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Report Highlights:

Canada remained the largest destination for U.S. consumer-oriented products and the second-largest market for total U.S. agricultural exports in 2025. Canada's consumer-oriented imports from the United States totaled USD 20.1 billion, but the U.S. share declined to 51 percent from 55 percent in 2024. Retail food sales in Canada are estimated at USD 125 billion. Supermarkets led offline grocery-retailer sales with a 22.2 percent share, while food e-commerce sales reached USD 7.65 billion. Competitive pricing, reliable Canadian distribution, and accurate online product information are priorities for U.S. suppliers seeking to maintain or expand sales. Exporters should confirm applicable surtaxes by product before shipment.

Executive Summary:

Canada was the second-largest market for total U.S. agricultural exports in 2025, with an export value of USD 28.7 billion. It remained the largest destination for U.S. consumer-oriented products, accounting for approximately 25 percent of U.S. exports in that category. The United States was Canada’s largest supplier of consumer-oriented imports, with a 51 percent share.

Consumer Oriented Agricultural Imports

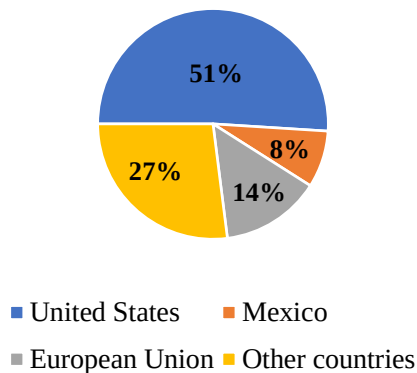


Chart 1: Canadian Consumer Oriented Imports by Origin 2025

Food Retail Industry:

Food retail sales, including food sold through mass merchants, were estimated at USD 125 billion in 2025. The market is mature and concentrated around Loblaw's, Sobeys, Metro, Costco, and Walmart. Grocery prices rose 3.5 percent on an annual average basis.

Food Processing Industry:

Food and beverage processing sales exceeded USD 125 billion in 2025. Meat, dairy, grain and oilseed milling, and beverages led the sector. Processors rely on imported inputs that Canada cannot supply at scale.

Foodservice Industry:

Foodservice and on-premise beverage sales reached approximately USD 89 billion in 2025. Commercial foodservice growth was estimated at 5.9 percent.

Quick Facts CY 2025

Imports of Consumer-Oriented Products

\$39.4 billion

List of Top 10 Growth Products

- | | |
|----------------------------|-----------------------------|
| 1) Multicultural foods | 2) Plant-based proteins |
| 3) Non-alcoholic beverages | 4) Ready to drink beverages |
| 5) Premium baked goods | 6) Prepared meals |
| 7) Premium items | 8) Low-alcohol beverages |
| 9) Clean-label products | 10) Frozen produce |

Food Industry by Channels (Billion USD)

Retail Food Industry	\$125
Food Service-HRI	\$89
Food Processing	\$125
Food and Ag Exports (U.S. to Canada)	\$29

Top 10 Retailers (by sales)

- | | |
|--------------------------|--------------------|
| 1) Loblaw's (28 percent) | 2) Sobeys (19) |
| 3) Metro (11) | 4) Costco (9) |
| 5) Walmart (8) | 6) Overwaitea (4) |
| 7) Co-ops (3) | 8) Couche-Tard (2) |
| 9) North West Co. (1) | 10) Dollarama (1) |

GDP/Population

Population (Million): 41.7
GDP (Billion USD): ~\$2,284
GDP per capita (USD): ~\$54,800

Sources: Statistics Canada; Restaurants Canada; Trade Data Monitor; Euromonitor International; International Monetary Fund; Bank of Canada.

Note: Canadian dollars converted to U.S. dollars using Bank of Canada annual average exchange rates (2023: 0.7409; 2024: 0.7300; 2025: 0.7154).

Strengths/Weaknesses/Opportunities/Threats

Strengths	Weaknesses
- Proximity and established distribution - Familiar product categories	- Heightened price sensitivity - Looming “Buy Canadian” sentiment
Opportunities	Threats
- Strong demand for value, high-quality U.S. products - Seasonal supply gaps	- Tariff disputes raising contractual costs - Provincial U.S. alcohol ban

Section 1: Market Summary

Canada’s retail food market offers established demand but difficult shelf access for new suppliers. Retail food sales were estimated at USD 125 billion in 2025, including food sold through mass merchants.

Affordability remained a central constraint. Grocery prices rose 3.5 percent in 2025, compared with 2.2 percent in 2024. Domestic sourcing preferences and exchange-rate movements created additional pressures on U.S. products. Exporters should test an offer against competing products’ unit prices, promotional terms, and delivered costs. Nominal sales totals alone do not establish an increase in consumption.

