



# Cheese in Canada

August 2025

Table of Contents

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Consumption supported by health positioning and demographic growth  
Saputo strengthens leadership through innovation and brand engagement  
Supermarkets remain dominant while e-commerce drives incremental growth

### PROSPECTS AND OPPORTUNITIES

Growing demographic diversity to support demand for speciality cheeses  
Plant-based competition likely to intensify  
Exemption from front-of-pack labelling requirements to sustain demand

### CATEGORY DATA

- Table 1 - Sales of Cheese by Category: Volume 2020-2025
- Table 2 - Sales of Cheese by Category: Value 2020-2025
- Table 3 - Sales of Cheese by Category: % Volume Growth 2020-2025
- Table 4 - Sales of Cheese by Category: % Value Growth 2020-2025
- Table 5 - Sales of Spreadable Cheese by Type: % Value 2020-2025
- Table 6 - Sales of Soft Cheese by Type: % Value 2020-2025
- Table 7 - Sales of Hard Cheese by Type: % Value 2020-2025
- Table 8 - NBO Company Shares of Cheese: % Value 2021-2025
- Table 9 - LBN Brand Shares of Cheese: % Value 2022-2025
- Table 10 - Distribution of Cheese by Format: % Value 2020-2025
- Table 11 - Forecast Sales of Cheese by Category: Volume 2025-2030
- Table 12 - Forecast Sales of Cheese by Category: Value 2025-2030
- Table 13 - Forecast Sales of Cheese by Category: % Volume Growth 2025-2030
- Table 14 - Forecast Sales of Cheese by Category: % Value Growth 2025-2030

## Dairy Products and Alternatives in Canada - Industry Overview

### EXECUTIVE SUMMARY

Dairy products and alternatives in 2025: The big picture  
Key trends in 2025  
Competitive Landscape  
Channel developments  
What next for dairy products and alternatives?

### MARKET DATA

- Table 15 - Sales of Dairy Products and Alternatives by Category: Value 2020-2025
- Table 16 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2020-2025
- Table 17 - NBO Company Shares of Dairy Products and Alternatives: % Value 2021-2025
- Table 18 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2022-2025
- Table 19 - Penetration of Private Label by Category: % Value 2020-2025
- Table 20 - Distribution of Dairy Products and Alternatives by Format: % Value 2020-2025
- Table 21 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2025-2030
- Table 22 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2025-2030

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/cheese-in-canada/report](http://www.euromonitor.com/cheese-in-canada/report).