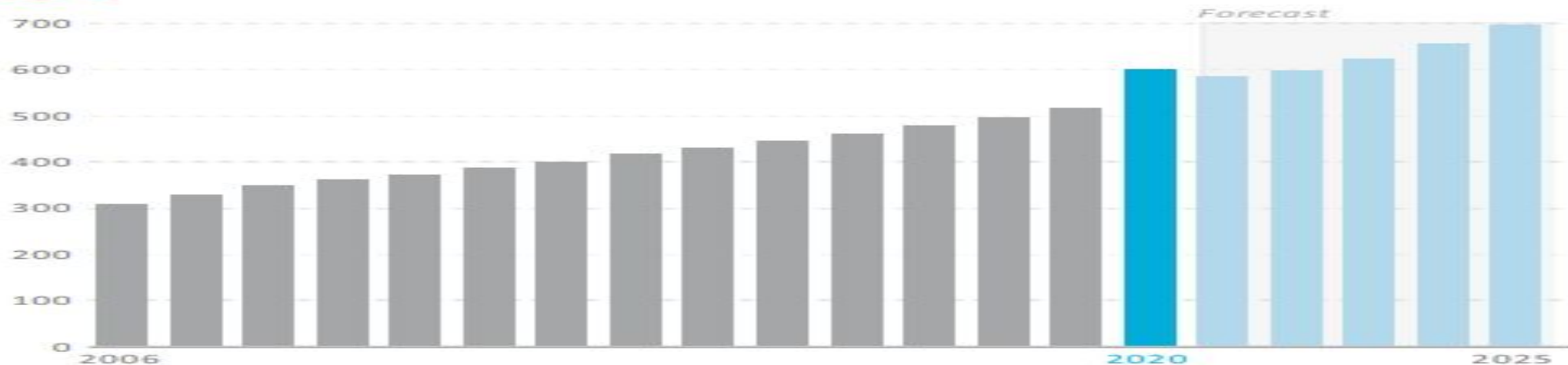
## KEY DATA FINDINGS

- COVID-19 lockdown squeezes sales from foodservice in 2020, with retail picking up the slack
- In 2020, retail value sales rise by 17% to CAD597million and volume sales by 13% to 123million litres
- Olive oil is the category with the highest retail value growth in 2020, posting a 21% sales increase
- The average unit retail price goes up by 4% to CAD4.8 per litre in 2020
- Deoleo Canada Ltd leads retail value sales with a 16% share in 2020
- Over the forecast period, retail sales are projected to record a current value CAGR of 3% (constant value CAGR of 1%) and reach CAD702million in 2025

### Sales of Edible Oils

Retail Value RSP - CAD million - Current - 2006-2025

**597**



# RICE, PASTA AND NOODLES IN CANADA

## KEY DATA FINDINGS

- ❑ COVID-19 leads to stockpiling of rice, pasta and noodles in 2020, as home cooking increases and consumers worry about potential stock shortages
- ❑ 2020 sees rice, pasta and noodles register 30% retail volume growth and 33% current value growth as sales reach 360,900 tonnes and CAD2 billion respectively
- ❑ The average unit price of rice, pasta and noodles increases by 2% in current terms in 2020
- ❑ Catelli Foods Corp leads sales in rice, pasta and noodles in 2020

Table 2 Sales of Rice, Pasta and Noodles by Category: Value 2015-2020

| CAD million               | 2015    | 2016    | 2017    | 2018    | 2019    | 2020    |
|---------------------------|---------|---------|---------|---------|---------|---------|
| Noodles                   | 272.5   | 284.2   | 296.2   | 309.6   | 324.6   | 428.7   |
| - Chilled Noodles         | 8.5     | 8.9     | 9.3     | 9.7     | 10.1    | 13.3    |
| - Frozen Noodles          | 4.7     | 4.8     | 5.0     | 5.2     | 5.4     | 7.1     |
| - Instant Noodles         | 173.6   | 181.8   | 189.8   | 198.6   | 208.4   | 275.3   |
| -- Instant Noodle Cups    | 103.8   | 109.4   | 114.6   | 120.2   | 126.4   | 167.1   |
| -- Instant Noodle Pouches | 69.8    | 72.4    | 75.2    | 78.4    | 82.0    | 108.2   |
| - Plain Noodles           | 85.7    | 88.8    | 92.1    | 96.1    | 100.7   | 133.0   |
| Pasta                     | 837.7   | 853.3   | 845.8   | 831.2   | 846.9   | 1,124.0 |
| - Chilled Pasta           | 155.7   | 160.5   | 170.6   | 178.8   | 193.3   | 257.8   |
| - Dried Pasta             | 681.9   | 692.9   | 675.2   | 652.4   | 653.6   | 866.2   |
| Rice                      | 319.7   | 337.2   | 356.0   | 377.7   | 399.5   | 531.0   |
| Rice, Pasta and Noodles   | 1,429.9 | 1,474.8 | 1,498.0 | 1,518.4 | 1,571.0 | 2,083.8 |