Advantages and Challenges

Table 3: Advantages and Challenges for U S Suppliers

Advantages for U.S. suppliers	Challenges in the Canadian market
Shorter transport routes and established cross-border logistics support replenishment and perishable shipments.	A weaker Canadian dollar can raise the local cost of U.S. merchandise. Buyers compare total delivered cost.
Familiar tastes and long-standing trade relationships support established U.S. categories.	Canadian brands and other foreign suppliers compete for limited shelf space. Domestic sourcing preferences can affect promotions.
Seasonal demand and assortment gaps provide openings for produce, prepared foods, and specialty products.	Large chains use centralized buying and require reliable supply, service standards, and evidence of product turnover.
Private label and regional accounts offer alternatives to a national branded launch.	Fees, promotional allowances, returns, and payment terms can materially change the supplier’s margin.
USMCA provides preferential tariff treatment for qualifying goods.	Targeted surtaxes, supply-managed tariff rate quotas, and product-specific restrictions require separate checks.
Established regulatory tools support advance planning.	Canadian labels, product standards, and Quebec language rules may require packaging changes.

U.S.-Canada trade tensions strengthened the Buy Canadian narrative in 2025. In a third-quarter 2025 consumer survey, respondents expressed increasing favor towards Canadian-made goods and that they planned to reduce spending on U.S.-made goods.

Retailers reinforced domestic visibility. In March 2025, Loblaw announced Canadian-product flyer promotions and PC Optimum incentives, alongside an online tool to suggest Canadian alternatives. Metro increased the visibility of local products across its banners in 2025. These actions give domestic suppliers more promotional exposure; they do not establish the origin of every item stocked by a

Canadian-owned retailer.

Origin claims require precision. “Product of Canada” covers all or virtually all significant ingredients, processing, and labor. A food claim of “Made in Canada” requires the last substantial transformation in Canada and an ingredient-origin qualifier. Process claims such as “Prepared in Canada,” “Packaged in Canada,” or “Baked in Canada” describe the named activity; they do not by themselves establish Canadian ingredient origin or Canadian ownership. Process claims must be truthful and not misleading. Retailers must also substantiate store-generated shelf and online origin information; a maple leaf should be accompanied by a clear domestic-content statement.

For U.S. suppliers, the commercial response is to document ingredient and processing origin, provide accurate digital product information, and make a clear price and assortment case. Canadian processing can create a route for imported ingredients, but a claim must match the actual product and process.

Retail Sales by Channel

Supermarkets led offline grocery-retailer sales in 2025 at 22.2 percent, followed by warehouse clubs at 18.6 percent and hypermarkets at 16.9 percent. The channel measure includes all merchandise sold through these retailers, including non-food products. It has a broader scope than the USD 125 billion food-retail summary estimate.

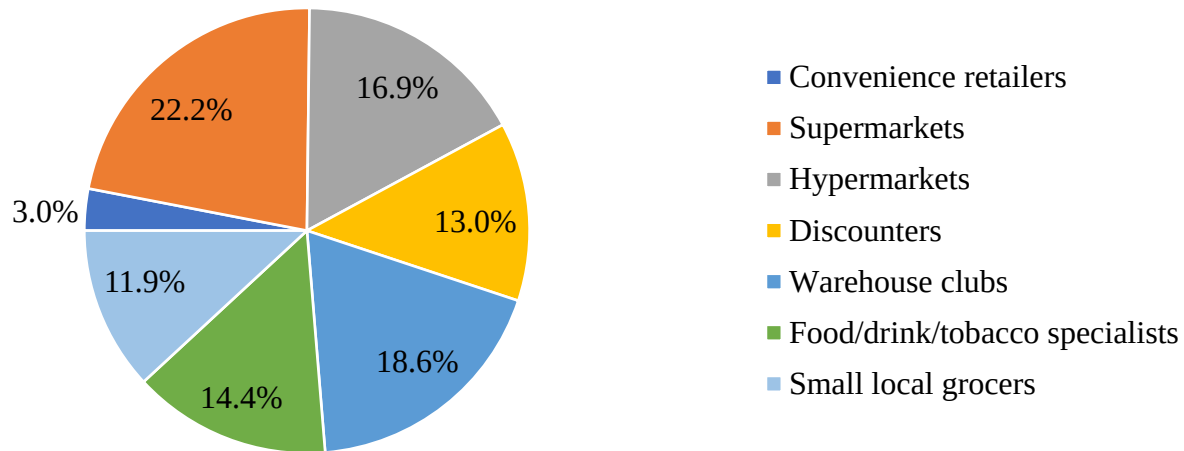
Table 4: Offline Grocery Retailer Sales by Channel 2025

Offline channel	2025 sales USD million	Share of offline total
Convenience retailers	5,054.4	3.0%
Supermarkets	36,923.7	22.2%
Hypermarkets	28,214.3	16.9%
Discounters	21,645.4	13.0%
Warehouse clubs	30,991.6	18.6%
Food/drink/tobacco specialists	24,041.4	14.4%
Small local grocers	19,805.4	11.9%

Retail selling prices excluding sales tax, current values.

