

SHAL
INSPIRE FOOD BUSINESS

Canada

The North American
Agri-Food Business
Accelerator

**CONNECTING
AT THE CORE
OF THE FOOD
INDUSTRY**

**TORONTO
2027**
ENERCARE CENTRE
APRIL 27-29



CANADA: A GROWING DIVERSE MARKET AS YOUR GATEWAY TO NORTH AMERICA

RECORD POPULATION GROWTH:

50 MILLION

EXPECTED BY 2050

Unlike other developed countries, the Canadian population is significantly rising. In 2023, population increased by 3,3%, the strongest growth since 1957.

DYNAMIC PURCHASING POWER:
the household budget for food is amongst the highest of the developed countries, spending

+17%

THAN BEFORE THE PANDEMIC

Specially interesting for the HORECA industry, household food spending increased by 21% for foodservices

450+

CULTURAL GROUPS:

Internationally diverse consumers are constantly seeking multicultural products

In 2021, 40% of the population declared having international origins. The top five growing communities are: South Asian, Chinese, Filipino, Arab and Latin American.*

NEW POTENTIAL COMMERCIAL DESTINATION:

Transnational opportunities are supported by free trade agreements.

Canada has 15 Free-Trade Agreements with 51 countries, creating an ideal destination to diversify your international commercial partners: CETA, CPTPP, CUSMA, EFTA, UKTCA, Chile, Colombia, Costa Rica, Honduras, Jordan, Panama, Peru, South Korea and Ukraine.

* Source: 2021 Census. Source: <https://www150.statcan.gc.ca/>



ONTARIO: THE LARGEST MARKET IN CANADA IS GROWING!

Ontario is Canada's most populous province, with 16.1 million residents in 2024, representing approximately 40% of the national population.* With an estimated CAD 1,178 billion in nominal GDP in 2024, the province's economy grew by +1.6%, while national household food spending per household in 2023 averaged CAD 8,659 for store-bought food and CAD 12,046 total.*

The top 5 categories of imported food products in the province keep growing, creating opportunities for local manufacturers and international exporters.**

BAKERY GOODS

CEREALS & PASTA

FRESH VEGETABLES

FRESH FRUITS

NON-ALCOHOLIC BEVERAGES

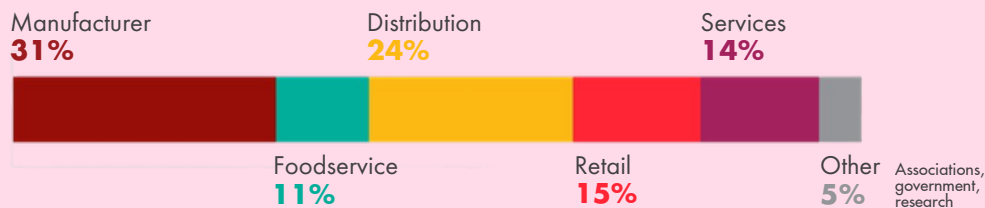
FOOD PREPARATIONS & SNACKS

* Source: Statistics Canada – Survey of Household Spending, 2023. Ontario Ministry of Finance, budget.ontario.ca, 2025.

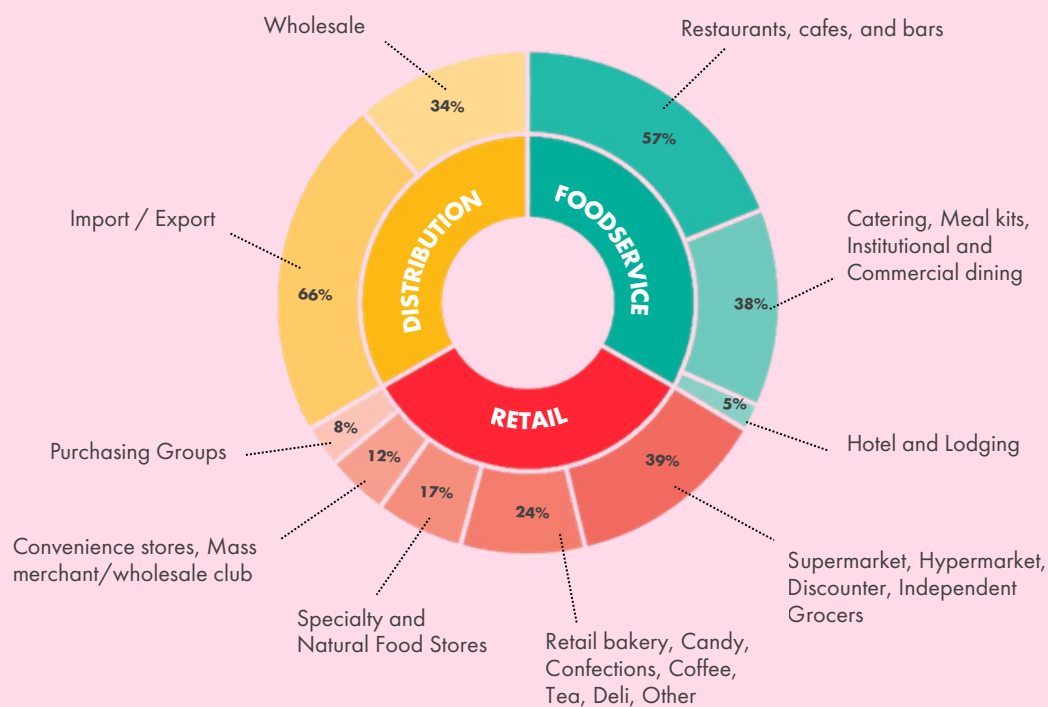
** Source: USDA Foreign Agricultural Service – Exporter Guide Annual, Canada, 2025. apps.fas.usda.gov

CONNECT WITH VISITORS

Visitor profiles



Zoom in: Direct access to key decision-makers in Foodservice, Distribution, and Retail.



