

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

**How much are Canadians paying for milk?**  
**Canadian Fluid Milk Report - March 2023**

# Canadian Fluid Milk Report

## Executive Summary

One of Field Agent's most popular reports on the Canadian grocery industry is back! The 2023 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.

Inflation is at its highest level in thirty years and Canadian consumers are paying more for a wide range of products. This is putting a strain on household budgets and increasing the grocery bill for Canadians from coast-to-coast.

Our survey discovered record high milk prices, with average prices of 4L milk increasing 8.8% since our last study in February 2022. On-shelf prices have recently increased based on the adjusted farm gate pricing that was approved to be implemented on February 1st. In fact, all 20 markets that we measured saw the price of 4L milk increasing from February 2022 to February 2023 with increases ranging from 3.7% in Quebec City, QC to 15.3% in Mississauga, ON.

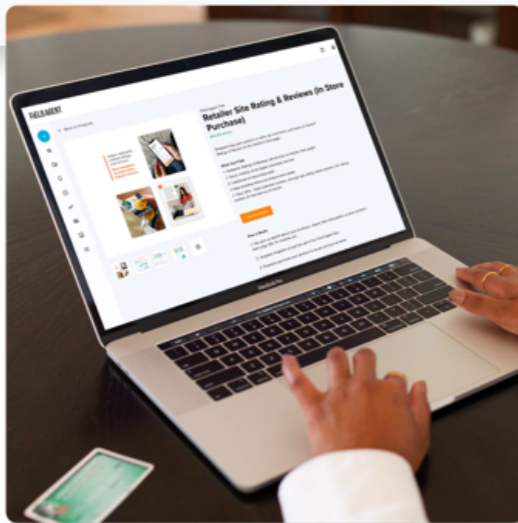
We also glanced across the border to Walmart US stores and were astonished to see that the prices for a gallon of milk in the four stores we measured has decreased by 12% vs. a year ago. "It is very difficult to not recognize that Canada's milk production is very inefficient when farm prices have increased twice in a little over a year all the while US prices are falling by double digits at the same time. It appears that it is time that we stop protecting small, inefficient Canadian producers and start consolidation within the Canadian milk supply chain so Canadian families can continue to afford to put milk on the table." says Jeff Doucette, General Manager of Field Agent Canada.

This report also gives our first glance into the comparative price of 2% cow's milk in 2L cartons to the 1.89L carton of Silk-brand Unsweetened Almond beverage. We find that with the recent price increases in cow's milk that plant based alternatives are becoming more affordable on a comparative basis. "Our survey shows that Silk products were just 10% higher than cow's milk on average and in some markets the price of a carton of Silk was actually cheaper than cow's milk." noted Jeff Doucette. "Are Canadians going to make the switch to plant based alternatives to save money on their grocery bill?"

Field Agent Canada conducted its cross-country price survey on fluid milk prices at 183 retailers in 20 markets from coast-to-coast between February 13-March 9, 2023. The survey compared prices recorded at the same outlets back in February 2022, highlighting any shifts that have taken place over the 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.

I'm a...

Buyer →  
Account Manager  
Sales Director  
Account Manager  
Brand Manager  
Retailer



## Win at Retail. On Demand.

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Whether you need to see inside stores or drive product trial, connect with shoppers or generate ratings and reviews, our platform is *your* all-in-one toolkit for growing your business at-retail.

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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 \$1.43/L on 4L packages of 2% milk.

The **MOST EXPENSIVE** city to buy milk in Canada is Charlottetown, PE with an average cost of \$2.16/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 Costco in Langford, BC and Regina, SK with a 4L of 2% Milk retailing for \$5.39 (\$1.35/L).

The **MOST EXPENSIVE** milk in Canada was found at 7-Eleven stores in Langford, Winnipeg and Regina with 2L of 2% Milk retailing for \$5.99 (\$3.00/L).

# Canadian Fluid Milk Report

## Least Expensive / Most Expensive Milk Packages



**Least Expensive Milk**  
Costco - Langford & Regina  
  
4L - \$5.39  
  
Cost Per Litre = \$1.35



**Most Expensive Milk**  
7-Eleven - Langford,  
Winnipeg & Regina  
  
2L - \$5.99  
  
Cost Per Litre = \$3.00

# Canadian Fluid Milk Report - Average Price by Market

	Average Current Price 2% Milk - 4L	Average Price Per Litre	Change vs. February 2022	Index v. National	Rank	Average Current Price 2% Milk - 2L	Average Price Per Litre	Index v. National	Rank
National Average	\$6.53	\$1.63	8.8%	100	NA	\$4.84	\$2.42	100	NA
St. John's, NL	NA	NA	NA	NA	NA	\$4.54	\$2.27	94	3
Halifax, NS	\$7.04	\$1.76	8.10%	108	15	\$4.54	\$2.27	94	3
Moncton, NB	\$8.12	\$2.03	6.70%	125	18	\$4.56	\$2.28	94	3
Charlottetown, PE	\$8.64	\$2.16	10.10%	133	19	\$4.70	\$2.35	97	7
Laval, QC	\$7.56	\$1.89	5.60%	116	16	\$4.28	\$2.14	88	1
Quebec City, QC	\$7.56	\$1.89	3.70%	116	17	\$4.28	\$2.14	88	1
Ottawa / Nepean, ON	\$5.88	\$1.47	10.70%	90	4	\$5.18	\$2.59	107	15
Mississauga, ON	\$6.00	\$1.50	14.70%	92	5	\$5.20	\$2.60	107	15
Scarborough, ON	\$5.84	\$1.46	10.60%	90	2	\$5.16	\$2.58	107	15
Toronto, ON	\$6.40	\$1.60	15.30%	98	14	\$5.20	\$2.60	107	15
London, ON	\$5.84	\$1.46	9.20%	90	3	\$5.14	\$2.57	106	14
Windsor, ON	\$6.04	\$1.51	10.60%	93	7	\$5.32	\$2.66	110	20
Sudbury, ON	\$5.72	\$1.43	6.10%	88	1	\$5.16	\$2.58	107	15
Winnipeg, MB	\$6.12	\$1.53	8.70%	94	9	\$4.54	\$2.27	94	3
Regina, SK	\$6.08	\$1.52	8.00%	93	8	\$4.78	\$2.39	99	10
Edmonton, AB	\$6.00	\$1.50	11.50%	92	6	\$4.70	\$2.35	97	7
Calgary, AB	\$6.28	\$1.57	10.60%	96	11	\$4.76	\$2.38	98	9
Kelowna, BC	\$6.36	\$1.59	9.50%	98	13	\$4.90	\$2.45	101	11
Burnaby / Coquitlam, BC	\$6.32	\$1.58	8.00%	97	12	\$5.00	\$2.50	103	13
Langford/Victoria, BC	\$6.20	\$1.55	10.30%	95	10	\$4.92	\$2.46	102	12

# Canadian Fluid Milk Report

## Milk vs. Silk



**Milk**  
**2% Milk**  
**2L**

**National Average Cost Per Litre = \$2.42**



**Silk**  
**Unsweetened Almond**  
**1.89L**

**National Average Cost Per Litre = \$2.67**



# 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	\$4.84	\$2.42	\$5.05	\$2.67	110
St. John's, NL	\$4.54	\$2.27	\$5.48	\$2.90	128
Halifax, NS	\$4.54	\$2.27	\$5.31	\$2.81	124
Moncton, NB	\$4.56	\$2.28	\$5.31	\$2.81	123
Charlottetown, PE	\$4.70	\$2.35	\$5.10	\$2.70	115
Laval, QC	\$4.28	\$2.14	\$5.20	\$2.75	129
Quebec City, QC	\$4.28	\$2.14	\$5.09	\$2.69	126
Ottawa / Nepean, ON	\$5.18	\$2.59	\$4.87	\$2.58	100
Mississauga, ON	\$5.20	\$2.60	\$4.83	\$2.56	98
Scarborough, ON	\$5.16	\$2.58	\$4.72	\$2.50	97
Toronto, ON	\$5.20	\$2.60	\$5.18	\$2.74	105
London, ON	\$5.14	\$2.57	\$4.76	\$2.52	98
Windsor, ON	\$5.32	\$2.66	\$5.00	\$2.65	100
Sudbury, ON	\$5.16	\$2.58	\$5.32	\$2.81	109
Winnipeg, MB	\$4.54	\$2.27	\$4.86	\$2.57	113
Regina, SK	\$4.78	\$2.39	\$4.70	\$2.49	104
Edmonton, AB	\$4.70	\$2.35	\$4.79	\$2.53	108
Calgary, AB	\$4.76	\$2.38	\$4.89	\$2.59	109
Kelowna, BC	\$4.90	\$2.45	\$5.14	\$2.72	111
Burnaby / Coquitlam, BC	\$5.00	\$2.50	\$5.15	\$2.72	109
Langford/Victoria, BC	\$4.92	\$2.46	\$5.23	\$2.77	113

# Canadian Fluid Milk Report

## Cross Border Comparison - US Walmart

	2022 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	\$3.19	\$2.92	-8.5%	\$0.77	\$1.06	\$4.24
Grand Forks, ND	\$3.54	\$3.34	-5.6%	\$0.88	\$1.22	\$4.88
Amherst, NY	\$2.92	\$2.38	-18.5%	\$0.63	\$0.87	\$3.48
Saint Albans, VT	\$3.99	\$3.02	-24.3%	\$0.80	\$1.10	\$4.40
Houlton, ME	\$3.99	\$3.92	-1.75%	\$1.04	\$1.44	\$5.76



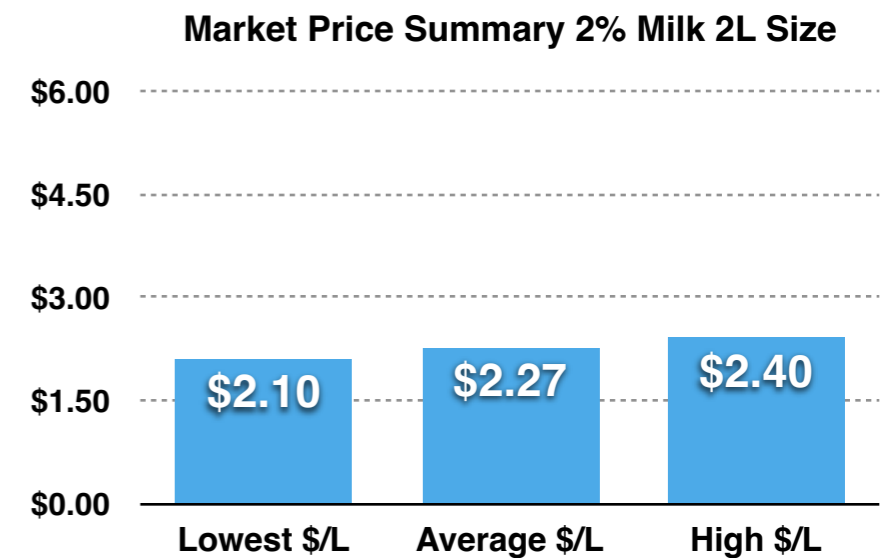
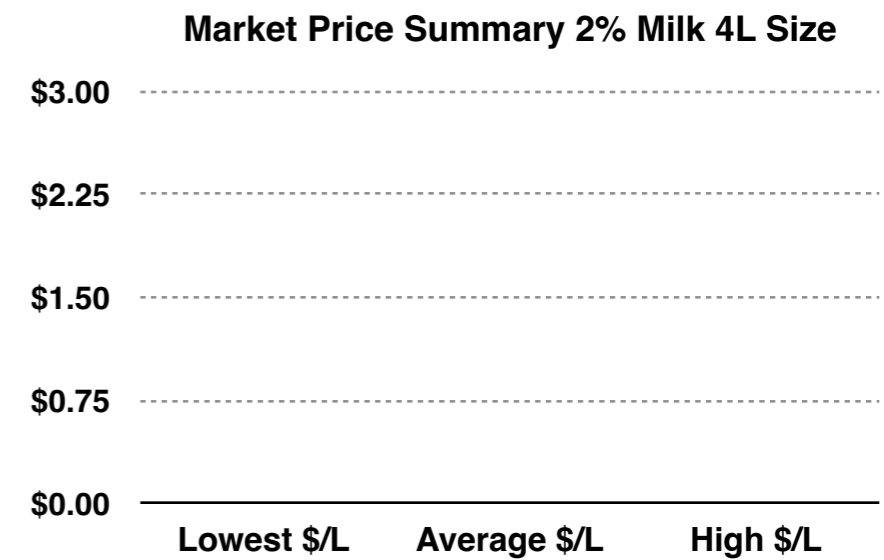
Great Value  
**Great Value 2% Reduced Fat Milk, 128 Fl Oz**  
 ★★★☆☆ (3.0) 2738 reviews  
**\$2.92** 2.3 ¢/fl oz