Source: Euromonitor. Shares rounded and use the seven mutually exclusive offline channels.

Chart 2: Offline Grocery Retailer Sales Shares 2025



Denominator: USD 166.68 billion, including non-food merchandise.

Source: Euromonitor.

Food e-commerce sales reached USD 7.65 billion in 2025. The separate grocery-retailer e-commerce series totaled USD 10.64 billion and grew 16 percent in current Canadian-currency terms. Food e-commerce measures products; grocery e-commerce measures a retailer channel.

Convenience retailers generated USD 5.05 billion in 2025, with current-value sales down 2 percent. Forecourt retailers accounted for USD 3.86 billion and convenience stores USD 1.19 billion. Convenience retailers emphasized affordable ready-to-eat meals and grab-and-go food in response to competition from discount formats.

Section 2: Road Map for Market Entry

Entry Strategy

Potential exporters surveying opportunities in the Canadian market should review relevant USDA FAS [Global Information Agricultural Network \(GAIN\) Reports](#). These free resources can also be downloaded from the [FAS Canada](#) website and provide valuable insights into the Canadian market. Key reports include the [Exporter Guide](#) and the [Food and Agricultural Import Regulations and Standards Report](#), which outline the necessary regulatory and compliance requirements for food products. Additionally, the [Canadian Food Inspection Agency \(CFIA\)](#) provides a step-by-step guide to these regulations, with particular emphasis on labelling requirements in Canada.

Once familiar with Canadian regulatory and compliance requirements, U.S. companies are encouraged to explore the various export assistance programs offered by USDA and administered through the [State Regional Trade Groups \(SRTGs\)](#) and [USDA Commodity Cooperators](#). These programs provide valuable one-on-one counseling and educational seminars designed to help U.S. businesses prepare for successful market entry into Canada.

Small-and medium-sized firms (SMEs) may qualify for financial support to promote their brands in Canada under the [USDA Market Access Program](#). This program is administered by the SRTGs via programs such as the: [Branded Program \(Food Export\)/ Cost Share \(SUSTA\) Program](#) / [Fund Match Program \(WUSATA\)](#). Many of the SRTGs in Canada have contracted with in-country representatives to conduct additional research or business-to-business matchmaking for an individual company.

U.S. exporters should also familiarize themselves with relevant Canadian trade shows, some of which are listed at the end of this report (Table 16). USDA officially endorses [SIAL Canada](#), the country's largest food trade show, which serves as a key platform for connecting with buyers and industry stakeholders.

Table 5: Market Entry Actions for U S Food Suppliers*

Step	Action before the next step
1 Validate the buyer opportunity	Select a province and target account. Compare competing products, delivered price, pack size, shelf life, and replenishment requirements.
2 Confirm admissibility	Check the CFIA Automated Import Reference System (AIRS), tariff classification, ingredient rules, and any required certificate or permit.
3 Assign import responsibilities	Identify the importer of record. Confirm the applicable Safe Food for Canadians license, preventive controls, traceability, and recall arrangements.
4 Complete customs setup	Confirm Canada Border Services Agency (CBSA) Assessment and Revenue Management (CARM) registration and broker delegation. Check USMCA origin documentation and current surtaxes.
5 Approve packaging and terms	Complete English and French labels, nutrition and allergen review, and any Quebec requirements. Agree fees, returns, freight, payment, and promotion terms.
6 Ship and assess performance	Prepare commercial documents and product-specific certificates. Monitor clearance, inventory, product turnover, repeat orders, and net margin.

**Requirements depend on the product and importer's activities.*

Source: CFIA and CBSA guidance; FAS Canada assessment.

Market Structure

In Canada, the food retail sector is concentrated among a handful of large chains: Loblaws, Sobeys, Metro, Costco, and Walmart. National chains can offer scale, while regional and independent outlets can provide a more manageable entry point.

The voluntary [Canada Grocery Code](#) was fully implemented on January 1, 2026. Suppliers should review participation and contractual provisions relevant to their accounts. Costco, Empire, Loblaw's, Metro, and Walmart have registered. The Code concerns retailer-supplier dealings; exporters must continue to meet customs and food safety requirements.

Company Profiles and Top Retailers

The following groups and banners provide starting points for account research. Company names link to their official sites. The table is not a 2025 sales ranking. Account selection should follow product fit, regional coverage, and the buyer's current supplier requirements.

