

A glass of milk with a blue and white striped straw on a wooden table. The background is a blurred green lawn.

How much are Canadians paying for milk?
Canadian Fluid Milk Report - June 2024

Canadian Fluid Milk Report Executive Summary

One of Field Agent's most popular reports on the Canadian grocery industry is back! The 2024 edition of the Canadian Fluid Milk report is the most comprehensive look at the prices Canadians pay for one of the most common items in the Grocery basket - 2% Milk.

While inflation has cooled since our last look at milk prices across the country in 2023, grocery prices are still increasing year over year with the latest numbers from Statistics Canada showing price growth of 2.9% in May 2024. The strain on the average Canadian household is substantial and sticker shock is a common occurrence as shoppers navigate the grocery store.

On May 1, 2024 the Canadian Dairy Commission implemented a farm gate milk price adjustment, representing an increase of 1.77%. This increase translates to \$0.0153/litre. In late May, Field Agent Canada conducted price audits at 186 stores across Canada to see how this increase has cascaded out to the retail price of milk in 20 cities from coast-to-coast.

Our survey discovered record high milk prices, with average prices of 4L milk increasing 3% since our last study in March 2023 which is nearly double the increase in the farm gate milk price. In fact, 19 out of 20 markets that we measured saw the price of 4L milk increasing from March 2023 to May 2024.

The city with the least expensive average price per litre for 2% milk (based on a 4L package) was Sudbury, ON at \$1.51 per litre, which represents a 10% discount vs. the National average.

The cities with the most expensive average price per litre for 2% milk (based on a 4L package) was Charlottetown, PE and Moncton, NB at \$2.09 per litre, which represents a 24% premium vs. the National average.

"Due to Canada's inefficient system of dairy quotas and 'cost-plus' model for setting the farm gate milk price we see consumers in some markets, primarily in Atlantic Canada paying substantially more for this grocery staple." said Jeff Doucette, General Manager of Field Agent Canada. "While it could mean the end of local dairy production, consumers in these smaller markets should push their governments to reform the dairy production system to help bring down the price of milk in these markets."

As usual, we glanced across the border to Walmart US stores and saw that the average price per litre (adjusted to \$CAD) was still 28% cheaper than the average price in Canada.

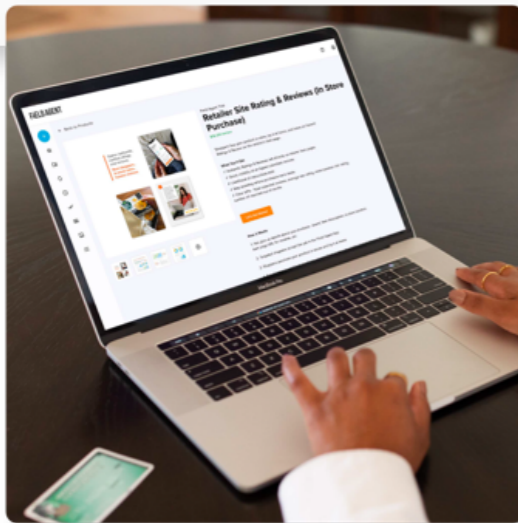
In this report we also compared the price of 2% cow's milk in 2L cartons to the 1.89L carton of Silk-brand Unsweetened Almond beverage. We found that the price gap between cow's milk and almond milk had narrowed from 10% in March 2023 to just 4.5% today.

Where was the absolute lowest price for 2% milk in Canada? We found a 4L pack of 2% milk at a Shoppers Drug Mart in Victoria, BC for just \$5.49! A heck of a deal!

Field Agent Canada conducted its cross-country price survey on fluid milk prices at 186 retailers in 20 markets from coast-to-coast between May 27-June 22, 2024. The survey compared prices recorded at the same outlets back in March 2023, highlighting any shifts that have taken place over the last year. Additionally, we looked at prices for milk at Walmart stores in five border communities in the US to provide a comparative benchmark of the cost of similar products in the larger US market.

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Sales Director
Account Manager
Brand Manager
Retailer



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Canadian Fluid Milk Report

Price Survey - Cheapest Average 4L Milk Prices by City

The **LEAST EXPENSIVE** city to buy milk in Canada is Sudbury, ON with an average cost of \$1.51/L on 4L packages of 2% milk.

The **MOST EXPENSIVE** city to buy milk in Canada is a tie between Moncton, NB and Charlottetown, PEI with an average cost of \$2.09/L on 4L packages of 2% milk.

Canadian Fluid Milk Report

Price Survey - Cheapest Milk Across Canada

The **LEAST EXPENSIVE** milk in Canada is at Shoppers Drug Mart in Victoria with a 4L of 2% Milk retailing for \$5.49 (\$1.37/L).

The **MOST EXPENSIVE** milk in Canada was found at V-Mart in Windsor with 2L of 2% Milk retailing for \$6.48 (\$3.24/L).

Canadian Fluid Milk Report

Least Expensive / Most Expensive Milk Packages



Least Expensive Milk

Shoppers Drug Mart - Victoria

4L - \$5.49

Cost Per Litre = \$1.37



Most Expensive Milk

V-Mart - Windsor

2L - \$6.48

Cost Per Litre = \$3.24

Canadian Fluid Milk Report - Average Price by Market

	Average Current Price 2% Milk - 4L	Average Price Per Litre	Change vs. March 2023	Index v. National	Rank	Average Current Price 2% Milk - 2L	Average Price Per Litre	Index v. National	Rank
National Average	\$6.70	\$1.68	3.07%	100	NA	\$5.00	\$2.49	100	NA
St. John's, NL	NA	NA	NA	NA	NA	\$4.81	\$2.41	97	9
Halifax, NS	\$7.30	\$1.83	3.69%	109	15	\$4.75	\$2.37	95	8
Moncton, NB	\$8.34	\$2.09	2.71%	124	18	\$4.81	\$2.24	90	3
Charlottetown, PE	\$8.34	\$2.09	-3.47%	124	18	\$4.60	\$2.30	92	5
Laval, QC	\$7.87	\$1.97	4.10%	117	16	\$4.38	\$2.19	88	1
Quebec City, QC	\$7.89	\$1.97	4.37%	117	16	\$4.45	\$2.23	90	2
Ottawa / Nepean, ON	\$6.10	\$1.53	3.74%	91	4	\$5.41	\$2.71	109	15
Mississauga, ON	\$6.31	\$1.58	5.17%	94	8	\$5.43	\$2.72	109	18
Scarborough, ON	\$6.10	\$1.53	4.45%	91	4	\$5.43	\$2.72	109	19
Toronto, ON	\$6.44	\$1.61	0.63%	96	12	\$5.43	\$2.71	109	15
London, ON	\$6.06	\$1.52	3.77%	90	2	\$5.35	\$2.68	108	14
Windsor, ON	\$6.40	\$1.60	5.96%	95	11	\$5.55	\$2.77	111	20
Sudbury, ON	\$6.03	\$1.51	5.42%	90	1	\$5.42	\$2.71	109	15
Winnipeg, MB	\$6.28	\$1.57	2.61%	93	7	\$4.49	\$2.24	90	3
Regina, SK	\$6.23	\$1.56	2.47%	93	6	\$4.71	\$2.36	95	6
Edmonton, AB	\$6.07	\$1.52	1.17%	90	2	\$4.72	\$2.36	95	6
Calgary, AB	\$6.31	\$1.58	0.48%	94	8	\$4.82	\$2.41	97	9
Kelowna, BC	\$6.48	\$1.62	0.48%	96	14	\$5.08	\$2.54	102	12
Burnaby / Coquitlam, BC	\$6.36	\$1.59	2.53%	95	10	\$5.13	\$2.51	101	11
Langford/Victoria, BC	\$6.42	\$1.61	3.55%	96	12	\$5.15	\$2.57	103	13

Canadian Fluid Milk Report

Milk vs. Silk



Milk
2% Milk
2L

National Average Cost Per Litre = \$2.49



Silk
Unsweetened Almond
1.89L

National Average Cost Per Litre = \$2.76

Canadian Fluid Milk Report - Milk vs. Silk

	Average Current Price 2% Milk - 2L	Average Price Per Litre	Average Current Price Unsweetened Silk Almond - 1.89L	Average Price Per Litre	Index Milk vs. Silk
National Average	\$5.00	\$2.49	\$5.22	\$2.76	104
St. John's, NL	\$4.81	\$2.41	\$5.25	\$2.78	109
Halifax, NS	\$4.75	\$2.37	\$5.31	\$2.81	112
Moncton, NB	\$4.81	\$2.24	\$4.92	\$2.60	102
Charlottetown, PE	\$4.60	\$2.30	\$5.19	\$2.74	113
Laval, QC	\$4.38	\$2.19	\$5.77	\$3.05	132
Quebec City, QC	\$4.45	\$2.23	\$5.61	\$2.97	126
Ottawa / Nepean, ON	\$5.41	\$2.71	\$5.00	\$2.65	92
Mississauga, ON	\$5.43	\$2.72	\$5.10	\$2.70	94
Scarborough, ON	\$5.43	\$2.72	\$4.93	\$2.61	91
Toronto, ON	\$5.43	\$2.71	\$5.36	\$2.83	99
London, ON	\$5.35	\$2.68	\$4.98	\$2.63	93
Windsor, ON	\$5.55	\$2.77	\$5.40	\$2.86	97
Sudbury, ON	\$5.42	\$2.71	\$5.09	\$2.69	94
Winnipeg, MB	\$4.49	\$2.24	\$5.23	\$2.77	116
Regina, SK	\$4.71	\$2.36	\$5.23	\$2.77	111
Edmonton, AB	\$4.72	\$2.36	\$5.06	\$2.68	107
Calgary, AB	\$4.82	\$2.41	\$4.79	\$2.54	99
Kelowna, BC	\$5.08	\$2.54	\$5.41	\$2.86	106
Burnaby / Coquitlam, BC	\$5.13	\$2.51	\$5.21	\$2.76	102
Langford/Victoria, BC	\$5.15	\$2.57	\$5.55	\$2.94	108

Canadian Fluid Milk Report

Cross Border Comparison - US Walmart

	2023 USD Price - 3.78L	2023 USD Price - 3.78L	% Change YOY	USD Price Per Litre	CAD Price Per Litre	CAD 4L Equiva lent Price
Bellingham, WA	\$2.92	\$3.59	23%	\$0.95	\$1.29	\$4.88
Grand Forks, ND	\$3.34	\$3.33	-0.3%	\$0.88	\$1.20	\$4.54
Amherst, NY	\$2.38	\$2.60	9%	\$0.69	\$0.94	\$3.55
Saint Albans, VT	\$3.02	\$3.09	2%	\$0.82	\$1.12	\$4.23
Houlton, ME	\$3.92	\$3.92	0%	\$1.04	\$1.42	\$5.37



