

Dairy and Non-dairy Milk - Canada - March 2017

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"Dairy milk usage has declined in Canada and this trend is expected to continue but is important to benchmark usage across demographics to hone in on relevant target groups and identify gaps, understand the drivers for drinking milk, understand how milk (dairy and non-dairy) is used and ascertain general attitudes towards both dairy/non-dairy milk as to help inform promotional strategies."
- Joel Gregoire, Senior Food & Beverage Analyst

This report looks at the following areas:

- Dairy milk consumption continues to decline
- Clearer messaging can support non-dairy milk options
- External factors impede dairy milk's usage

Definition

For the purposes of this Report, Mintel has used the following definitions for dairy and non-dairy milk and asked Canadians what they or those in their household drank over the past three months leading up to January 2017:

Consumer research

Dairy milk

- Reduced fat cow's milk (2%)
- Low-fat milk (1%)
- Whole cow's milk (3% or greater)
- Fat-free cow's milk (skim milk)
- Flavoured cow's milk (eg chocolate milk)
- Organic cow's milk
- Lactose-free cow's milk
- Other dairy milk

Non-dairy milk

- Almond milk
- Soy milk
- Coconut milk
- Cashew milk
- Rice milk
- Other non-dairy milk

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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