Table 6: Select Retail Groups and Banners in Canada

Retail group	Market presence and selected banners	Supplier considerations
Loblaw's	National; Loblaw's, Real Canadian Superstore, No Frills, Maxi, T&T	Conventional, discount, and specialty assortments; assess banner-specific buying.
Sobeys and Empire	National; Sobeys, Safeway, IGA, FreshCo, Foodland, Farm Boy	Conventional and discount formats; regional banner needs can differ.
Metro	Ontario and Quebec; Metro, Metro Plus, Super C, Food Basics	Conventional and discount channels; packaging must fit the destination market.
Costco Canada	Warehouse clubs and online retail	Assess club pack size, volume commitment, unit economics, and supply capacity.
Walmart Canada	Supercenters and online retail	Assess value positioning, supply reliability, and vendor compliance.
Save On Foods	Western Canada	Regional grocery route; assess assortment and distributor coverage.
Independent and specialty retailers	Regional, neighborhood, and multicultural stores	A regional distributor or wholesaler can support small initial orders.

Company financial sales often include non-food operations and different fiscal periods; they are not directly comparable food-retail market shares.

Import Procedures

The importer must confirm the license and controls applicable to its activities before a shipment reaches the border. Applicable food-import requirements cover preventive controls, traceability, and recall procedures. AIRS identifies product-specific requirements by commodity, origin, destination, and end use; it is a reference tool and does not replace the law. Non-resident importer arrangements require confirmation of eligibility and responsibilities.

Commercial importers use CARM for customs accounting and payment. Exporters should work with the importer and customs broker to confirm classification, origin, current duties and surtaxes, and required commercial documents. Supply-managed commodities, including dairy, poultry, and eggs, can require tariff rate quota (TRQ) access and import permits from Global Affairs Canada.

Check the Canadian label before printing. Required information generally includes English and French text, a Canadian-format Nutrition Facts table where applicable, ingredients and allergens, metric net quantity, and appropriate dealer and origin information. CFIA's Industry Labelling Tool also covers commodity standards and permitted claims. Quebec imposes additional French-language requirements; consult the applicable rules for trademarks and product inscriptions.

Front-of-package (FOP) nutrition symbol requirements apply to most prepackaged products meeting specified thresholds for saturated fat, sugars, or sodium, subject to exemptions. Products imported, manufactured in Canada, or packaged at retail on or after January 1, 2026 are subject to the standard enforcement process. Exporters should confirm the applicable symbol and exemptions before shipment.

Canada applied its March 2025 surtax order to specified U.S. goods, including certain foods, before repealing that order effective September 1, 2025. This report's 2025 trade results therefore span a changing tariff environment.

U.S.-origin cheese tariff items became subject to 25 percent counter tariffs on September 8, 2026. Specified concentrated milk, whey, honey, and other items became subject to 50 percent counter tariffs. Check the exact tariff item and any applicable relief before quoting or shipping. USMCA eligibility does not remove the need to check surtaxes. These measures postdate the 2025 sales and trade data.

Provincial liquor authorities control alcohol import, distribution, and listings. As of this report's publication, eight of ten Canadian provinces restrict the sale of U.S. alcoholic beverages through their provincial liquor control boards. Alberta continues to sell U.S. product without added provincial charges. Saskatchewan also continues to allow sales but has applied a 50 percent markup on U.S.-origin alcohol since September 8, 2026.

Distribution Channels

Suppliers may sell directly to a retail distribution center, work through an importer or distributor holding Canadian inventory, or use a broker for account representation. A broker can manage brand and retail account relationships; a distributor can hold inventory and deliver products. A customs broker supports border clearance. Each role should be defined in the agreement.

The following tables list some service providers that U.S. exporters may contact when entering the market. Inclusion is not an endorsement by USDA or FAS. Exporters should conduct their own due diligence before engaging any partner. Confirm product coverage, minimum volume, import responsibilities, and territory with each partner.

Table 7: Potential Retail Distribution Partners by Province

Company	Facility provinces identified	Channel and product fit
Tree of Life Canada	Ontario, Alberta, British Columbia	National specialty food and beverage distribution; retail and foodservice.
Horizon Grocery and Wellness	British Columbia	Burnaby-based natural and organic grocery distributor serving Western Canada.
Puresource	Ontario, Alberta, British Columbia	Natural products and specialty foods; national retail coverage from three warehouses.
Gourmet Trading Co.	Ontario	Mississauga-based specialty food importer and wholesale distributor.
Pratts	Manitoba, Saskatchewan, Alberta, British Columbia	Grocery, convenience, and foodservice; Western Canada and northwestern Ontario routes.

