



Juice in Canada

November 2025

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2025 DEVELOPMENTS

Ongoing pressure on volume as high prices and sugar concerns limit demand

INDUSTRY PERFORMANCE

Volume contraction continues as elevated prices limit recovery

Wellness-aligned niches outperform despite broader declines

WHAT'S NEXT?

Gradual volume decline expected alongside modest value growth

Functional benefits and sustainability set to shape medium-term innovation

Sugar aversion and new labelling rules expected to constrain growth

COMPETITIVE LANDSCAPE

Leading players face pressure as portfolio repositioning proves challenging

Smaller innovators gain traction through sustainability and cold-pressed formats

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Supermarkets and discounters remain central as shoppers seek value

Online growth persists as digital shopping becomes habitual

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Soft Drinks in Canada - Industry Overview

EXECUTIVE SUMMARY

Soft drinks adjust to shifting health priorities, economic caution and changing consumption behaviour

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Health and wellness expectations reshape category dynamics

Premiumisation and affordable indulgence gain relevance in a cautious economic climate

Customisation and home beverage making expand, challenging ready-to-drink formats

WHAT'S NEXT?

Soft drinks forecast to maintain modest value growth amid constrained volume gains

Health priorities and functional positioning to intensify across categories

Regulatory shifts and ingredient pressures to influence product strategy

COMPETITIVE LANDSCAPE

Category leaders diversify portfolios while adjusting to shifting distribution agreements

Agile challengers and specialised players gain traction through innovation

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