



# Dairy Products and Alternatives in Canada

September 2023

Table of Contents

## Dairy Products and Alternatives in Canada

### EXECUTIVE SUMMARY

Dairy products and alternatives in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for dairy products and alternatives?

### MARKET DATA

Table 1 - Sales of Dairy Products and Alternatives by Category: Value 2018-2023

Table 2 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023

Table 4 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023

Table 5 - Penetration of Private Label by Category: % Value 2018-2023

Table 6 - Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023

Table 7 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028

Table 8 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## Baby Food in Canada

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Healthy snacking spurs baby food sales (excluding milk formula) in 2023

Milk formula shows modest recovery, yet shortages continue

Competitive landscape continues to evolve amidst Nestlé's divestiture of Good Start

#### PROSPECTS AND OPPORTUNITIES

Slowdown in growth in the forecast period led by slowdown in milk formula

Consumer preference will continue to shift towards healthier and speciality products

Plant-based baby food: An emerging trend

### CATEGORY DATA

Table 9 - Sales of Baby Food by Category: Volume 2018-2023

Table 10 - Sales of Baby Food by Category: Value 2018-2023

Table 11 - Sales of Baby Food by Category: % Volume Growth 2018-2023

Table 12 - Sales of Baby Food by Category: % Value Growth 2018-2023

Table 13 - Sales of Growing-Up Milk Formula by Age: % Value 2018-2023

Table 14 - NBO Company Shares of Baby Food: % Value 2019-2023

Table 15 - LBN Brand Shares of Baby Food: % Value 2020-2023

Table 16 - Distribution of Baby Food by Format: % Value 2018-2023

Table 17 - Forecast Sales of Baby Food by Category: Volume 2023-2028

Table 18 - Forecast Sales of Baby Food by Category: Value 2023-2028

Table 19 - Forecast Sales of Baby Food by Category: % Volume Growth 2023-2028

Table 20 - Forecast Sales of Baby Food by Category: % Value Growth 2023-2028

## Butter and Spreads in Canada

### KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Butter and spreads growth remain flat, plagued by higher prices  
Margarine and spreads perform strongly, backed by plant-based alternatives  
Consumers switch to lower priced brands, including private label

## PROSPECTS AND OPPORTUNITIES

Butter to emerge as a winner in the forecast period  
Inflationary pressures will continue to impact companies and retailer margins  
Companies must prioritise innovation to drive growth

## CATEGORY DATA

Table 21 - Sales of Butter and Spreads by Category: Volume 2018-2023  
Table 22 - Sales of Butter and Spreads by Category: Value 2018-2023  
Table 23 - Sales of Butter and Spreads by Category: % Volume Growth 2018-2023  
Table 24 - Sales of Butter and Spreads by Category: % Value Growth 2018-2023  
Table 25 - NBO Company Shares of Butter and Spreads: % Value 2019-2023  
Table 26 - LBN Brand Shares of Butter and Spreads: % Value 2020-2023  
Table 27 - Distribution of Butter and Spreads by Format: % Value 2018-2023  
Table 28 - Forecast Sales of Butter and Spreads by Category: Volume 2023-2028  
Table 29 - Forecast Sales of Butter and Spreads by Category: Value 2023-2028  
Table 30 - Forecast Sales of Butter and Spreads by Category: % Volume Growth 2023-2028  
Table 31 - Forecast Sales of Butter and Spreads by Category: % Value Growth 2023-2028

## Cheese in Canada

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Cheese shows improvement in growth as consumption increases  
Strong new product development activity results in wider array of cheese  
Hard cheese remains the top performer, driven by healthy snacking trends

#### PROSPECTS AND OPPORTUNITIES

Inflation expected to slow down growth in cheese sales  
Soft cheese to witness healthier performance  
Plant-based cheese a potential threat to traditional cheese sales

#### CATEGORY DATA

Table 32 - Sales of Cheese by Category: Volume 2018-2023  
Table 33 - Sales of Cheese by Category: Value 2018-2023  
Table 34 - Sales of Cheese by Category: % Volume Growth 2018-2023  
Table 35 - Sales of Cheese by Category: % Value Growth 2018-2023  
Table 36 - Sales of Spreadable Processed Cheese by Type: % Value 2018-2023  
Table 37 - Sales of Soft Cheese by Type: % Value 2018-2023  
Table 38 - Sales of Hard Cheese by Type: % Value 2018-2023  
Table 39 - NBO Company Shares of Cheese: % Value 2019-2023  
Table 40 - LBN Brand Shares of Cheese: % Value 2020-2023  
Table 41 - Distribution of Cheese by Format: % Value 2018-2023  
Table 42 - Forecast Sales of Cheese by Category: Volume 2023-2028  
Table 43 - Forecast Sales of Cheese by Category: Value 2023-2028  
Table 44 - Forecast Sales of Cheese by Category: % Volume Growth 2023-2028  
Table 45 - Forecast Sales of Cheese by Category: % Value Growth 2023-2028

## Drinking Milk Products in Canada

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Drinking milk products continue to register decline in growth  
Butterfat content: An important criterion for purchase  
Significant price inflation negatively impacts consumption of drinking milk products