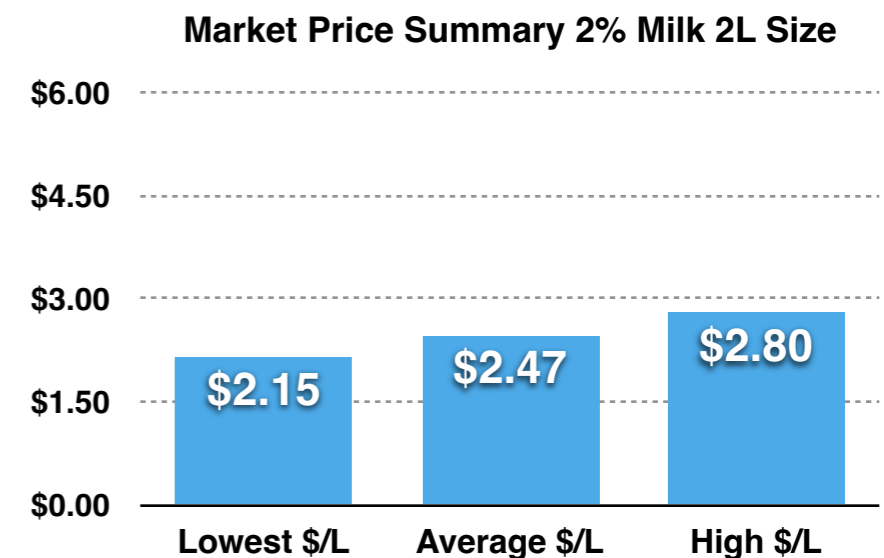
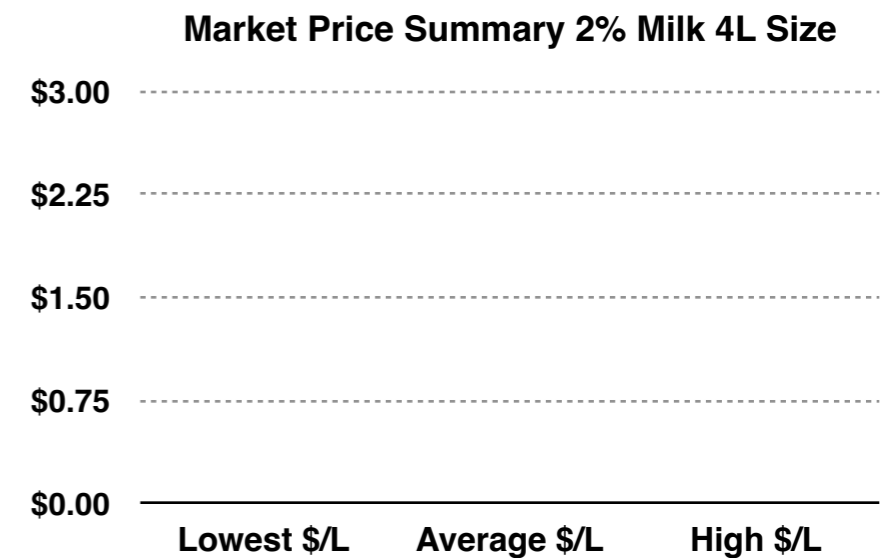
Great Value
Great Value Milk 2% Reduced Fat Gallon Plastic Jug
 ★★☆☆☆ (2.8) 5,024 reviews
\$3.59 2.8 ¢/fl oz
 Price when purchased online ⓘ

Source: Walmart.com

Canadian Fluid Milk Report

St. John's, NL

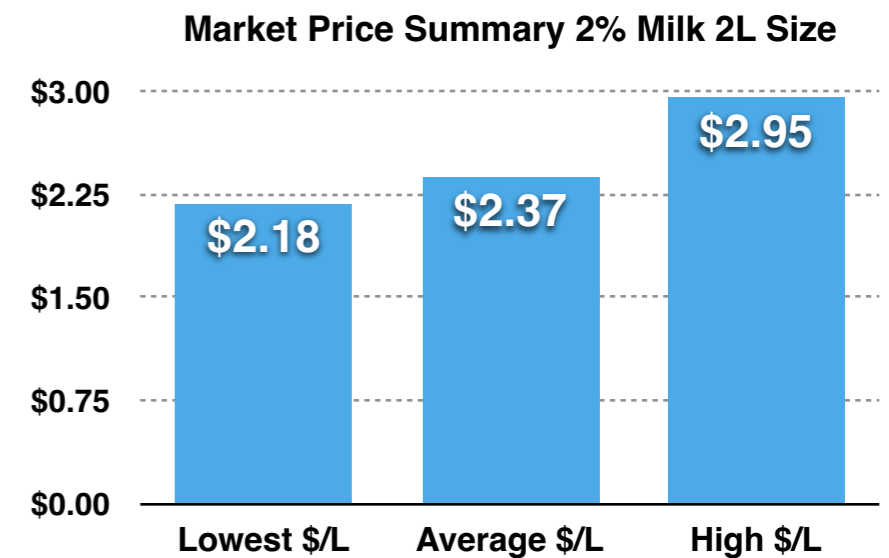
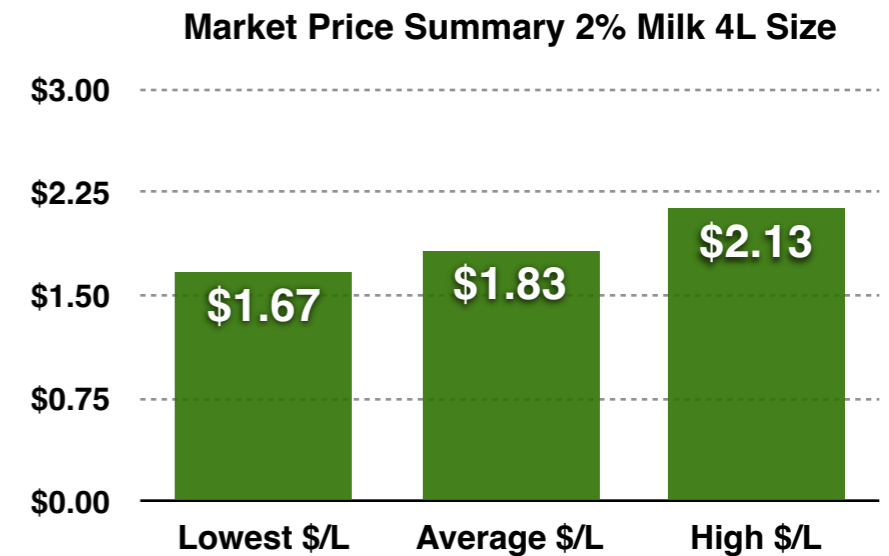
	March 2023			June 2024		
	Price 2% Milk - 4L Size	Price 2% Milk - 4L Size	Price Per Litre	Price 2% Milk - 2L Size	Price 2% Milk - 2L Size	Price Per Litre
Costco	NA	NA	NA	\$4.19	\$4.29	\$2.15
Dominion	NA	NA	NA	\$4.79	\$4.95	\$2.48
Circle K	NA	NA	NA	NA	\$5.59	\$2.80
Needs	NA	NA	NA	NA	\$5.49	\$2.75
Shoppers Drug Mart	NA	NA	NA	\$4.48	\$4.66	\$2.33
Sobeys	NA	NA	NA	\$4.79	\$4.95	\$2.48
Walmart	NA	NA	NA	\$4.48	\$4.64	\$2.32



Canadian Fluid Milk Report

Halifax, NS

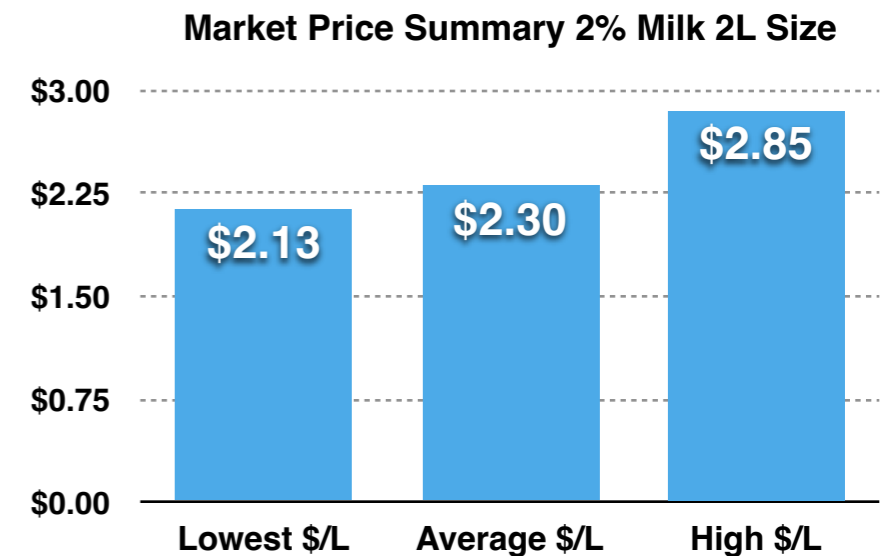
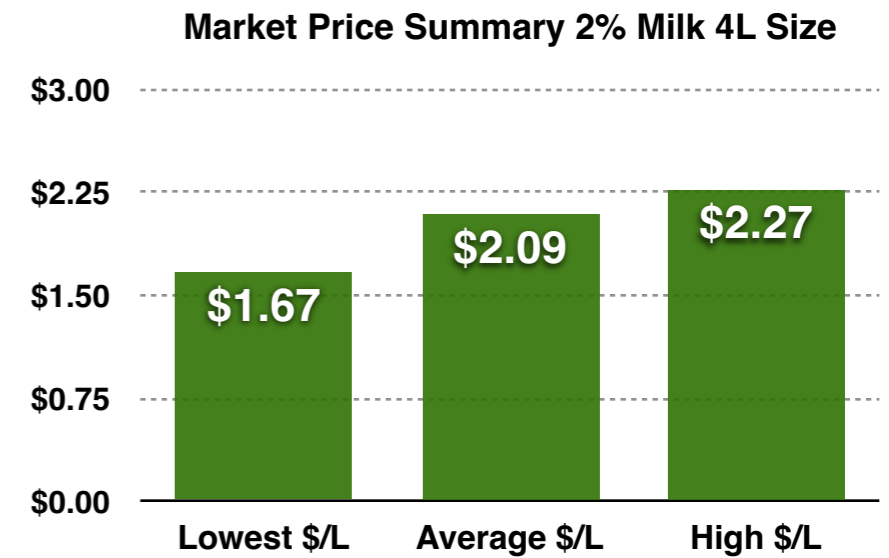
	March 2023 Price 2% Milk - 4L Size	June 2024 Price 2% Milk - 4L Size	Price Per Litre	March 2023 Price 2% Milk - 2L Size	June 2024 Price 2% Milk - 2L Size	Price Per Litre
Circle K	\$6.75	\$7.29	\$1.82	\$5.05	\$5.89	\$2.95
Costco	\$6.39	\$6.69	\$1.67	NA	NA	NA
Petro Canada	\$8.50	\$8.50	\$2.13	\$4.99	\$4.99	\$2.50
Shoppers Drug Mart	\$6.88	\$7.23	\$1.81	\$4.28	\$4.36	\$2.18
Sobeys	\$6.88	\$7.27	\$1.82	\$4.29	\$4.45	\$2.23
Superstore	\$6.99	\$7.27	\$1.82	\$4.29	\$4.45	\$2.23
Walmart	\$6.98	\$6.86	\$1.72	\$4.28	\$4.35	\$2.18



Canadian Fluid Milk Report

Charlottetown, PE

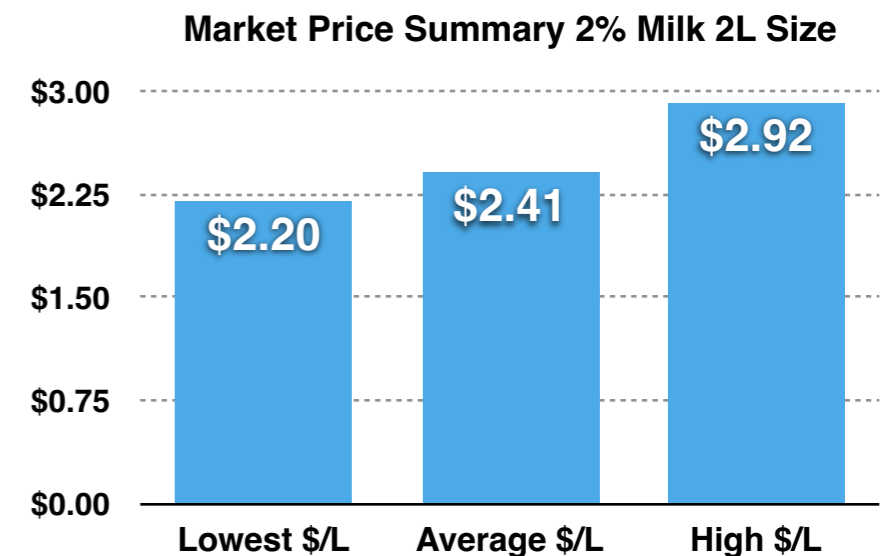
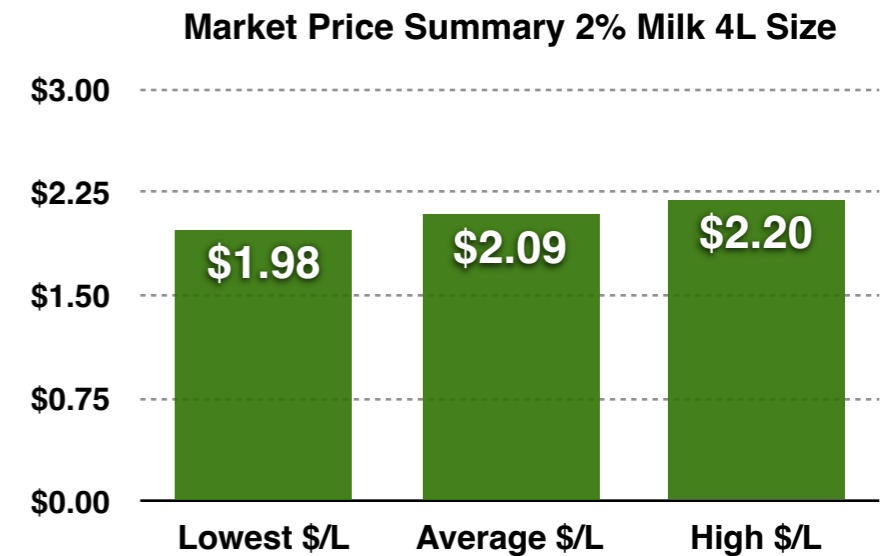
	March 2023 Price 2% Milk - 4L Size	June 2024 Price 2% Milk - 4L Size	Price Per Litre	March 2023 Price 2% Milk - 2L Size	June 2024 Price 2% Milk - 2L Size	Price Per Litre
Circle K	\$8.69	\$8.89	\$2.22	\$5.69	\$5.69	\$2.85
Shoppers Drug Mart	\$7.99	\$8.29	\$2.07	\$4.58	\$4.58	\$2.29
Sobeys	\$8.88	\$9.09	\$2.27	\$4.58	\$4.25	\$2.13
Superstore	\$8.79	\$6.66	\$1.67	\$4.09	\$4.25	\$2.13
Walmart	\$8.88	\$8.78	\$2.20	\$4.58	\$4.25	\$2.13



