



Euromonitor
International

HW Dairy Products and Alternatives in Canada

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Health-led reformulation and plant-based innovation support value growth

INDUSTRY PERFORMANCE

Protein fortification and plant-based expansion reshape the category
Low fat positioning maintains relevance amid balanced nutrition priorities
Lactose free supports inclusion but faces competition from plant-based alternatives

WHAT'S NEXT

Functional nutrition and plant-based diets will drive future development
Low fat to remain stable as a secondary health cue
Lactose free increasingly overshadowed by plant-based growth

CATEGORY DATA

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Health and Wellness in Canada - Industry Overview

EXECUTIVE SUMMARY

Health consciousness strengthens, but affordability tempers choices

INDUSTRY PERFORMANCE

Sugar reduction and functional nutrition shape everyday consumption
Plant-based and clean-label trends reshape category dynamics

WHAT'S NEXT

Health-driven innovation will persist, with value and regulation shaping outcomes

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