Table 8: Potential Foodservice Distribution Partners by Province

Company	Facility provinces identified	Channel and product fit
Dot Foods Canada	Ontario and Alberta	Ingersoll and Calgary; redistributor serving distribution partners.
Sysco Canada	British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Nova Scotia, New Brunswick	Broadline foodservice network across Canada.
Gordon Food Service Canada	British Columbia, Alberta, Manitoba, Ontario, Quebec, Nova Scotia	Broadline distribution serving commercial and non-commercial operators nationally.
Flanagan Foodservice	Ontario and New Brunswick	Kitchener, Whitby, and Moncton divisions serving Ontario and Atlantic Canada.
Pratts	Manitoba, Saskatchewan, Alberta, British Columbia	Broadline foodservice and retail distribution in Western Canada.

Sector Trends

Canadian retail sales reached USD 390.8 billion in 2025, up 4 percent in current Canadian-dollar terms. Discounters grew 5 percent to USD 21.6 billion, compared with 2 percent for supermarkets and 3 percent for hypermarkets. Dollarama, Costco, Walmart, No Frills, Maxi, Food Basics, and FreshCo all gained share. Loblaw opened 48 hard-discount stores in 2025 and plans 31 more in 2026. It also reported that its private label outperformed national brands in the fourth quarter.

Retail e-commerce grew 10 percent to USD 56.5 billion. Grocery-retailer e-commerce was the fastest-growing online category, up 16 percent to USD 10.64 billion. The separate food e-commerce series, which measures products, totaled USD 7.65 billion. Amazon held 51 percent of

online retail value. Most online shopping now starts in a marketplace search bar, so search placement, ratings, and retail media decide whether a product gets seen.

Convenience retailers fell 2 percent to USD 5.05 billion. Forecourt sales (USD 3.86 billion) slipped 1 percent. Convenience stores (USD 1.19 billion) fell 3 percent as top-up trips moved to dollar stores. Chains are now built around low-cost meal bundles, such as Circle K deals priced at about USD 3.60 to 5.00.

Spending is polarized. Households still pay for small indulgences in specialty food, and premium banners compete on curation. Prepared meals are growing in every format, from convenience meal bundles to supermarket prepared-food counters.

Health-driven demand is broadening beyond protein. Functional and gut-health formats - probiotics, prebiotics, and fermented products - are expanding alongside the fiber trend, and the uptake of GLP-1 weight-management drugs is tilting purchases toward high-protein, high-fiber, and portion-controlled products. Front-of-package warning labels are accelerating demand for sugar-reduction technologies (e.g. allulose, monk fruit, stevia) and potassium-based sodium replacers, while clean-label expectations continue to shorten ingredient lists. Protein diversification into pea, fava, and blended sources persists even as standalone plant-based products lose momentum.

Table 9: Best Forecasted Growth Product Categories (2025–2030)

Product Category	Sales Growth 2024 / 2025	Forecast CAGR 2025–2030	Subcategory	Sales Growth 2024 / 2025
Packaged Food				
Cooking Ingredients & Meals	1%	1.5%	Plant-based Milk	8%
			Flavored Yogurt	6%
			Frozen Ready Meals	4%
			Prepared Salads	3%
Snacks	2%	1.8%	Chocolate	5%
			Ice Cream	4%
			Confectionery	3%
			Vegetable, Pulse and Bread Chips	3%
Staple Foods				
Meat and Seafood Substitutes	3.4%	3.4%	Chilled Meat and Seafood Substitutes	2.8%
			Frozen Meat and Seafood Substitutes	6%
Ready Meals	3.8%	1.6%	Frozen Ready Meals	4.4%

Product Category	Sales Growth 2024 / 2025	Forecast CAGR 2025–2030	Subcategory	Sales Growth 2024 / 2025
Pet Food	1.6%	3.5%	Premium Wet Dog Food	3%
<i>Alcoholic and Non-Alcoholic Beverages</i>				
Beverages / Non-Alcoholic Drinks	2%	2.2%	Flavored Bottled Water	5.1%
			Ready-to-Drink (RTD) Coffee	6.3%
			Carbonated RTD Tea and Kombucha	12%
Alcoholic Drinks	-3%	-1.4%	RTDs	7%
			Wine	-5%
			Spirits	-4%

CAGR = compound annual growth rate.

Source: Euromonitor.

Trade tensions strengthened “Buy Canadian” sentiment in 2025. Barcode-based purchase data show that the share of household food spending on Canadian-licensed products rose about 2 percentage points from January to March 2025. The share for U.S.-licensed products fell by a similar amount, and the shift held through the summer. The country where a barcode is licensed may differ from where the product was made, and counter-tariffs may explain part of the shift. Bank of Canada’s 2025 consumer survey found no comparable shift outside food. Three-quarters of respondents said they would not pay more than a 10 percent premium for a made-in-Canada product. Some retailers, such as Loblaws and Metro, have made domestic products more visible through flyers, loyalty offers, and signage. These programs do not establish the origin of every item they stock. Process claims such as “Prepared in Canada,” “Packaged in Canada,” or “Baked in Canada” do not by themselves establish Canadian ingredient origin or Canadian ownership.