Canadian Fluid Milk Report

Moncton, NB

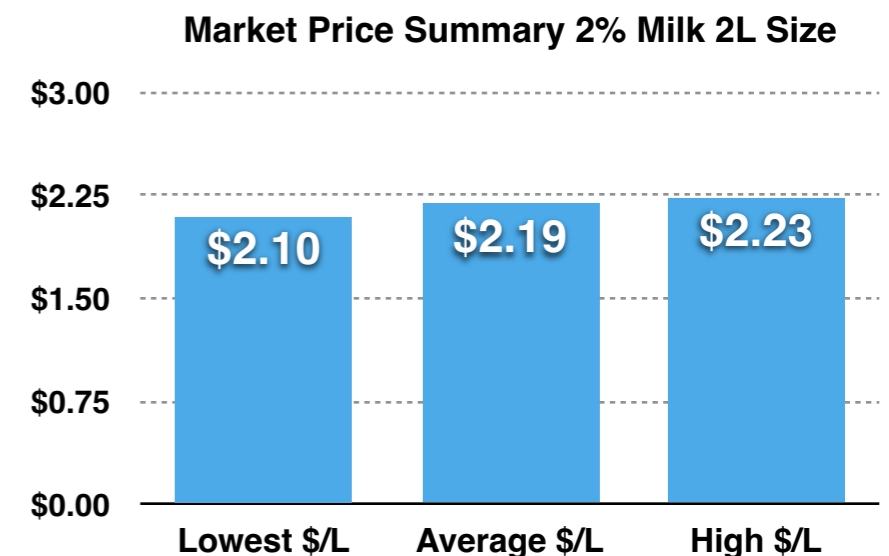
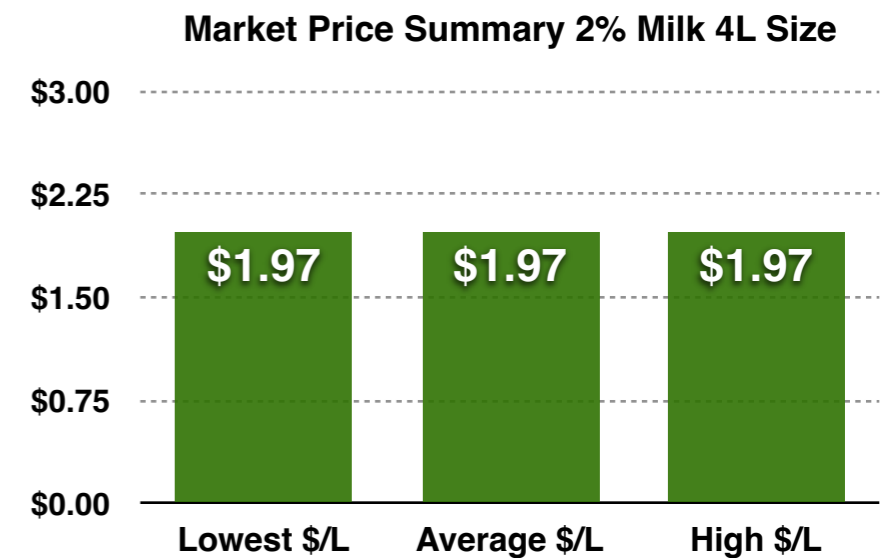
	4L Size			2L Size		
	March 2023 Price 2% Milk - 4L Size	June 2024 Price 2% Milk - 4L Size	Price Per Litre	March 2023 Price 2% Milk - 2L Size	June 2024 Price 2% Milk - 2L Size	Price Per Litre
Circle K	NA	\$8.79	\$2.20	NA	\$5.84	\$2.92
Costco	\$7.99	\$8.19	\$2.05	\$4.29	\$4.39	\$2.20
Shoppers Drug Mart	\$7.99	\$7.91	\$1.98	\$4.39	\$4.59	\$2.30
Sobeys	\$8.19	\$8.45	\$2.11	\$4.59	\$4.69	\$2.35
Superstore	\$8.19	\$8.35	\$2.09	\$4.59	\$4.59	\$2.30
Walmart	\$8.18	\$8.35	\$2.09	\$4.58	\$4.59	\$2.30
Needs	NA	NA	NA	\$4.89	\$4.99	\$2.50



Canadian Fluid Milk Report

Laval, QC

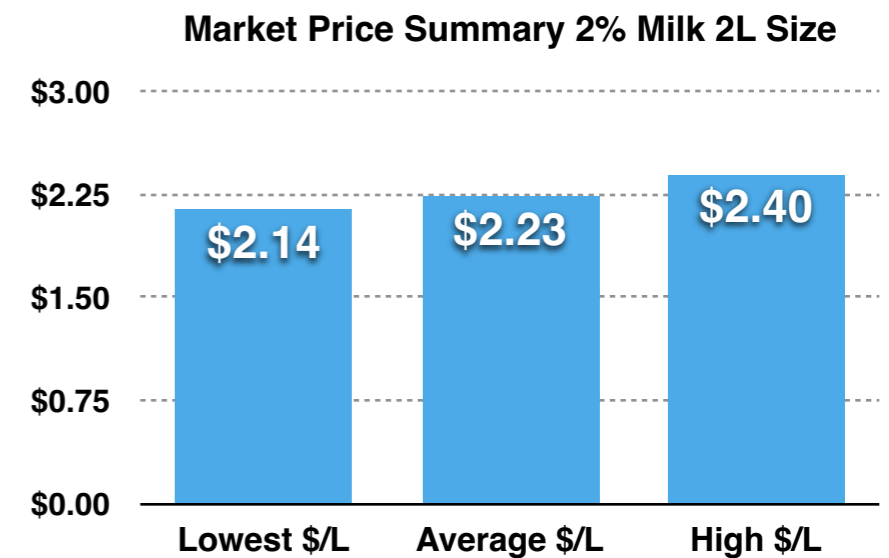
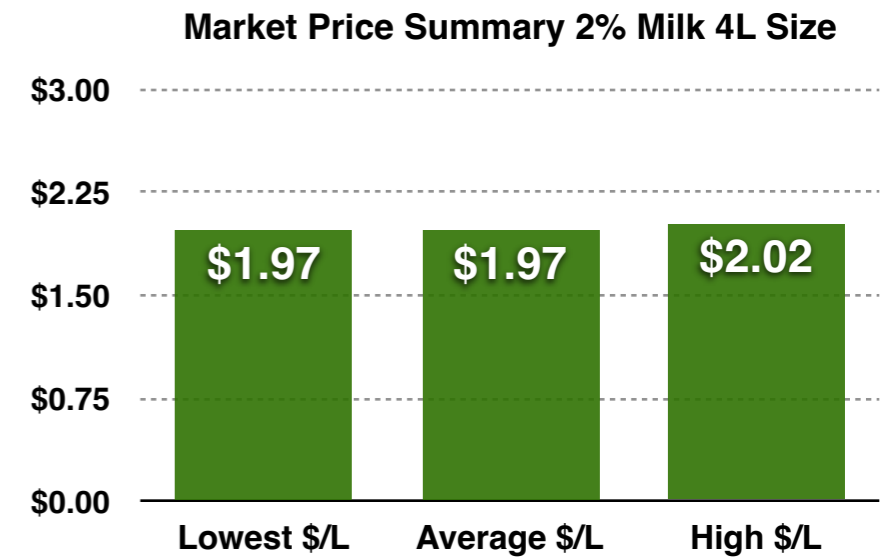
	March 2023 Price 2% Milk - 4L Size	June 2024 Price 2% Milk - 4L Size	Price Per Litre	March 2023 Price 2% Milk - 2L Size	June 2024 Price 2% Milk - 2L Size	Price Per Litre
Costco	\$7.56	\$7.87	\$1.97	NA	\$4.19	\$2.10
IGA Extra	\$7.56	\$7.87	\$1.97	\$4.29	\$4.45	\$2.23
Maxi	\$7.56	\$7.87	\$1.97	\$4.29	\$4.45	\$2.23
Metro	\$7.56	\$7.87	\$1.97	\$4.29	\$4.45	\$2.23
Pharmaprix	\$7.56	\$7.87	\$1.97	\$4.29	\$4.45	\$2.23
Super C	\$7.56	\$7.87	\$1.97	\$4.29	NA	NA
Walmart	\$7.56	\$7.87	\$1.97	\$4.28	\$4.28	\$2.14



Canadian Fluid Milk Report

Quebec City, QC

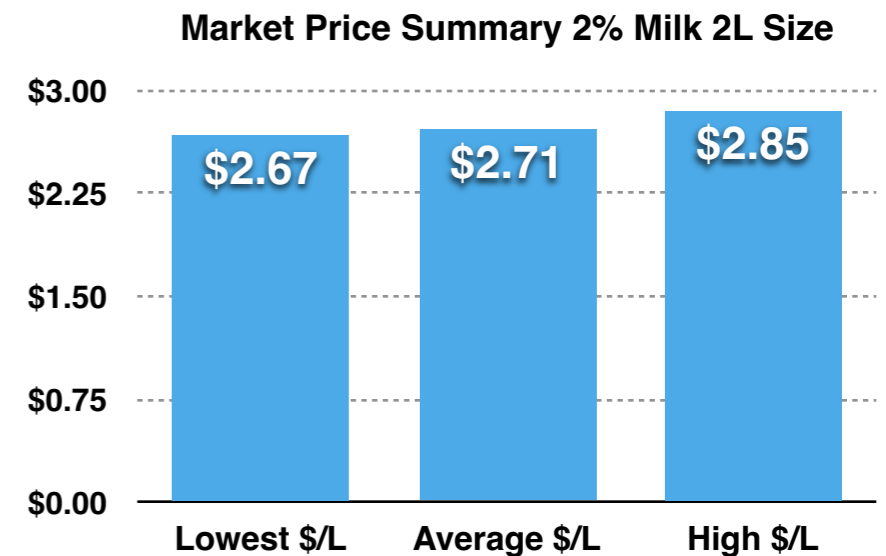
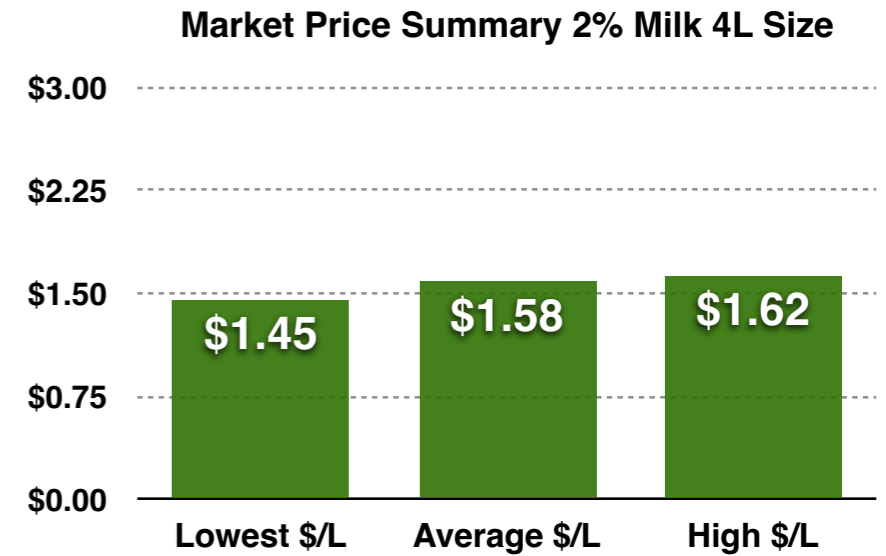
	March 2023 Price 2% Milk - 4L Size	June 2024 Price 2% Milk - 4L Size	Price Per Litre	March 2023 Price 2% Milk - 2L Size	June 2024 Price 2% Milk - 2L Size	Price Per Litre
Esso	NA	\$7.87	\$1.97	NA	\$4.29	\$2.15
Costco	\$7.56	\$7.87	\$1.97	NA	NA	NA
IGA Extra	\$7.56	\$7.87	\$1.97	\$4.29	\$4.45	\$2.23
Maxi	\$7.56	\$7.87	\$1.97	\$4.29	\$4.45	\$2.23
Metro Plus	NA	\$7.87	\$1.97	NA	\$4.45	\$2.23
PharmaPrix	NA	\$7.87	\$1.97	NA	\$4.45	\$2.23
Provigo	\$7.59	\$8.07	\$2.02	\$4.29	NA	NA
Shell/Boni Soir	\$7.56	\$7.87	\$1.97	\$4.29	\$4.79	\$2.40
Super C	\$7.56	\$7.87	\$1.97	\$4.29	\$4.45	\$2.23
Walmart	\$7.56	\$7.87	\$1.97	\$4.28	\$4.28	\$2.14



