



**Euromonitor  
International**

# Concentrates in Canada

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Budget-conscious consumers and home drink making drive growth in concentrates

### INDUSTRY PERFORMANCE

Diverging trends for liquid and powder concentrates

Home beverage making emerges as a structural growth driver

### WHAT'S NEXT?

Budget focus and customisation are expected to support further volume growth

Sustainability and environmental benefits strengthen the case for concentrates

Sugar aversion, sweetener choices and front-of-pack labelling create uncertainty

### COMPETITIVE LANDSCAPE

Established leaders expand portfolios as appliance-based systems gain scale

Smaller brands and functional propositions add dynamism

### CHANNELS

Offline retail remains dominant as e-commerce gains strategic importance

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Health and wellness expectations reshape category dynamics

Premiumisation and affordable indulgence gain relevance in a cautious economic climate

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

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