The Conference Board of Canada

The Refreshment Economy

Exploring the Economic Footprint of Canada's Non-Alcoholic Beverage Sector

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Contents

Key findings

- In 2024, the non-alcoholic beverage sector added a total of $5.8 billion to Canada's GDP. The sector delivers positive economic spillovers—generating $0.80 in additional GDP for every $1 of output—on par with the average for the broader manufacturing sector.
- The sector directly supported 16,376 full-time equivalent jobs and generated a total of $1.5 billion in direct labour income in 2024.
- The sector contributed a total of $2.3 billion in tax revenues across all levels of government in 2024—equal to 30 cents per dollar of output—with 65 per cent coming from income and sales taxes.
- Rising input costs, limited pricing power, and softening household demand have compressed margins and reduced the sector's value-added output.
- The sector faces potential disruptions from the global supply chain because of its reliance on imports. Packaging and flavouring account for 45 per cent of input costs, with key materials—such as aluminum cans and plastic bottles—sourced heavily from abroad, increasing vulnerability to trade and currency shocks.
- Consumer preferences have shifted toward health-conscious alternatives. Since 2010, real spending on products such as ready-to-drink teas, flavoured waters, and meal replacements has more than doubled, yet this growth has not offset overall declines in juices and soft drinks.
- The sector is regionally concentrated, with over 80 per cent of direct employment and over 75 per cent of establishments based in Ontario, Quebec, and British Columbia.
- Nearly half of the sector's economic footprint is in Ontario, generating $1.0 billion of direct GDP impact and supporting over 8,200 direct jobs in the province in 2024.

Structure of the non-alcoholic beverage sector

Canada's non-alcoholic beverage sector encompasses businesses that develop, manufacture, and package non-alcoholic beverages (e.g., soft drinks, juices, water[s], energy drinks) and businesses that manufacture precursor products like flavourings and syrups.[1] In 2024, the sector accounted for 5.0 per cent of Canada's total food and beverage manufacturing GDP.[2]

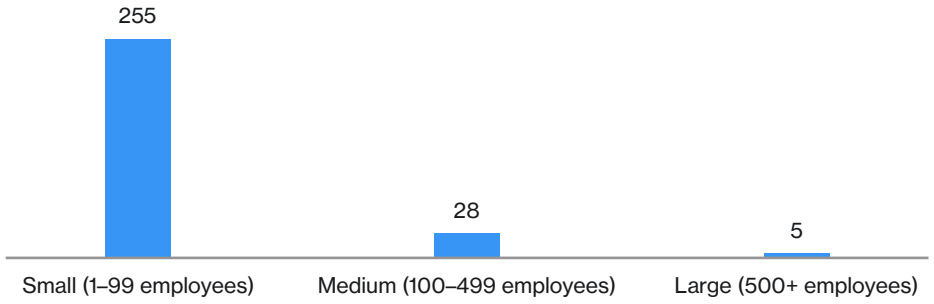
The sector consists of 288 manufacturing establishments, primarily located in Ontario (34 per cent), Quebec (25 per cent), British Columbia (16 per cent), and Alberta (9 per cent).[3] (See Chart 1.)

The sector is mostly made up of small-sized enterprises, with 89 per cent of businesses having fewer than 100 employees. (See Chart 2.)

Chart 1
Most establishments are in Ontario and Quebec
(number of total establishments, 2024)

Note: Business counts not available for Nunavut and Northwest Territories.
Sources: Statistics Canada; The Conference Board of Canada.

Chart 2
Most non-alcoholic beverage establishments are small businesses
(number of establishments by employee count category, 2024)



Sources: Statistics Canada; The Conference Board of Canada.

1 Canada's non-alcoholic beverage sector includes the soft drink and ice manufacturing industry (NAICS 31211) and 19 per cent of the fruit and vegetable preserving and specialty food manufacturing industry (NAICS 3114) that reflects the share of non-alcoholic industry products produced by businesses in NAICS 3114 as per Statistics Canada supply use tables. (See details in Appendix A.)
2 Our estimates are based on Statistics Canada data.
3 Only establishments with at least one payroll employees are included in the business count of 288.

Non-alcoholic beverages contributed $5.8 billion to GDP in 2024

Throughout 2024, the non-alcoholic beverage industry added a total of $5.8 billion to Canada's GDP, with $2.2 billion coming from direct economic activity in the sector. Additionally, the sector's supply chain indirectly generated $2.4 billion in indirect GDP impact, and induced a further $1.2 billion in GDP from employees of the (directly and indirectly) affected industries spending their incomes. (See Chart 3.)

Direct, indirect, and induced economic impact

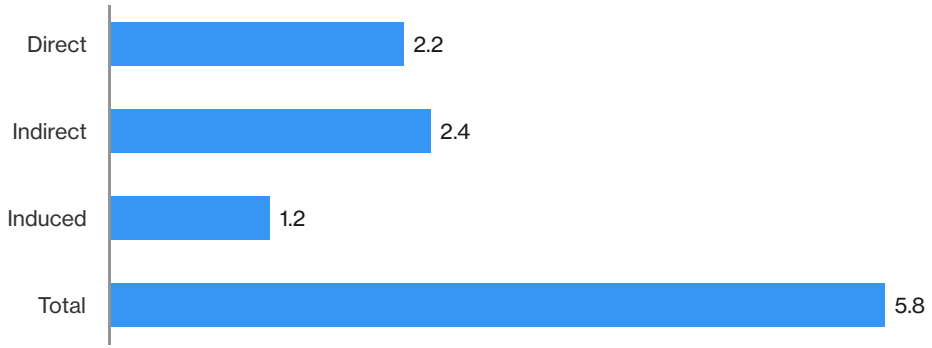
The economic footprint of the sector is estimated using our Economic Impact Assessment model. (See Appendix A.) Economic impacts are measured at the following three levels:

- **Direct impact** estimates capture the economic value-added from Canadian households purchasing goods and services.
- **Indirect impact** estimates measure the value-added supply chain impacts of firms selling goods and services through their spending on intermediate inputs.
- **Induced impact** accounts for the knock-on effects of the spending of income in other areas of the economy by employees or business owners who work in firms that directly or indirectly benefit from Canadian households purchasing their firms' goods and services.