Canadian Fluid Milk Report

Ottawa / Nepean, ON

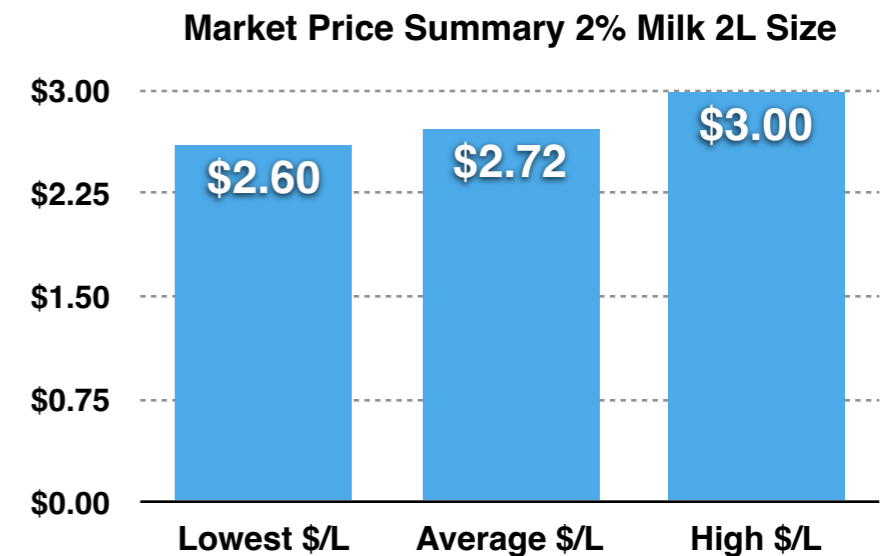
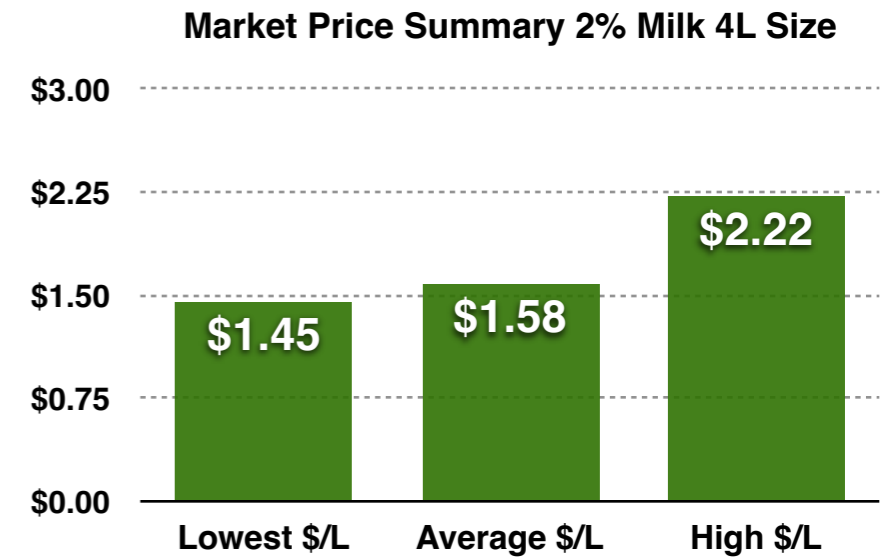
	March 2023 Price 2% Milk - 4L Size	June 2024 Price 2% Milk - 4L Size	Price Per Litre	March 2023 Price 2% Milk - 2L Size	June 2024 Price 2% Milk - 2L Size	Price Per Litre
Costco	\$5.59	\$5.79	\$1.45	NA	NA	NA
Circle K	\$6.19	\$6.49	\$1.62	\$5.49	\$5.69	\$2.85
Food Basics	\$5.89	\$6.09	\$1.52	\$5.19	\$5.34	\$2.67
FreshCo	\$5.99	\$6.08	\$1.52	\$5.19	\$5.34	\$2.67
Loblaws	\$5.89	\$6.09	\$1.52	\$5.19	\$5.34	\$2.67
Metro	\$5.89	\$6.09	\$1.52	\$5.19	\$5.39	\$2.70
Shoppers Drug Mart	\$5.89	\$6.09	\$1.52	\$4.99	\$5.59	\$2.80
Sobeys	\$5.89	\$6.09	\$1.52	\$4.99	\$5.39	\$2.70
Superstore	\$5.89	\$6.09	\$1.52	\$5.19	\$5.34	\$2.67
Walmart	\$5.89	\$6.08	\$1.52	\$5.18	\$5.34	\$2.67
YIG	\$5.89	\$6.09	\$1.52	\$5.19	\$5.34	\$2.67



Canadian Fluid Milk Report

Mississauga, ON

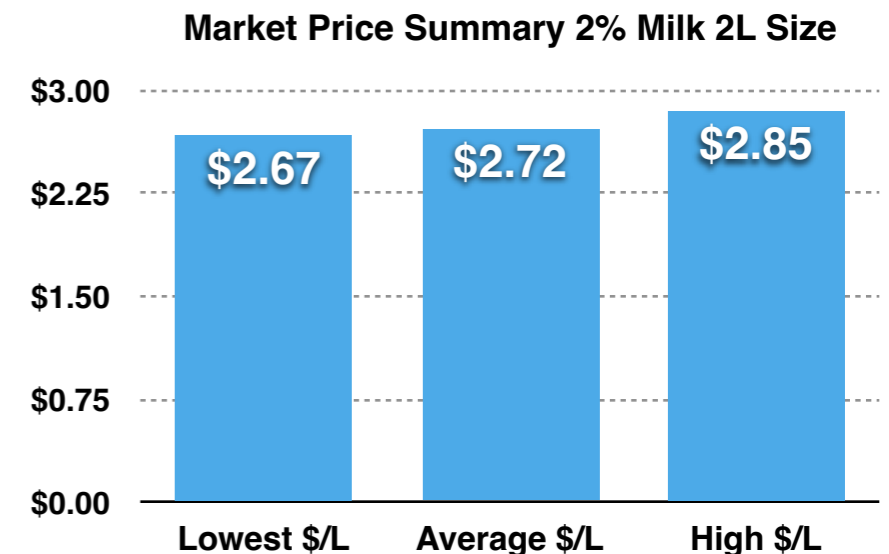
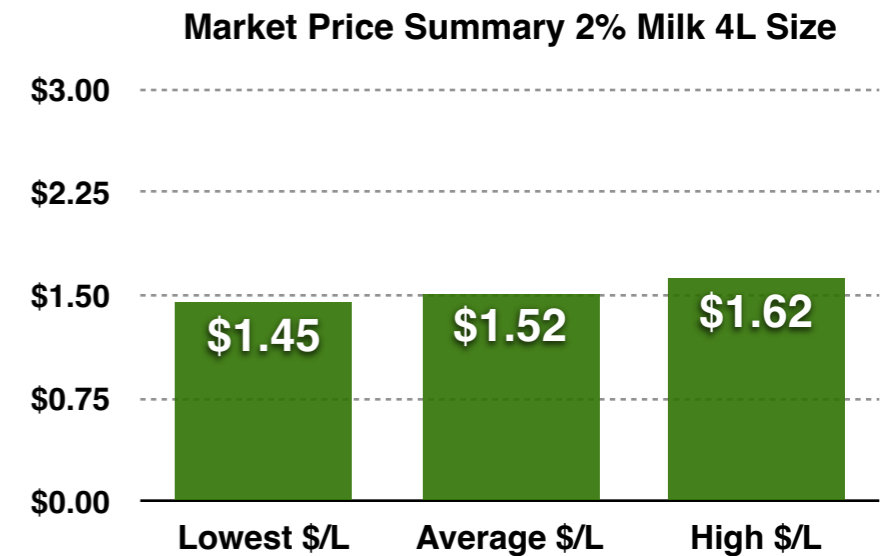
	March 2023 Price 2% Milk - 4L Size	June 2024 Price 2% Milk - 4L Size	Price Per Litre	March 2023 Price 2% Milk - 2L Size	June 2024 Price 2% Milk - 2L Size	Price Per Litre
7-Eleven	\$7.29	\$8.89	\$2.22	\$5.79	\$5.99	\$3.00
Costco	\$5.59	\$5.79	\$1.45	NA	NA	NA
Food Basics	\$5.89	\$6.08	\$1.52	\$5.19	\$5.34	\$2.67
FreshCo	\$5.89	\$6.08	\$1.52	\$5.19	\$5.19	\$2.60
Loblaws	\$5.89	\$6.09	\$1.52	\$5.19	NA	NA
Metro	\$5.89	\$6.09	\$1.52	\$5.19	NA	NA
No Frills	NA	\$6.08	\$1.52	\$4.99	NA	NA
Shoppers Drug Mart	\$5.89	\$6.08	\$1.52	\$4.99	\$5.59	\$2.80
Sobeys	\$5.89	\$6.09	\$1.52	\$5.19	\$5.39	\$2.70
Superstore	\$5.89	\$6.09	\$1.52	\$5.19	\$5.19	\$2.60
Walmart	\$5.89	\$6.08	\$1.52	\$5.18	\$5.34	\$2.67