Source: Walmart.com

# Canadian Fluid Milk Report

## St. John's, NL

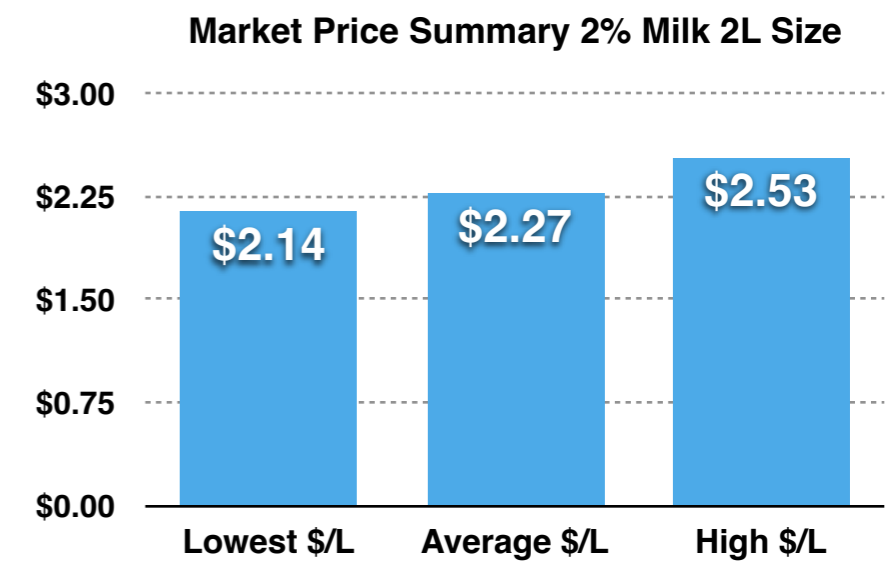
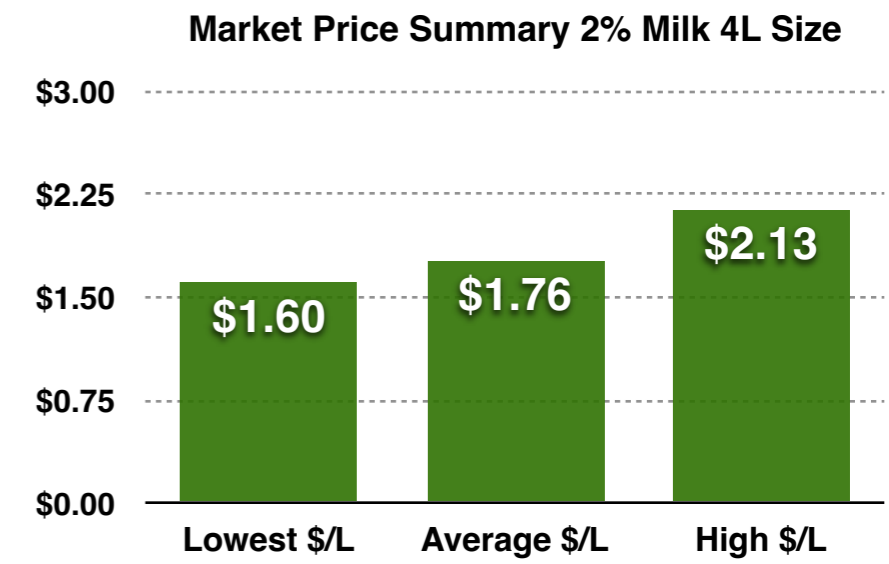
	February 2022 Price 2% Milk - 4L Size	March 2023 Price 2% Milk - 4L Size	Price Per Litre	February 2022 Price 2% Milk - 2L Size	March 2023 Price 2% Milk - 2L Size	Price Per Litre
Costco	NA	NA	NA	\$3.69	\$4.19	\$2.10
Dominion	NA	NA	NA	\$3.89	\$4.79	\$2.40
Shoppers Drug Mart	NA	NA	NA	\$3.89	\$4.48	\$2.24
Sobeys	NA	NA	NA	\$3.93	\$4.79	\$2.40
Walmart	NA	NA	NA	\$3.89	\$4.48	\$2.24



# Canadian Fluid Milk Report

## Halifax, NS

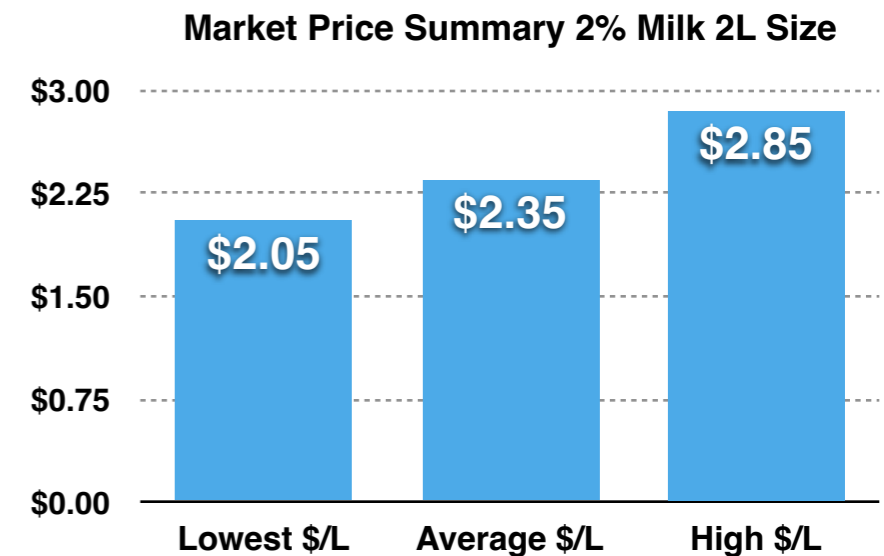
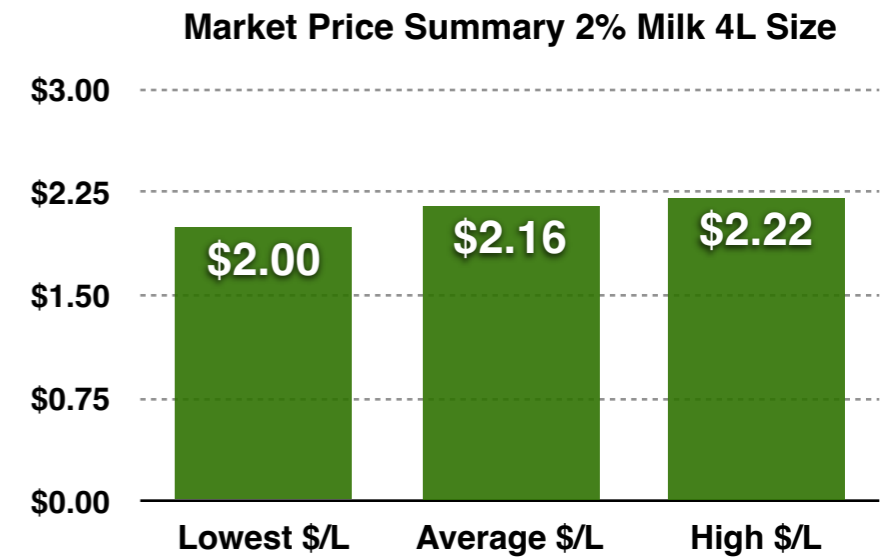
	February 2022 Price 2% Milk - 4L Size	March 2023 Price 2% Milk - 4L Size	Price Per Litre	February 2022 Price 2% Milk - 2L Size	March 2023 Price 2% Milk - 2L Size	Price Per Litre
Circle K	\$5.85	\$6.75	\$1.69	NA	\$5.05	\$2.53
Costco	\$6.09	\$6.39	\$1.60	NA	NA	NA
Petro Canada	\$7.99	\$8.50	\$2.13	\$4.59	\$4.99	\$2.50
Shoppers Drug Mart	\$6.19	\$6.88	\$1.72	\$3.74	\$4.28	\$2.14
Sobeys	\$6.89	\$6.88	\$1.72	\$4.39	\$4.29	\$2.15
Superstore	\$6.29	\$6.99	\$1.75	\$3.79	\$4.29	\$2.15
Walmart	\$6.29	\$6.98	\$1.75	\$3.79	\$4.28	\$2.14



# Canadian Fluid Milk Report

## Charlottetown, PE

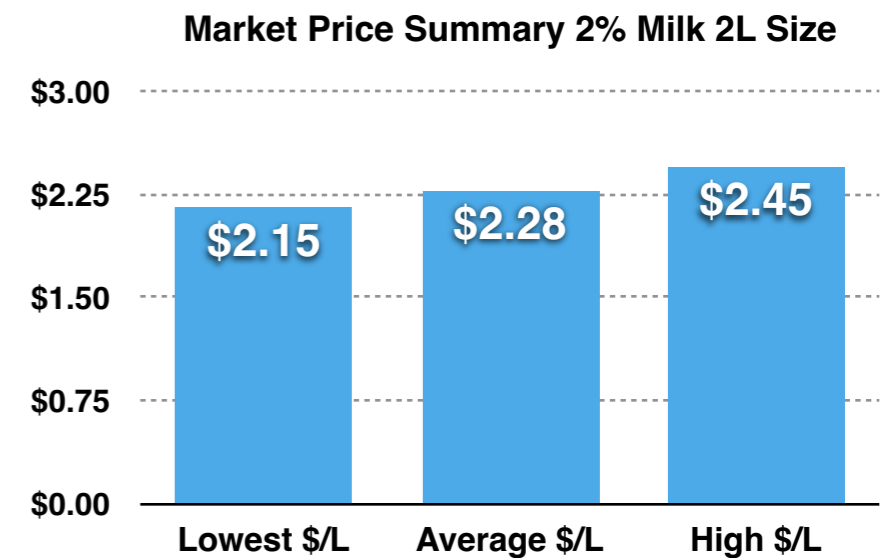
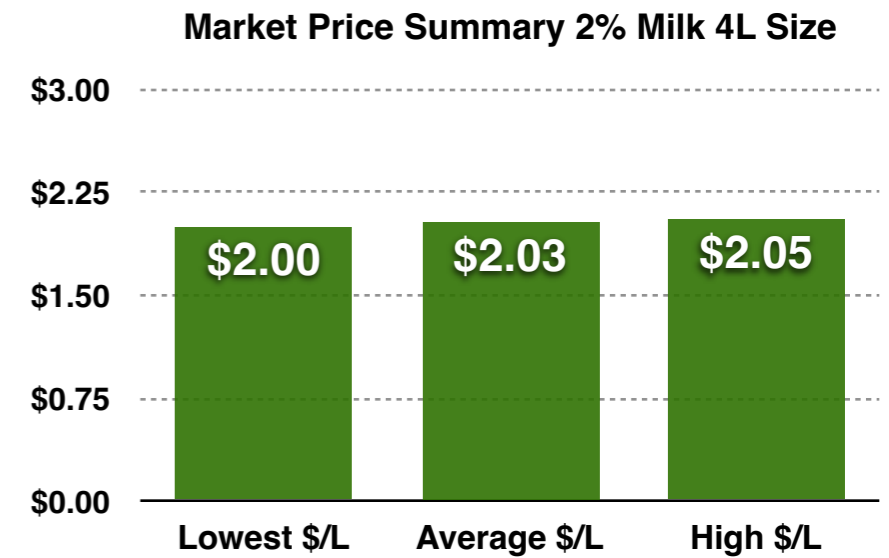
	February 2022 Price 2% Milk - 4L Size	March 2023 Price 2% Milk - 4L Size	Price Per Litre	February 2022 Price 2% Milk - 2L Size	March 2023 Price 2% Milk - 2L Size	Price Per Litre
Circle K	\$8.39	\$8.69	\$2.17	\$5.49	\$5.69	\$2.85
Sobeys	\$7.79	\$8.88	\$2.22	\$3.99	\$4.58	\$2.29
Superstore	\$7.69	\$8.79	\$2.20	\$3.89	\$4.09	\$2.05
Walmart	\$7.69	\$8.88	\$2.22	\$3.89	\$4.58	\$2.29
Shoppers Drug Mart	\$7.69	\$7.99	\$2.00	\$3.79	\$4.58	\$2.29



