

## Cultured Dairy - Canada - June 2018

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Cultured dairy products are a mainstay for Canadians, with yogurt proving to be the most popular. From a broad perspective, there has been an evolution around yogurt and cultured dairy. Over the past decade, the categories that fall within the cultured dairy space have leveraged health claims and the continued rise of snacking.

This report looks at the following areas:

While health claims remain a key area of opportunity, companies are focusing on taste and texture, positioning products as offering simple and natural ingredients. Not everyone has the same demands of the dairy they eat. Younger and older consumers hold different priorities when it comes to health claims and new Canadians, particularly those from South Asia, also use cultured dairy differently. Given Canada's aging population, the growing importance of the iGeneration and continued importance of Millennials and Canada's changing demographic composition, understanding the differences and similarities between different segments can help companies hone messages that resonate.

- **Yogurt consumption flat to declining in 2017**
- **Younger consumers looking to limit their dairy intake**
- **Canadian immigration trend may lead to shift in dairy consumption habits**

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