Around 45 per cent of the sector's GDP contribution ($2.6 billion) was generated in Ontario, followed by $1.6 billion in Quebec and $0.6 billion in both Alberta and British Columbia.

In total, the non-alcoholic beverage sector has an economic multiplier of 0.8, meaning that, on average, every dollar of output from the industry produces an additional $0.80 in GDP for the country.[4] This multiplier effect is on par with that seen for the manufacturing sector overall.[5]

Chart 3
Non-alcoholic beverage sector added $5.8 billion to GDP in Canada
(GDP contributions, 2024 $ billions)

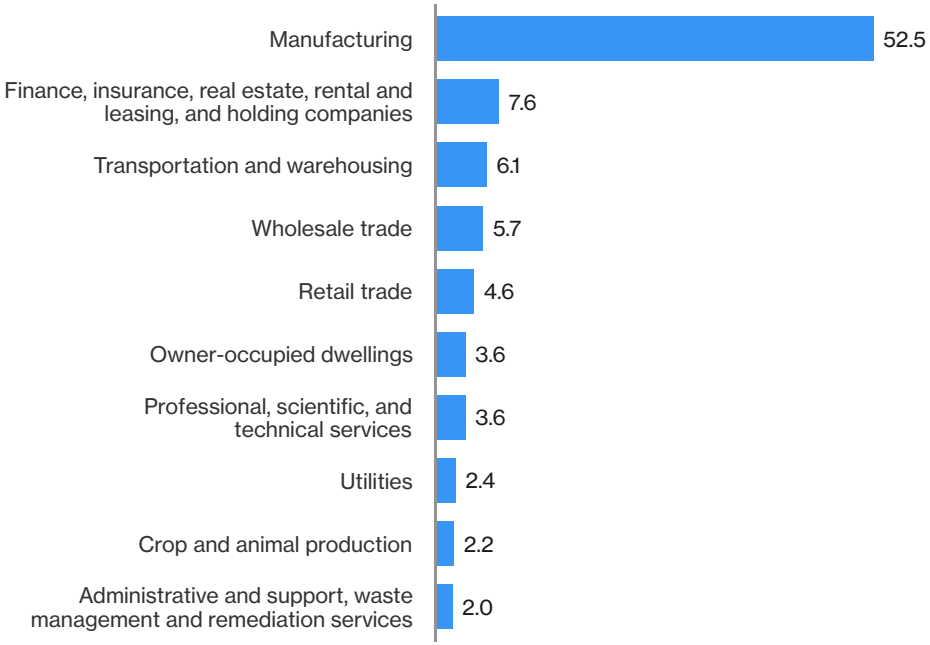


Source: The Conference Board of Canada.

4 GDP multiplier = total GDP impact/total output generated by the sector
5 Statistics Canada, "Table 36-10-0013-01."

While the sector's total economic footprint is seen mostly in manufacturing (52.5 per cent), impacts are also seen in finance, insurance, and real estate (7.6 per cent) as well as in transportation and warehousing (6.1 per cent). (See Chart 4.)

Chart 4
Manufacturing leads the sector's economic impact, followed by finance and real estate, and logistics
(share of GDP contributions by industry, percentage)

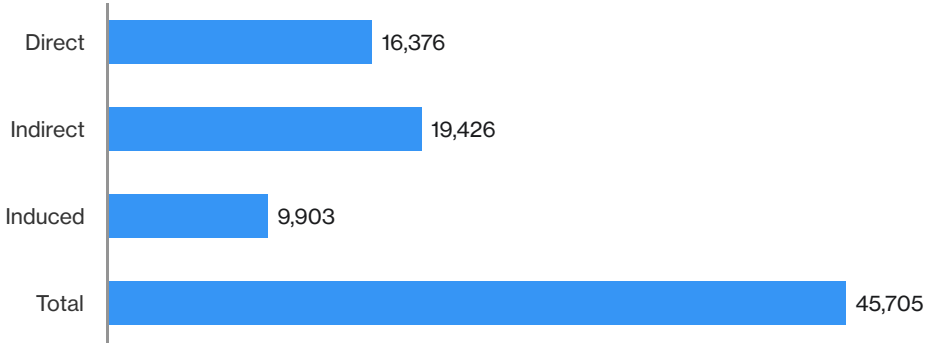


Source: The Conference Board of Canada.

The sector supported over 45,000 jobs in 2024

In 2024, the non-alcoholic beverage sector in Canada directly employed 16,376 people. Additionally, 29,329 jobs were supported through indirect and induced impacts, for a total employment impact of 45,705 full-time, full-year equivalent jobs.[6] This is equivalent to 1.8 additional jobs for every direct job. (See Chart 5.)

Chart 5
The non-alcoholic beverage sector supports 45,705 jobs in Canada
(employment contributions, full-time, full-year equivalent jobs, 2024)

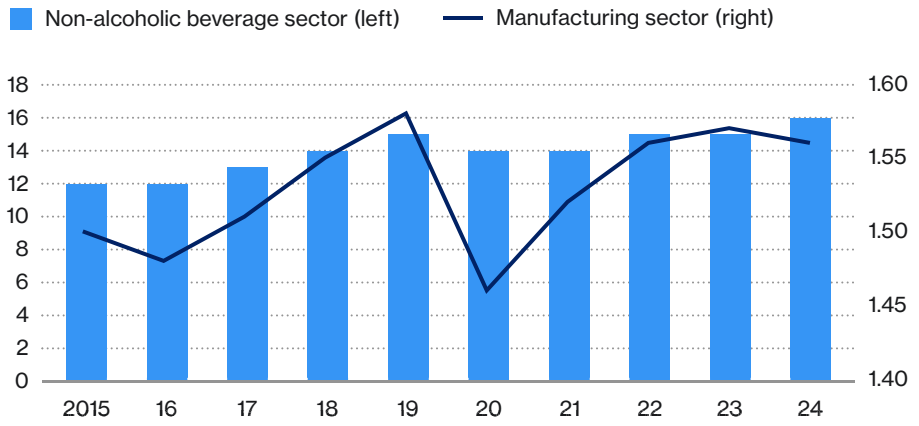


Source: The Conference Board of Canada.

Employment has recovered from pandemic-induced lows

Direct employment in the non-alcoholic beverage sector has recovered from pandemic-induced lows and currently sits 10 per cent above its 2019 peak. (See Chart 6.) Employment growth in the sector has been markedly better than overall manufacturing employment, which was down 1.1 per cent in 2024 versus 2019.

