



**Euromonitor
International**

Processed Meat, Seafood and Alternatives To Meat in Canada

November 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

A positive performance supported by meat and seafood substitutes and processed meat

INDUSTRY PERFORMANCE

Health and wellness trends influence purchasing behaviours

Meat and seafood substitutes supported by rising vegetarian and vegan trends

WHAT'S NEXT?

Positive sales growth expected over the forecast period

Tariff impact on prices and production

Competition with ready meals and meal kits expected to intensify

COMPETITIVE LANDSCAPE

Maple Leaf Foods (GBO) leads sales, marking expansion with new subsidiary

Companies offering substitutes see double-digit growth

CHANNELS

Supermarkets remain the most convenient outlets, while discounters expand their freezer space

Retail e-commerce sees the strongest growth, reflecting an overall trend

CATEGORY DATA

Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025

Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

Table 3 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2020-2025

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Staple Foods in Canada - Industry Overview

EXECUTIVE SUMMARY

Low stable growth in both value and volume terms, while challenges remain

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Still-high prices continue to restrict stronger volume sales

Health and wellness trends continue to overlap with affordability concerns

Snacking trends continue, supporting baseline sales

WHAT'S NEXT?

Flat volume and low value growth expected, supported by baseline demand and suppressed by ongoing challenges
International/multicultural flavour trends look set to stay over the coming years
Evolving labelling requirements set to impact indulgent and high-sugar products

COMPETITIVE LANDSCAPE

Loblaw Cos, Canada Bread, and FGF Brands are all attracting attention
Maple Lodge Farms, Nissin Foods, and Mondelez attract attention to their brands to support growth
Mergers and acquisitions and leveraging growing categories boost competitive strength of companies and brands

CHANNELS

Supermarkets maintains distribution lead, despite an erosion of share due to competition from budget-friendly outlets
Retail e-commerce sees the strongest channel growth

MARKET DATA

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-in-canada/report.