Canadian Fluid Milk Report

Scarborough, ON

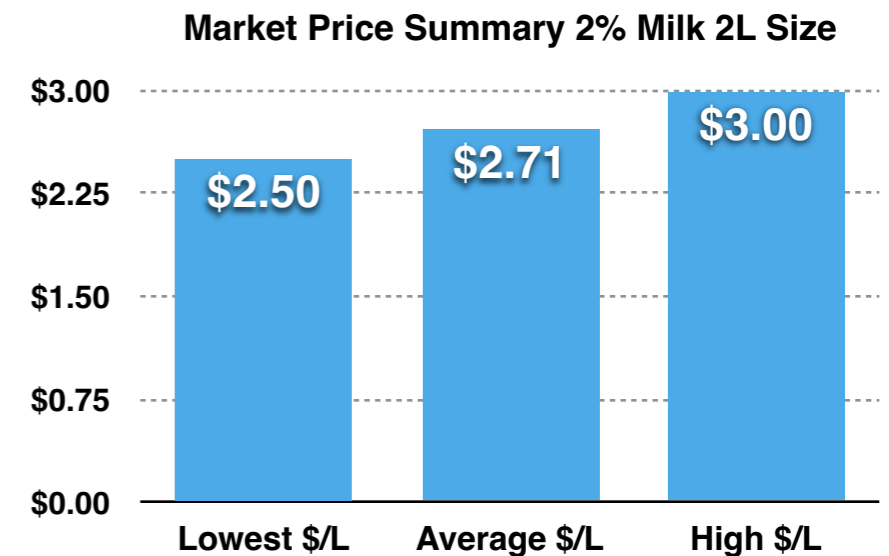
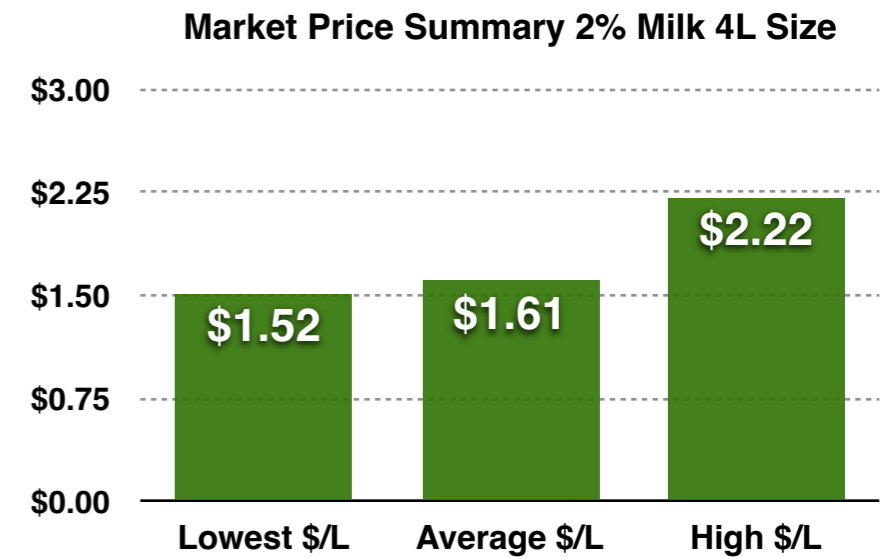
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Costco	\$5.59	\$5.79	\$1.45	NA	NA	NA
Circle K	NA	\$6.49	\$1.62	NA	\$5.69	\$2.85
Food Basics	\$5.89	\$6.09	\$1.52	\$5.19	\$5.34	\$2.67
FreshCo	\$5.89	\$6.08	\$1.52	\$5.19	\$5.39	\$2.70
Metro	\$5.89	\$6.09	\$1.52	\$5.19	\$5.39	\$2.70
No Frills	\$5.89	\$6.08	\$1.52	\$5.19	NA	NA
Shoppers Drug Mart	\$5.89	NA	NA	\$4.99	NA	NA
Superstore	\$5.89	\$6.09	\$1.52	\$5.19	NA	NA
Walmart	\$5.89	\$6.08	\$1.52	\$5.18	\$5.34	\$2.67



Canadian Fluid Milk Report

Toronto, ON

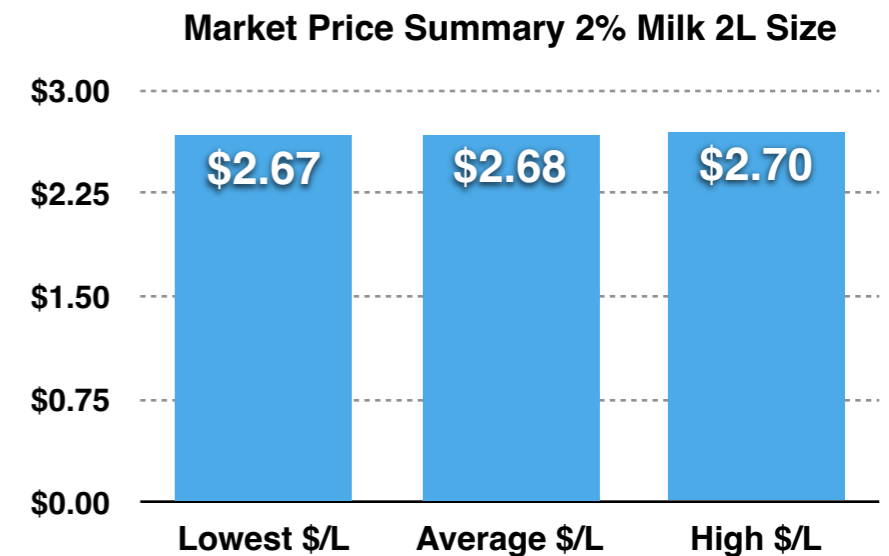
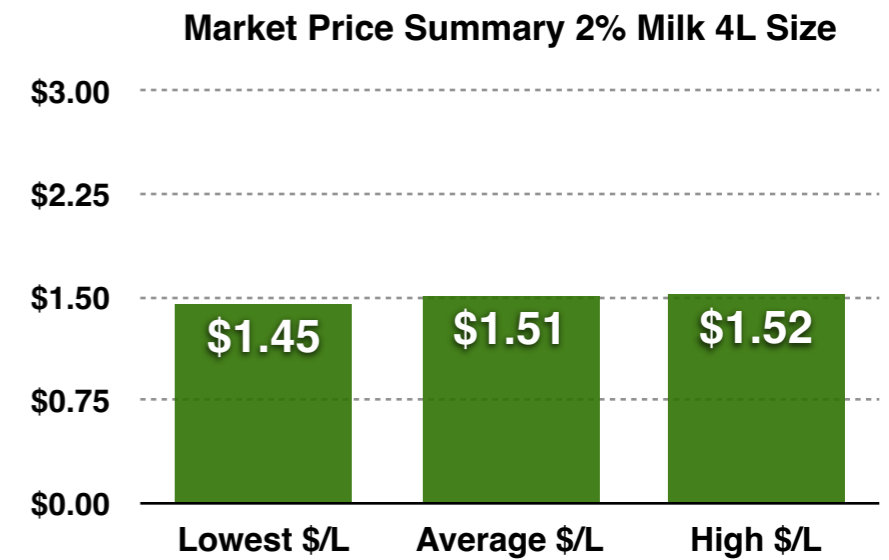
	March 2023 Price 2% Milk - 4L Size	June 2024 Price 2% Milk - 4L Size	Price Per Litre	March 2023 Price 2% Milk - 2L Size	June 2024 Price 2% Milk - 2L Size	Price Per Litre
7-Eleven	\$6.79	\$8.89	\$2.22	NA	\$5.99	\$3.00
Circle K	\$6.79	\$6.99	\$1.75	\$5.29	\$5.59	\$2.80
Food Basics	\$5.89	\$6.09	\$1.52	\$5.19	\$5.34	\$2.67
FreshCo	\$6.99	\$6.08	\$1.52	\$5.49	NA	NA
Hasty Market	\$5.89	\$6.19	\$1.55	\$5.15	\$4.99	\$2.50
Longos	\$5.89	\$6.19	\$1.55	NA	\$5.49	\$2.75
Metro	\$5.89	\$6.09	\$1.52	\$4.99	\$5.39	\$2.70
No Frills	\$5.89	\$6.08	\$1.52	NA	\$5.34	\$2.67
Shoppers Drug Mart	\$5.89	\$6.08	\$1.52	\$4.99	\$5.39	\$2.70
Sobeys	\$5.89	\$6.09	\$1.52	\$5.19	\$5.39	\$2.70
Walmart	\$5.39	\$6.08	\$1.52	\$5.18	\$5.34	\$2.67



Canadian Fluid Milk Report

London, ON

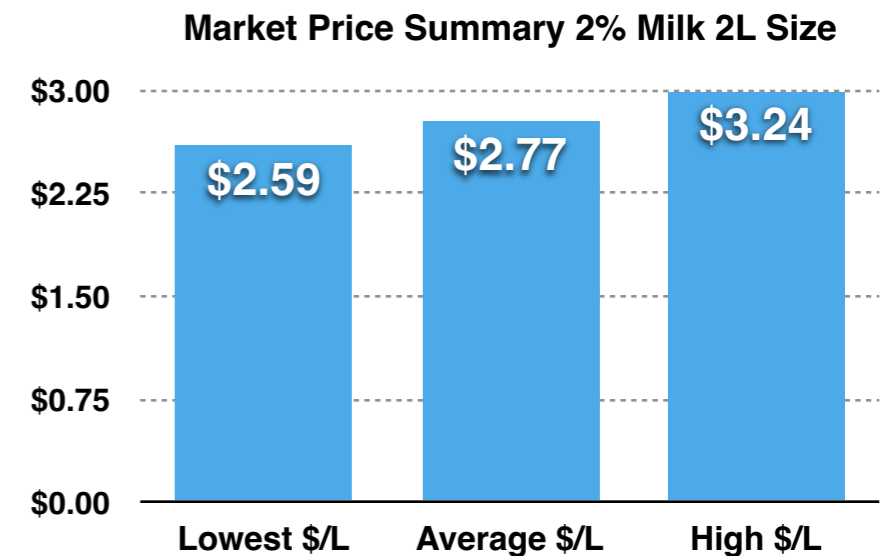
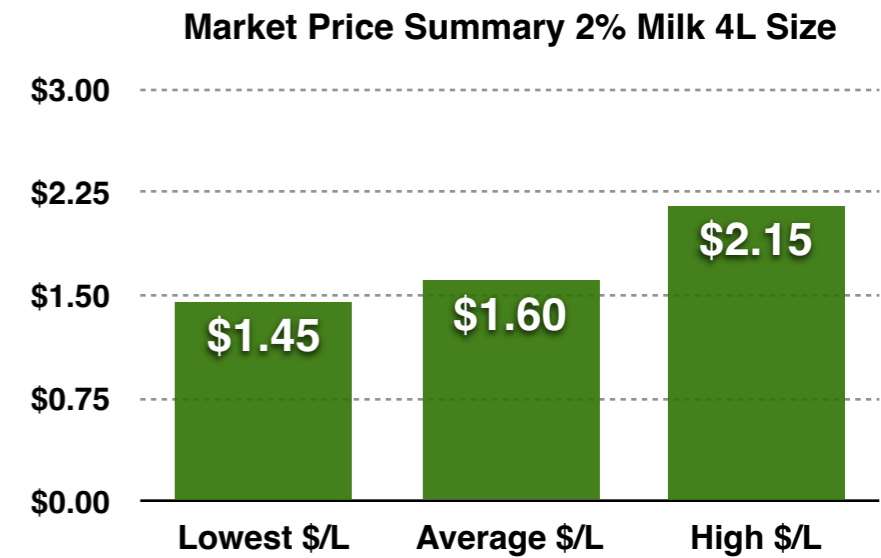
	March 2023 Price 2% Milk - 4L Size	June 2024 Price 2% Milk - 4L Size	Price Per Litre	March 2023 Price 2% Milk - 2L Size	June 2024 Price 2% Milk - 2L Size	Price Per Litre
Costco	\$5.45	\$5.79	\$1.45	NA	NA	NA
Food Basics	\$5.89	\$6.08	\$1.52	\$5.19	\$5.34	\$2.67
FreshCo	\$5.89	\$6.08	\$1.52	\$4.99	\$5.34	\$2.67
Loblaws	\$5.89	\$6.09	\$1.52	\$5.19	\$5.34	\$2.67
Metro	\$5.89	\$6.09	\$1.52	\$5.19	\$5.39	\$2.70
No Frills	\$5.89	\$6.08	\$1.52	\$5.19	\$5.34	\$2.67
Shoppers Drug Mart	\$5.89	\$6.08	\$1.52	\$4.99	NA	NA
Sobeys	\$5.89	\$6.09	\$1.52	\$5.19	\$5.39	\$2.70
Superstore	\$5.89	\$6.09	\$1.52	\$5.19	\$5.34	\$2.67
Walmart	\$5.89	\$6.08	\$1.52	\$5.08	\$5.34	\$2.67



