

# Concentrates in Canada

December 2023

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## Concentrates in Canada - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Concentrates sees modest volume growth in 2023  
Kraft Canada leads concentrates once again in 2023  
Category faces ongoing pressure from other soft drinks categories

#### PROSPECTS AND OPPORTUNITIES

Natural ingredients and functional benefits will influence innovations over the forecast period  
Potential implementation of front-of-package nutrition labelling  
Sugar tax is on the way and set to apply pressure to the competitive landscape

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