# Canadian Fluid Milk Report

## Moncton, NB

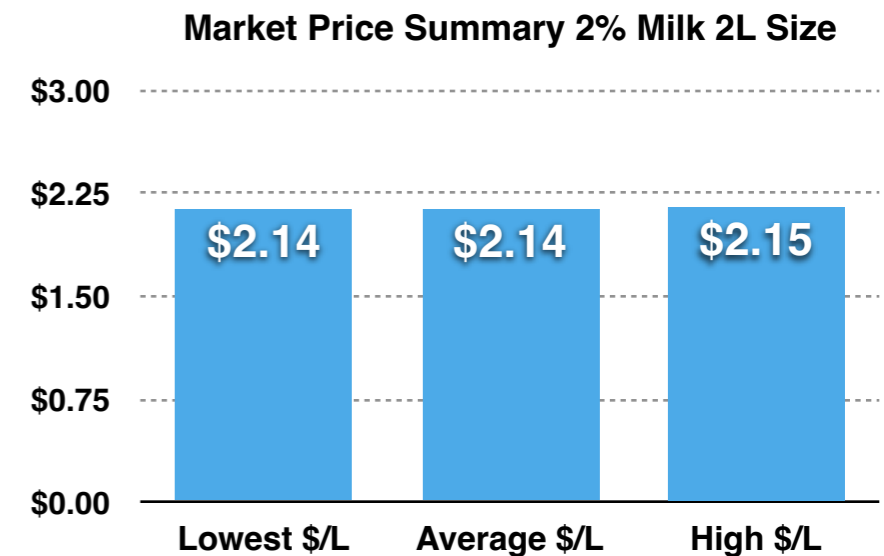
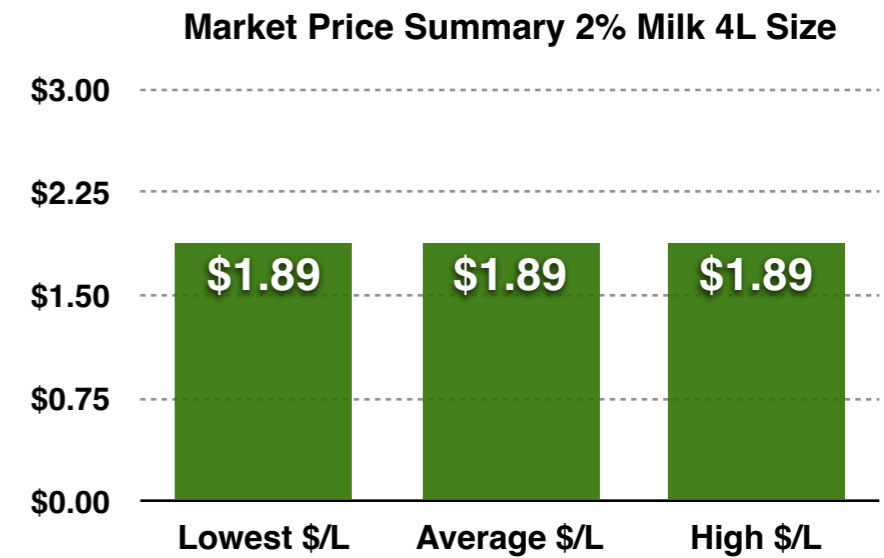
	February 2022 Price 2% Milk - 4L Size	March 2023 Price 2% Milk - 4L Size	Price Per Litre	February 2022 Price 2% Milk - 2L Size	March 2023 Price 2% Milk - 2L Size	Price Per Litre
Costco	\$7.60	\$7.99	\$2.00	\$3.89	\$4.29	\$2.15
Shoppers Drug Mart	\$7.35	\$7.99	\$2.00	\$3.88	\$4.39	\$2.20
Sobeys	\$7.69	\$8.19	\$2.05	\$4.09	\$4.59	\$2.30
Superstore	NA	\$8.19	\$2.05	NA	\$4.59	\$2.30
Walmart	\$7.79	\$8.18	\$2.05	\$4.09	\$4.58	\$2.29
Needs	NA	NA	NA	\$4.69	\$4.89	\$2.45



# Canadian Fluid Milk Report

## Laval, QC

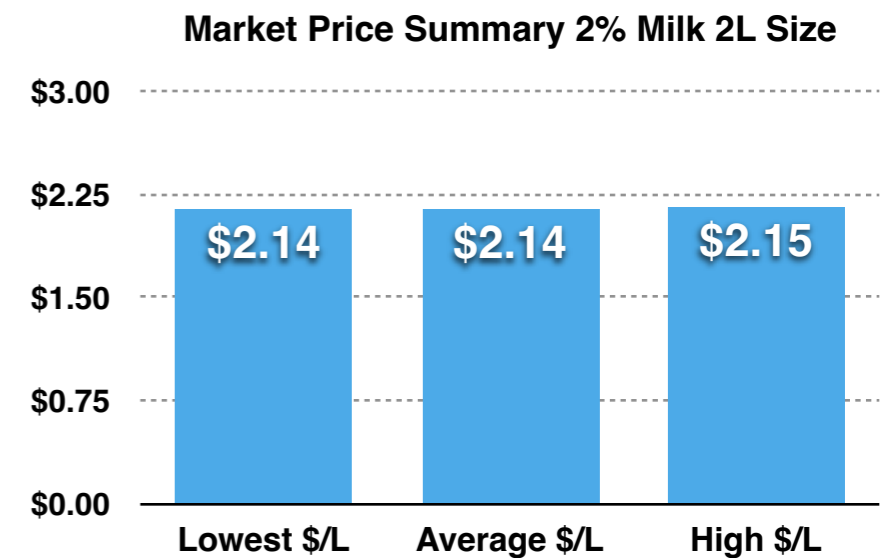
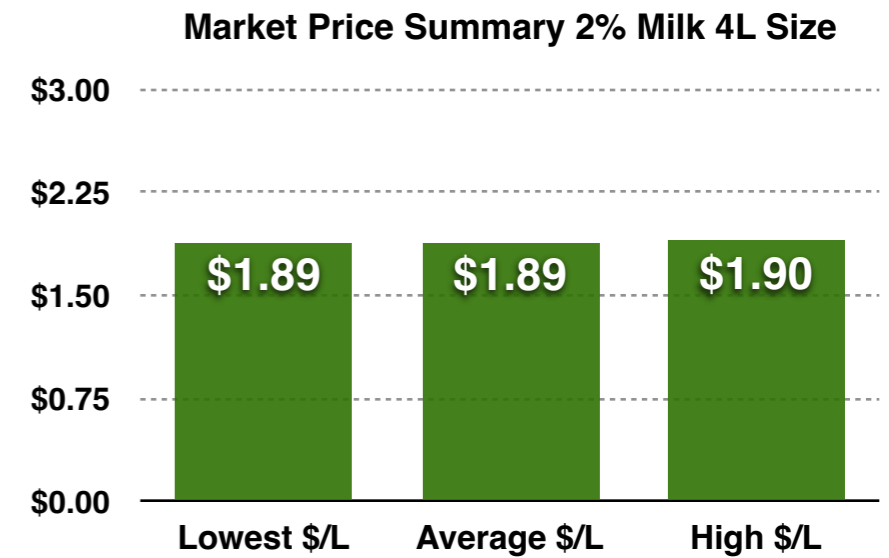
	February 2022 Price 2% Milk - 4L Size	March 2023 Price 2% Milk - 4L Size	Price Per Litre	February 2022 Price 2% Milk - 2L Size	March 2023 Price 2% Milk - 2L Size	Price Per Litre
Costco	NA	\$7.56	\$1.89	NA	NA	NA
IGA Extra	\$7.25	\$7.56	\$1.89	\$4.10	\$4.29	\$2.15
Maxi	\$6.79	\$7.56	\$1.89	\$4.10	\$4.29	\$2.15
Metro	\$7.25	\$7.56	\$1.89	\$4.10	\$4.29	\$2.15
Pharmaprix	\$7.25	\$7.56	\$1.89	\$4.28	\$4.29	\$2.15
Super C	NA	\$7.56	\$1.89	NA	\$4.29	\$2.15
Walmart	\$7.25	\$7.56	\$1.89	\$4.10	\$4.28	\$2.14



# Canadian Fluid Milk Report

## Quebec City, QC

	February 2022 Price 2% Milk - 4L Size	March 2023 Price 2% Milk - 4L Size	Price Per Litre	February 2022 Price 2% Milk - 2L Size	March 2023 Price 2% Milk - 2L Size	Price Per Litre
IGA Extra	\$7.25	\$7.56	\$1.89	\$4.10	\$4.29	\$2.15
Costco	\$7.25	\$7.56	\$1.89	\$3.89	NA	NA
Maxi	\$7.39	\$7.56	\$1.89	\$4.10	\$4.29	\$2.15
Provigo	\$7.39	\$7.59	\$1.90	\$4.10	\$4.29	\$2.15
Super C	\$7.25	\$7.56	\$1.89	\$4.10	\$4.29	\$2.15
Walmart	\$7.25	\$7.56	\$1.89	\$4.10	\$4.28	\$2.14
Shell/Boni Soir	\$7.25	\$7.56	\$1.89	\$4.10	\$4.29	\$2.15

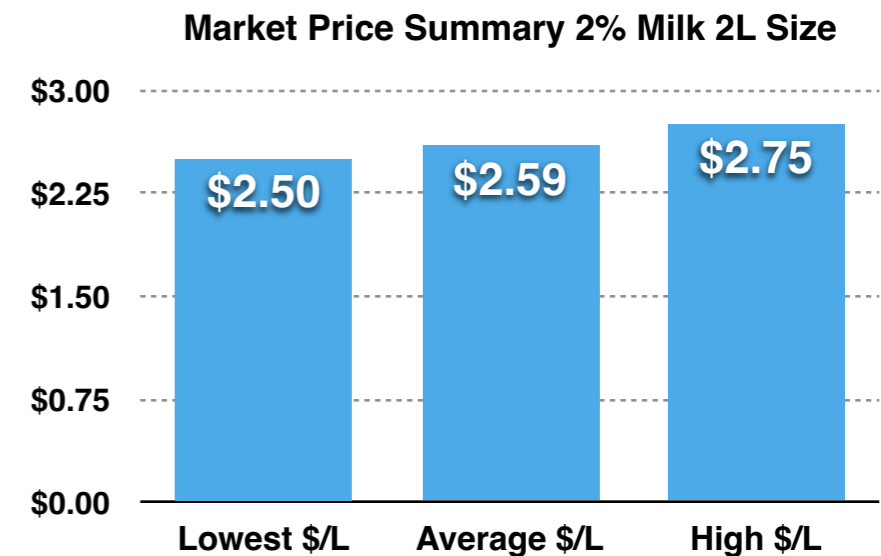
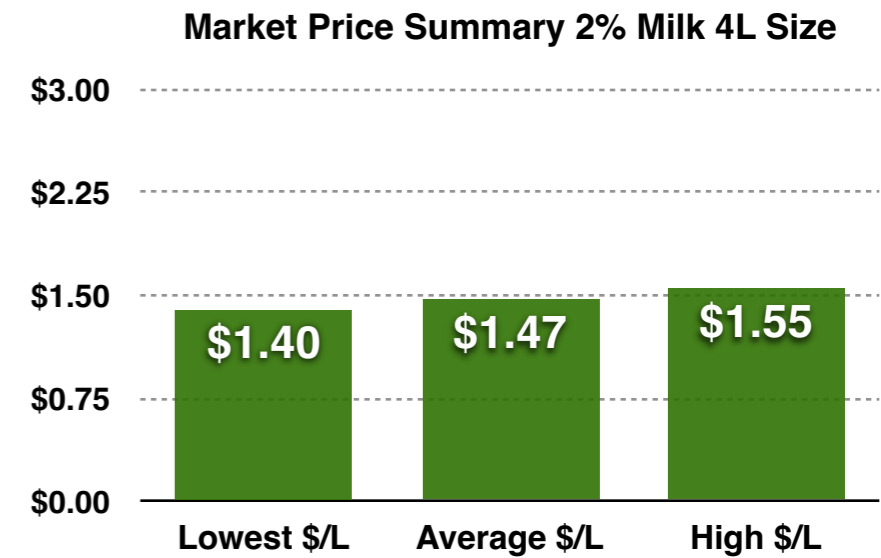




