



Drinking Milk Products in Canada

September 2024

Table of Contents

Drinking Milk Products in Canada - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

The category continues to suffer overall decline as milk consumption falls
New product development focuses on health and wellness, especially high protein offerings
Rapidly expanding foodservice channel aids drinking milk products

PROSPECTS AND OPPORTUNITIES

Drinking milk products to stabilise as the forecast period progresses
Protein requirement to remain high but other sources pose a strong threat
Strong competition from plant-based milk challenges drinking milk products

CATEGORY DATA

- Table 1 - Sales of Drinking Milk Products by Category: Volume 2019-2024
- Table 2 - Sales of Drinking Milk Products by Category: Value 2019-2024
- Table 3 - Sales of Drinking Milk Products by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Drinking Milk Products by Category: % Value Growth 2019-2024
- Table 5 - NBO Company Shares of Drinking Milk Products: % Value 2020-2024
- Table 6 - LBN Brand Shares of Drinking Milk Products: % Value 2021-2024
- Table 7 - Distribution of Drinking Milk Products by Format: % Value 2019-2024
- Table 8 - Forecast Sales of Drinking Milk Products by Category: Volume 2024-2029
- Table 9 - Forecast Sales of Drinking Milk Products by Category: Value 2024-2029
- Table 10 - Forecast Sales of Drinking Milk Products by Category: % Volume Growth 2024-2029
- Table 11 - Forecast Sales of Drinking Milk Products by Category: % Value Growth 2024-2029

Dairy Products and Alternatives in Canada - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture
Key trends in 2024
Competitive landscape
Channel developments
What next for dairy products and alternatives?

MARKET DATA

- Table 12 - Sales of Dairy Products and Alternatives by Category: Value 2019-2024
- Table 13 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024
- Table 14 - NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024
- Table 15 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024
- Table 16 - Penetration of Private Label by Category: % Value 2019-2024
- Table 17 - Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024
- Table 18 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029
- Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 - Research Sources

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