

# Butter and Spreads in Canada

September 2023

Table of Contents

## Butter and Spreads in Canada - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Butter and spreads growth remain flat, plagued by higher prices  
Margarine and spreads perform strongly, backed by plant-based alternatives  
Consumers switch to lower priced brands, including private label

#### PROSPECTS AND OPPORTUNITIES

Butter to emerge as a winner in the forecast period  
Inflationary pressures will continue to impact companies and retailer margins  
Companies must prioritise innovation to drive growth

#### CATEGORY DATA

Table 1 - Sales of Butter and Spreads by Category: Volume 2018-2023  
Table 2 - Sales of Butter and Spreads by Category: Value 2018-2023  
Table 3 - Sales of Butter and Spreads by Category: % Volume Growth 2018-2023  
Table 4 - Sales of Butter and Spreads by Category: % Value Growth 2018-2023  
Table 5 - NBO Company Shares of Butter and Spreads: % Value 2019-2023  
Table 6 - LBN Brand Shares of Butter and Spreads: % Value 2020-2023  
Table 7 - Distribution of Butter and Spreads by Format: % Value 2018-2023  
Table 8 - Forecast Sales of Butter and Spreads by Category: Volume 2023-2028  
Table 9 - Forecast Sales of Butter and Spreads by Category: Value 2023-2028  
Table 10 - Forecast Sales of Butter and Spreads by Category: % Volume Growth 2023-2028  
Table 11 - Forecast Sales of Butter and Spreads by Category: % Value Growth 2023-2028

## Dairy Products and Alternatives in Canada - Industry Overview

### EXECUTIVE SUMMARY

Dairy products and alternatives in 2023: The big picture  
Key trends in 2023  
Competitive Landscape  
Channel developments  
What next for dairy products and alternatives?

#### MARKET DATA

Table 12 - Sales of Dairy Products and Alternatives by Category: Value 2018-2023  
Table 13 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023  
Table 14 - NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023  
Table 15 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023  
Table 16 - Penetration of Private Label by Category: % Value 2018-2023  
Table 17 - Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023  
Table 18 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028  
Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

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### SOURCES

Summary 1 - Research Sources

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