# Canadian Fluid Milk Report

## Ottawa / Nepean, ON

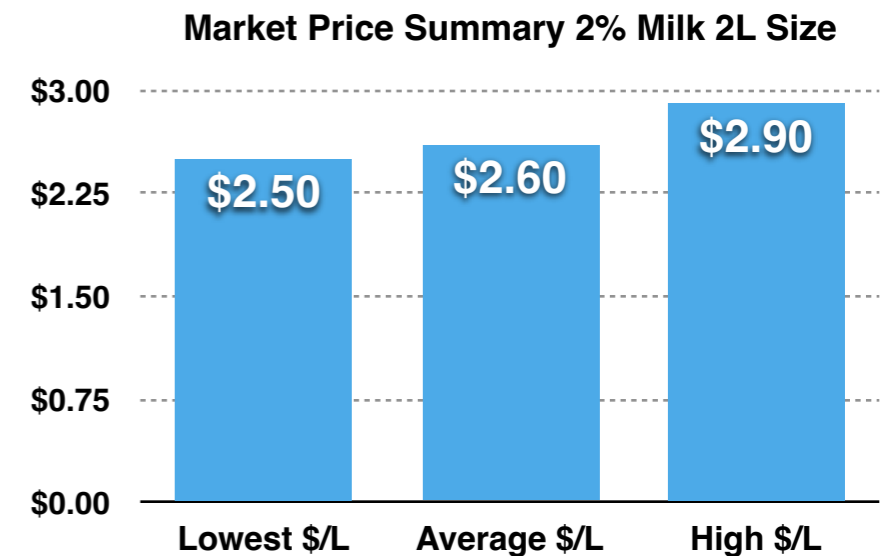
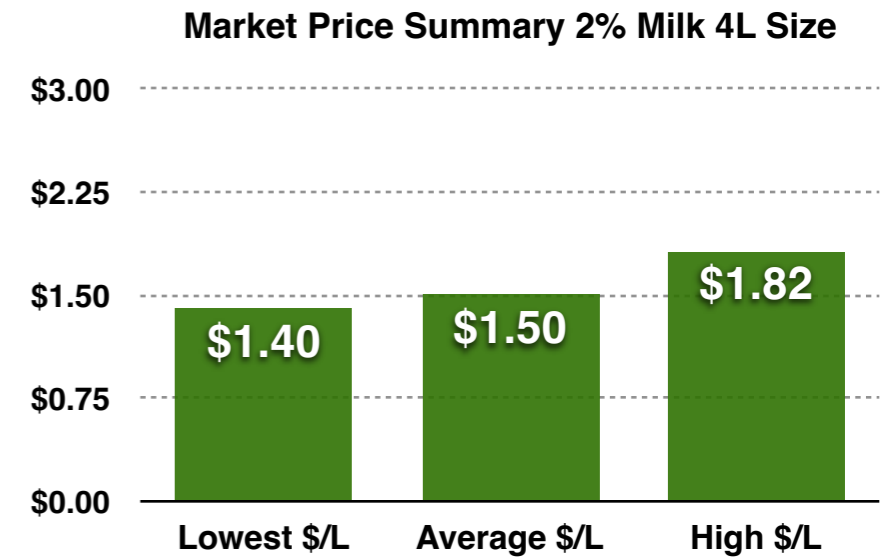
	February 2022 Price 2% Milk - 4L Size	March 2023 Price 2% Milk - 4L Size	Price Per Litre	February 2022 Price 2% Milk - 2L Size	March 2023 Price 2% Milk - 2L Size	Price Per Litre
Costco	\$5.15	\$5.59	\$1.40	NA	NA	NA
Food Basics	\$5.39	\$5.89	\$1.47	NA	\$5.19	\$2.60
FreshCo	\$5.39	\$5.99	\$1.50	\$4.77	\$5.19	\$2.60
YIG	\$5.39	\$5.89	\$1.47	\$4.89	\$5.19	\$2.60
Loblaws	\$5.39	\$5.89	\$1.47	\$4.89	\$5.19	\$2.60
Circle K	\$5.49	\$6.19	\$1.55	\$5.09	\$5.49	\$2.75
Metro	\$5.39	\$5.89	\$1.47	\$4.79	\$5.19	\$2.60
Sobeys	NA	\$5.89	\$1.47	NA	\$4.99	\$2.50
Shoppers Drug Mart	\$5.39	\$5.89	\$1.47	\$4.49	\$4.99	\$2.50
Superstore	\$5.39	\$5.89	\$1.47	\$4.79	\$5.19	\$2.60
Walmart	\$4.69	\$5.89	\$1.47	\$4.77	\$5.18	\$2.59



# Canadian Fluid Milk Report

## Mississauga, ON

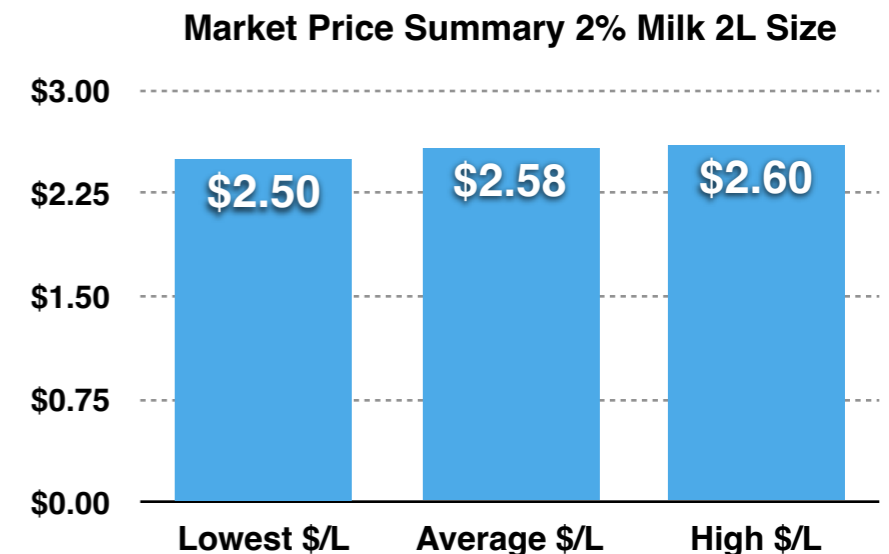
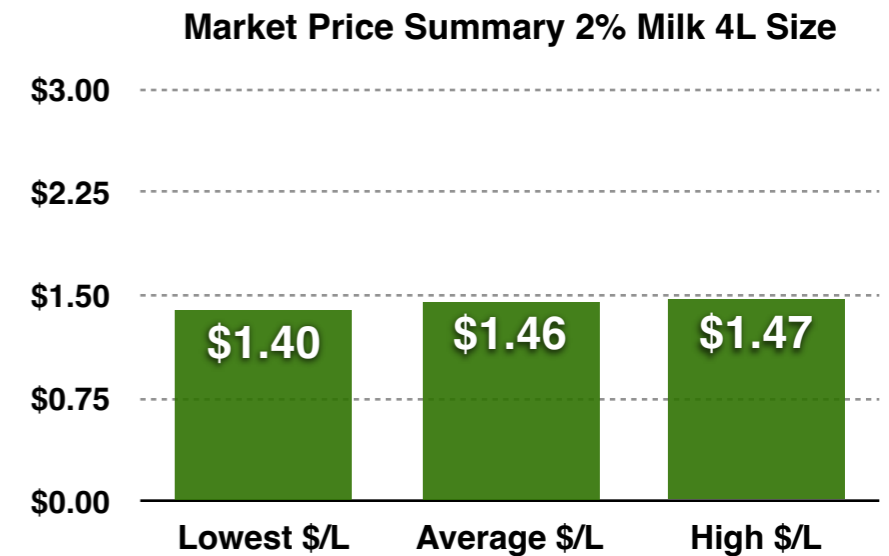
	February 2022 Price 2% Milk - 4L Size	March 2023 Price 2% Milk - 4L Size	Price Per Litre	February 2022 Price 2% Milk - 2L Size	March 2023 Price 2% Milk - 2L Size	Price Per Litre
7-Eleven	NA	\$7.29	\$1.82	NA	\$5.79	\$2.90
Costco	\$4.65	\$5.59	\$1.40	NA	NA	NA
Food Basics	\$5.39	\$5.89	\$1.47	\$4.79	\$5.19	\$2.60
FreshCo	\$5.39	\$5.89	\$1.47	\$4.87	\$5.19	\$2.60
Loblaws	\$5.39	\$5.89	\$1.47	\$4.89	\$5.19	\$2.60
Metro	\$5.39	\$5.89	\$1.47	\$4.79	\$5.19	\$2.60
No Frills	\$5.39	NA	NA	\$4.89	\$4.99	\$2.50
Shoppers Drug Mart	\$5.39	\$5.89	\$1.47	\$4.49	\$4.99	\$2.50
Sobeys	\$5.39	\$5.89	\$1.47	\$4.89	\$5.19	\$2.60
Superstore	NA	\$5.89	\$1.47	\$4.89	\$5.19	\$2.60
Walmart	\$4.69	\$5.89	\$1.47	\$4.77	\$5.18	\$2.59



