

HW Dairy Products and Alternatives in Canada

January 2024

Table of Contents

KEY DATA FINDINGS

2022 DEVELOPMENTS

Inflation and flexitarian diets push consumers towards plant-based alternatives
Low fat is leading health and wellness claim, driven by obesity concerns in Canada
Immune support benefits from heightened condition awareness

PROSPECTS AND OPPORTUNITIES

Move away from traditional dairy products driven by rising health and environmental concerns
Vegan offers further growth potential due to rising interest in animal welfare and alternative diets
Niche of no allergens set to strengthen over forecast period

CATEGORY DATA

Table 1 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2022

Table 4 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 5 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-20

Table 6 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2

Table 7 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2022

Table 8 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2022-2027

Table 9 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2022-2027

Health and Wellness in Canada - Industry Overview

EXECUTIVE SUMMARY

Overview

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