March 2021 Sales Charts - Litres

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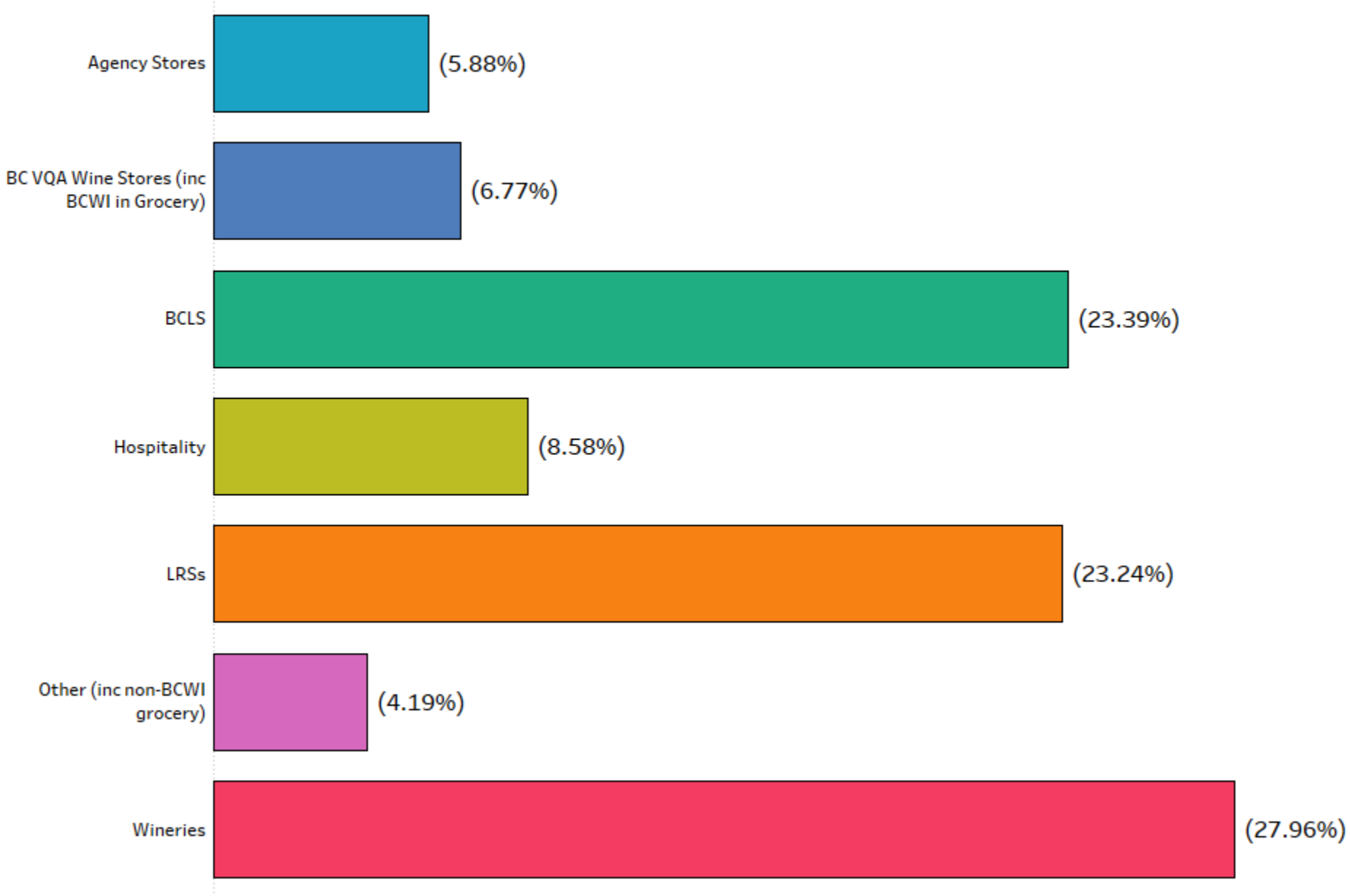
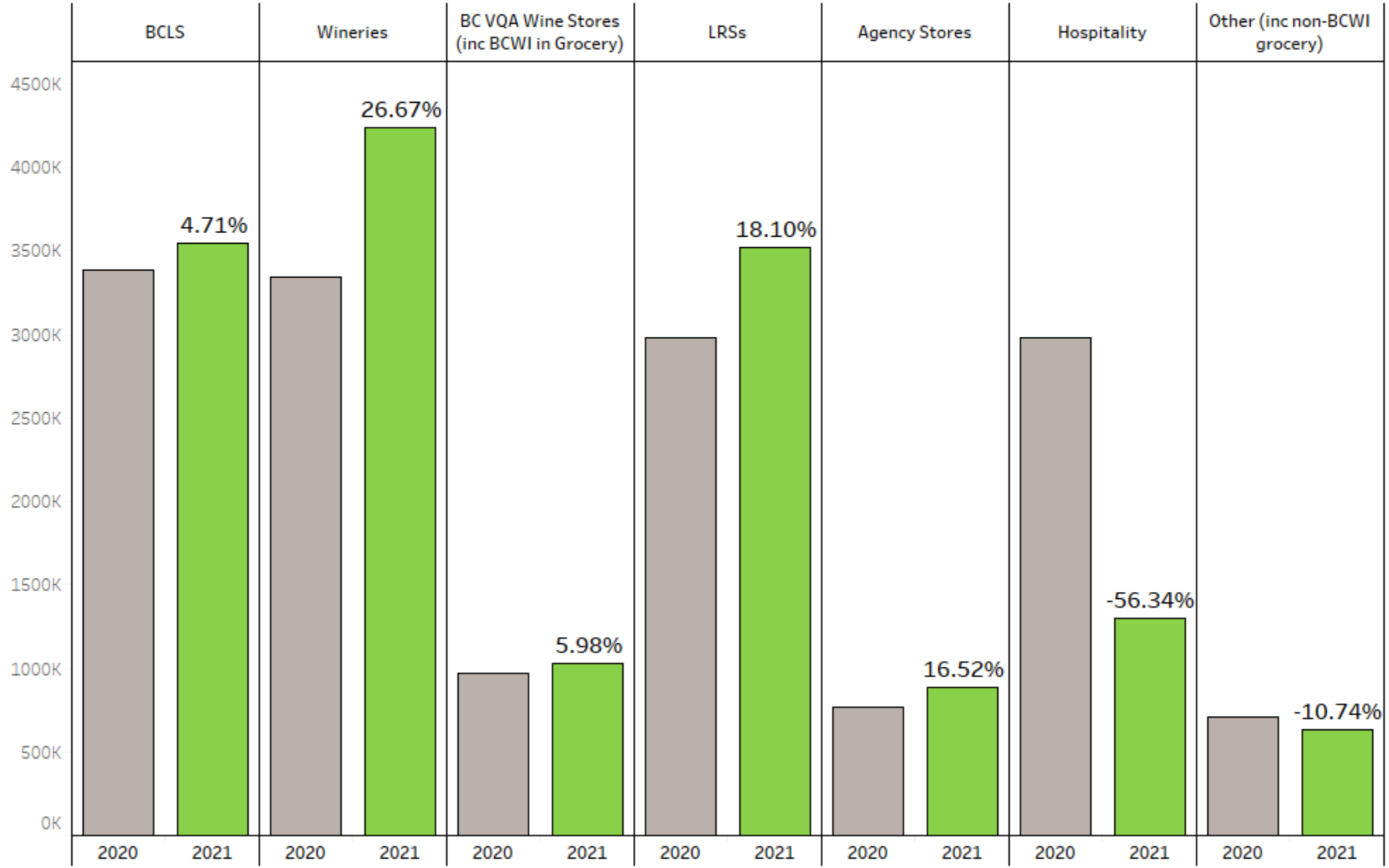
BC VQA Litre Sales by Channel (in BC)