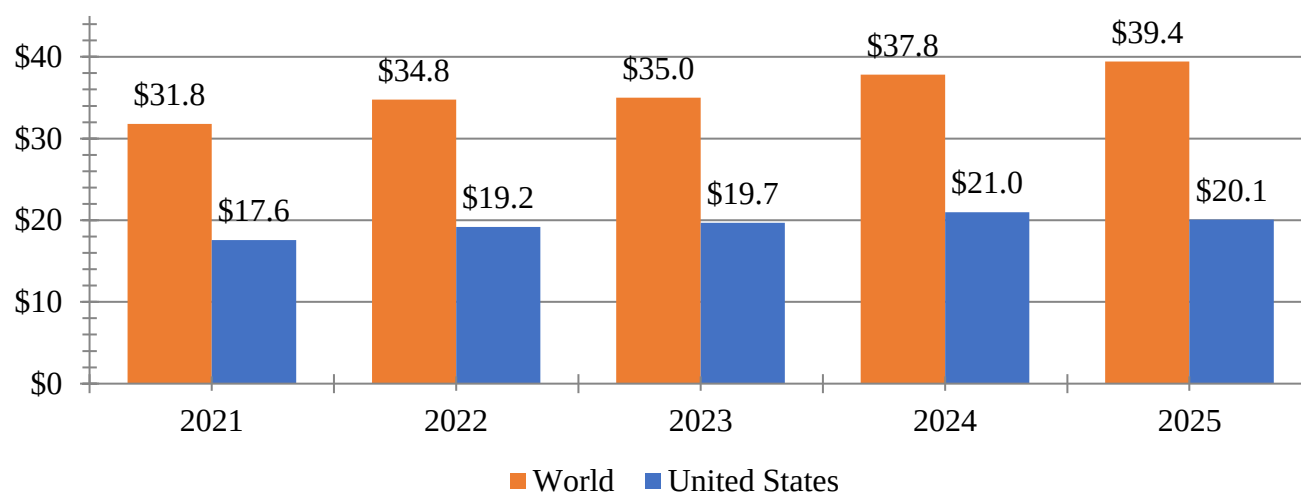
Section 3: Competition

Canadian consumer-oriented imports rose 4.2 percent to USD 39.4 billion in 2025, while imports from the United States fell 4.2 percent to USD 20.1 billion. The United States remained the largest supplier, with 51 percent of imports, a decline of 4.5 percentage points from 2024 using unrounded shares. These calculations use the Canadian import series in the import table. U.S. export statistics use a different reporting basis.

Table 10: Canadian Consumer Oriented Imports 2021 to 2025 USD Million

Year	World USD million	U.S. USD million	U.S. share
2021	31,784	17,585	55%
2022	34,773	19,195	55%
2023	35,017	19,672	56%
2024	37,835	20,964	55%
2025	39,440	20,085	51%

Source: Trade Data Monitor and Statistics Canada. Shares are rounded.

Chart 3: Canadian Consumer Oriented Imports 2021 to 2025 USD Billion

Source: Trade Data Monitor.

World includes U.S. imports. Values are USD billion, rounded to one decimal; this is not an additive or stacked comparison.

U.S. suppliers retain established positions in prepared foods, bakery goods, fresh vegetables, sauces, and pet food. The decline in U.S. share does not, on its own, identify the contribution of tariffs, exchange rates, domestic sourcing preferences, or changes in product mix. Exporters should compare like products and current delivered prices before drawing conclusions about a category's prospects.

Section 4: Best Product Prospects

Fresh fruit led world imports at USD 4.9 billion, followed by bakery goods, cereals, and pasta at USD 4.0 billion; chocolate and cocoa products at USD 3.0 billion; fresh vegetables at USD 2.9 billion; and soup and other food preparations at USD 2.4 billion. World and U.S. values cover all uses in the consumer-oriented classification, not retail sales alone.

Table 11: Selected Canadian Consumer Oriented Imports 2025 USD Million

Category	World USD million	U.S. USD million	U.S. share	Competitors
Fresh fruit	4,944.4	1,539.0	31%	Mexico, Peru, Guatemala
Bakery goods, cereals, and pasta	4,007.0	2,724.4	68%	Italy, China, Mexico
Chocolate and cocoa products	3,029.0	1,509.8	50%	European Union, Malaysia, Indonesia
Fresh vegetables	2,864.7	1,558.6	54%	Mexico, China, Guatemala
Soup and other food preparations	2,388.3	1,859.6	78%	China, Switzerland, Thailand
Beef and beef products	2,026.3	869.2	43%	Australia, New Zealand, Mexico
Dairy products	1,888.3	1,155.0	61%	European Union, New Zealand
Dog and cat food	1,342.4	1,165.5	87%	Thailand, China, Italy
Non-alcoholic beverages	1,318.9	948.8	72%	European Union
Condiments and sauces	1,188.9	839.4	71%	Italy, China, Mexico

Source: Trade Data Monitor. Shares are rounded. Non-alcoholic beverages exclude juices, coffee, and tea.