# Canadian Fluid Milk Report

## Scarborough, ON

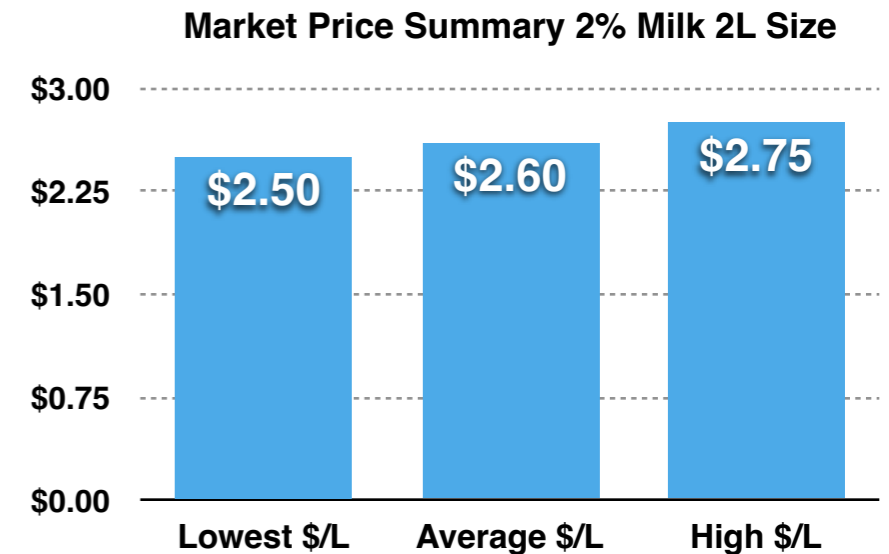
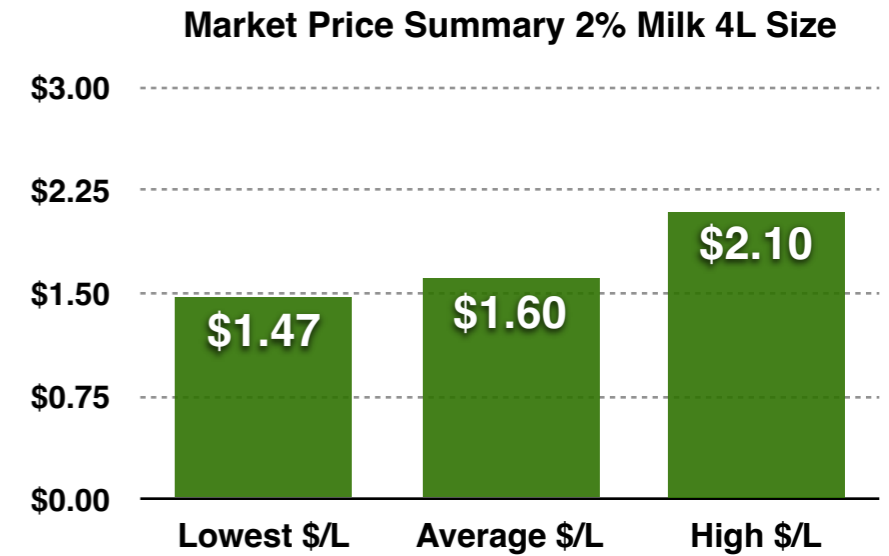
	February 2022 Price 2% Milk - 4L Size	March 2023 Price 2% Milk - 4L Size	Price Per Litre	February 2022 Price 2% Milk - 2L Size	March 2023 Price 2% Milk - 2L Size	Price Per Litre
Costco	\$4.65	\$5.59	\$1.40	NA	NA	NA
Food Basics	\$5.39	\$5.89	\$1.47	\$4.79	\$5.19	\$2.60
FreshCo	\$5.39	\$5.89	\$1.47	\$3.29	\$5.19	\$2.60
Metro	\$5.39	\$5.89	\$1.47	\$4.79	\$5.19	\$2.60
No Frills	NA	\$5.89	\$1.47	\$4.89	\$5.19	\$2.60
Shoppers Drug Mart	\$5.39	\$5.89	\$1.47	\$4.49	\$4.99	\$2.50
Superstore	\$5.39	\$5.89	\$1.47	\$4.89	\$5.19	\$2.60
Walmart	\$5.39	\$5.89	\$1.47	\$4.77	\$5.18	\$2.59



# Canadian Fluid Milk Report

## Toronto, ON

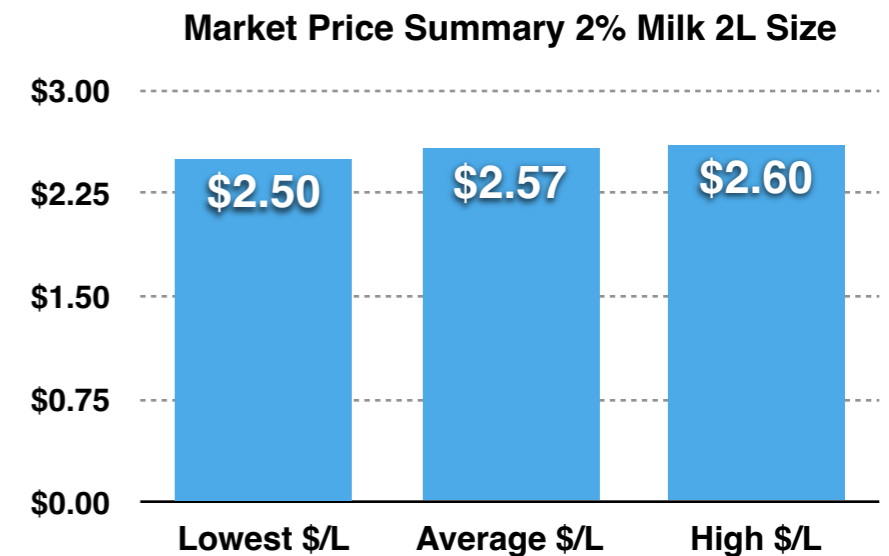
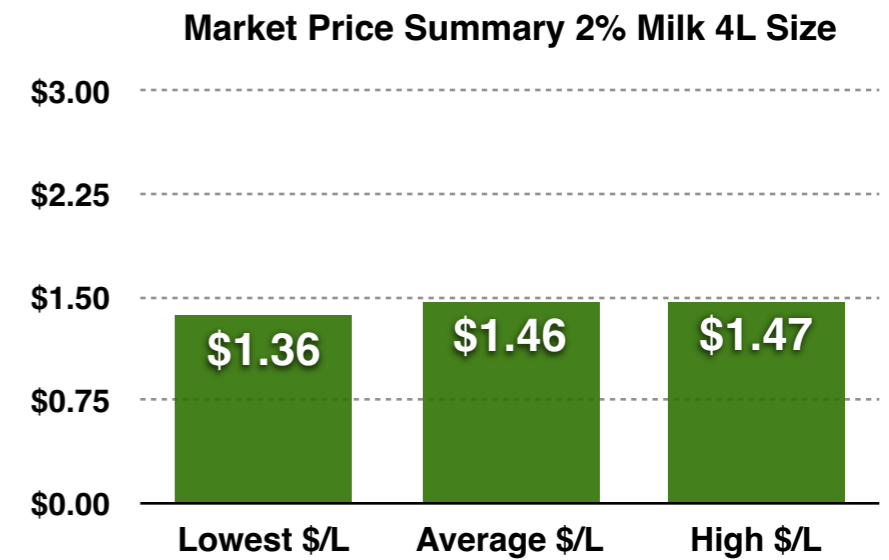
	February 2022 Price 2% Milk - 4L Size	March 2023 Price 2% Milk - 4L Size	Price Per Litre	February 2022 Price 2% Milk - 2L Size	March 2023 Price 2% Milk - 2L Size	Price Per Litre
7-Eleven	\$6.99	\$8.39	\$2.10	NA	NA	NA
Circle K	\$4.99	\$6.79	\$1.70	\$5.09	\$5.29	\$2.65
Esso	\$5.89	\$6.79	\$1.70	NA	\$5.39	\$2.70
Food Basics	\$5.39	\$5.89	\$1.47	\$4.79	\$5.19	\$2.60
FreshCo	\$5.39	\$5.89	\$1.47	\$4.77	\$5.49	\$2.75
Hasty Market	NA	\$6.99	\$1.75	NA	\$5.15	\$2.58
Loblaws	\$5.39	\$5.89	\$1.47	\$4.99	\$5.19	\$2.60
Longos	\$5.49	\$6.99	\$1.75	NA	NA	NA
Metro	\$5.39	\$5.89	\$1.47	\$4.79	\$4.99	\$2.50
No Frills	NA	\$5.89	\$1.47	NA	NA	NA
Shoppers Drug Mart	\$5.39	\$5.89	\$1.47	\$4.49	\$4.99	\$2.50
Sobeys	\$5.39	\$5.89	\$1.47	\$4.89	\$5.19	\$2.60
Walmart	\$5.39	\$5.89	\$1.47	\$4.77	\$5.18	\$2.59



# Canadian Fluid Milk Report

## London, ON

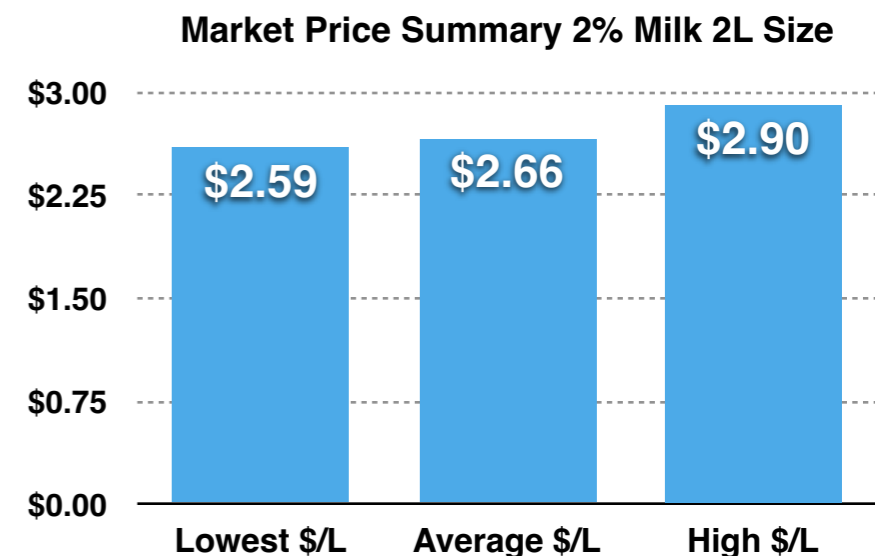
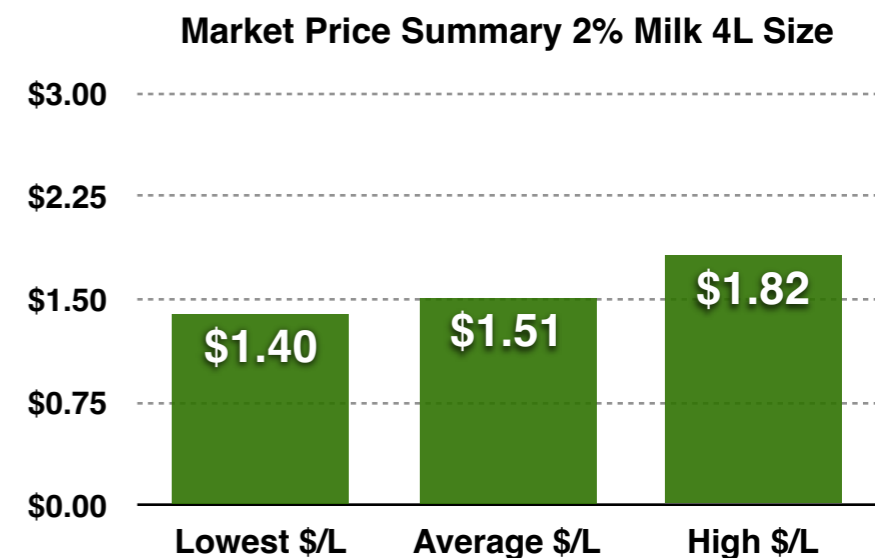
	February 2022 Price 2% Milk - 4L Size	March 2023 Price 2% Milk - 4L Size	Price Per Litre	February 2022 Price 2% Milk - 2L Size	March 2023 Price 2% Milk - 2L Size	Price Per Litre
Costco	\$4.99	\$5.45	\$1.36	NA	NA	NA
Food Basics	NA	\$5.89	\$1.47	NA	\$5.19	\$2.60
FreshCo	\$5.39	\$5.89	\$1.47	\$4.87	\$4.99	\$2.50
Loblaws	\$5.39	\$5.89	\$1.47	\$4.89	\$5.19	\$2.60
Metro	\$5.39	\$5.89	\$1.47	\$4.79	\$5.19	\$2.60
No Frills	\$5.39	\$5.89	\$1.47	\$4.89	\$5.19	\$2.60
Shoppers Drug Mart	\$5.39	\$5.89	\$1.47	\$4.49	\$4.99	\$2.50
Sobeys	\$5.39	\$5.89	\$1.47	\$4.89	\$5.19	\$2.60
Superstore	\$5.39	\$5.89	\$1.47	\$4.89	\$5.19	\$2.60
Walmart	\$5.39	\$5.89	\$1.47	\$4.77	\$5.08	\$2.54