Chart 6
Direct employment in non-alcoholic beverages hits 10-year high in 2024
Non-alcoholic beverage sector employment, thousands (left);
Overall manufacturing sector employment, millions (right)

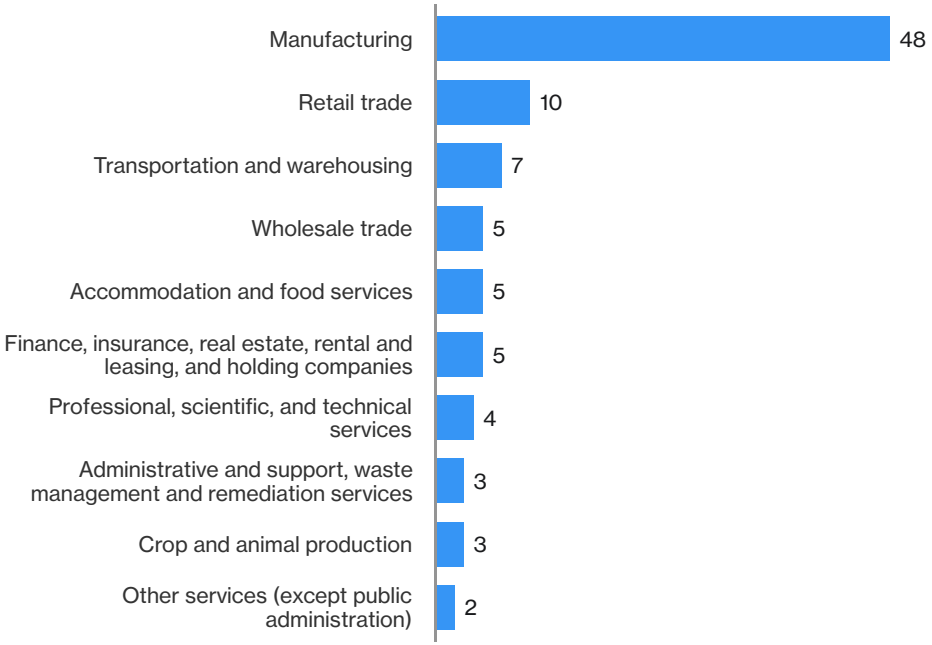


Sources: Statistics Canada; The Conference Board of Canada.

6 Employment is measured in person-years, which represents the number of full-time jobs in a one-year period. In real terms, this could be one person working for a full year or four people working for three months.

The non-alcoholic beverage manufacturing industry supports jobs across a wide range of sectors through its supply chain and the household spending it generates. Nearly half of all supported jobs (48.3 per cent) are in manufacturing itself, followed by retail trade (10.1 per cent) and transportation and warehousing (6.8 per cent), which reflects the logistics required to distribute products across Canada. (See Chart 7.)

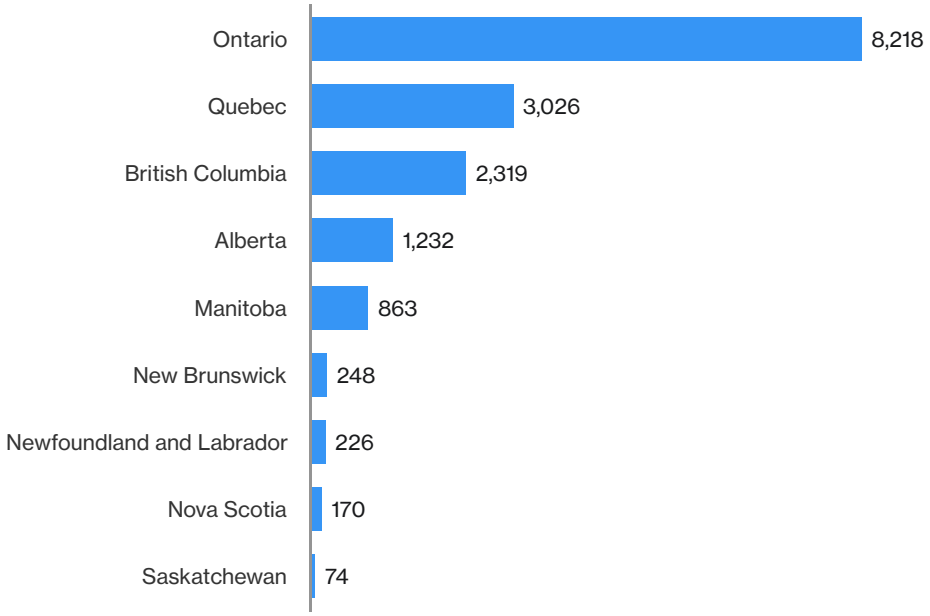
Chart 7
Total employment in the non-alcoholic beverage sector is concentrated in manufacturing
(share of jobs, percentage)



Source: The Conference Board of Canada.

Total employment supported by the sector is located primarily in Ontario (50.2 per cent), Quebec (18.5 per cent), and British Columbia (14.6 per cent). (See Chart 8.) Location is driven by access to supporting industrial infrastructure, proximity to major markets, and efficient transport networks for distribution activities. Concentration of employment in these provinces also reflects the presence of major bottling and processing facilities designed to serve both domestic and export markets.

Chart 8
Over 50 per cent of direct jobs in the sector are concentrated in Ontario
(direct employment by province, full-year equivalent jobs, 2024)



Sources: Statistics Canada; The Conference Board of Canada.

Occupations in the sector are concentrated in plant-floor and logistics roles that are critical to the core production process and plant operations. (See Chart 9.)

Chart 9

Key occupations in the non-alcoholic manufacturing sector include machine operators and assemblers

(top 10 occupations by employment, share of total sectoral employment, percentage, 2021)

Sources: Statistics Canada; The Conference Board of Canada.

Beverage container recycling—a growing source of employment

The non-alcoholic beverage sector also supports employment growth through the recycling of beverage containers. In most Canadian provinces and territories,[7] Extended Producer Responsibility (EPR) laws for packaging require producers to register with a producer responsibility organization, report packaging data, and pay fees to fund provincial recycling programs in order to sell their products. These recycling programs support jobs across the entire recovery chain, including collection, transportation, sorting, baling, and processing.[8]

For example, Alberta's deposit return system creates an estimated 17 full-time equivalent (FTE) jobs for every 1,000 tonnes of beverage containers recovered, the highest job intensity among major recycling streams in the province.[9] The job intensity of this program can be broken down into different stages across the recycling chain.