Top Consumer Oriented Products Imported from the United States

Bakery goods, cereals, and pasta led at about USD 2.7 billion, a 68 percent share of the category. Soup and other food preparations followed at about USD 1.9 billion (78 percent). Fresh vegetables, fresh fruit, and chocolate and cocoa products each brought in about USD 1.5 billion. Dog and cat food (87 percent U.S. share) and dairy products (61 percent) each topped USD 1.1 billion.

Top Consumer Oriented Products Imported from the World

While the United States is the dominant supplier across most consumer-oriented food categories, Canada has a diverse trade regime with global suppliers. The European Union supplied 14 percent and Mexico 8 percent of total consumer oriented imports. Canada's climate limits domestic produce for much of the year, so Mexico, Guatemala, and Peru compete with U.S. growers in fresh fruit and vegetables. Chocolate and cocoa imports rose about 36 percent on higher cocoa costs, with Malaysia and Indonesia the leading non-U.S. suppliers. The European Union competes across a range of products but in particular bakery goods/cereal/pasta, dairy, non-alcoholic beverages and dairy. Australia and New Zealand compete in beef, with the latter also a competitive dairy supplier.

Products Present in the Market with Good Sales Potential

The prospects below reflect established import demand and potential buyer needs. They are recommendations for buyer validation, rather than predictions of sales or a verified product growth ranking. Price, current admissibility, labeling, and retailer acceptance remain decisive.

Table 12: Product Prospects and Market Entry Checks

Category and specific products	Commercial case to test	Principal checks
Fresh vegetables: leafy greens, broccoli, cauliflower, and peppers	Seasonal replenishment and dependable supply outside Canadian production periods.	Compare competing origins and seasonal windows; verify phytosanitary requirements and cold-chain performance.
Fresh fruit: citrus, grapes, and berries	Fill seasonal assortment and supply gaps with consistent grades and pack formats.	Confirm the tariff line and plant health requirements; test delivered price and shrink.
Frozen produce: berries, vegetable blends, and portioned formats	Convenient products with longer shelf life and a measurable cost per serving.	Assess private label specifications, pack size, frozen storage, and promotional economics.
Prepared meals: frozen entrées, soups, and ready-to-heat meal components	Convenience and value for households seeking quick meal solutions.	Confirm shelf life, ingredient rules, allergens, nutrition symbols, and an appropriate retail price.
Bakery and snacks: tortillas, premium baked goods, and differentiated snack formats	Established category demand; opportunities depend on a distinct format, flavor, or value proposition.	Validate claims and consumer use; check FOP requirements and buyer turnover targets.
Sauces and multicultural foods: dressings, dips, cooking sauces, and regional cuisines	Offer assortment differentiation through a regional or specialty account.	Test flavors with the target buyer; adapt bilingual packaging and order quantities.
Non-alcoholic drinks: ready-to-drink coffee, flavored water, and tea-based products	Convenient formats offer a case for buyer testing.	Check classification, permitted ingredients, caffeine and supplemented-food rules where relevant.
Pet food: wet dog and cat food and differentiated premium formats	An established consumer-oriented import category with a high U.S. share.	Confirm animal health and import requirements separately from human-food rules.

Source: FAS Canada assessment. Product prospects are illustrative.

Products Not Present with Good Sales Potential

New formulations or formats in prepared foods, specialty snacks, and non-alcoholic beverages can be tested with buyers after regulatory review. A retail assortment check should cover national, regional, and online outlets to establish the competitive offer and whether the proposed product fills a gap.

Products Subject to Significant Barriers

Table 13: Products and Issues Subject to Significant Market Barriers

Product or issue	Implication for a retail launch
Dairy, poultry, and eggs	Supply management and TRQs can constrain access. Confirm the available allocation, import permit, and within- or over-quota tariff treatment.
Specified U.S.-origin dairy and other tariff lines	The September 2026 surtax schedule can add to landed costs. Check the exact item and any relief; ordinary preferential duty rates are insufficient.
U.S. alcoholic beverages	Provincial restrictions can prevent import, distribution, listing, or promotion. Obtain current destination-specific confirmation.
Foods requiring a FOP nutrition symbol	Packaging must comply with the current thresholds, exemptions, and format requirements.
Foods with novel ingredients, additives, or supplemented-food attributes	Confirm Canadian authorization and conditions of use before launching. U.S. authorization alone does not establish Canadian admissibility.
Labels and trademarks for Quebec	Federal bilingual compliance may not address all provincial French-language requirements. Review product inscriptions and trademarks separately.