# Canadian Fluid Milk Report

## Windsor, ON

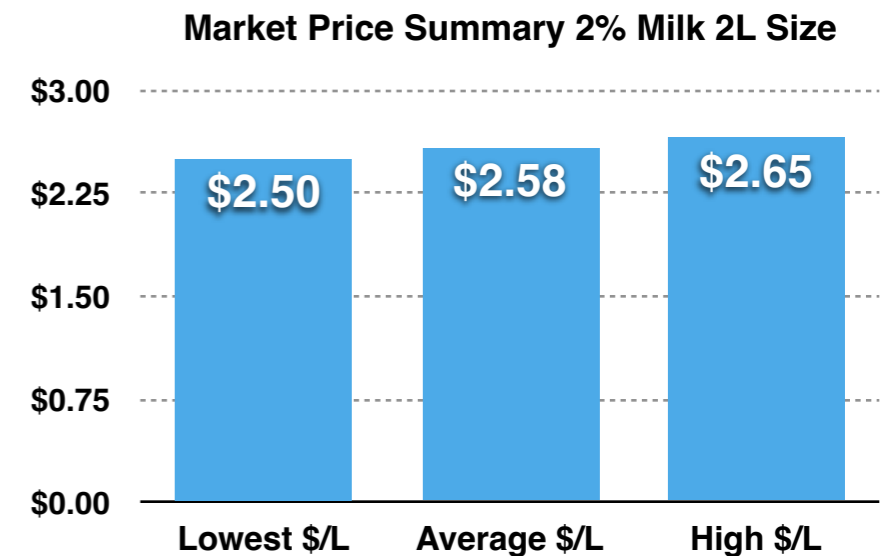
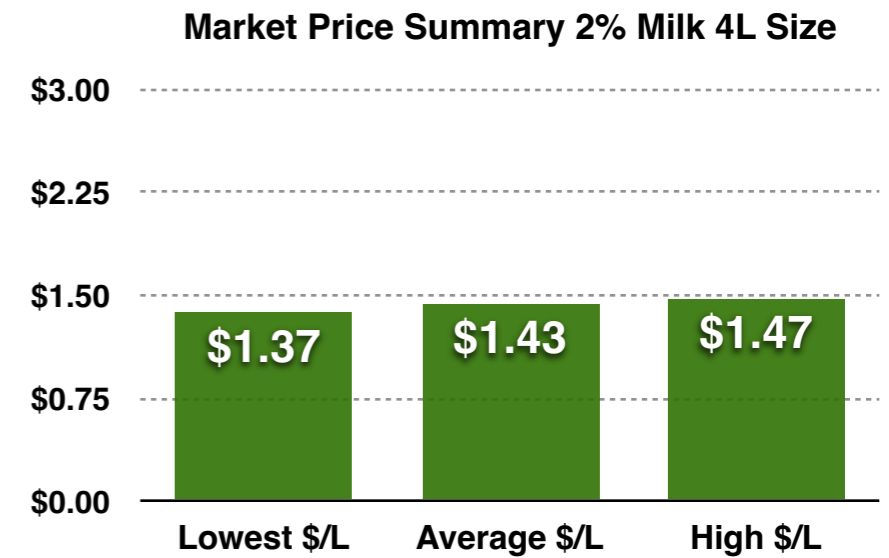
	February 2022 Price 2% Milk - 4L Size	March 2023 Price 2% Milk - 4L Size	Price Per Litre	February 2022 Price 2% Milk - 2L Size	March 2023 Price 2% Milk - 2L Size	Price Per Litre
7-Eleven	\$6.39	\$7.29	\$1.82	\$5.29	\$5.79	\$2.90
Costco	\$5.15	\$5.59	\$1.40	NA	NA	NA
Food Basics	\$5.39	\$5.89	\$1.47	\$4.99	\$5.19	\$2.60
FreshCo	\$5.39	\$5.89	\$1.47	\$4.87	\$5.19	\$2.60
Circle K	\$5.49	\$6.19	\$1.55	\$5.09	\$5.29	\$2.65
Metro	\$5.39	\$5.89	\$1.47	\$4.79	\$5.19	\$2.60
Shoppers Drug Mart	\$5.39	\$5.89	\$1.47	\$4.49	NA	NA
Superstore	\$5.39	\$5.99	\$1.50	\$4.89	\$5.59	\$2.80
Sobeys	\$5.39	\$5.89	\$1.47	\$4.89	\$5.19	\$2.60
Walmart	\$5.39	\$5.89	\$1.47	\$4.77	\$5.18	\$2.59
Zehrs	\$5.39	\$5.89	\$1.47	\$4.89	\$5.19	\$2.60



# Canadian Fluid Milk Report

## Sudbury, ON

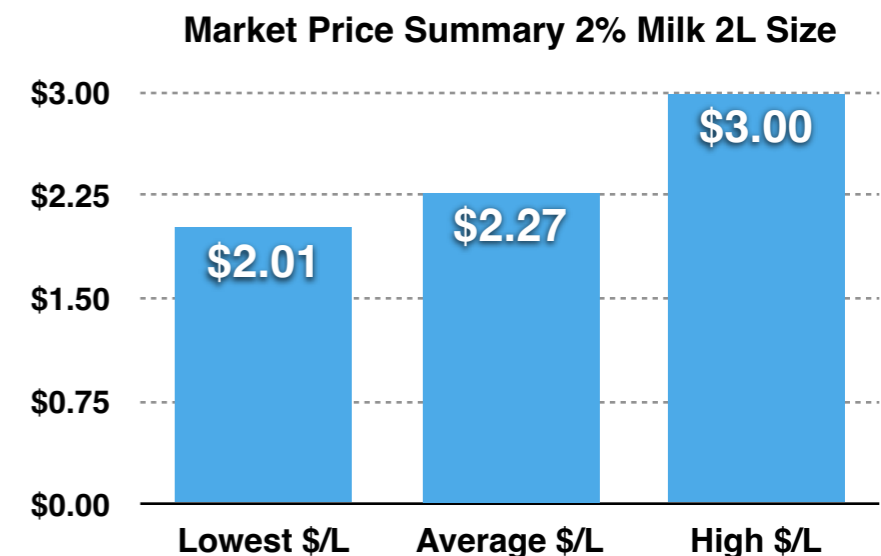
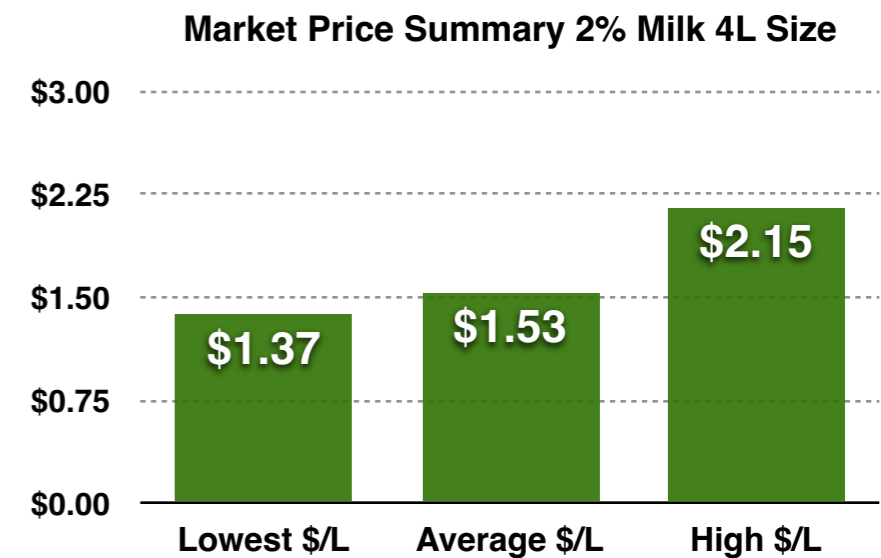
	February 2022 Price 2% Milk - 4L Size	March 2023 Price 2% Milk - 4L Size	Price Per Litre	February 2022 Price 2% Milk - 2L Size	March 2023 Price 2% Milk - 2L Size	Price Per Litre
Costco	NA	\$5.59	\$1.40	NA	NA	NA
Metro	\$5.39	\$5.89	\$1.47	\$4.79	\$5.19	\$2.60
Shoppers Drug Mart	\$5.39	\$5.89	\$1.47	\$4.49	\$5.29	\$2.65
Superstore	\$5.39	\$5.59	\$1.40	\$4.89	\$4.99	\$2.50
Walmart	\$5.39	\$5.48	\$1.37	\$4.77	NA	NA
YIG	NA	\$5.89	\$1.47	NA	\$5.19	\$2.60



# Canadian Fluid Milk Report

## Winnipeg, MB

	February 2022 Price 2% Milk - 4L Size	March 2023 Price 2% Milk - 4L Size	Price Per Litre	February 2022 Price 2% Milk - 2L Size	March 2023 Price 2% Milk - 2L Size	Price Per Litre
7-Eleven	\$7.69	\$8.59	\$2.15	\$5.39	\$5.99	\$3.00
Circle K	\$7.69	\$7.99	\$2.00	NA	\$5.99	\$3.00
Co-op	\$5.98	\$6.24	\$1.56	\$3.44	\$4.02	\$2.01
Costco	\$5.09	\$5.49	\$1.37	NA	NA	NA
No Frills	\$4.95	\$5.58	\$1.40	\$3.69	\$4.02	\$2.01
Safeway	\$5.39	\$5.59	\$1.40	\$3.79	\$4.19	\$2.10
Save on Foods	\$5.19	\$5.59	\$1.40	\$3.79	\$4.19	\$2.10
Shoppers Drug Mart	\$4.95	\$5.58	\$1.40	\$3.79	\$4.29	\$2.15
Sobeys	\$5.39	\$5.59	\$1.40	\$3.79	\$4.19	\$2.10
Superstore	\$4.99	\$5.58	\$1.40	\$3.60	\$4.09	\$2.05
Walmart	\$4.65	\$5.58	\$1.40	\$3.60	\$4.48	\$2.24

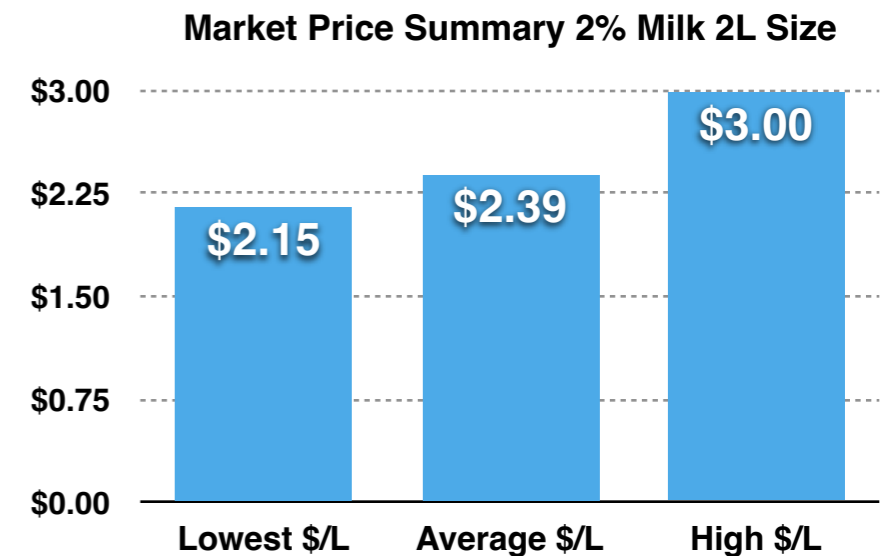
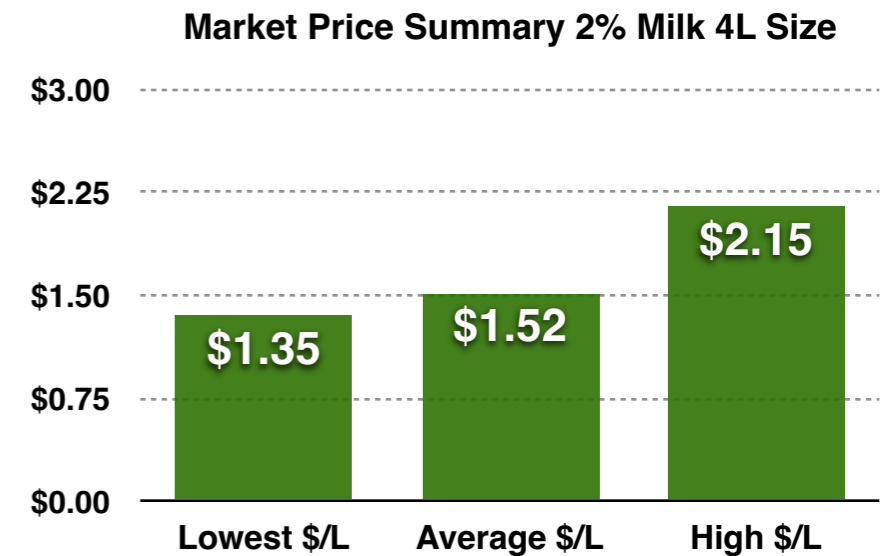