Approximately 81 per cent of FTE jobs are associated with collection (such as the manual sorting of containers by depot staff), 3 per cent with transportation, and 16 per cent with additional sorting and processing. In total, Alberta's beverage container recycling sector supports over 2,280 jobs, including 1,620 direct positions.

Similarly, Ontario's Blue Box curbside recycling system contributes a total of 12,576 FTE jobs, while British Columbia's EPR program for beverage container recycling generates between 401 and 1,083 jobs across North America, with many concentrated locally.[10]

As the circular economy[11] continues to gain momentum, the non-alcoholic beverage sector is positioned as a critical enabler of green job creation through funding, stewardship, and compliance with EPR schemes that drive job creation and environmental performance.

Sources: The Conference Board of Canada; Edwards and others; Bartlett and others.

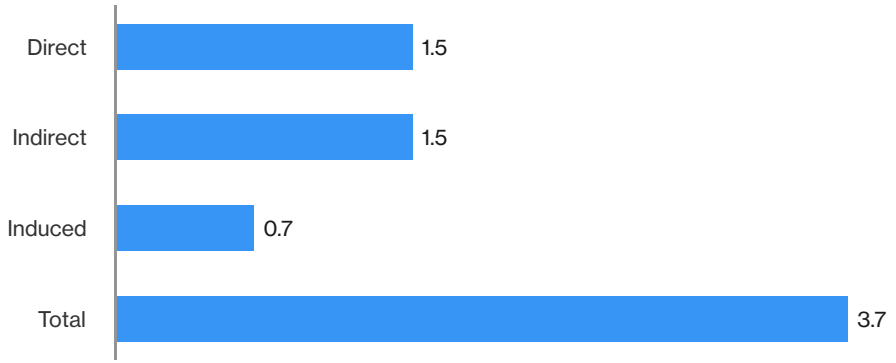
7 Most provinces and territories in Canada have enacted EPR laws, with only four (Prince Edward Island, Newfoundland and Labrador, Nunavut, and the Northwest Territories) yet to adopt such legislation.
8 The Conference Board of Canada, "The Non-alcoholic Beverage Sector in Canada."
9 Edwards and others, *Quantifying the Economic Value of Alberta's Recycling Programs*.
10 Bartlett and others, *Assessment of Economic and Environmental Impacts of Extended Producer Responsibility Programs Operating in BC in 2014*.
11 Circular economy is a model of production and consumption aimed at eliminating waste and maximizing resource efficiency by reusing, repairing, recycling, and regenerating products and materials in a continuous loop.

The non-alcoholic beverage sector provides well-paying jobs

In 2024, the sector generated nearly $3.7 billion in labour income, including wages, salaries, and employers' social contributions, which include those to pension plans and employment insurance. (See Chart 10.) Approximately $1.5 billion (or 40.5 per cent) of this was earned by workers directly employed in the sector, with the remainder generated through supply chain and household spending effects (indirect and induced).

Notably, 64 per cent of the sector's direct GDP contribution is attributable to labour compensation, well above the national all-industry average of 51 per cent, reflecting its support of relatively high-paying jobs in manufacturing, logistics, and sales.[12] Directly employed full-time workers in the sector earn an average of $93,295 annually compared with $73,157 for employees in related upstream and downstream industries supported through indirect and induced employment impacts.

Chart 10
Non-alcoholic beverage sector generated $3.7 billion in labour income
(labour income contributions, 2024 $ billions)



Source: The Conference Board of Canada.

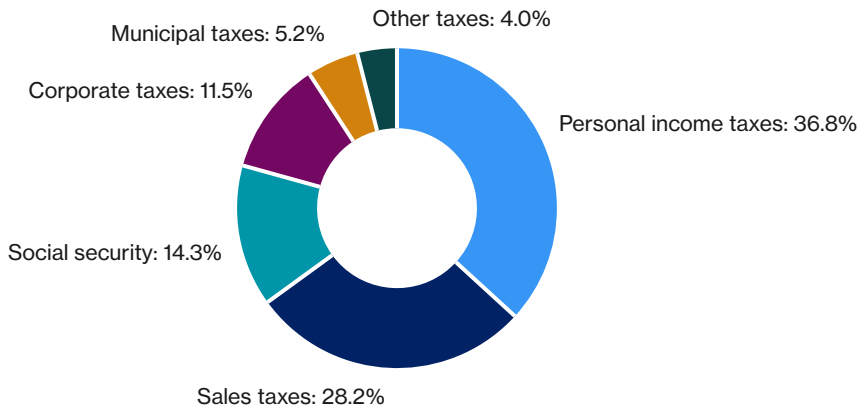
12 Statistics Canada, "Table 36-10-0103-01."

The sector contributed $2.3 billion in tax revenues

The non-alcoholic beverage sector's fiscal contribution amounted to an estimated $2.3 billion in 2024 in direct, indirect, and induced tax revenues across all three levels of government in Canada. Of this total, nearly $1.2 billion was in federal taxes, $1.0 billion in provincial taxes, and $0.1 billion in municipal taxes. (See Chart 11.) Every dollar of economic activity by the sector generates $0.30 of tax revenues.

An analysis of the total fiscal effects of the non-alcoholic beverage sector shows that income taxes and sales taxes were the primary contributors to government revenue.

