



Food and Beverage to Canada.

Trends and opportunities

The market

Canada is a mature and sophisticated food and beverage market. Canada's food and beverage industry is recognised internationally as being among the best in the world, both in terms of ensuring food safety and quality, and in providing a trade-friendly environment

The categories showing significant growth have been those that meet the consumers' need for convenience and portability. This demand has contributed to the growth of refrigerated/frozen/shelf-stable ready-to-eat meals and meal makers, including 'healthy for you' products.

The organic and natural foods category in Canada is growing at 15-20 per cent annually, making it the fastest growing category in mainstream grocery stores.

Opportunities

Given its proximity to the USA, Canada's consumer preferences are very similar to those of Americans. However, there are differences - most notably a continuing British influence. Australia has a long history of supplying the Canadian market and the 'Australian' brand is a marketing advantage in Canada.

There are good opportunities for Australian companies to supply the Canadian market, particularly for exporters in the following sectors:

- ≠ Private label/control label products.
- ≠ Ingredients for use in further manufacturing (in particularly organic).
- ≠ Ready-to-serve and value added products suitable for the food service and hospitality sectors (institutional and restaurants).
- ≠ Specialty and gourmet foods (all categories)
- ≠ Value added meats and seafood.
- ≠ Fresh produce including organic (specifically for tropical fruits in the North American off-season).
- ≠ Organic and natural food products.
- ≠ Unique and innovative foods that fit into niche sectors
- ≠ Wine

Competitive environment

The market is becoming increasingly competitive as the grocery chains respond to changing population demographics and competition from box stores/warehouse retailers, who are expanding their product range to include grocery items including food.

More information

For further information please contact Austrade on 13 28 78 or email info@austrade.gov.au

(Last updated: February 2006)

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