# PACKAGING

## Headlines in Packaging

- ❑ Plastic pouches benefit from convenience trend and visual impact in food packaging in 2019
- ❑ Sustainability concerns threaten growth of plastic packaging in soft drinks, while coffee pods players make moves towards easily recyclable solutions
- ❑ Metal beverage cans expands across alcoholic drinks packaging in 2019
- ❑ Shift to small sizes continues in beauty and personal care packaging in 2019
- ❑ Home care packaging sees development in eco-friendly refills, while the rise of e-commerce prompts innovation in packs for delivery in 2019

## PACKAGING LEGISLATION

- ❑ Canadian government passes new regulation on nutrition labels, and lack of labelling standards in biodegradable and compostable products leads to landfilling
- ❑ Nationwide ban on single-use plastic draws criticism from green campaigners and trade partners

# BEER IN CANADA

## Key Findings

- ❑ COVID-19 leads to a strong fall in sale of beer in 2020, due to the pandemic
- ❑ Beer sees a total volume decline of 2% in 2019, falling to 2.4 billion litres
- ❑ Despite the overall decline in 2019, more consumers appreciate craft beer and non-alcoholic beer
- ❑ Non-alcoholic beer sees the highest total volume growth of 25% in 2019, to reach 28 million litres

Table 3 Sales of Beer by Category: Total Value 2014-2019

| CAD million                       | 2014     | 2015     | 2016     | 2017     | 2018     | 2019     |
|-----------------------------------|----------|----------|----------|----------|----------|----------|
| Dark Beer                         | 2,866.4  | 3,015.6  | 3,176.4  | 3,292.8  | 3,419.6  | 3,531.4  |
| - Ale                             | 2,823.9  | 2,970.8  | 3,130.7  | 3,246.1  | 3,372.0  | 3,483.1  |
| - Sorghum                         | -        | -        | -        | -        | -        | -        |
| - Weissbier/Weizen/<br>Wheat Beer | 42.6     | 44.9     | 45.7     | 46.8     | 47.6     | 48.4     |
| Lager                             | 13,650.5 | 13,768.4 | 13,909.5 | 13,983.2 | 14,041.6 | 13,977.7 |
| - Flavoured/Mixed Lager           | 485.8    | 507.7    | 529.3    | 566.1    | 602.8    | 632.3    |
| - Standard Lager                  | 13,164.7 | 13,260.7 | 13,380.2 | 13,417.1 | 13,438.8 | 13,345.4 |
| -- Premium Lager                  | 3,809.8  | 4,089.5  | 4,270.1  | 4,402.0  | 4,414.9  | 4,486.2  |
| --- Domestic Premium<br>Lager     | 1,107.5  | 1,177.1  | 1,224.5  | 1,265.7  | 1,329.8  | 1,344.0  |
| --- Imported Premium<br>Lager     | 2,702.3  | 2,912.4  | 3,045.5  | 3,136.3  | 3,085.1  | 3,142.2  |
| -- Mid-Priced Lager               | 7,231.4  | 6,994.4  | 6,876.4  | 6,748.4  | 6,660.6  | 6,504.7  |
| --- Domestic Mid-Priced<br>Lager  | 7,231.4  | 6,994.4  | 6,876.4  | 6,748.4  | 6,660.6  | 6,504.7  |
| --- Imported Mid-Priced<br>Lager  | -        | -        | -        | -        | -        | -        |
| -- Economy Lager                  | 2,123.5  | 2,176.9  | 2,233.6  | 2,266.7  | 2,363.3  | 2,354.5  |
| --- Domestic Economy<br>Lager     | 2,111.5  | 2,164.5  | 2,220.9  | 2,253.6  | 2,350.0  | 2,340.9  |
| --- Imported Economy<br>Lager     | 12.0     | 12.4     | 12.7     | 13.1     | 13.3     | 13.7     |
| Non/Low Alcohol Beer              | 61.6     | 67.4     | 78.8     | 97.3     | 128.5    | 165.2    |
| - Low Alcohol Beer                | 3.9      | 3.2      | 2.9      | 2.8      | 2.8      | 2.8      |
| - Non Alcoholic Beer              | 57.8     | 64.2     | 75.8     | 94.5     | 125.7    | 162.4    |
| Stout                             | 132.5    | 133.3    | 130.2    | 129.5    | 133.9    | 137.5    |
| Beer                              | 16,711.1 | 16,984.7 | 17,294.8 | 17,502.9 | 17,723.6 | 17,811.9 |