Chart 11
Income taxes account for 37 per cent of government revenues
(government revenue by tax category, percentage)

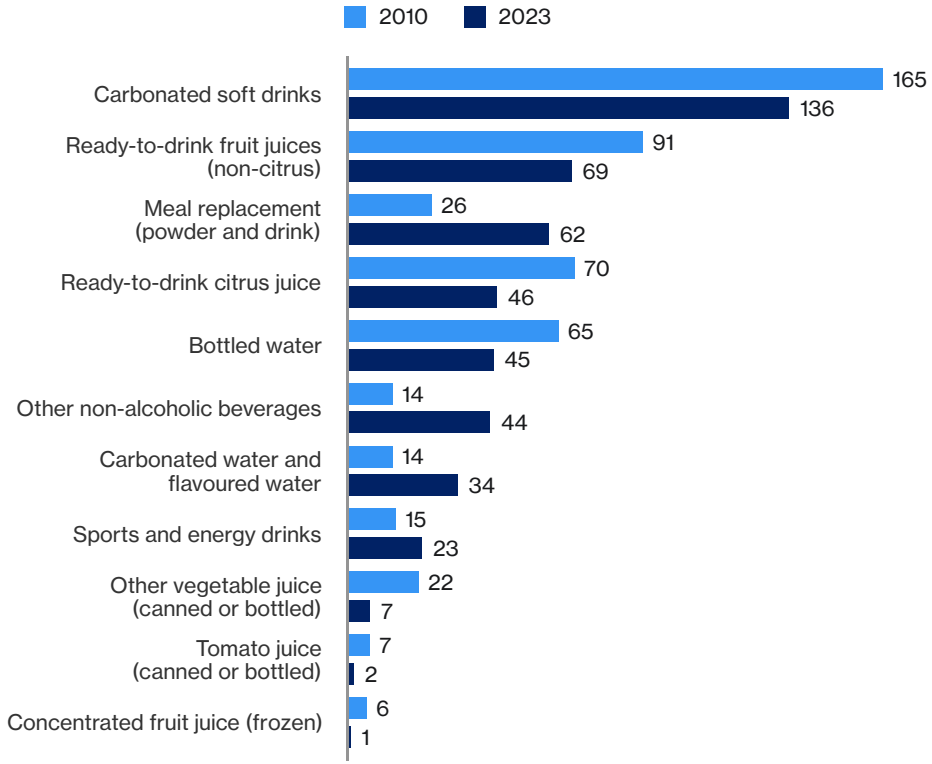


Source: The Conference Board of Canada.

Consumer preferences have shifted

Consumers' tastes are shifting toward drinks with functional ingredients,[13] reduced sugar content, organic certification, and plant-based components.[14] Adjusted for inflation, the most spending growth occurred in the category that includes iced/ready-to-drink tea and coffee drinks, and still drinks,[15] up 220 per cent from 2010 to 2023. Similarly, spending on carbonated and flavoured water (up 147 per cent), meal replacement drinks (up 137 per cent), and sports and energy drinks (up 52 per cent) has surged, while spending on traditional products—such as carbonated soft drinks, fruit and vegetable juices, and bottled water—has declined. (See Chart 12.) In response, the industry has ramped up product development, offering beverages with fewer calories and sustainably sourced ingredients.

Chart 12
Health-conscious beverages gaining ground, but traditional products still dominate spending
(average expenditure per household by product, 2023 $)



Note: The other non-alcoholic beverages category includes iced/ready-to-drink tea and coffee drinks, and still drinks.
Sources: Statistics Canada; The Conference Board of Canada.

13 Functional ingredients refer to components added to beverages that provide health benefits beyond basic nutrition. For example, electrolytes for hydration, protein for muscle recovery, caffeine for focus, probiotics for gut health, or vitamins and antioxidants for immunity support.
14 Gupta and others, "Trends in functional beverages."
15 Still drinks refer to non-alcoholic beverages that are not carbonated.

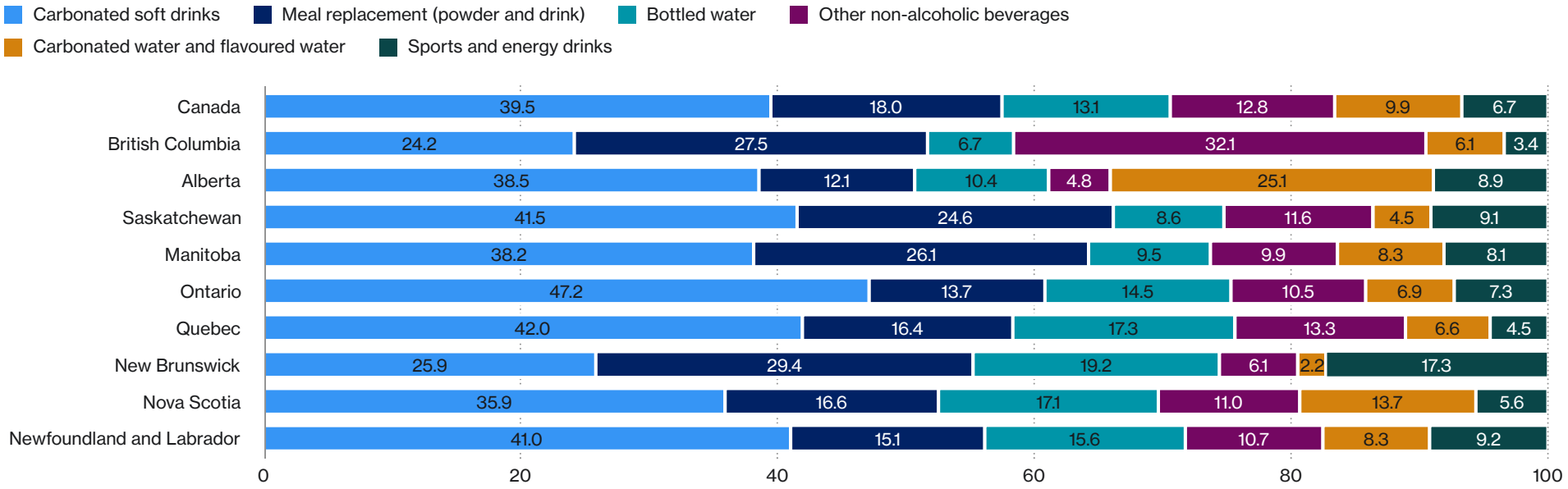
Canada's provinces and regions have distinct preferences for non-alcoholic beverages. For example, in British Columbia, carbonated soft drinks hold less than 25 per cent of the market compared with 40 per cent nationally.

Similarly, spending on meal replacement drinks and sports and energy drinks is highest per capita in New Brunswick. (See Chart 13.)

