

Plant-based beverages are gaining popularity and fewer of them would display the nutrition label than dairy beverages!



Opportunities to seize

Unsweetened plant-based beverages now
account for 43% of sales.

↳ That's a 10 pp* increase
compared to 2022!

Areas for further development

Sales of dairy beverages** have declined (-7 pp), and
they contain more **sugar, saturated fat, and sodium**
than other beverages in the category.

↳ Nearly 73% will be required to display the
Health Canada symbol, compared with 32% for
sweetened plant-based beverages.

Strengths !

New beverages contain less sugars than
the modified or identical beverages from
2022.

Regulations

As of 2025, **30% of dairy and plant-based beverages** would have been required to display
Health Canada's nutrition symbol on the front of their packaging.

SCAN !

For a custom portrait of YOUR product, use:

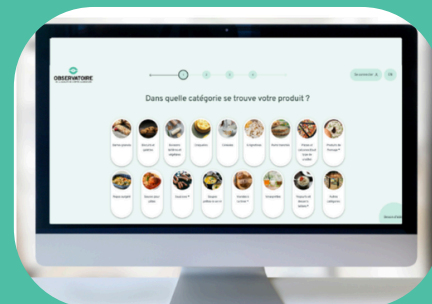
This free tool allows you to:

Check

if the Health Canada nutrition
symbol must be displayed on the
front of your packaging.

Compare

the nutritional value of your
product compared to that of
your competitors.



scan.observatoire.inaf.ulaval.ca

*Percentage points
**Excluding plain milk

With the contribution of :