# SPIRITS

## HEADLINES

- ❑ Spirits sees total volume growth of 3% in 2019, to reach 168 million litres
- ❑ In 2019, although rising from a low base and not yet reaching the level achieved in beer, craft spirits sees a dynamic increase as more consumers value small-batch production with unique flavours
- ❑ Irish whiskey sees the highest total volume growth of 15% in 2019, to reach 3 million litres
- ❑ Spirits sees a 4% increase in the average unit price in current terms in 2019, with a higher increase off-trade than on-trade
- ❑ In the forecast period, spirits is expected to see a total volume CAGR of 1%, to reach 173 million litres in 2024

Table 2 Sales of Spirits by Category: Total Value 2014-2019

| CAD million                  | 2014    | 2015    | 2016    | 2017    | 2018     | 2019     |
|------------------------------|---------|---------|---------|---------|----------|----------|
| Brandy and Cognac            | 322.0   | 329.9   | 344.3   | 359.7   | 375.7    | 392.2    |
| - Brandy                     | 210.2   | 211.2   | 217.2   | 226.0   | 234.1    | 242.4    |
| - Cognac                     | 111.7   | 118.7   | 127.1   | 133.6   | 141.6    | 149.8    |
| Liqueurs                     | 1,154.9 | 1,173.7 | 1,196.7 | 1,218.7 | 1,284.4  | 1,354.7  |
| - Bitters                    | 121.2   | 119.5   | 118.1   | 117.6   | 121.2    | 125.3    |
| - Cream-based Liqueurs       | 419.0   | 420.3   | 429.6   | 438.4   | 465.5    | 494.9    |
| - Other Liqueurs             | 614.7   | 633.9   | 649.1   | 662.8   | 697.7    | 734.5    |
| Rum                          | 1,844.7 | 1,889.6 | 1,949.7 | 1,948.5 | 1,982.4  | 2,153.9  |
| - Dark Rum                   | 1,172.2 | 1,223.8 | 1,278.5 | 1,299.5 | 1,336.4  | 1,508.5  |
| - White Rum                  | 672.5   | 665.8   | 671.2   | 648.9   | 646.0    | 645.4    |
| Tequila (and Mezcal)         | 271.4   | 302.9   | 340.7   | 389.2   | 440.0    | 497.1    |
| Whiskies                     | 2,385.5 | 2,554.8 | 2,761.5 | 2,884.9 | 3,044.2  | 3,220.7  |
| - Bourbon/Other US Whiskey   | 225.5   | 242.6   | 266.4   | 278.4   | 292.4    | 306.6    |
| - Canadian Whisky            | 1,427.1 | 1,522.2 | 1,637.1 | 1,679.5 | 1,734.4  | 1,797.3  |
| - Irish Whiskey              | 114.7   | 140.1   | 168.9   | 197.8   | 234.2    | 273.3    |
| - Japanese Whisky            | -       | -       | -       | -       | -        | -        |
| - Blended Scotch Whisky      | 332.1   | 334.7   | 340.1   | 340.5   | 342.6    | 343.9    |
| - Single Grain Scotch Whisky | -       | -       | -       | -       | -        | -        |
| - Single Malt Scotch Whisky  | 286.1   | 315.3   | 349.1   | 388.7   | 440.6    | 499.5    |
| - Other Whiskies             | -       | -       | -       | -       | -        | -        |
| White Spirits                | 2,631.7 | 2,747.2 | 2,862.0 | 2,963.4 | 3,125.4  | 3,278.1  |
| - Gin                        | 364.2   | 392.0   | 426.8   | 462.1   | 514.4    | 560.8    |
| - Vodka                      | 2,267.5 | 2,355.2 | 2,435.2 | 2,501.3 | 2,611.0  | 2,717.3  |
| Other Spirits                | 145.1   | 143.7   | 146.2   | 149.9   | 152.9    | 156.0    |
| Spirits                      | 8,755.2 | 9,141.8 | 9,601.1 | 9,914.3 | 10,405.1 | 11,052.7 |

