Euromonitor International

Concentrates in Canada

November 2025

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Customisation and home beverage making expand, challenging ready-to-drink formats

WHAT'S NEXT?

Soft drinks forecast to maintain modest value growth amid constrained volume gains
Health priorities and functional positioning to intensify across categories
Regulatory shifts and ingredient pressures to influence product strategy

COMPETITIVE LANDSCAPE

Category leaders diversify portfolios while adjusting to shifting distribution agreements
Agile challengers and specialised players gain traction through innovation

CHANNELS

Store-based retail remains dominant as shoppers shift toward value-oriented purchasing
E-commerce strengthens as infrastructure and shopper confidence mature
Foodservice recovery remains weaker than anticipated

MARKET DATA

APPENDIX

Fountain sales stabilise alongside foodservice recovery but remain constrained by economic pressures

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 2 - Research Sources