Canadian Fluid Milk Report

Windsor, ON

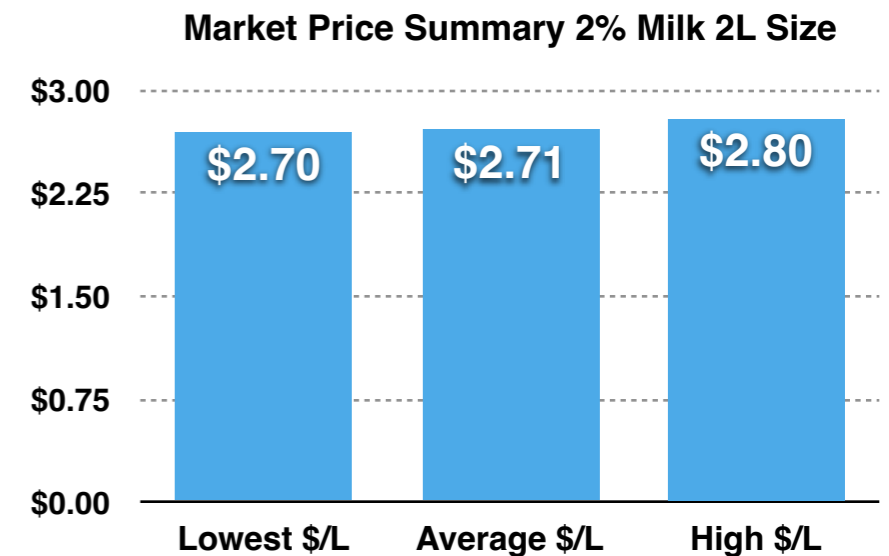
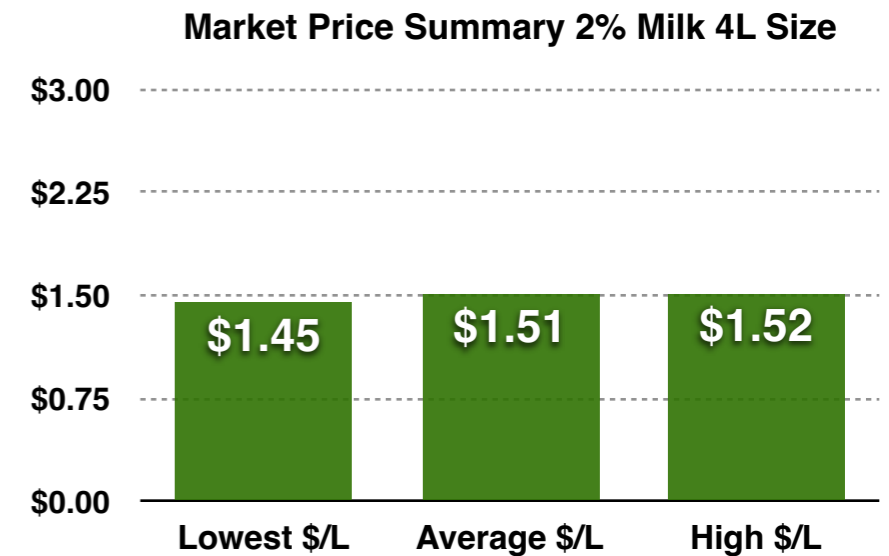
	March 2023 Price 2% Milk - 4L Size	June 2024 Price 2% Milk - 4L Size	Price Per Litre	March 2023 Price 2% Milk - 2L Size	June 2024 Price 2% Milk - 2L Size	Price Per Litre
7-Eleven	\$7.29	\$8.59	\$2.15	\$5.79	\$5.79	\$2.90
Costco	\$5.59	\$5.79	\$1.45	NA	NA	NA
Food Basics	\$5.89	\$6.09	\$1.52	\$5.19	\$5.34	\$2.67
FreshCo	\$5.89	\$6.08	\$1.52	\$5.19	\$5.39	\$2.70
V-Mart	\$6.19	\$7.38	\$1.85	\$5.29	\$6.48	\$3.24
No Frills	NA	\$6.08	\$1.52	NA	\$5.34	\$2.67
Shoppers Drug Mart	\$5.89	\$6.08	\$1.52	NA	\$5.59	\$2.80
Superstore	\$5.99	\$6.09	\$1.52	\$5.59	\$5.64	\$2.82
Sobeys	\$5.89	\$6.09	\$1.52	\$5.19	\$5.39	\$2.70
Walmart	\$5.89	\$6.08	\$1.52	\$5.18	\$5.18	\$2.59
Zehrs	\$5.89	\$6.09	\$1.52	\$5.19	\$5.34	\$2.67



Canadian Fluid Milk Report

Sudbury, ON

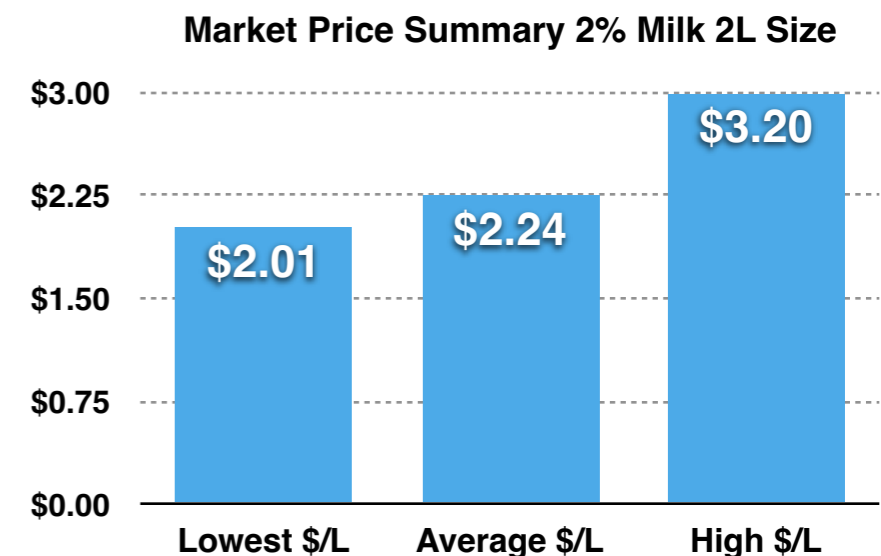
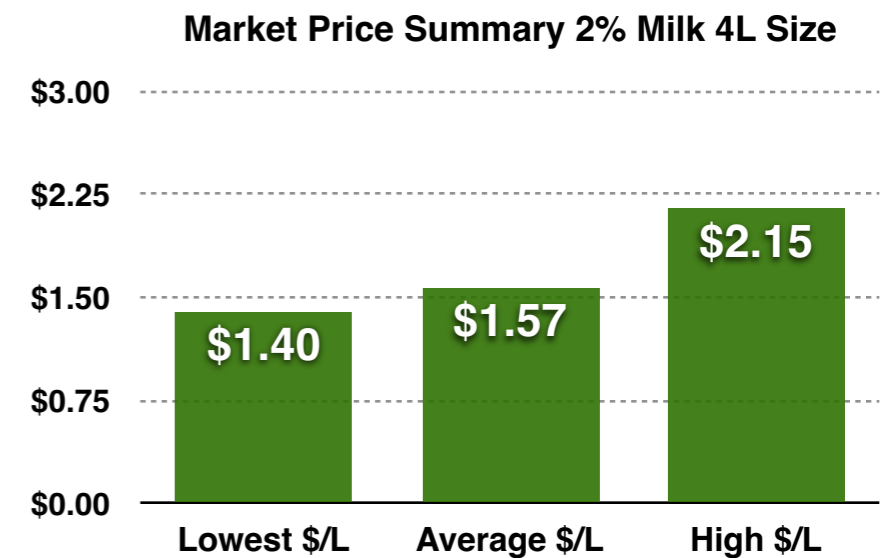
	March 2023 Price 2% Milk - 4L Size	June 2024 Price 2% Milk - 4L Size	Price Per Litre	March 2023 Price 2% Milk - 2L Size	June 2024 Price 2% Milk - 2L Size	Price Per Litre
Costco	\$5.59	\$5.79	\$1.45	NA	NA	NA
Metro	\$5.89	\$6.09	\$1.52	\$5.19	\$5.39	\$2.70
Shoppers Drug Mart	\$5.89	\$6.08	\$1.52	\$5.29	\$5.59	\$2.80
Superstore	\$5.59	\$6.09	\$1.52	\$4.99	\$5.34	\$2.67
Walmart	\$5.48	\$6.08	\$1.52	NA	\$5.34	\$2.67



Canadian Fluid Milk Report

Winnipeg, MB

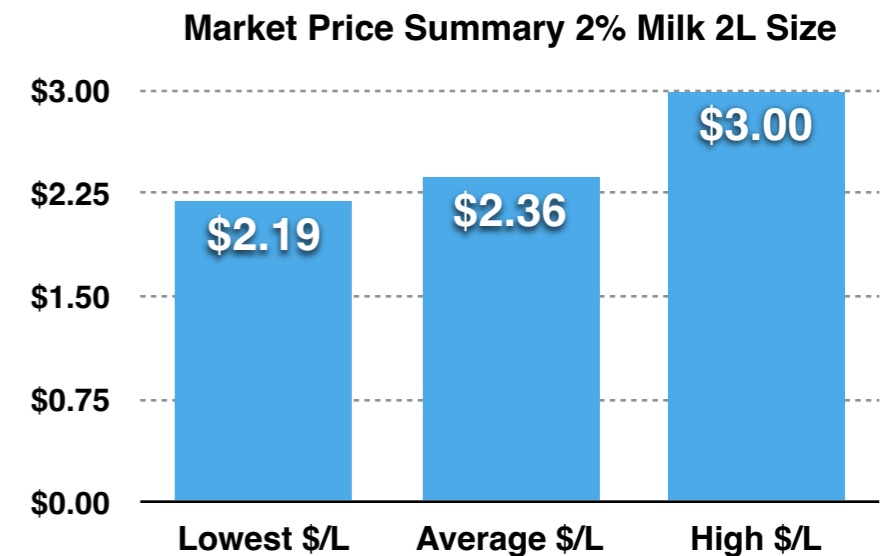
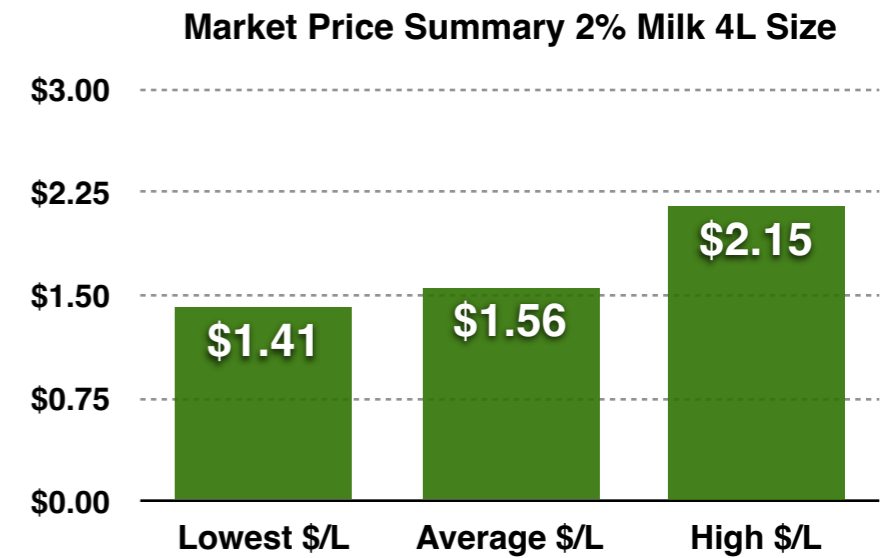
	March 2023 Price 2% Milk - 4L Size	June 2024 Price 2% Milk - 4L Size	Price Per Litre	March 2023 Price 2% Milk - 2L Size	June 2024 Price 2% Milk - 2L Size	Price Per Litre
7-Eleven	\$8.59	\$8.59	\$2.15	\$5.99	\$5.19	\$2.60
Circle K	\$7.99	\$8.29	\$2.07	\$4.02	\$6.39	\$3.20
Co-op	\$6.24	\$6.39	\$1.60	NA	\$4.02	\$2.01
Costco	\$5.49	\$5.58	\$1.40	\$4.02	NA	NA
No Frills	\$5.58	\$5.74	\$1.44	\$4.19	\$4.10	\$2.05
Safeway	\$5.59	\$5.75	\$1.44	\$4.19	\$4.10	\$2.05
Save on Foods	\$5.59	\$5.75	\$1.44	\$4.29	\$4.10	\$2.05
Shoppers Drug Mart	\$5.58	\$5.89	\$1.47	\$4.19	\$4.69	\$2.35
Sobeys	\$5.59	\$5.75	\$1.44	\$4.09	\$4.10	\$2.05
Superstore	\$5.58	\$5.74	\$1.44	\$4.48	\$4.10	\$2.05
Walmart	\$5.58	\$5.58	\$1.40	\$3.60	\$4.10	\$2.05



