

## **HW Dairy Products and Alternatives in Canada**

Market Direction | 2024-07-31 | 17 pages | Euromonitor

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### **Report description:**

2023 saw significant movement within dairy products and alternatives in Canada, as brands of both dairy and plant-based alternatives competed on all fronts for consumers. Inflation has been placing continuous pressure on dairy's profitability in Canada, with the dairy industry also facing further pressures to evolve; in addition, the consumer shift towards flexitarian diets continues as awareness of food intolerances rises in line with perceived health benefits. Dairy farmers will thus face a va...

Euromonitor International's HW Dairy Products and Alternatives in Canada report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2019-2023, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: HW Baby Food, HW Dairy, HW Dairy Products and Alternatives by Type.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

#### **Why buy this report?**

- \* Get a detailed picture of the HW Dairy Products and Alternatives market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

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HW DAIRY PRODUCTS AND ALTERNATIVES IN CANADA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflation and flexitarian diets push consumers towards plant-based alternatives

Low fat is leading health and wellness claim, driven by obesity concerns in Canada

Immune support benefits from heightened awareness, as health and wellness trends drive greater interest in clean labels and ingredients

PROSPECTS AND OPPORTUNITIES

Health and environmental concerns motivate move away from traditional dairy products

Rising interest in animal welfare and alternative diets will support growth in vegan

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HEALTH AND WELLNESS IN CANADA

EXECUTIVE SUMMARY

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Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

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