

Yoghurt and Sour Milk Products in Canada

August 2025

Table of Contents

Yoghurt and Sour Milk Products in Canada - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Value growth supported by health positioning and expanding usage occasions

Category shake-up as General Mills exits yoghurt

E-commerce penetration rises alongside gains for discounters

PROSPECTS AND OPPORTUNITIES

Continued strong momentum supported by health positioning and expanding usage occasions Innovation in marketing and merchandising to address evolving consumer needs Sugar reduction remains a priority as regulatory exemptions protect category growth

CATEGORY DATA

- Table 1 Sales of Yoghurt and Sour Milk Products by Category: Volume 2020-2025
- Table 2 Sales of Yoghurt and Sour Milk Products by Category: Value 2020-2025
- Table 3 Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2020-2025
- Table 4 Sales of Yoghurt and Sour Milk Products by Category: % Value Growth 2020-2025
- Table 5 Sales of Flavoured Yoghurt by Flavour: Rankings 2020-2025
- Table 6 NBO Company Shares of Yoghurt and Sour Milk Products: % Value 2021-2025
- Table 7 LBN Brand Shares of Yoghurt and Sour Milk Products: % Value 2022-2025
- Table 8 Distribution of Yoghurt and Sour Milk Products by Format: % Value 2020-2025
- Table 9 Forecast Sales of Yoghurt and Sour Milk Products by Category: Volume 2025-2030
- Table 10 Forecast Sales of Yoghurt and Sour Milk Products by Category: Value 2025-2030
- Table 11 Forecast Sales of Yoghurt and Sour Milk Products by Category: % Volume Growth 2025-2030
- Table 12 Forecast Sales of Yoghurt and Sour Milk Products 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 13 Sales of Dairy Products and Alternatives by Category: Value 2020-2025
- Table 14 Sales of Dairy Products and Alternatives by Category: % Value Growth 2020-2025
- Table 15 NBO Company Shares of Dairy Products and Alternatives: % Value 2021-2025
- Table 16 LBN Brand Shares of Dairy Products and Alternatives: % Value 2022-2025
- Table 17 Penetration of Private Label by Category: % Value 2020-2025
- Table 18 Distribution of Dairy Products and Alternatives by Format: % Value 2020-2025
- Table 19 Forecast Sales of Dairy Products and Alternatives by Category: Value 2025-2030
- Table 20 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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