"Dairy milk is consumed by the vast majority of Canadians. Aside from water (including tap water), there is no other drink that Canadians consume more of. That said, people in Canada are drinking less milk from retail than they used to and this is likely the result of multiple factors, including the rise of non-dairy milk (e.g. almond milk)."

- Joel Gregoire, Associate Director - Food & Drink
Milk & Non-dairy Milk - Canada - June 2019

Overview

What you need to know
Definition
Consumer data
Milk market size definitions (dairy milk)

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What it means

The Market – What You Need to Know

Milk dollar sales continue to soften at retail
The rise in the number of births represents potential opportunity for whole milk
Canada’s aging population represents a potential challenge for milk’s growth

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Milk dollar sales continue to soften at retail
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Figure 8: Total Canada retail value sales and forecast of market, at current prices, 2013-24
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Milk & Non-dairy Milk - Canada - June 2019

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Canada’s aging population represents a potential challenge for milk’s growth

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The rise in the number of births represents potential opportunity for whole milk

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More Canadians say they’re drinking more milk than less milk

Almond milk remains popular, but does its popularity come at a cost to the environment?

Will Canadians buy into added-value milk?

What’s Working?

More Canadians say they’re drinking more milk than less milk

Figure 19: Percent of consumers who are buying more, the same or less dairy and non-dairy milk versus last year, April 2019

Figure 20: Percent of consumers who are buying more, the same or less dairy and non-dairy milk versus last year, parents vs non-parents, April 2019

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Figure 21: Dairy milk volume consumption per capita at retail (litres), 2010-18

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Almond milk remains popular, but does its popularity come at a cost to the environment?

What’s Next?

Will Canadians buy into added-value milk?

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‘Mooove’ over. Does dairy milk have to come from a cow?

The Consumer – What You Need to Know

Dairy milk’s popularity with Canadians is undeniable

Room exists for dairy and non-dairy milk in the Canadian market

Three considerations are top of mind for consumers

Different attributes are important when considering different types of milk

Moderating sugar in milk resonates with Canadians

Dairy Milk Usage

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Dairy milk's popularity with Canadians is undeniable
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Figure 27: Type of dairy milk purchased in past three months (select), 18–44s vs over-45s, April 2019
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Room exists for dairy and non-dairy milk in the Canadian market
Figure 31: Dairy and non-dairy milk purchased in past three months, by dairy and non-dairy milk drinkers, April 2019

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Three considerations are top of mind for consumers
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**Encouraging Milk Consumption**

Moderating sugar in milk resonates with Canadians
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**Appendix – Data Sources and Abbreviations**

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Abbreviations