Canadian Fluid Milk Report

Regina, SK

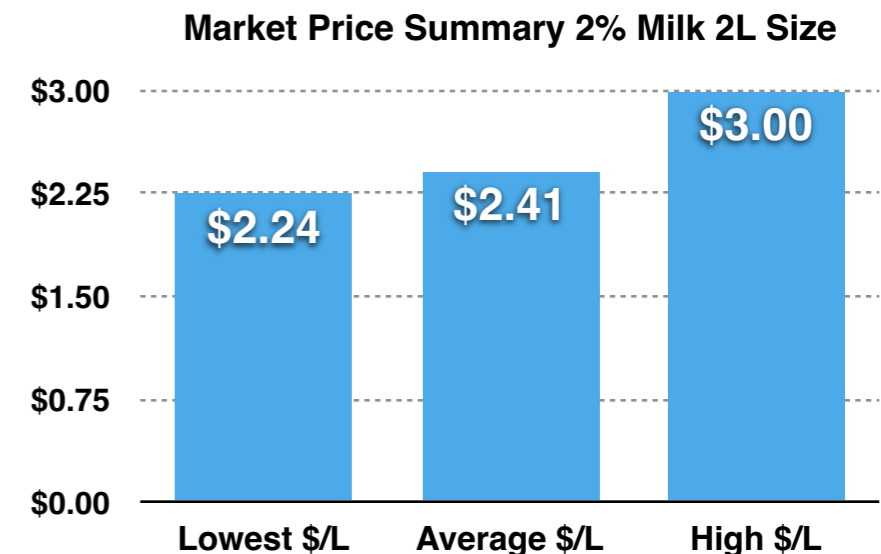
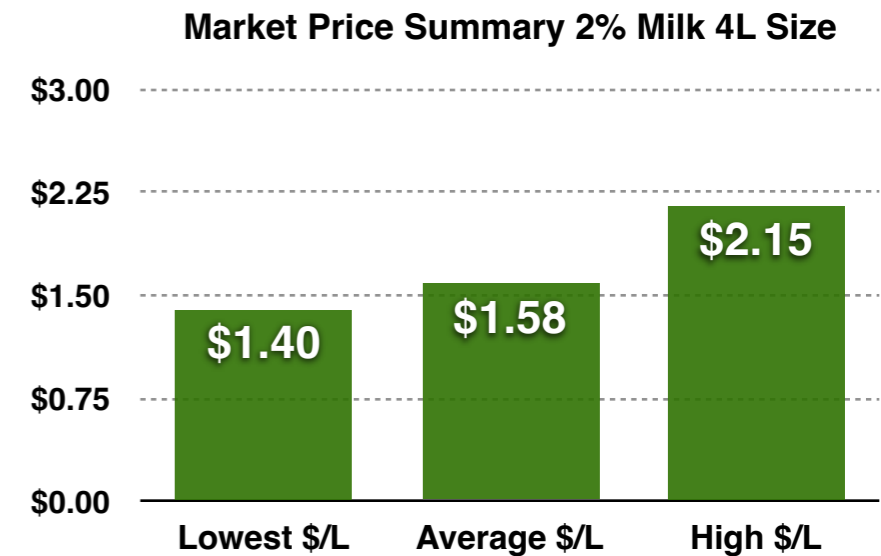
	March 2023 Price 2% Milk - 4L Size	June 2024 Price 2% Milk - 4L Size	Price Per Litre	March 2023 Price 2% Milk - 2L Size	June 2024 Price 2% Milk - 2L Size	Price Per Litre
7-Eleven	\$8.59	\$8.59	\$2.15	\$5.99	NA	NA
Circle K	\$7.89	\$8.19	\$2.05	\$5.59	\$5.99	\$3.00
Co-op	\$6.24	\$6.39	\$1.60	\$4.29	NA	NA
Costco	\$5.39	\$5.65	\$1.41	NA	NA	NA
No Frills	\$5.49	\$5.65	\$1.41	\$4.59	\$4.37	\$2.19
Safeway	\$5.79	\$5.65	\$1.41	\$4.59	\$4.57	\$2.29
Save on Foods	\$5.49	\$5.65	\$1.41	\$4.49	\$4.57	\$2.29
Shoppers Drug Mart	\$5.49	\$5.80	\$1.45	\$4.69	\$4.89	\$2.45
Sobeys	\$5.49	\$5.65	\$1.41	\$4.59	\$4.57	\$2.29
Superstore	\$5.49	\$5.65	\$1.41	\$4.49	\$4.37	\$2.19
Walmart	\$5.49	\$5.65	\$1.41	\$4.48	\$4.37	\$2.19



Canadian Fluid Milk Report

Calgary, AB

	March 2023 Price 2% Milk - 4L Size	June 2024 Price 2% Milk - 4L Size	Price Per Litre	March 2023 Price 2% Milk - 2L Size	June 2024 Price 2% Milk - 2L Size	Price Per Litre
7-Eleven	\$8.19	\$8.59	\$2.15	\$5.49	NA	NA
Circle K	\$7.89	\$7.69	\$1.92	\$5.59	\$5.99	\$3.00
Co-op	\$6.29	\$5.95	\$1.49	\$4.45	\$4.69	\$2.35
Costco	\$5.69	\$5.75	\$1.44	NA	NA	NA
No Frills	\$5.79	\$5.75	\$1.44	\$4.49	\$4.57	\$2.29
Safeway	\$5.79	\$5.95	\$1.49	\$4.69	\$4.69	\$2.35
Save on Foods	\$5.79	\$5.95	\$1.49	\$4.49	\$4.69	\$2.35
Shoppers Drug Mart	\$5.79	\$6.10	\$1.53	\$4.69	\$4.89	\$2.45
Superstore	\$5.79	\$5.75	\$1.44	\$4.49	\$4.57	\$2.29
Walmart	\$5.79	\$5.59	\$1.40	\$4.48	\$4.48	\$2.24

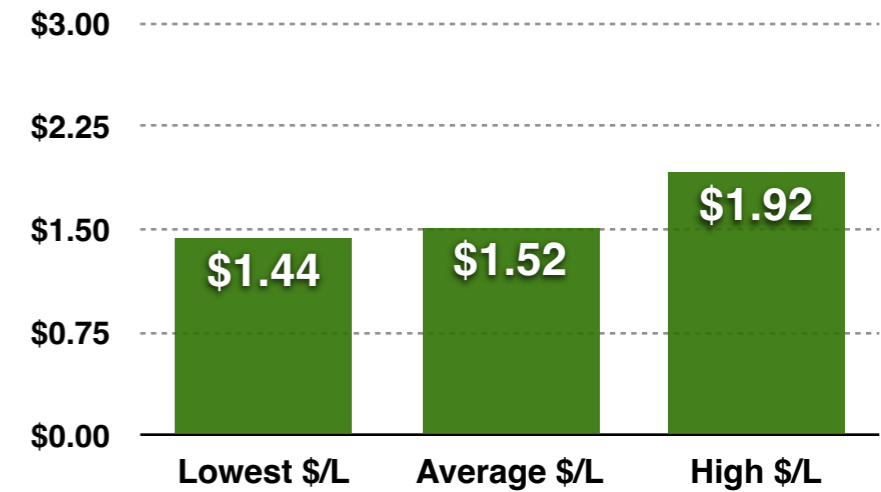


Canadian Fluid Milk Report

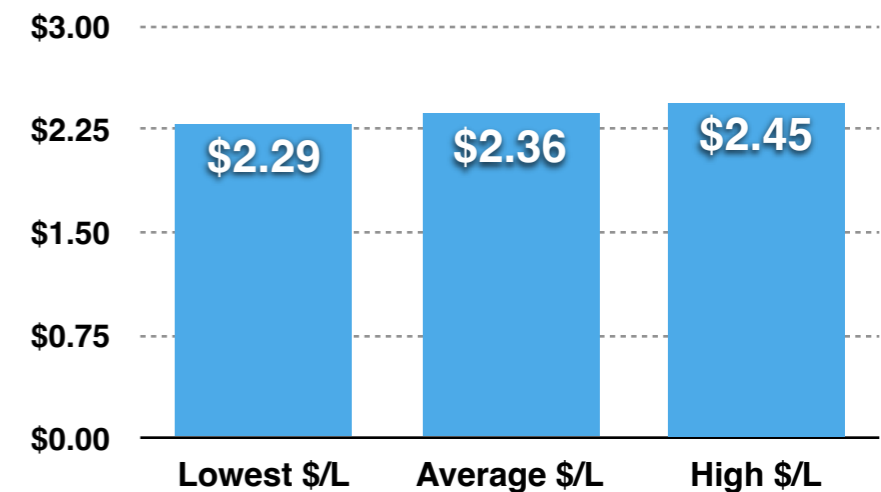
Edmonton, AB

	March 2023 Price 2% Milk - 4L Size	June 2024 Price 2% Milk - 4L Size	Price Per Litre	March 2023 Price 2% Milk - 2L Size	June 2024 Price 2% Milk - 2L Size	Price Per Litre
Costco	\$5.69	\$5.75	\$1.44	NA	NA	NA
Circle K	\$7.89	\$7.69	\$1.92	\$5.59	NA	NA
No Frills	\$5.79	\$5.75	\$1.44	\$4.49	\$4.57	\$2.29
Safeway	\$5.79	\$5.95	\$1.49	\$4.69	\$4.89	\$2.45
Save On Foods	\$5.79	\$5.95	\$1.49	\$4.49	\$4.69	\$2.35
Shoppers Drug Mart	\$5.79	\$6.10	\$1.53	\$4.69	\$4.89	\$2.45
Sobeys	\$5.79	\$5.95	\$1.49	\$4.69	\$4.69	\$2.35
Superstore	\$5.79	\$5.75	\$1.44	\$4.49	NA	NA
Walmart	\$5.79	\$5.75	\$1.44	\$4.48	\$4.57	\$2.29

Market Price Summary 2% Milk 4L Size



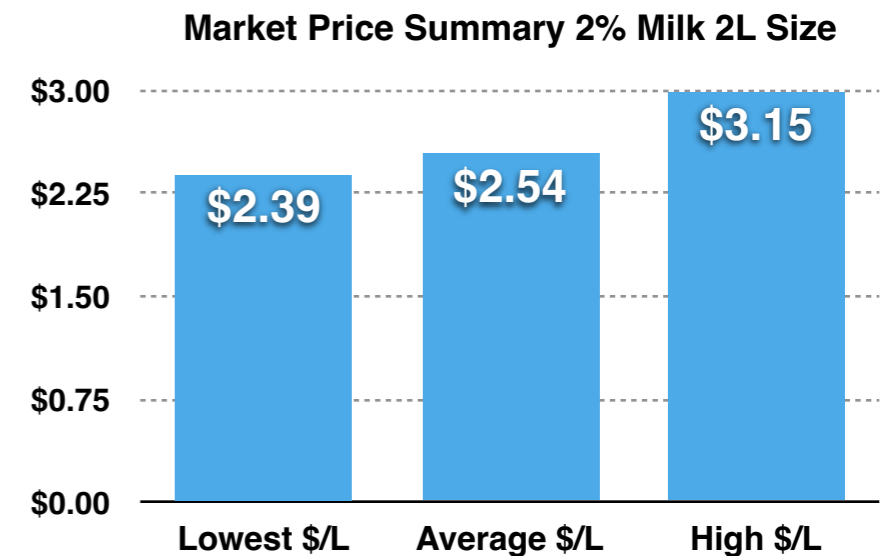
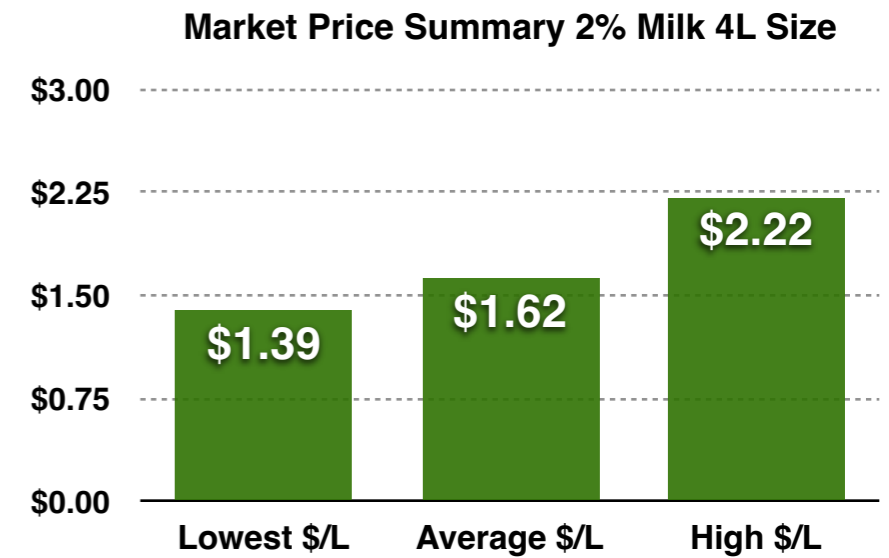
Market Price Summary 2% Milk 2L Size



