

Concentrates in Canada

December 2023

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Concentrates in Canada - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Concentrates sees modest volume growth in 2023
Kraft Canada leads concentrates once again in 2023
Category faces ongoing pressure from other soft drinks categories

PROSPECTS AND OPPORTUNITIES

Natural ingredients and functional benefits will influence innovations over the forecast period
Potential implementation of front-of-package nutrition labelling
Sugar tax is on the way and set to apply pressure to the competitive landscape

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