



# Innovation: Food and Beverage in Canada

July 2024

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Monitoring innovation for business growth

## INNOVATION IN FOOD AND BEVERAGE

Canada trails behind the most innovative countries but offers compelling opportunities

Rising living costs and production expenses drive more sub-brand launches

New launches in Canada in 2023: Packaged food

Rising popularity of healthy snacking among Canadian consumers fuels new launches

New launches in Canada in 2023: Pet care

Healthypup expands its products to address various functional needs of dogs

New launches in Canada in 2023: Soft drinks

Premium eco-friendly Canadian water brand meets rising demand for healthier beverages

New launches in Canada in 2023: Alcoholic drinks

Launches of non-alcoholic beer options align with the "sobering down" trend in Canada

New launches in Canada in 2023: Hot drinks

Van Houtte expands coffee line-up with a brew-over-ice collection for at-home indulgence

Retailers offer innovations aligned with wellbeing and premiumisation trends

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Passport Innovation industry coverage

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## About Euromonitor International

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- **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.

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