

Canada Dairy - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2017 - 2029

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Report description:

The Canada Dairy Market size is estimated at USD 15.58 billion in 2024, and is expected to reach USD 19.94 billion by 2029, growing at a CAGR of 5.06% during the forecast period (2024-2029).

Easy availability of dairy products through wide retail sector is boosting the growth.

- Distribution channels in the Canadian dairy market are divided into on-trade and off-trade retailing. The off-trade retailing channels have been in high demand among consumers. As a result, sales through these distribution channels grew by 3.3% in 2022 compared to 2021. The growth was also attributed to these retailers enabling consumers to purchase their preferred products. In Canada, the online retail channels, convenience stores, and supermarkets and hypermarkets sub-segments offer a wide variety of ice creams at different prices ranging from USD 4.46 to more than USD 23.5.

- The off-trade segment dominates the distribution channels of the Canadian dairy market. Through the off-trade segment, consumers prefer buying dairy products from supermarkets and hypermarkets, as people get discount coupons for bulk shopping in these outlets. The sales value of dairy products through supermarkets is anticipated to register a CAGR of 4.78 during the forecast period. As of 2022, there were over 15,000 supermarkets in Canada, mainly in Ontario and Quebec.

- The on-trade segment includes restaurants and foodservice operators. The rising demand for out-of-home consumption has boosted the demand for the on-trade retail channel. Many Canadian dishes include dairy products. Hence, dairy product sales through on-trade channels are anticipated to grow by 3.4% in 2024 from 2021. In 2022, more than 97,000 restaurants were functional in Canada.

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Canada Dairy Market Trends

Increase in dairy product consumption in Canada attributed to dairy being a nutritionally valuable and essential component of a healthy diet

- In Canada, 40% of consumers turn to dairy products that are rich in nutrition for better health. The popularity of dairy products is due to their importance in an overall well-balanced and healthy diet. Among overall dairy products, milk remains the most popular. In 2021, 61% of consumers turned to fresh milk. The number of consumers using these products has not changed over the past few years. This indicates that even though consumers try to improve their health through nutrition, they are not cutting down on their intake of fresh milk.
- Though the per capita consumption of drinking milk declined in 2020, COVID-19 temporarily slowed the trend, as consumers spent more time at home. In 2021, the declining trend in fluid milk consumption resumed, and it is now expected to continue during the forecast period. The per capita consumption of milk is anticipated to grow by 6.6% in 2024 from 2021.
- The recent positive change in consumer perception toward consuming foods rich in butterfat has had an impact on the per capita consumption of cheese. After a flat or declining trend for a long period, Canadians increased their per capita consumption of cheese with new records almost every year till 2022. The per capita consumption of cheese was slightly affected by COVID-19, which decreased by 7.8% of the population in 2020. Strong retail grocery demand, either directly or in processed products, and the demand from the fast-food restaurant sub-segment, are expected to drive the per capita consumption of dairy. The per capita consumption of cheese is anticipated to increase by 7.2% in 2024 from 2021.

Canada Dairy Industry Overview

The Canada Dairy Market is moderately consolidated, with the top five companies occupying 52.51%. The major players in this market are Agropur Dairy Cooperative, Danone SA, Groupe Lactalis, Saputo Inc. and The Kraft Heinz Company (sorted alphabetically).

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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