Chart 13

Non-alcoholic beverage spending shows regional variations in consumer preferences

(share of total non-alcoholic beverage spending by product category, 2023, percentage)

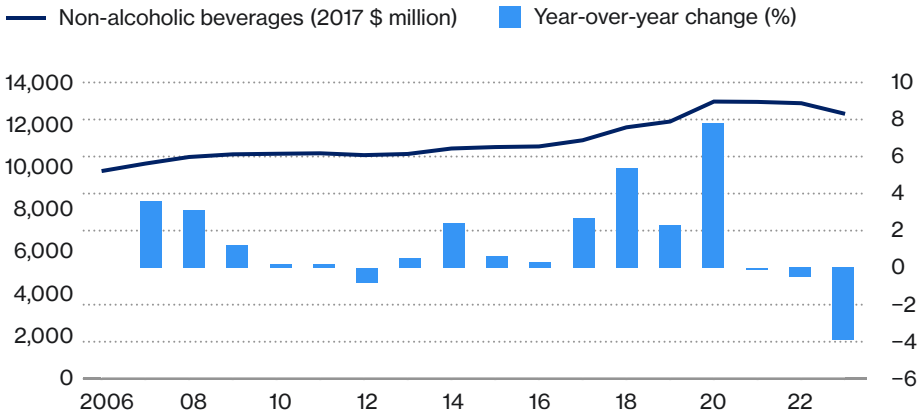


Note: Other non-alcoholic beverages include iced/ready-to-drink tea drinks, iced/ready-to-drink coffee drinks, and still drinks. Prince Edward Island data is excluded due to data unavailability.
Sources: Statistics Canada; The Conference Board of Canada.

Demand has come down from its pandemic peak

Household spending on non-alcoholic beverages, which surged during the pandemic, has moderated. This is part of a broader post-pandemic "normalization" trend in household food and beverage expenditures, rather than sector-specific weakness. Overall, real household spending on non-alcoholic beverages in Canada is down 4.4 per cent from its 2020 peak of just over $13 billion to $12.5 billion. Nevertheless, real household spending on non-alcoholic beverages remains 3.0 per cent above pre-pandemic levels. (See Chart 14.)

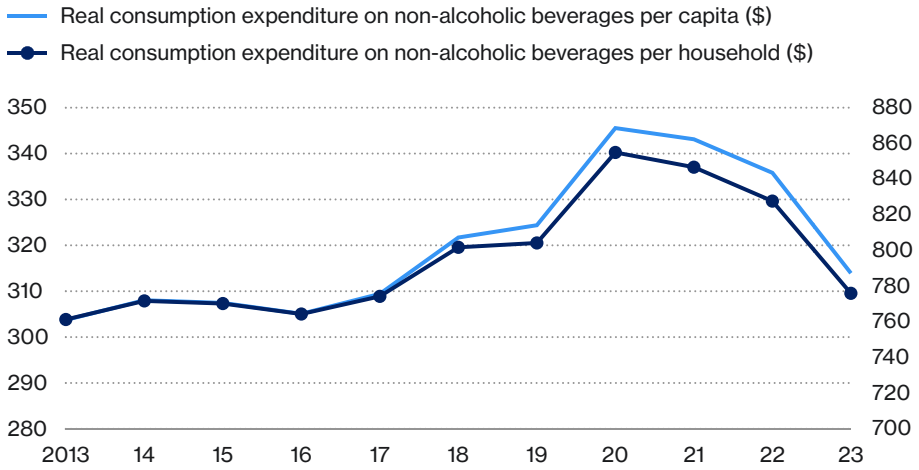
Chart 14
Household spending on non-alcoholic beverages is normalizing after pandemic beverage curve
Real expenditure, 2017 $ millions (left); Year-over-year percentage change (right)



Sources: Statistics Canada, The Conference Board of Canada.

A similar decline can be seen in per capita household spending on non-alcoholic beverages that peaked during the pandemic, reflecting a shift to in-home consumption. (See Chart 15.)

Chart 15
Spending on non-alcoholic beverages has declined in recent years
Real per capita consumption expenditure on non-alcoholic beverages, 2017 $ (left);
Real per household consumption expenditure on non-alcoholic beverages, 2017 $ (right)



Sources: Statistics Canada; The Conference Board of Canada.

As consumption patterns related to non-alcoholic beverages curve back to their long-term trend, we expect that real household spending on non-alcoholic beverages will be over $13 billion by 2029.

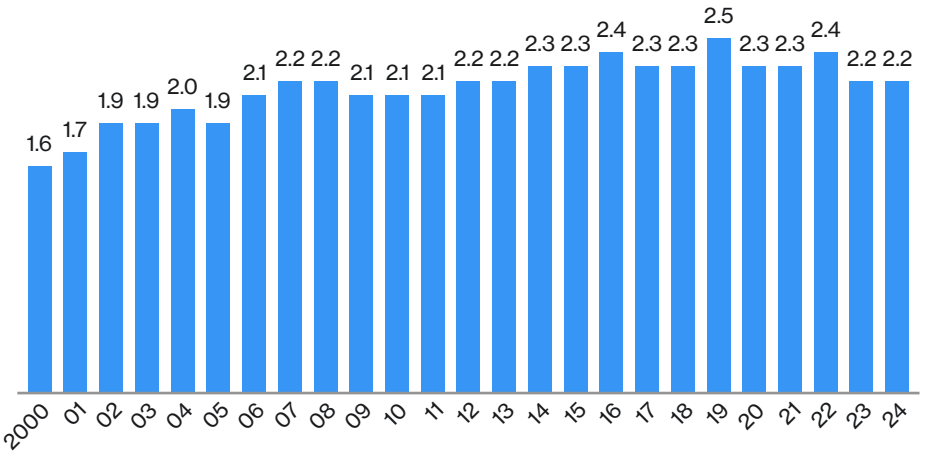
Costly imports constrain the sector's GDP growth

Sector profit margins, and in turn GDP, have been eroded by increasing input costs and supply chain disruptions, particularly for imported packaging materials such as aluminum cans and plastic bottles.

Packaging and flavouring combined account for 45 per cent of the sector's intermediate input costs in 2019. Since 2020, prices for these materials—particularly aluminum can sheet, PET (polyethylene terephthalate, the dominant resin in beverage packaging) bottles, resins, and food-grade carbon dioxide—have surged due to global supply chain disruptions, rising raw material prices, escalating trade tensions, and exchange rate volatility. Soft demand has limited producers' ability to pass through these costs to consumers, resulting in compressed margins and restrained sectoral GDP growth.