# ALCOHOLIC DRINKS

## TAXATION AND DUTY LEVIES

### Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2019

#### Import tax and excise duty

|                  |   |                      |
|------------------|---|----------------------|
| Beer             | <1.2% of absolute ethyl alcohol by volume     | CAD2.794/hectolitre  |
|                  | 1.2-2.5%, of absolute ethyl alcohol by volume | CAD16.830/hectolitre |
|                  | >2.5% of absolute ethyl alcohol by volume     | CAD33.660/hectolitre |
| Wine             | >1.2% of absolute ethyl alcohol by volume     | CAD0.021/litre       |
|                  | 1.2-7.0%, of absolute ethyl alcohol by volume | CAD0.319/litre       |
|                  | >7.0% of absolute ethyl alcohol by volume     | CAD0.665/litre       |
| Spirits          | <7.0% of absolute ethyl alcohol by volume     | CAD0.319/litre       |
|                  | >7.0% of absolute ethyl alcohol by volume     | CAD12.610/litre      |
| Retail sales tax | Beer, wine and spirits                        | CAD13.00/litre\      |



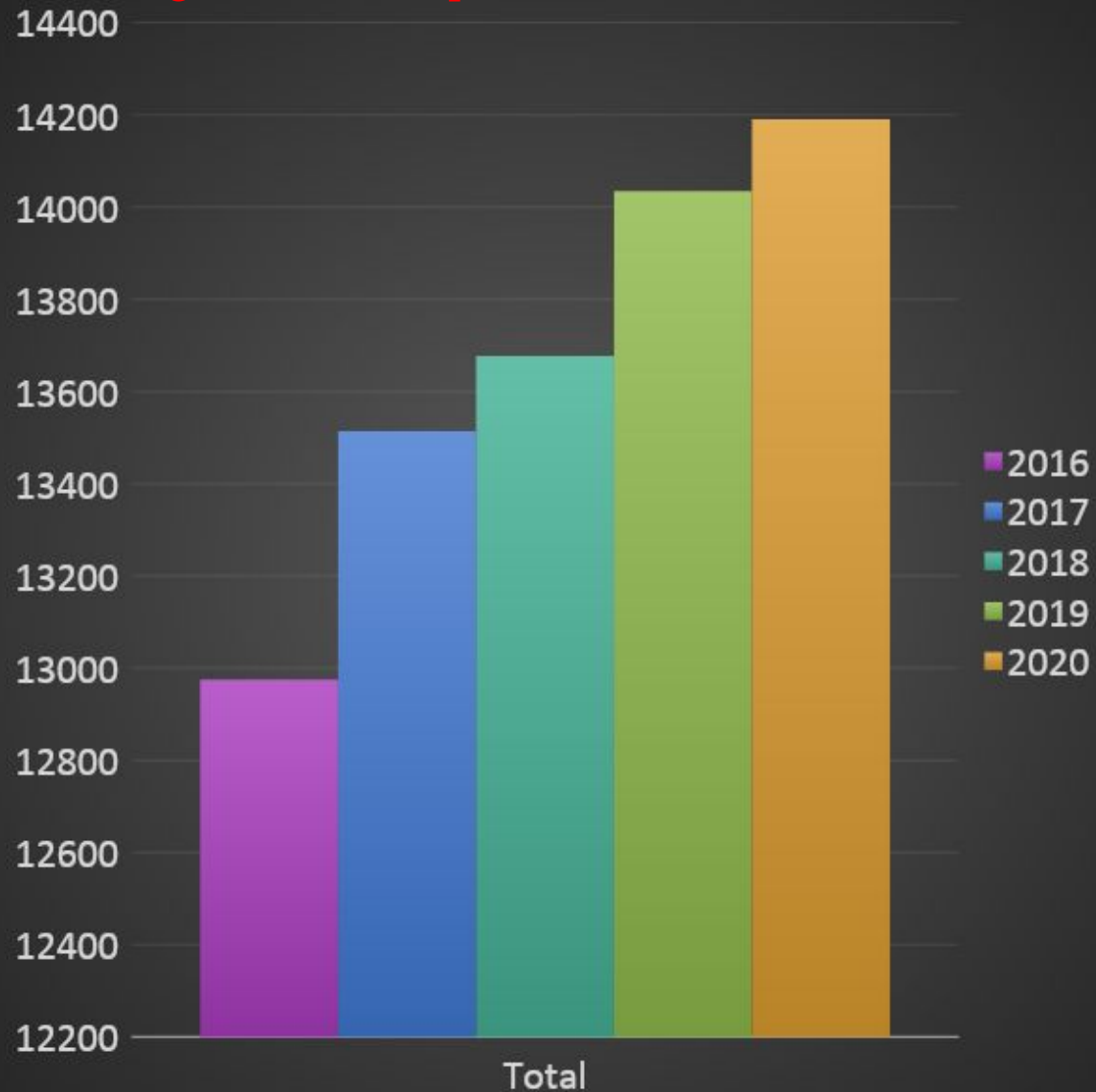
# Agriculture in Canada: Did You Know...