*Sources: CFIA, Health Canada, Global Affairs Canada, CBSA, and Department of Finance.
A barrier does not establish that a product is absent from the market.*

Section 5: Key Contacts and Further Information

Government Regulatory Agencies

Table 14: Canadian Regulatory Agencies and Responsibilities

Agency	Responsibility	Official resource
CFIA	Food import licensing, safety, inspection, labels, AIRS, and product-specific certificates.	<u>CFIA import guide</u>
Health Canada	Food standards, permitted additives, nutrition policy, and FOP symbols.	<u>Health Canada FOP guidance</u>
CBSA	Customs classification, origin, accounting, CARM, duties, and surtaxes.	<u>CBSA commercial import setup</u>
Global Affairs Canada	Import controls, TRQs, allocations, and permits for controlled agricultural products.	<u>Agricultural import controls</u>
Agriculture and Agri-Food Canada	Agricultural and food policy; sector information.	<u>Agriculture and Agri-Food Canada</u>
Statistics Canada	Official retail, price, population, production, and trade statistics.	<u>Retail and wholesale statistics</u>

Ministries Responsible for Food Policies

Table 15: Canadian Food Import Policies and Responsible Departments

Policy area	Responsible department	Principal import issue	Official policy link
Food safety and licensing	CFIA; Minister of Health for food safety	Safe Food for Canadians requirements; licensing, preventive controls, and traceability.	<u>CFIA food imports</u>
Nutrition and composition	Health Canada; Minister of Health	Food standards, additives, allergens, and front-of-package nutrition symbols.	<u>Health Canada food guidance</u>
Import controls	Global Affairs Canada; trade portfolio	Controlled agricultural products, tariff rate quotas, and import permits.	<u>Agricultural import controls</u>
Customs and surtaxes	CBSA; Public Safety portfolio; Department of Finance for tariff policy	Classification, origin, accounting, duties, and current counter-tariff schedules.	<u>Canada counter-tariff list</u>

Data Sources

- [Statistics Canada](#), for foodservice, retail, trade, and population data.
- [United States Department of Agriculture, Foreign Agricultural Service, Global Agricultural Trade System \(USDA FAS GATS\)](#), for United States agricultural trade statistics.

Trade Shows

Table 16: Canadian Food Trade Shows and Consumer Events

Event	City and province	Date and status	Audience	Website
Grocery Innovations Canada CFIG	Toronto, Ontario	October 27–28, 2026; 2027 TBC, usually October	Grocery trade buyers	groceryinnovations.com
Grocery and Specialty Food West CFIG	Vancouver, British Columbia	April 20–21, 2027	Western grocery trade	gsfshow.com
SIAL Canada Toronto	Toronto, Ontario	April 27–29, 2027	Food and beverage trade	sialcanada.com
SIAL Canada Montreal	Montreal, Quebec	Next Montreal edition TBC; spring. Last held April 29– May 1, 2026	Food and beverage trade	sialcanada.com
CHFA NOW Vancouver	Vancouver, British Columbia	May 1–2, 2027 trade show; April 30 conference	Natural, organic, wellness trade	chfa.ca
CHFA NOW Toronto	Toronto, Ontario	2027 TBC, usually September; last trade show September 26–27, 2026	Natural and specialty trade	chfa.ca
Canadian Produce Marketing Association Convention and Trade Show	Vancouver, British Columbia	April 13–15, 2027 convention and trade event	Fresh produce trade	convention.cpma.ca
RC Show	Mississauga, Ontario	March 7–9, 2027	Foodservice and hospitality trade	restaurantscanada.org
NEXT Foodservice and Hospitality Expo	Calgary, Alberta	September 12–13, 2027	Western foodservice trade	nextfoodexpo.com

Event	City and province	Date and status	Audience	Website
Expo Manger Santé et Vivre Vert	Montreal, Quebec	March 19–21, 2027	Consumer food, health, and sampling	expomangersante.com

Note: Not an exhaustive list. Interested parties should consult additional resources based on specific product/sector interests.

Post Contact Information

FAS Canada also provides commodity-specific reports covering Canadian production in areas such as biofuels, fresh deciduous fruits, grains and feed, as well as updates on Canadian agricultural policies that may impact U.S. agriculture and trade. For a complete list of USDA reports from Canada and around the world, please visit the [GAIN library](#).

For U.S. Mission Canada news and social media links: [U.S. Embassy and Consulates in Canada](#).

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Attachments:

No Attachments