

# Market Share Of Alcohol Products and Price Incentives

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## INTRODUCTION

BC government liquor stores sell close to 6000 different alcoholic products, differing in quality, taste, beverage type, alcohol content and, of course, price. The potential for harm from these products is not equal. In this Data Note we have analysed the alcohol sales data for fiscal year 2012/13 from the BC L

## Beers

Strength (%)	% of beer market	Number of brands	Mean content (%)	Mean \$s per standard drink	Mean \$s per litre of beverage
2.90-3.99	0.29	4	3.45	2.46	4.96
4.00-4.09	5.52	23	4.05	2.10	4.99
4.10-4.99	10.35	65	4.55	1.98	5.27
5.00-5.09	64.39	242	5.05	1.84	5.43
5.10-5.99	11.68	93	5.55	1.79	5.81
6.00-6.99	2.84	40	6.50	1.81	6.89
7+	4.92	38	7.25	1.82	7.72
Total	100.00	505	5.34	1.89	5.85

Note: The estimates were based on the alcohol sales data provided by the BC Liquor Distribution Branch. The number was estimated as of October 2011.

## Coolers

Strength (%)	% of beer market	Number of brands	Mean content (%)	Mean \$s per standard drink	Mean \$s per litre of beverage
3.90-4.99	2.60	2	4.45	2.40	6.24
5.00-5.09	42.30	21	5.05	1.88	5.55
5.10-5.99	9.53	10	5.55	2.11	6.86
6.00-6.99	7.26	9	6.50	2.00	7.64
7.00-7.09	37.72	60	7.05	1.62	6.68
7.1+	0.59	0	7.13	2.11	8.81
Total	100.00	102	5.94	1.89	6.51

Note: The estimates were based on the alcohol sales data provided by the BC Liquor Distribution Branch. The number of brands was estimated as of October 2011.

## Wines

Strength (%)	% of beer market	Number of brands	Mean content (%)	Mean \$s per standard drink	Mean \$s per litre of beverage
5.00-07.99	0.39	32	6.50	2.39	9.09
8.00-10.99	2.46	121	9.50	1.92	10.71
11.00-12.49	30.11	673	11.75	1.78	12.25
12.50-14.99	62.89	2680	13.75	1.82	14.71
15.00-19.99	3.26	172	17.50	1.81	18.59
20.00+	0.90	84	21.25	2.01	24.97
Total	100.00	3762	13.06	1.86	14.12

Note: The estimates were based on the alcohol sales data provided by the BC Liquor Distribution Branch. The number was estimated as of October 2011.

## Spirits

Table 4. Market share and price incentives for consumers to drink different strength spirits in BC, fiscal year 2012/13					
Strength (%)	% of beer market	Number of brands	Mean content (%)	Mean \$s per standard drink	Mean \$s per litre of beverage
7.00-19.99	2.89	67	13.50	2.44	19.32
20.00-34.99	3.65	59	27.50	2.10	33.91
35.00-39.99	7.83	56	37.50	1.85	40.74
40.00-40.09	81.43	501	40.05	1.92	45.03
40.10-59.99	3.71	190	50.05	1.87	54.99
60+	0.48	16	64.98	1.76	66.97
Total	100.00	889	38.39	1.94	43.05

Note: The estimates were based on the alcohol sales data provided by the BC Liquor Distribution Branch. The number was estimated as of October 2011.