

## **Drinking Milk Products in Canada**

Market Direction | 2024-09-05 | 21 pages | Euromonitor

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### **Report description:**

Overall, drinking milk products in Canada is projected to register a further decline in retail volume and current value sales in 2024. While there are bright spots in growth terms within the category, most notably dairy only flavoured milk drinks, the declines in retail volume and current value sales of milk are weighing heavily on drinking milk products overall. Consumers no longer perceive milk as must-have in terms of their essential nutrition list. This perception has been consolidated after...

Euromonitor International's Drinking Milk Products in Canada report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2019-2023, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2028, clearly indicating how the market is expected to change.

Product coverage: Flavoured Milk Drinks, Milk, Powder Milk.

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

Why buy this report?

- \* Get a detailed picture of the Drinking Milk Products 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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