 is a Top 10 Global Producer of these Agricultural Products:

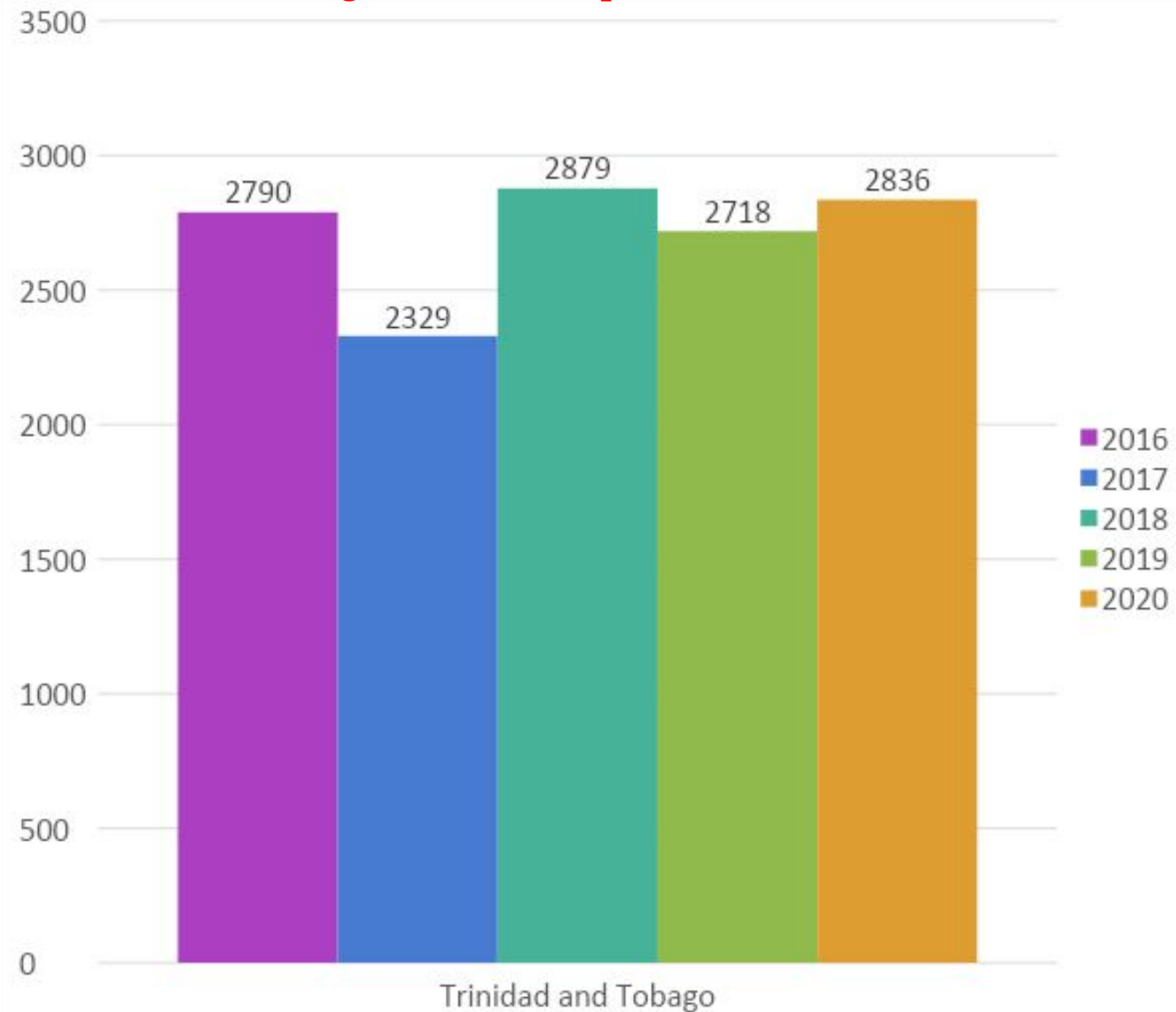


# AGRICULTURE IMPORTS TO CANADA

Total agricultural imports



Agricultural Imports from T&T





# IMPORTING AGRICULTURE IN CANADA

- FFV can be found in the [Automated Import Reference System \(AIRS\)](#)
- The Canadian Food Inspection Agency (CFIA) regulates fresh fruit and vegetables (FFV) imported into Canada
- In addition to a licence to import, importers of FFV must also hold membership with the Fruit and Vegetable Dispute Resolution Corporation (DRC)
- The *Food and Drug Regulations* states that the pesticide residues found on fruits and vegetables should not exceed established maximum residue limits (MRL)
- Imported fresh fruit or vegetables must also meet the labelling and packing requirements outlined in the SFCR. The [Industry Labelling Tool](#) is a food labelling reference for all industry that outlines the requirement for food labelling and advertising.
- [Labelling Requirements for Fresh Fruits and Vegetables](#) outline the labelling requirements specific for fresh fruit or vegetables.