Change in litres R12 ended 2021 P12 (March 2021)



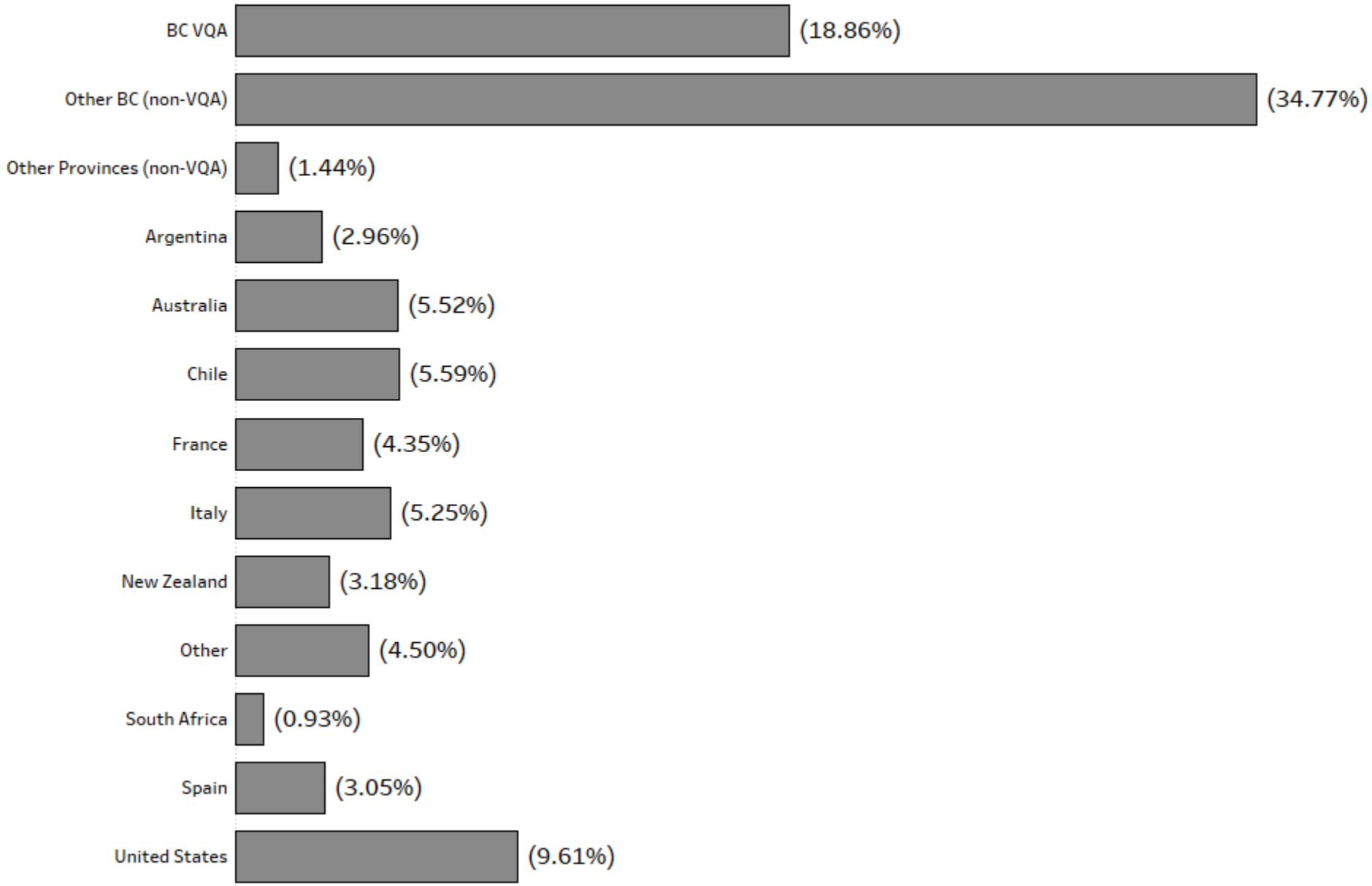
BC VQA Channel Sales (in BC)