# Canadian Fluid Milk Report

## Regina, SK

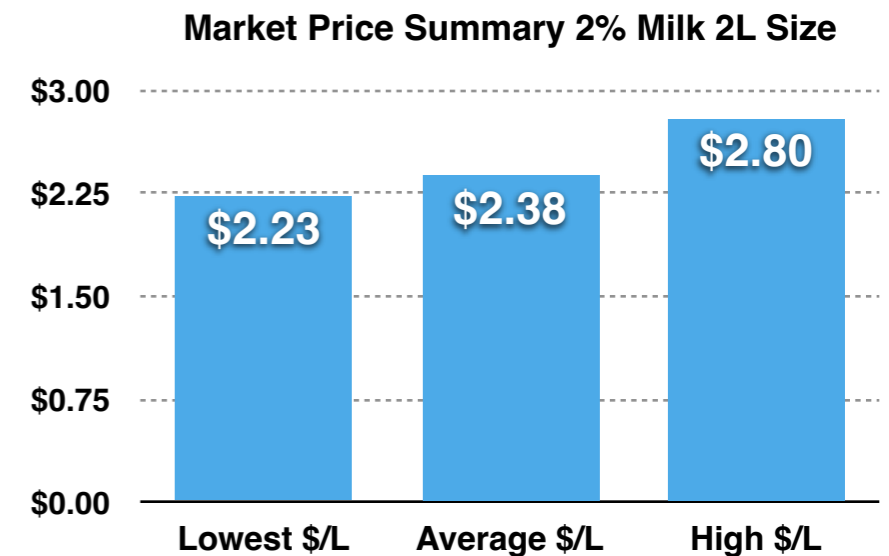
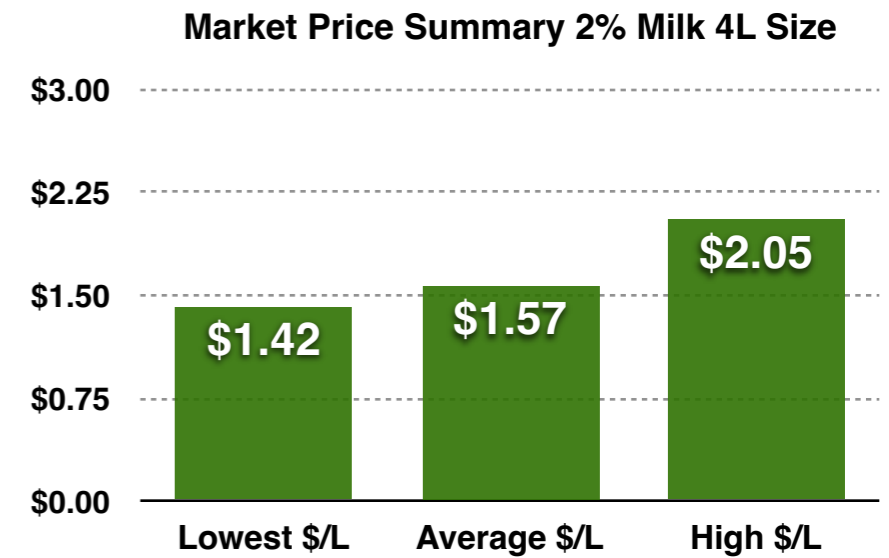
	February 2022 Price 2% Milk - 4L Size	March 2023 Price 2% Milk - 4L Size	Price Per Litre	February 2022 Price 2% Milk - 2L Size	March 2023 Price 2% Milk - 2L Size	Price Per Litre
7-Eleven	\$6.99	\$8.59	\$2.15	\$4.99	\$5.99	\$3.00
Circle K	\$7.09	\$7.89	\$1.97	\$4.99	\$5.59	\$2.80
Co-op	\$5.98	\$6.24	\$1.56	\$4.19	\$4.29	\$2.15
Costco	\$5.09	\$5.39	\$1.35	NA	NA	NA
No Frills	\$5.17	\$5.49	\$1.37	\$4.19	\$4.59	\$2.30
Safeway	\$5.39	\$5.79	\$1.45	\$4.29	\$4.59	\$2.30
Save on Foods	\$5.19	\$5.49	\$1.37	\$4.29	\$4.49	\$2.25
Shoppers Drug Mart	\$5.01	\$5.49	\$1.37	\$4.19	\$4.69	\$2.35
Sobeys	\$5.39	\$5.49	\$1.37	\$4.29	\$4.59	\$2.30
Superstore	NA	\$5.49	\$1.37	\$4.09	\$4.49	\$2.25
Walmart	\$5.01	\$5.49	\$1.37	\$4.09	\$4.48	\$2.24



# Canadian Fluid Milk Report

## Calgary, AB

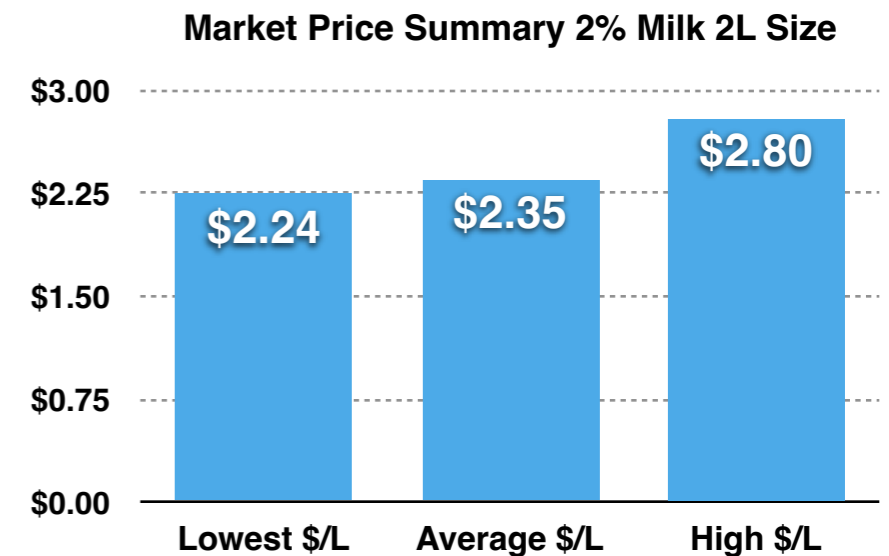
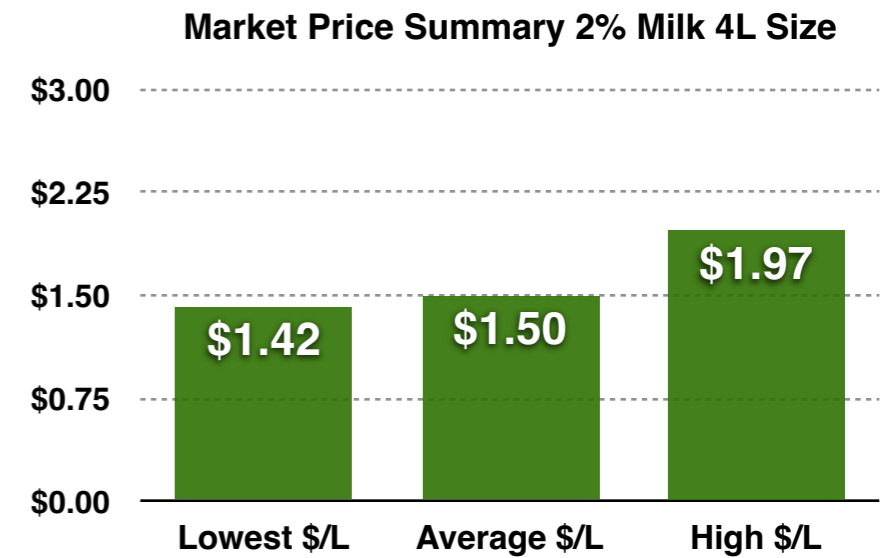
	February 2022 Price 2% Milk - 4L Size	March 2023 Price 2% Milk - 4L Size	Price Per Litre	February 2022 Price 2% Milk - 2L Size	March 2023 Price 2% Milk - 2L Size	Price Per Litre
7-Eleven	\$7.69	\$8.19	\$2.05	\$5.39	\$5.49	\$2.75
Circle K	\$7.09	\$7.89	\$1.97	\$4.99	\$5.59	\$2.80
Co-op	\$6.35	\$6.29	\$1.57	\$4.29	\$4.45	\$2.23
Costco	\$5.09	\$5.69	\$1.42	NA	NA	NA
No Frills	\$5.08	\$5.79	\$1.45	\$4.19	\$4.49	\$2.25
Safeway	\$5.39	\$5.79	\$1.45	\$4.49	\$4.69	\$2.35
Save on Foods	\$5.19	\$5.79	\$1.45	\$4.29	\$4.49	\$2.25
Shoppers Drug Mart	\$4.95	\$5.79	\$1.45	\$4.19	\$4.69	\$2.35
Superstore	\$4.99	\$5.79	\$1.45	\$4.09	\$4.49	\$2.25
Walmart	\$4.95	\$5.79	\$1.45	\$4.09	\$4.48	\$2.24



# Canadian Fluid Milk Report

## Edmonton, AB

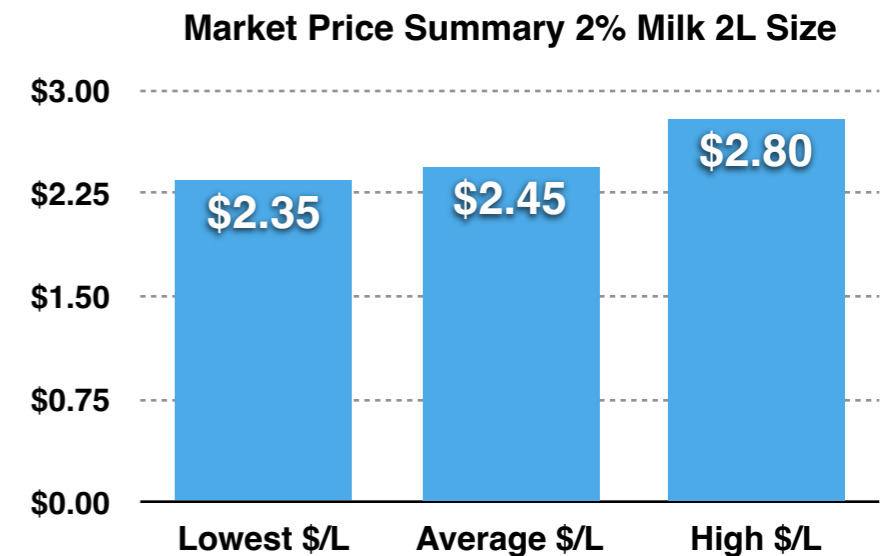
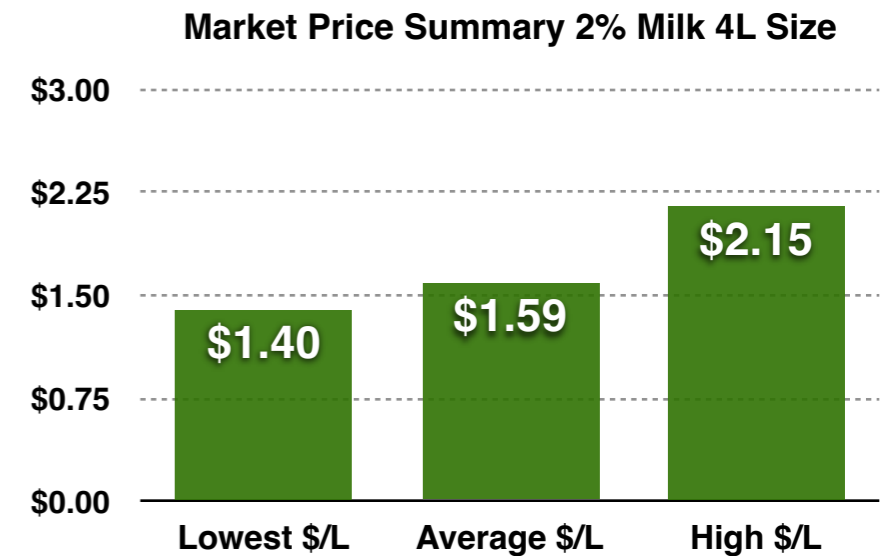
	February 2022 Price 2% Milk - 4L Size	March 2023 Price 2% Milk - 4L Size	Price Per Litre	February 2022 Price 2% Milk - 2L Size	March 2023 Price 2% Milk - 2L Size	Price Per Litre
Costco	\$5.09	\$5.69	\$1.42	NA	NA	NA
Circle K	\$7.09	\$7.89	\$1.97	\$4.99	\$5.59	\$2.80
No Frills	\$5.08	\$5.79	\$1.45	\$4.19	\$4.49	\$2.25
Safeway	\$5.39	\$5.79	\$1.45	\$4.29	\$4.69	\$2.35
Save On Foods	\$5.19	\$5.79	\$1.45	\$4.29	\$4.49	\$2.25
Shoppers Drug Mart	\$4.95	\$5.79	\$1.45	\$4.19	\$4.69	\$2.35
Sobeys	\$5.39	\$5.79	\$1.45	\$4.29	\$4.69	\$2.35
Superstore	\$4.99	\$5.79	\$1.45	\$4.09	\$4.49	\$2.25
Walmart	\$4.95	\$5.79	\$1.45	\$4.09	\$4.48	\$2.24