### PROSPECTS AND OPPORTUNITIES

Drinking milk products projected to continue declining  
Foodservice to witness a rebound in the forecast period  
Lack of innovation shifts manufacturers' focus to more profitable options

### CATEGORY DATA

Table 46 - Sales of Drinking Milk Products by Category: Volume 2018-2023  
Table 47 - Sales of Drinking Milk Products by Category: Value 2018-2023  
Table 48 - Sales of Drinking Milk Products by Category: % Volume Growth 2018-2023  
Table 49 - Sales of Drinking Milk Products by Category: % Value Growth 2018-2023  
Table 50 - NBO Company Shares of Drinking Milk Products: % Value 2019-2023  
Table 51 - LBN Brand Shares of Drinking Milk Products: % Value 2020-2023  
Table 52 - Distribution of Drinking Milk Products by Format: % Value 2018-2023  
Table 53 - Forecast Sales of Drinking Milk Products Products by Category: Volume 2023-2028  
Table 54 - Forecast Sales of Drinking Milk Products Products by Category: Value 2023-2028  
Table 55 - Forecast Sales of Drinking Milk Products Products by Category: % Volume Growth 2023-2028  
Table 56 - Forecast Sales of Drinking Milk Products Products by Category: % Value Growth 2023-2028

## Yoghurt and Sour Milk Products in Canada

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Yoghurt and sour milk products register a decent performance, albeit lower than 2022  
Aggressive manufacturer activities drive strong growth for drinking yoghurt  
Lactalis acquires Khaas to reach immigrant population

#### PROSPECTS AND OPPORTUNITIES

Growth to shrink owing to slowdown in prices, yet healthy performance is expected  
Sour milk products to emerge as winners due to growing immigrant population  
Healthy snacking habits to propel category's growth

#### CATEGORY DATA

Table 57 - Sales of Yoghurt and Sour Milk Products by Category: Volume 2018-2023  
Table 58 - Sales of Yoghurt and Sour Milk Products by Category: Value 2018-2023  
Table 59 - Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2018-2023  
Table 60 - Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2018-2023  
Table 61 - Sales of Flavoured Yoghurt by Flavour: Rankings 2018-2023  
Table 62 - NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2019-2023  
Table 63 - LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2020-2023  
Table 64 - Distribution of Yoghurt and Sour Milk Products by Format: % Value 2018-2023  
Table 65 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2023-2028  
Table 66 - Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2023-2028  
Table 67 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2023-2028  
Table 68 - Forecast Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2023-2028

## Other Dairy in Canada

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Other dairy registers modest growth amidst record high inflation  
Cream overtakes coffee whiteners to emerge as category leader  
Chilled snacks manufacturers address health concerns through labelling

#### PROSPECTS AND OPPORTUNITIES

A decent performance expected, albeit with shrinking growth due to lower prices  
Plant-based alternatives offer lucrative opportunities  
Foodservice to outperform retail in the forecast period

#### CATEGORY DATA

Table 69 - Sales of Other Dairy by Category: Volume 2018-2023  
Table 70 - Sales of Other Dairy by Category: Value 2018-2023  
Table 71 - Sales of Other Dairy by Category: % Volume Growth 2018-2023  
Table 72 - Sales of Other Dairy by Category: % Value Growth 2018-2023  
Table 73 - Sales of Cream by Type: % Value 2018-2023  
Table 74 - NBO Company Shares of Other Dairy: % Value 2019-2023  
Table 75 - LBN Brand Shares of Other Dairy: % Value 2020-2023  
Table 76 - Distribution of Other Dairy by Format: % Value 2018-2023  
Table 77 - Forecast Sales of Other Dairy by Category: Volume 2023-2028  
Table 78 - Forecast Sales of Other Dairy by Category: Value 2023-2028  
Table 79 - Forecast Sales of Other Dairy by Category: % Volume Growth 2023-2028  
Table 80 - Forecast Sales of Other Dairy by Category: % Value Growth 2023-2028

## Plant-Based Dairy in Canada

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Stabilised growth in plant-based dairy, yet sustained healthy performance  
Soy drinks yield market share to alternative options  
Manufacturers focus on innovation to capture broader consumer base

#### PROSPECTS AND OPPORTUNITIES

Slowdown in price rises expected to yield lower yet robust category growth  
Emergence of other plant-based milk as strongest performer  
Demand for plant-based dairy to drive reversal in foodservice growth

#### CATEGORY DATA

Table 81 - Sales of Plant-Based Dairy by Category: Value 2018-2023  
Table 82 - Sales of Plant-Based Dairy by Category: % Value Growth 2018-2023  
Table 83 - Sales of Other Plant-Based Milk by Type: % Value 2020-2023  
Table 84 - NBO Company Shares of Plant-Based Dairy: % Value 2019-2023  
Table 85 - LBN Brand Shares of Plant-Based Dairy: % Value 2020-2023  
Table 86 - Distribution of Plant-Based Dairy by Format: % Value 2018-2023  
Table 87 - Forecast Sales of Plant-Based Dairy by Category: Value 2023-2028  
Table 88 - Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2023-2028

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/dairy-products-and-alternatives-in-canada/report](http://www.euromonitor.com/dairy-products-and-alternatives-in-canada/report).