Change in litres R12 ended 2021 P12 (March 2021) over 2020 P12



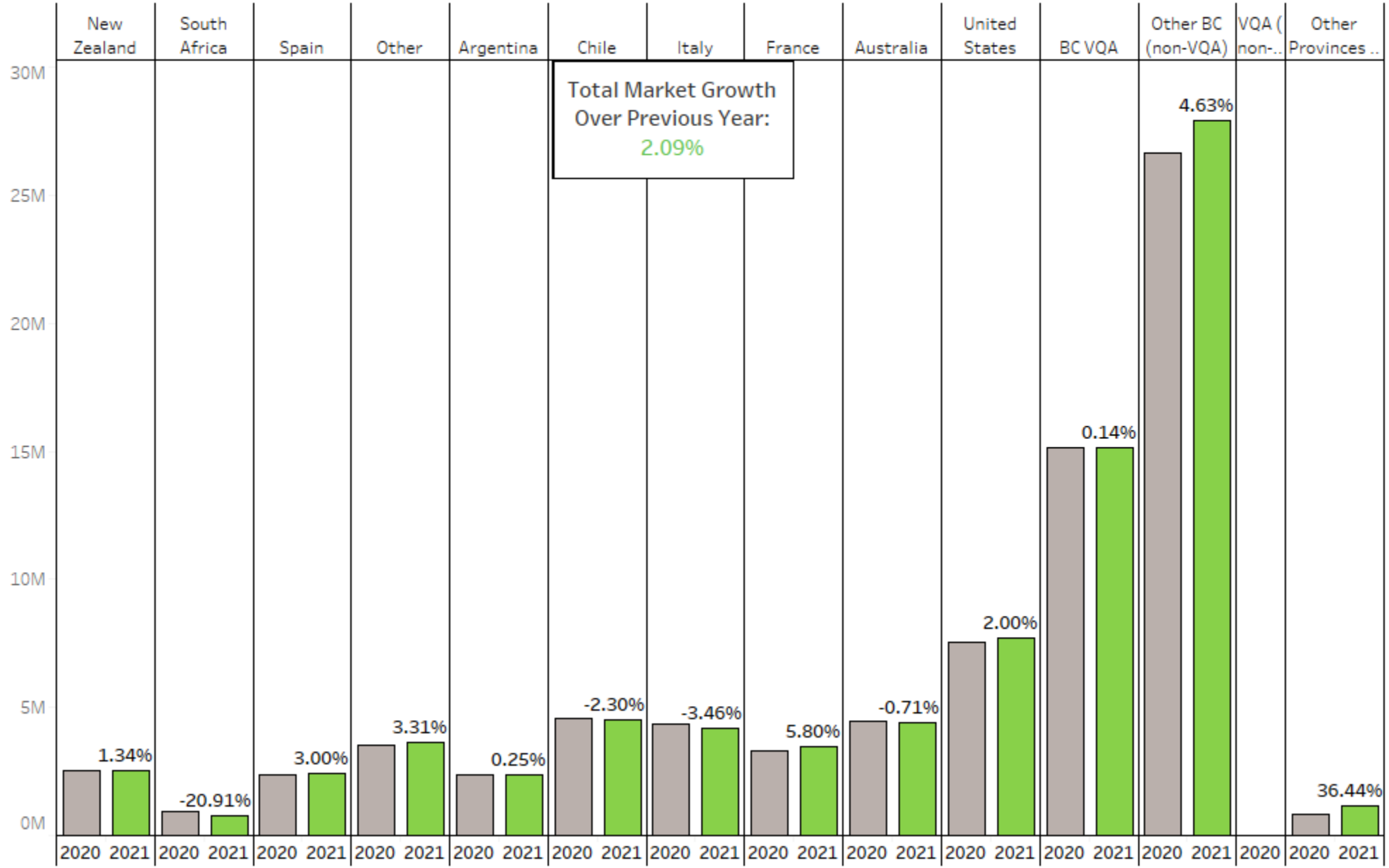
Total Provincial Wine Market Share in BC

Change in litres R12 ended 2021 P12 (March 2021)