In fact, after reaching an inflation-adjusted peak of just over $2.4 billion in 2019, the sector's GDP contracted by 9.3 per cent, to $2.2 billion by 2024. (See Chart 16.) By comparison, real GDP for Canada's broader manufacturing sector declined by just 2.7 per cent over the same period.

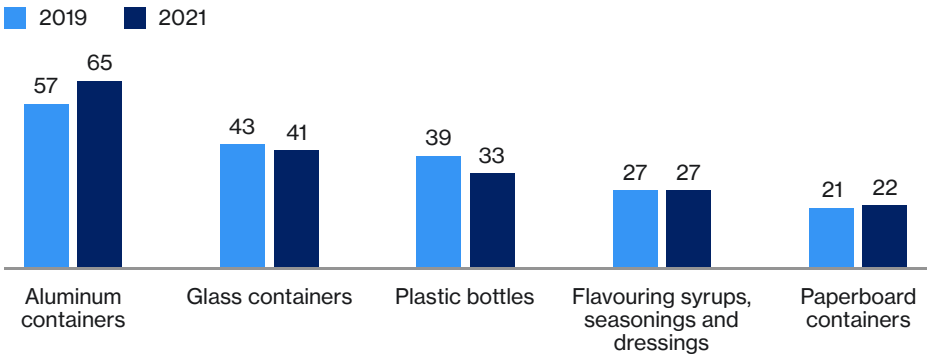
Chart 16
Real GDP in the sector has declined from its 2019 peak
(real GDP, 2024 $ billions)



Sources: Statistics Canada; The Conference Board of Canada.

The sector's packaging supply chains are deeply tied to United States. In 2024, 93.8 per cent of imported PET bottles and 71.8 per cent of imported aluminum beverage cans came from the United States.[16] Aluminum containers (light-gauge metal cans) account for nearly 39 per cent of the sector's cost for packaging, and 65 per cent of the aluminum can supply in Canada is imported.[17] Plastic bottles account for nearly 40 per cent of the sector's packaging cost, with a third coming from imports. (See Chart 17.)

Chart 17
Packaging supplies are import-intensive
(import content as a percentage of input used, per cent)



Note: Due to data limitations, the import content as a share of inputs reported in this section reflects the proportion of each product or commodity supplied in Canada that is imported. The non-alcoholic beverage sector is assumed to follow the national average import share by product or commodity.
Sources: Statistics Canada; The Conference Board of Canada.

The sector is the largest consumer of aluminum cans in Canada, using 22 per cent of the country's domestic aluminum container supply. While Canada is the world's fourth-largest primary aluminum producer, most beverage can sheet is imported from U.S. rolling mills, leaving the sector exposed to U.S. trade policy shifts and supply bottlenecks.

Other packaging inputs, as well as flavouring syrups, show varied import exposure profiles. Glass containers account for less than 1 per cent of packaging input costs but have a high import share (41 per cent), suggesting that manufacturers using glass containers also depend on global suppliers. Paperboard containers (including cardboards used for bulk packaging as well as the outer shells of gable-top cartons and bag-in-a-box containers), by contrast, are more locally sourced with only 22 per cent foreign content and minimal demand on Canada's domestic supply (under 5 per cent).

In 2019, Canada became a net importer of sorted and baled plastic waste and scrap.[18] This shift suggests a growing effort to retain and process recyclable materials domestically. This not only supports circular packaging models[19] and reduces emissions associated with long-distance shipping of waste exports but can also help mitigate some supply chain cost increases. However, the benefits of this transition depend on the capacity of Canada's recycling infrastructure. Without adequate investment in local processing, rising volumes of imported plastic waste may overwhelm the system and diminish the intended sustainability gains.

16 Statistics Canada, "Canadian International Merchandise Trade Database."
17 Due to data limitations, the import content as a share of inputs reported in this section reflects the proportion of each product or commodity supplied in Canada that is imported. The non-alcoholic beverage sector is assumed to follow the national average import share by product or commodity.
18 Statistics Canada, "Table 38-10-0150-01."
19 The Conference Board of Canada, "Bagging Capital"; and The Conference Board of Canada, "Infinite Cycles."

Conclusion

Structural challenges are weighing on the non-alcoholic beverage sector's growth. Real GDP in the sector has declined since 2019, squeezed by rising input costs, limited pricing power, and increased reliance on imported packaging materials. While real household spending on non-alcoholic beverage products remains 3.0 per cent above pre-pandemic levels, real value-added output has yet to recover fully.

Shifting consumer preferences continue to shape market dynamics. Health-conscious beverages, including meal replacements, flavoured waters, and sports and energy drinks, have recorded the fastest growth in demand. Manufacturers have responded to these shifts by diversifying their product offerings and repositioning their product lines to meet emerging wellness and lifestyle expectations.

Input sourcing remains a risk factor. The sector's heavy reliance on imported packaging materials—particularly aluminum containers and PET bottles—exposes it to global supply chain disruptions and fluctuations in commodity prices. This vulnerability is heightened by ongoing U.S. tariff uncertainty and broader trade tensions, which amplify input cost risks. Encouragingly, Canada's move toward retaining and processing more recyclable packaging materials domestically offers a path forward, but success will depend on investing and scaling local processing capacity.

To strengthen the sector's value-added footprint, industry stakeholders can:

- continue to invest in product and packaging innovations to stay ahead of evolving consumer expectations—most notably the broader pivot toward health-oriented and sustainably packaged beverage options. This includes R&D in high-growth segments—including functional beverages and low- or zero-sugar drinks—as well as aligning packaging strategies with EPR requirements and voluntary carbon-reduction targets to turn compliance into brand advantage.
- seek opportunities to enhance productivity and resource utilization efficiency to help manage rising material and labour costs, preserve margins in a competitive pricing environment, and better withstand external shocks. Wider use of advanced analytics in procurement and logistics would help firms better manage working capital and mitigate supply shocks. Additional opportunities include applying artificial intelligence to optimize production processes as well as cross-training staff to reduce productivity losses from vacancies or seasonal demand spikes.
- bolster supply chain resilience by increasingly choosing made-in-Canada inputs and diversifying packaging sources. This could involve working collaboratively with recycling affiliates and government to guarantee a steady stream of post-consumer recycled content and broadening sourcing across domestic and international suppliers.