# Canadian Fluid Milk Report

## Kelowna, BC

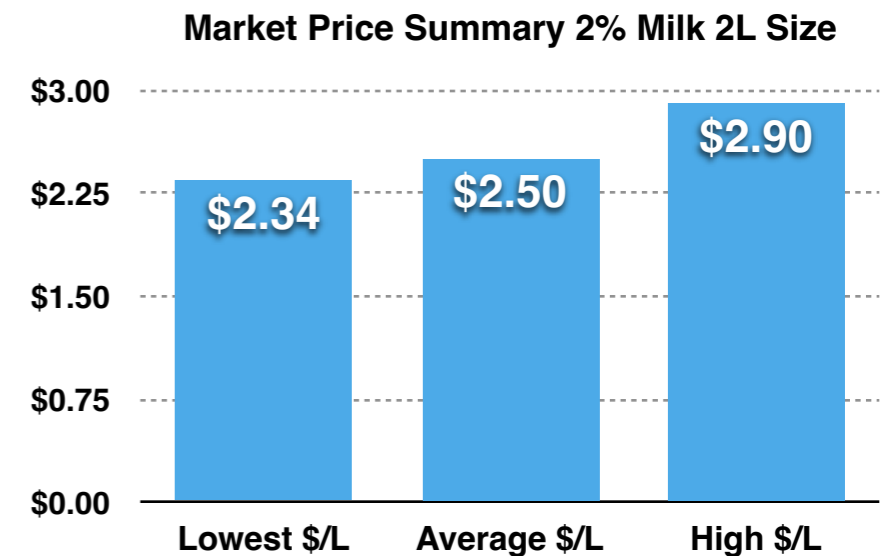
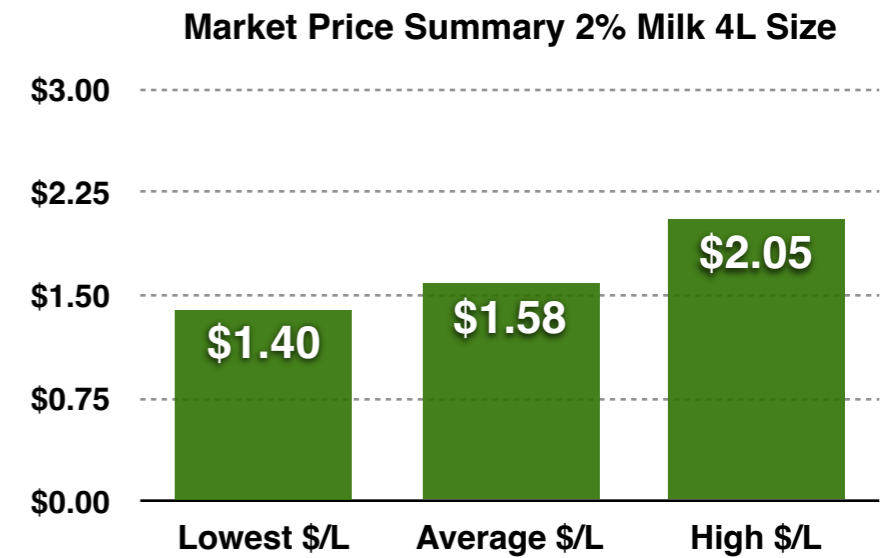
	February 2022 Price 2% Milk - 4L Size	March 2023 Price 2% Milk - 4L Size	Price Per Litre	February 2022 Price 2% Milk - 2L Size	March 2023 Price 2% Milk - 2L Size	Price Per Litre
Circle K	NA	\$7.89	\$1.97	NA	\$5.59	\$2.80
Costco	\$5.19	\$5.59	\$1.40	NA	NA	NA
7-Eleven	\$7.69	\$8.59	\$2.15	NA	NA	NA
Fresh Co	\$5.37	\$5.69	\$1.42	\$4.27	\$4.69	\$2.35
IGA Marketplace	\$6.79	\$6.99	\$1.75	\$4.49	\$5.39	\$2.70
Safeway	\$5.39	\$5.75	\$1.44	\$4.29	\$4.69	\$2.35
Save On Foods	\$5.59	\$5.75	\$1.44	\$4.39	\$4.69	\$2.35
Shoppers Drug Mart	\$5.39	\$5.69	\$1.42	\$3.99	\$4.79	\$2.40
Superstore	\$5.39	\$5.69	\$1.42	NA	\$4.69	\$2.35
Your Independent Grocer	\$5.49	\$5.89	\$1.47	\$4.39	\$4.69	\$2.35



# Canadian Fluid Milk Report

## Burnaby / Coquitlam, BC

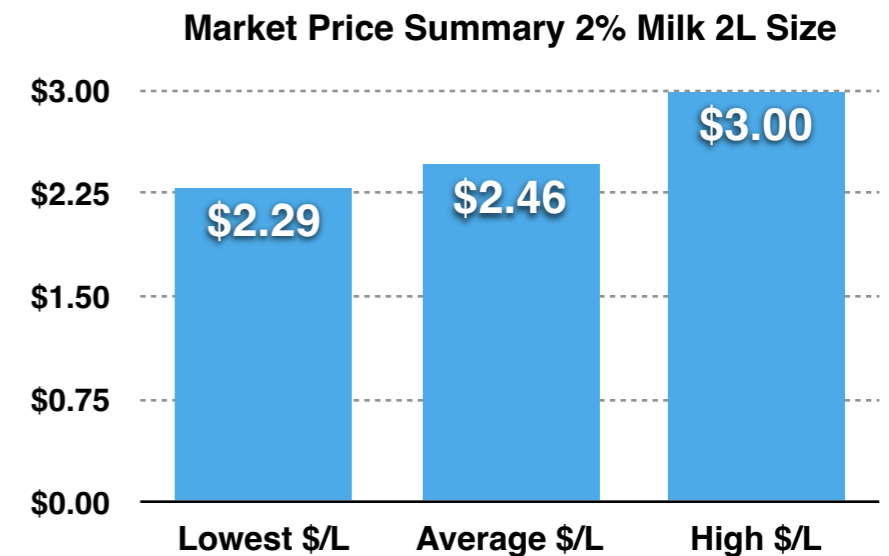
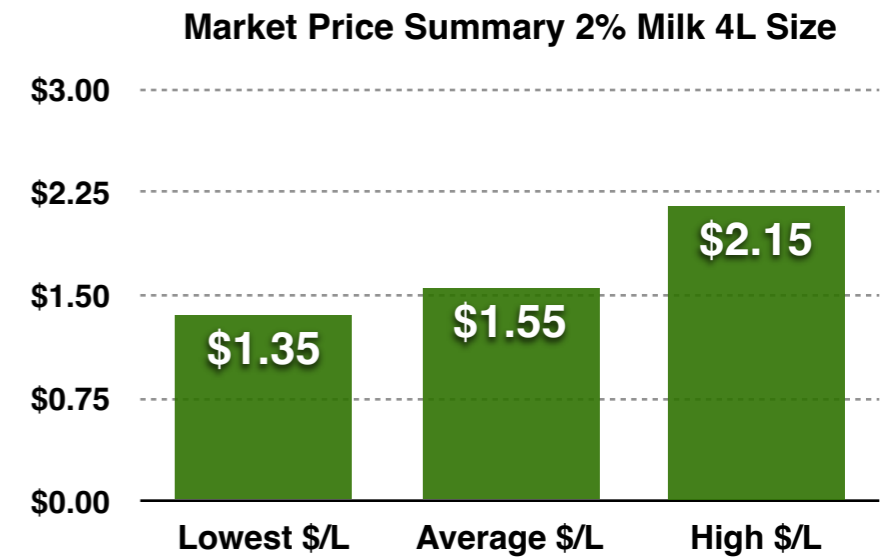
	February 2022 Price 2% Milk - 4L Size	March 2023 Price 2% Milk - 4L Size	Price Per Litre	February 2022 Price 2% Milk - 2L Size	March 2023 Price 2% Milk - 2L Size	Price Per Litre
7-Eleven	\$6.99	\$8.19	\$2.05	\$4.99	\$5.79	\$2.90
Costco	\$5.09	\$5.59	\$1.40	NA	NA	NA
IGA Marketplace	\$6.29	\$6.99	\$1.75	\$4.69	\$5.39	\$2.70
Circle K	\$7.09	\$7.59	\$1.90	\$5.29	\$5.29	\$2.65
No Frills	\$5.39	\$5.69	\$1.42	\$4.29	\$4.69	\$2.35
Save On Foods	\$5.59	\$5.75	\$1.44	\$4.39	\$4.69	\$2.35
Shoppers Drug Mart	\$5.39	\$5.69	\$1.42	NA	\$4.79	\$2.40
Superstore	\$5.39	\$5.69	\$1.42	\$4.39	\$4.69	\$2.35
Walmart	\$5.39	\$5.69	\$1.42	NA	\$4.68	\$2.34



# Canadian Fluid Milk Report

## Langford/Victoria, BC

	February 2022 Price 2% Milk - 4L Size	March 2023 Price 2% Milk - 4L Size	Price Per Litre	February 2022 Price 2% Milk - 2L Size	March 2023 Price 2% Milk - 2L Size	Price Per Litre
7-Eleven	NA	\$8.59	\$2.15	NA	\$5.99	\$3.00
Costco	\$4.99	\$5.39	\$1.35	NA	NA	NA
Circle K	\$7.09	\$8.19	\$2.05	\$5.29	\$5.59	\$2.80
Save On Foods	\$5.39	\$5.49	\$1.37	\$4.39	\$4.59	\$2.30
Your Independent Grocer	\$5.49	\$5.89	\$1.47	\$4.39	\$4.69	\$2.35
Shoppers Drug Mart	\$4.99	\$5.49	\$1.37	\$3.99	\$4.79	\$2.40
Superstore	\$4.99	\$5.49	\$1.37	\$4.19	\$4.59	\$2.30
Thrifty Foods	\$5.59	\$5.75	\$1.44	\$4.29	\$4.59	\$2.30
Walmart	\$4.99	\$5.49	\$1.37	\$4.19	\$4.58	\$2.29



# Canadian Fluid Milk Report - Methodology

Price audits were conducted using Field Agent Canada's panel of over 210,000 smartphone users who have downloaded our free app and conduct audits, mystery shops and shopper surveys from Coast-to-Coast.

Data was collected in 183 stores from February 13- March 9, 2023 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.