- Imported organic FFV may be certified to the Canadian Organic Standard by a CFIA accredited Certification Body or be certified in accordance with an equivalency arrangement established between Canada and the exporting country.
- Please see link below for more information
- <https://inspection.canada.ca/importing-food-plants-or-animals/food-imports/food-specific-requirements/fresh-fruit-or-vegetables/eng/1541613882667/1541613882890#a5>

# LAWS, REGULATIONS AND CONTROLS

- ☐ The major enforcers of these laws are the CBSA, the Canadian Food Inspection Agency (CFIA), Health Canada, and Industry Canada.
- ☐ Canada Agricultural Products Act ([www.inspection.gc.ca/english/reg/rege.shtml](http://www.inspection.gc.ca/english/reg/rege.shtml)): This includes regulations for dairy products, eggs, fresh fruit and vegetables, honey, livestock, poultry, and related processed products.
- ☐ Consumer Packaging and Labelling Act ([www.inspection.gc.ca/english/reg/rege.shtml](http://www.inspection.gc.ca/english/reg/rege.shtml)):
- ☐ Potential pest infestation by wood packaging material and dunnage is controlled by the CFIA.
- ☐ Consumer Product Safety Act
- ☐ Customs Tariff
- ☐ Exports and Imports Permit Regulations
- ☐ Food and Drugs Acts and Regulations
- ☐ Import Control List
- ☐ Tariffs Quotas and Seasonal Tariffs
- ☐ Textile Labelling



