

BY THE NUMBERS: THE BIG GAME



IMPORTING SPORT PRODUCTS

\$2.9 billion

worth of sports products were imported from abroad in 2018, mostly from the United States and the European Union.

Source: Statistics Canada, Trade of culture and sports products, 2018.



BEER

\$9.4 billion

worth of beer was sold by liquor stores and other retail outlets in 2019.

Source: Statistics Canada, Control and sale of alcoholic beverages, year ending March 31, 2019.



NACHOS

14,517 tonnes of cheddar cheese were produced in October 2020 in Canada.

Source: Statistics Canada, Table 32-10-0112-01 – Production of selected dairy products.



SPECTATOR SPORTS in Canada

\$3.5 billion

was the operating revenue of the sports and entertainment industry in 2018.

Source: Statistics Canada, Table 21-10-0169-01 – Spectator sports, event promoters, artists and related industries, summary statistics.



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