



Euromonitor  
International

# Ice Cream in Canada

June 2025

Table of Contents

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Value sales of ice cream benefit from consumers reaching for comfort and indulgences

Nestlé Canada Inc focuses on its super-premium segment while Unilever divests its ice cream business

Supermarkets continue to lead distribution, benefiting from extensive freezer infrastructure

#### PROSPECTS AND OPPORTUNITIES

Ice cream is set to post modest growth, driven by warmer weather and health-focused options

Innovation will focus on flavour experimentation and co-branding products

Health and wellness will remain a key focus of new product developments

#### CATEGORY DATA

Table 1 - Sales of Ice Cream by Category: Volume 2020-2025

Table 2 - Sales of Ice Cream by Category: Value 2020-2025

Table 3 - Sales of Ice Cream by Category: % Volume Growth 2020-2025

Table 4 - Sales of Ice Cream by Category: % Value Growth 2020-2025

Table 5 - Sales of Ice Cream by Leading Flavours: Rankings 2020-2025

Table 6 - Sales of Impulse Ice Cream by Format: % Value 2020-2025

Table 7 - NBO Company Shares of Ice Cream: % Value 2021-2025

Table 8 - LBN Brand Shares of Ice Cream: % Value 2022-2025

Table 9 - NBO Company Shares of Impulse Ice Cream: % Value 2021-2025

Table 10 - LBN Brand Shares of Impulse Ice Cream: % Value 2022-2025

Table 11 - NBO Company Shares of Take-home Ice Cream: % Value 2021-2025

Table 12 - LBN Brand Shares of Take-home Ice Cream: % Value 2022-2025

Table 13 - Distribution of Ice Cream by Format: % Value 2020-2025

Table 14 - Forecast Sales of Ice Cream by Category: Volume 2025-2030

Table 15 - Forecast Sales of Ice Cream by Category: Value 2025-2030

Table 16 - Forecast Sales of Ice Cream by Category: % Volume Growth 2025-2030

Table 17 - Forecast Sales of Ice Cream by Category: % Value Growth 2025-2030

## Snacks in Canada - Industry Overview

### EXECUTIVE SUMMARY

Snacks in 2025: The big picture

Key trends in 2025

Competitive Landscape

Channel developments

What next for snacks?

#### MARKET DATA

Table 18 - Sales of Snacks by Category: Volume 2020-2025

Table 19 - Sales of Snacks by Category: Value 2020-2025

Table 20 - Sales of Snacks by Category: % Volume Growth 2020-2025

Table 21 - Sales of Snacks by Category: % Value Growth 2020-2025

Table 22 - NBO Company Shares of Snacks: % Value 2021-2025

Table 23 - LBN Brand Shares of Snacks: % Value 2022-2025

Table 24 - Penetration of Private Label by Category: % Value 2020-2025

Table 25 - Distribution of Snacks by Format: % Value 2020-2025

Table 26 - Forecast Sales of Snacks by Category: Volume 2025-2030

Table 27 - Forecast Sales of Snacks by Category: Value 2025-2030

Table 28 - Forecast Sales of Snacks by Category: % Volume Growth 2025-2030

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## SOURCES

Summary 1 - Research Sources

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