

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

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Report description:

The Canada Dairy Alternatives Market size is estimated at USD 1.04 billion in 2024, and is expected to reach USD 1.77 billion by 2029, growing at a CAGR of 11.22% during the forecast period (2024-2029).

Rise in modern grocery retailing including hypermarkets and online stores fuels the sales through off-trade channels

- Supermarkets and hypermarkets primarily drive the high market share of off-trade channels. Supermarkets and hypermarkets have always maintained a strong lead in the sales of dairy alternatives in the country. The proximity factor of this channel, especially in large and developed cities, provides it with the added advantage of influencing the consumer's decision to purchase among the large variety of products available in the market. For instance, in Canada, supermarkets and hypermarkets covered 77.16% of the sales of dairy alternatives, by value, in 2022.

- The online channel is projected to be the fastest-growing distribution channel as modern consumers prefer online grocery purchases due to their busy lifestyles. In 2021, about 22% of Canadians bought groceries online regularly. Online sales of dairy alternatives grew by 117.27% during 2017-2022 to reach a market value of USD 15.37 million in 2022. By product type, plant-based milk is the largest sold across online retail channels. Key brands available across major e-commerce stores include Califia, Chobani, Blue Diamond, and Earth's Own.

- Key brands of dairy alternatives are launching their e-commerce stores either independently or through partnerships and acquisitions to cater to tech-savvy consumers. In November 2021, Feel Foods Ltd announced the development of a new e-commerce platform to facilitate the online distribution of the vegan cheese brand Black Sheep. Other companies adopting similar strategies include Lactalis Canada, Future of Cheese Inc., Vegano Foods, and The Cultured Nut Inc.

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Canada Dairy Alternatives Market Trends

Increasing preference for functional plant-based ingredients, environmental awareness, and concerns about animal welfare drive the market

- During the review period (2017-2022), the country witnessed a favorable per capita consumption of 26.29%, primarily because of the rising vegan population and the health benefits of dairy substitutes. As of 2022, 1.7 million consumers considered themselves vegan. The rising preference for functional and fortified plant-based ingredients like soy, oats, and almonds has also increased the demand for dairy alternative products in Canada.
- In 2021, sales of plant-based products in Canada amounted to nearly CAD 650 million. Canadian consumers are now more open to trying plant-based alternatives, especially the younger generation, influenced by health and environmental factors. Over 52% of Canadians choose plant-based diets and seek ways to consume more plant-based meals. In addition, growing environmental awareness and concerns about animal welfare are regarded as major market drivers in Canada. During the forecast period, media coverage highlighting the impact of dairy production on global warming and greenhouse gases will likely encourage consumers to switch to plant-based foods and beverages.
- There is a constant rise in the per capita consumption of dairy alternatives in Canada due to their wide applications in different food products like cheeses, yogurts, confectionery, beverages, and desserts. Products like non-dairy cheeses, dips, sauces, and spreads collectively had a sales value of USD 47 million in 2021.

Canada Dairy Alternatives Industry Overview

The Canada Dairy Alternatives Market is fragmented, with the top five companies occupying 37.44%. The major players in this market are Agrifoods International Cooperative Ltd, Blue Diamond Growers, Danone SA, Groupe Lactalis and Nutrisoya Foods Inc. (sorted alphabetically).

Additional Benefits:

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

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