Total Provincial Wine Market Share in BC

Change in litres R12 ended 2021 P12 (March 2021) over 2020 P12



Year over Year Market Share

Change in litres R12 ended 2021 P12 (March 2021) over 2020 P12

	This Year	This Year Market Share	Last Year	Last Year Market Share	Sum Change	Growth	Change in Market Share
New Zealand	2,550,603	3.18%	2,516,854	3.20%	33,749	1.34%	-0.02%
South Africa	745,292	0.93%	942,303	1.20%	-197,012	-20.91%	-0.27%
Spain	2,445,413	3.05%	2,374,264	3.02%	71,149	3.00%	0.03%
Other	3,614,174	4.50%	3,498,465	4.45%	115,709	3.31%	0.05%
Argentina	2,373,344	2.96%	2,367,442	3.01%	5,902	0.25%	-0.05%
Chile	4,487,688	5.59%	4,593,171	5.84%	-105,483	-2.30%	-0.25%
Italy	4,210,872	5.25%	4,361,857	5.55%	-150,986	-3.46%	-0.30%
France	3,489,851	4.35%	3,298,568	4.20%	191,283	5.80%	0.15%
Australia	4,426,723	5.52%	4,458,489	5.67%	-31,766	-0.71%	-0.16%
United States	7,710,448	9.61%	7,559,182	9.62%	151,266	2.00%	-0.01%
BC VQA	15,134,711	18.86%	15,113,702	19.23%	21,009	0.14%	-0.37%
Other BC (non-VQA)	27,895,928	34.77%	26,660,613	33.92%	1,235,316	4.63%	0.84%
VQA (non-BC)	0	0.00%	3,896	0.00%	-3,896	-100.00%	0.00%
Other Provinces (no..	1,153,720	1.44%	845,594	1.08%	308,126	36.44%	0.36%
Total Market	**80,238,767**	**100.00%**	**78,594,401**	**100.00%**	**1,644,366**	**2.09%**	**0.00%**
Import Countries On..	36,054,407	44.93%	35,970,596	45.77%	83,811	0.23%	-0.83%

	BC VQA Market Share Litres R12	BC VQA Market Share Litre Growth Over Previous R12	Total Wine Category Market Share Litre Growth Over Previous R12	BC VQA Market Share Litre Variance from Total Wine Category Market Share Litres R12	All Imports Wine Market Share Litre Growth Over Previous R12	BC VQA Market Share Litre Variance from All Imports Wine Market Share Litres R12
March 2021	18.86%	-1.91%	2.09%	-4.01%	0.37%	-2.28%
February 2021	18.61%	-3.67%	6.40%	-10.07%	0.71%	-4.39%
January 2021	18.60%	-3.80%	6.34%	-10.14%	0.74%	-4.54%
December 2020	18.75%	-2.54%	5.90%	-8.44%	0.49%	-3.03%
November 2020	18.79%	-2.07%	5.88%	-7.95%	0.40%	-2.47%
October 2020	18.95%	-1.16%	5.77%	-6.94%	0.23%	-1.39%
September 2020	18.96%	-0.95%	5.60%	-6.55%	0.19%	-1.14%
August 2020	18.58%	-2.98%	4.46%	-7.44%	0.58%	-3.56%
July 2020	18.84%	-1.49%	5.10%	-6.58%	0.29%	-1.78%
June 2020	18.77%	-0.80%	4.94%	-5.74%	0.16%	-0.96%
May 2020	18.65%	-2.66%	4.56%	-7.22%	0.52%	-3.18%
April 2020	18.95%	-0.93%	4.64%	-5.57%	0.18%	-1.11%
March 2019	19.27%	3.50%	-1.48%	4.98%	-2.61%	6.12%
March 2018	18.34%	8.38%	2.10%	6.28%	0.97%	7.41%
March 2017	17.28%	7.92%	3.07%	4.85%	1.59%	6.33%
March 2016	16.50%	12.40%	6.25%	6.15%	7.65%	4.74%
March 2015	15.72%	11.81%	5.23%	7.28%	3.66%	8.85%
March 2014	14.59%	11.86%	3.46%	8.40%	-0.08%	11.94%
March 2013	13.49%	3.72%	2.98%	0.74%	2.02%	1.71%
March 2012	13.34%	-1.50%	2.49%	-3.99%	2.74%	-4.24%
March 2011	13.87%	0.87%	2.41%	-1.54%	0.06%	0.81%
March 2010	13.35%	16.54%	2.50%	14.04%	0.31%	16.23%
March 2009	11.74%	2.11%	3.17%	-1.06%	2.26%	-0.15%
March 2008	11.86%	-2.79%	7.24%	-10.03%	9.21%	-12.00%