Canadian Fluid Milk Report

Kelowna, BC

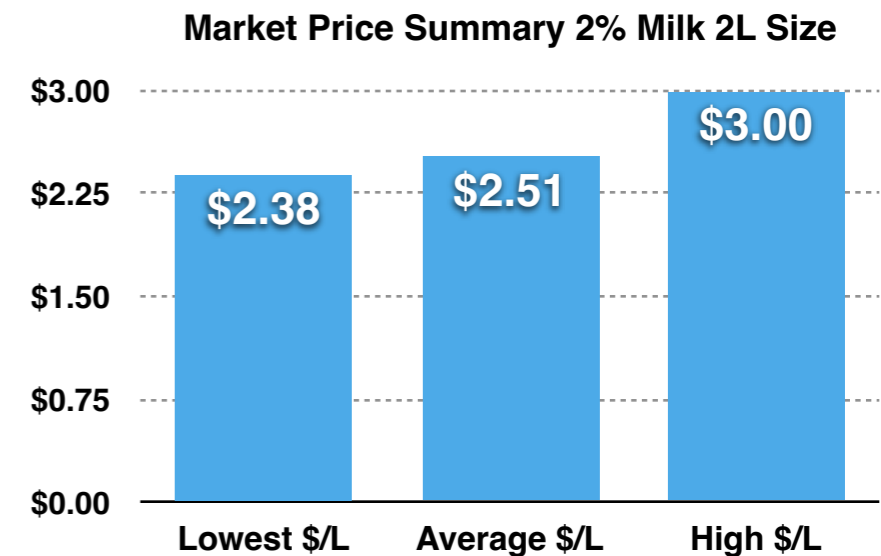
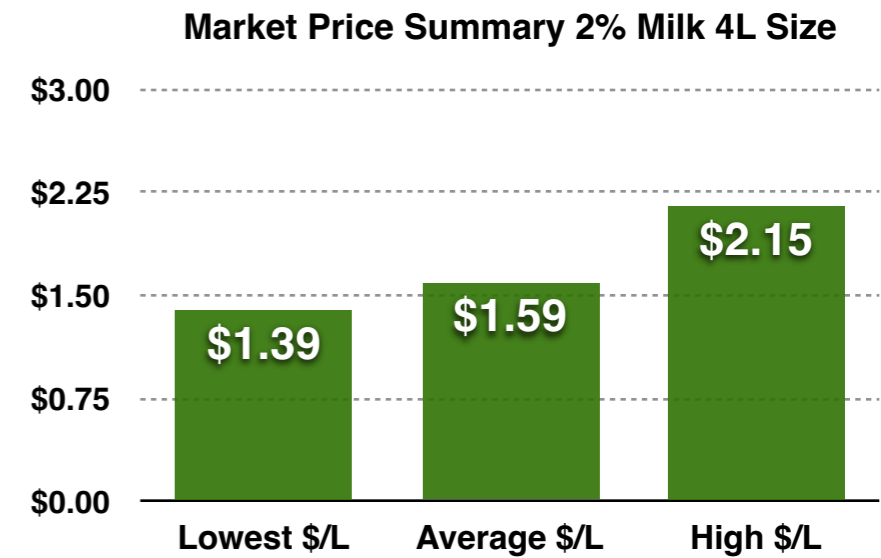
	March 2023 Price 2% Milk - 4L Size	June 2024 Price 2% Milk - 4L Size	Price Per Litre	March 2023 Price 2% Milk - 2L Size	June 2024 Price 2% Milk - 2L Size	Price Per Litre
Circle K	\$7.89	\$8.19	\$2.05	\$5.59	\$6.29	\$3.15
Costco	\$5.59	\$5.55	\$1.39	NA	NA	NA
7-Eleven	\$8.59	\$8.89	\$2.22	NA	NA	NA
Fresh Co	\$5.69	\$5.95	\$1.49	\$4.69	\$4.89	\$2.45
IGA Marketplace	\$6.99	\$6.99	\$1.75	\$5.39	\$5.39	\$2.70
Safeway	\$5.75	\$5.95	\$1.49	\$4.69	\$4.77	\$2.39
Save On Foods	\$5.75	\$5.95	\$1.49	\$4.69	\$4.89	\$2.45
Shoppers Drug Mart	\$5.69	\$5.69	\$1.42	\$4.79	\$4.89	\$2.45
Superstore	\$5.69	\$5.55	\$1.39	\$4.69	\$4.77	\$2.39
Your Independent Grocer	\$5.89	\$6.05	\$1.51	\$4.69	\$4.77	\$2.39



Canadian Fluid Milk Report

Burnaby / Coquitlam, BC

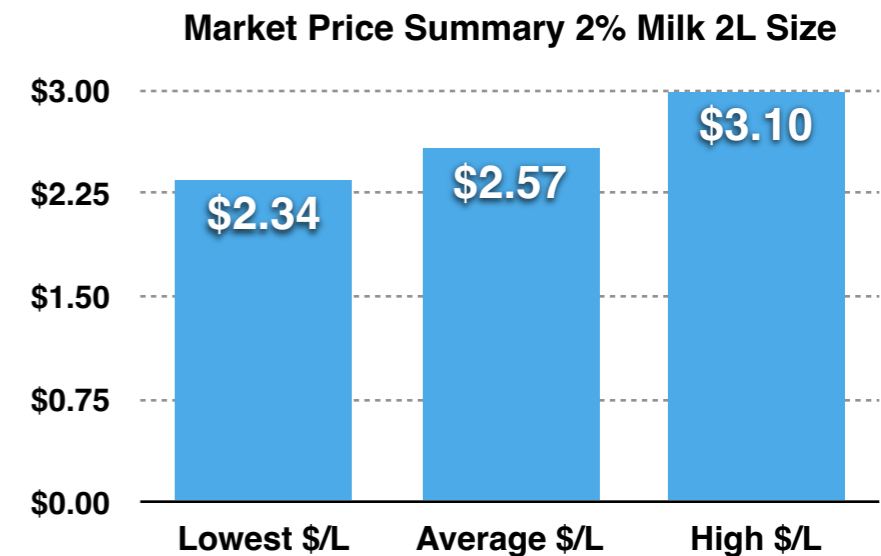
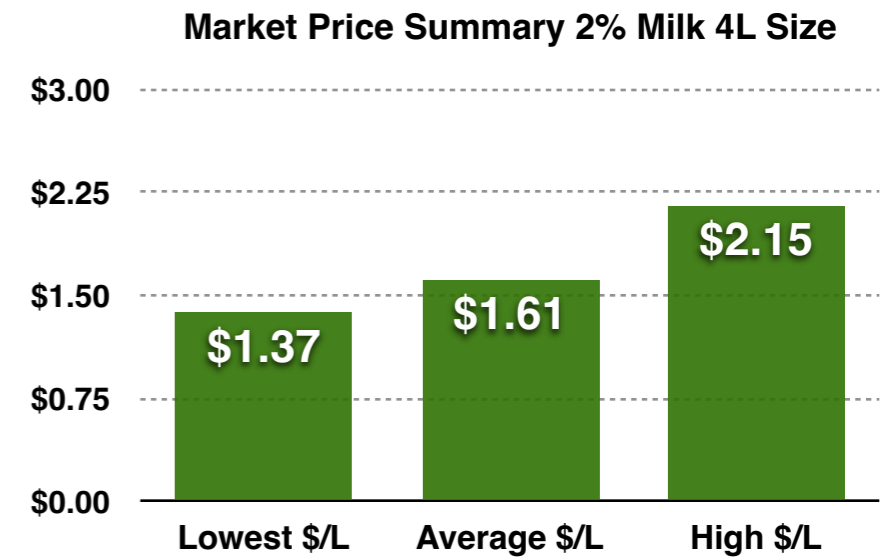
	March 2023 Price 2% Milk - 4L Size	June 2024 Price 2% Milk - 4L Size	Price Per Litre	March 2023 Price 2% Milk - 2L Size	June 2024 Price 2% Milk - 2L Size	Price Per Litre
7-Eleven	\$8.19	\$8.59	\$2.15	\$5.79	\$5.99	\$3.00
Circle K	\$7.59	\$8.19	\$2.05	\$5.29	\$5.99	\$3.00
Costco	\$5.59	\$5.55	\$1.39	NA	NA	NA
IGA Marketplace	\$6.99	\$6.99	\$1.75	\$5.39	\$5.39	\$2.70
No Frills	\$5.69	\$5.55	\$1.39	\$4.69	\$4.77	\$2.39
Save On Foods	\$5.75	\$5.55	\$1.39	\$4.69	\$4.77	\$2.39
Shoppers Drug Mart	\$5.69	\$5.95	\$1.49	\$4.79	\$4.89	\$2.45
Superstore	\$5.69	\$5.69	\$1.42	\$4.69	\$4.89	\$2.45
Thrifty Foods	NA	\$5.95	\$1.49	NA	\$4.75	\$2.38
Walmart	\$5.69	\$5.55	\$1.39	\$4.68	\$4.77	\$2.39



Canadian Fluid Milk Report

Langford/Victoria, BC

	March 2023			June 2024		
	Price 2% Milk - 4L Size	Price 2% Milk - 4L Size	Price Per Litre	Price 2% Milk - 2L Size	Price 2% Milk - 2L Size	Price Per Litre
7-Eleven	\$8.59	\$8.59	\$2.15	\$5.99	\$6.19	\$3.10
Costco	\$5.39	\$5.65	\$1.41	NA	NA	NA
Circle K	\$8.19	\$8.19	\$2.05	\$5.59	\$6.19	\$3.10
Save On Foods	\$5.49	\$5.69	\$1.42	\$4.59	\$4.85	\$2.43
Shoppers Drug Mart	\$5.49	\$5.49	\$1.37	\$4.79	\$4.89	\$2.45
Superstore	\$5.49	\$5.65	\$1.41	\$4.59	\$4.67	\$2.34
Thrifty Foods	\$5.75	\$6.85	\$1.71	\$4.59	\$4.85	\$2.43
Walmart	\$5.49	\$5.65	\$1.41	\$4.58	\$4.77	\$2.39
Your Independent Grocer	\$5.89	\$6.05	\$1.51	\$4.69	\$4.77	\$2.39



Canadian Fluid Milk Report - Methodology

Price audits were conducted using Field Agent Canada's panel of over 291,000 smartphone users who have downloaded our free app and conduct audits, mystery shops and shopper surveys from Coast-to-Coast.

Data was collected in 186 stores from May 27-June 22, 2024 in 20 markets across Canada with at least one market in each of the ten provinces.

We measured retail prices on 2% milk products which represent the largest segment of Canadian Fluid Milk sales.

Agents collected the regular price point and any promotional price points available for 2% Milk including both 2L and 4L sizes, and carton, jug and bagged formats.

The CURRENT PRICE reflected in this report is the retail shelf price excluding any current promotions.

Prices recorded were the prices shown on shelf tags, on-pack price stickers or store signage. Where prices were not available the current price was sourced through the store clerk and recorded.

When multiple offerings of 2% milk were present, the lowest priced 2% Milk in both the 2L and 4L segments was recorded.

Prices are for base milk products. Value added products such as "fine-filtered", "organic" or "lactose free" varieties were excluded.