# CARIBCAN

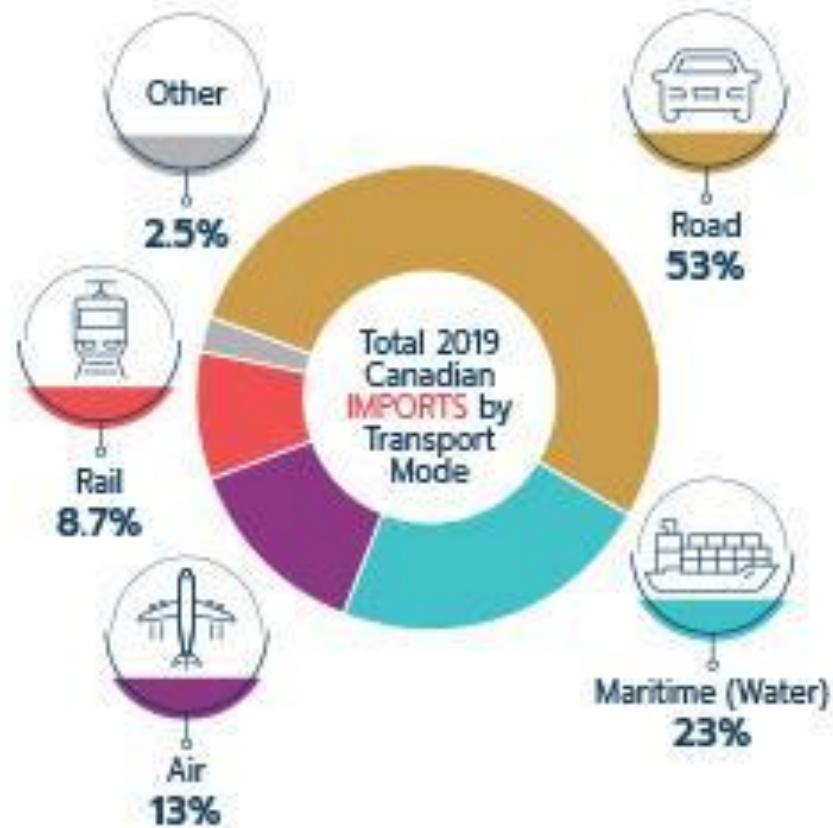
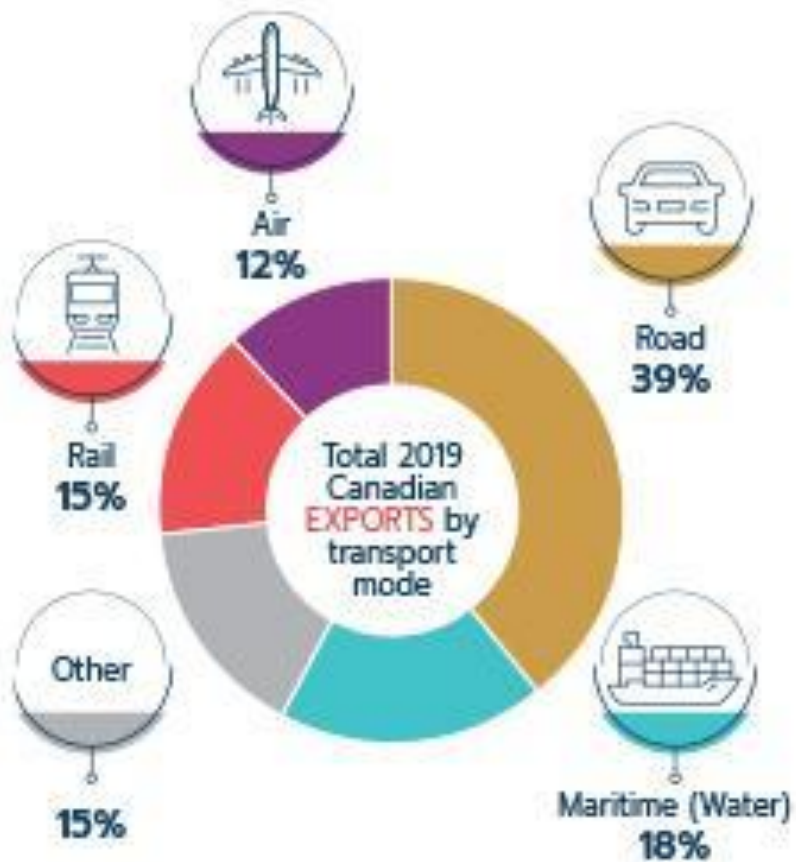
The **Caribbean-Canada Trade Agreement** known as ("**CARIBCAN**") is a Canadian government programme, established in 1986 by the Parliament of Canada. The agreement was created to promote trade, investment and provide industrial cooperation through the preferential access of duty-free goods from the countries of the Commonwealth-Caribbean to the Canadian market.



# LOGISTICS CANADA

**FIGURE 2.2**

How do Canadian imports and exports travel between countries?



Data source: Global Trade Atlas. Retrieved on May 7, 2020.  
Calculations of the OCE





# Thank you

For further information please contact Yunus Abdullah at  
[yabdullah@exportt.co.tt](mailto:yabdullah@exportt.co.tt)