Appendix A

Methodology

We estimated the economic footprint of Canada's non-alcoholic beverage sector by analyzing the footprint of its two constituent industries: soft drink and ice manufacturing, and fruit and vegetable juice production.

To begin, the GDP data for the soft drink and ice manufacturing industry is readily available under NAICS 31121 by province, while data for fruit and vegetable juice production, which is a subset of the larger fruit and vegetable preserving and specialty food manufacturing industry (NAICS 3114), is not.

To estimate the fruit and vegetable juice segment's GDP, we used Statistics Canada Supply and Use Table to estimate gross output share of the broader NAICS 3114 industry. Specifically, we estimated the share of the non-alcoholic beverage sector's relevant outputs (fresh, frozen, and canned fruit and vegetable juices; flavouring syrups, seasonings, and dressings; carbonated and non-carbonated drinks, bottled water, and ice) out of larger industry-specific manufactured output (assuming proportional overhead expenses across the entire output produced by the industry) separately for each province. Now, fruit and vegetable juice production GDP, combined with the entire soft drink and ice manufacturing sector GDP, constitute the non-alcoholic beverage sector's GDP. Since the GDP data is available only in 2017 chained dollars, we converted them into 2024 current dollars using GDP deflators from our provincial economic database for reporting purposes.

We then converted the industry-level GDP estimates to the gross economic output. This conversion was done using direct all provinces' multipliers for GDP at market prices from Statistics Canada by province for each of the two industries of interest. As this data is available only up to 2021, the 2019 data—the last pre-COVID year—was used.

Next, we estimated the most recent year (2024) provincial employment numbers for the two industries within the non-alcoholic beverage sector. The public version of the employment data from Statistics Canada (Table 14-10-0202-01) is readily available at the three-digit NAICS level but limited at more detailed levels.[1] To address this, we estimated employment in each sub-industry by applying its estimated share of GDP within the broader three-digit industry to the total employment of that broader industry—assuming equal labour productivity across sub-sectors. Finally, these employment values, along with the gross economic output numbers, serve as the industry shock inputs for our economic impact analysis.

The analysis was conducted using our Economic Impact Assessment model, which is based on Statistics Canada's 2019 Input-Output framework of the Canadian and provincial economies. Economic impacts are estimated across three dimensions:

- **direct impacts** (within-sector activity)
- **indirect impacts** (from supply chain linkages)
- **induced impacts** (resulting from labour income re-spending).

These impacts are then aggregated to estimate total economic effects, reported in 2024 Canadian dollars across the following indicators: total output, GDP, employment, personal income, and contributions to tax revenues (federal, provincial, and municipal).

1 Statistics Canada, "Table 14-10-0202-01."

Appendix B

Detailed economic impact data for Canada, provinces, and territories

Table 1

Economic impact of non-alcoholic beverage sector on GDP in 2024

(GDP contributions, millions, 2024 constant dollars)

	AB	BC	MB	NB	NL	NS	ON	PE	QC	SK	Territories	Total
Direct	189.05	218.37	144.73	20.42	30.14	16.88	1,002.93	0.00	616.00	4.21	0.00	2,242.72
Indirect	267.84	196.85	85.31	34.56	23.15	25.37	1,063.65	4.90	641.17	38.96	2.57	2,384.34
Induced	105.33	142.45	50.30	14.97	12.09	11.60	526.45	1.61	306.27	23.25	1.49	1,195.82
Total	562.22	557.67	280.34	69.95	65.38	53.85	2,593.03	6.51	1,563.45	66.41	4.07	5,822.88

Note: Zeros are reported for Prince Edward Island and the territories because the 2019 Supply-Use Tables from Statistics Canada, which underlie the Economic Impact Assessment model, show no economic activity in those regions.
Source: The Conference Board of Canada.

Table 2

Economic impact of non-alcoholic beverage sector on employment

(employment contributions, full-time jobs, 2024)

	AB	BC	MB	NB	NL	NS	ON	PE	QC	SK	Territories	Total
Direct	1,232	2,319	863	248	226	170	8,218	0	3,026	74	0	16,376
Indirect	1,777	1,935	666	321	186	225	8,501	45	5,494	260	16	19,426
Induced	842	1,228	353	170	93	131	4,222	22	2,689	138	13	9,903
Total	3,851	5,483	1,883	739	505	526	20,941	67	11,210	472	29	45,705

Note: Zeros are reported for Prince Edward Island and the territories because the 2019 Supply-Use Tables from Statistics Canada, which underlie the Economic Impact Assessment model, show no economic activity in those regions.
Source: The Conference Board of Canada.

Table 3

Economic impact of non-alcoholic beverage sector on labour income

(labour income contributions, 2024 $ millions)

	AB	BC	MB	NB	NL	NS	ON	PE	QC	SK	Territories	Total
Direct	134.02	132.97	108.91	19.30	24.33	6.63	618.59	0.00	476.93	6.11	0.00	1,527.80
Indirect	153.03	135.06	48.18	20.73	14.25	15.38	680.11	2.48	406.50	18.59	1.31	1,495.62
Induced	58.32	76.72	25.55	9.06	6.47	7.25	285.04	1.04	172.44	7.23	0.92	650.03
Total	345.37	344.76	182.63	49.10	45.05	29.26	1,583.75	3.52	1,055.88	31.93	2.22	3,673.45

Note: Zeros are reported for Prince Edward Island and the territories because the 2019 Supply-Use Tables from Statistics Canada, which underlie the Economic Impact Assessment model, show no economic activity in those regions.
Source: The Conference Board of Canada.

Table 4

Economic impact of non-alcoholic beverage sector on tax revenue, total

(government revenue contributions, 2024 $ millions)

	AB	BC	MB	NB	NL	NS	ON	PE	QC	SK	Territories	Total
Federal	112.61	107.29	66.07	13.96	13.62	9.48	506.97	0.90	315.25	8.48	3.06	1,157.66
Provincial	46.63	44.46	55.82	13.57	13.51	9.88	376.32	0.79	449.89	5.69	1.45	1,018.02
Municipal	9.37	10.41	5.03	1.27	1.01	1.34	57.08	0.03	32.08	2.26	0.06	119.96
Total	168.61	162.16	126.92	28.80	28.14	20.70	940.37	1.72	797.21	16.44	4.57	2,295.64

Source: The Conference Board of Canada.

Appendix C

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