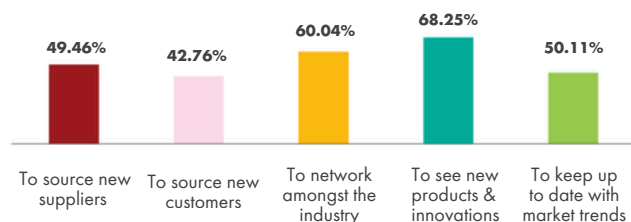
TOP 10 SECTOR OF INTEREST IN 2025

Beverages, Meat /Poultry / Deli, Packaging, Fruits / Vegetables, Packaging & services, Bakery, Food processing equipment, Seafood & shellfish, Technological solutions

TOP 10 VISITING COUNTRIES IN 2025

Canada, USA, Turkey, Mexico, China, Philippines, Colombia, Ghana, Sri Lanka, Japan

TOP 5 VISITING OBJECTIVES IN 2025



NATIONAL AND INTERNATIONAL VISITORS PRESENT IN 2025



23 000
TOTAL ATTENDANCE



74
VISITING COUNTRIES



85%
DECISION MAKERS



17%
OF TOP BUYERS
WITH A MINIMUM
PURCHASING
AUTHORITY:
\$5M



94%
SATISFY WITH THEIR
EXPERIENCE AT SIAL
CANADA 2025

2025 TOP VISITING COMPANIES BY SECTOR

95%

SAY THEY PLAN TO ATTEND SIAL TORONTO 2027

RETAIL

National Retail Groups

Costco Wholesale Canada & USA, **Empire Co.** | **Sobeys Group** (Sobeys, IGA, Farm Boy, FreshCo, Longo's), **Loblaw Companies Ltd.** (Loblaws, Maxi, Provigo), **Metro Inc.** (Metro, Food Basics, Super C, Marché Richelieu), **Pattison Food Group** (Overwaitea, Save-On-Foods), **Walmart**

Regional & Independent

PA Supermarché, Co-op Atlantic, M&M Food Market

International | Specialty

Amazon (Fresh / Whole Foods Market), Kroger, Lidl US, HEB Grocery

Convenience & Discount

7-Eleven, Alimentation Couche-Tard (Circle K, Dépanneur network), Dollarama

MULTICULTURAL / SPECIALTY

Organic / Health

Avril, Whole Foods Market, Supermarchés H.Y. Louie

Asian / Pan-Asian

T&T Supermarket, Oriental Food, Ti Foods, Kim Phat

Middle Eastern / Mediterranean

Adonis, Parsian Fine Foods, Rachel Berry, Akhavan Supermarket

European / Italian / Gourmet

Pusateri's Fine Foods, Longo's, Highland Farms

Eastern European

Yummy Market, Starsky Fine Foods

DISTRIBUTION

Major Broadline Distributors

I-D Foods (30k+ clients), KeHE Distribution (30K+ POS U.S./CA), Tree of Life Canada (natural & ethnic), UNFI (natural, organic, specialty)

International Importers & Ethnic Specialists

AbWorld Foods (Asia, India), Amira AT Center - NY (Middle East & South Asia), Atalanta - USA (EU, Mediterranean), Candesa Foods (Latin America), Excelsior Foods Inc. (Caribbean), Grace Foods (Caribbean), Shah (South Asia, Halal)

Specialty & Gourmet

Euro Excellence (premium EU), Food Momentum (sustainable, innovation), Global Appetite (multicultural), H&F Bioexport (EU bio & fine foods), Les Dépendances (QC gourmet)

FOODSERVICE

Major Restaurant Chains

3 Brasseurs, A&W, Benny & Co, McDonald's, MTY Group, Nobu Restaurants, PepsiCo / Pizza Hut / KFC, Recipe Unlimited, St-Hubert Restaurants, Starbucks, Tim Hortons

Airline & Catering

Air Canada, Air Transat, Aramark Canada, Compass Group Canada, Gate Gourmet (Airline Catering), Newrest, Sodexo Canada, VIA Rail

Distributors & Suppliers

Colabor, CN Rail, Gordon Food Service (GFS), HalalMeals Ready Foods Ltd, Legend of Spice Group, Sysco, The Canadian Spice Company, VIA Rail, Yantai Xiwang Foods Co., Ltd.

Meal Solutions | Delivery

HelloFresh, Infuse Culinary Group, Skip The Dishes, WeCook Meals

MANUFACTURER

Dairy & Alternatives

Agropur, Arla Foods, Parmalat (Lactalis), Saputo

Bakery & Prepared Foods

Bridor Inc, Bonduelle, Maple Leaf Foods

Confectionery & Snacks

Dare Foods, Ferrero, Hershey's, Nestlé

Processed & Packaged Foods

General Mills, Kraft Heinz, Unilever

MEET QUALIFIED TOP BUYERS

SECURE PRE-SCHEDULED MEETINGS WITH BUYERS ACTIVELY SOURCING NEW PRODUCTS

The **SIAL Canada Hosted Buyer Program (HBP)** connects exhibitors with carefully selected national and international buyers through pre-scheduled B2B meetings.

The program is designed to facilitate direct conversations with decision-makers responsible for product sourcing, category development and supplier partnerships.

Meetings take place in a dedicated matchmaking lounge, ensuring a professional environment for efficient and productive business discussions.

A PROGRAM DESIGNED TO GENERATE BUSINESS

Hosted Buyers are invited based on their purchasing authority, sourcing needs and strategic role within their organization.

Participants represent leading retail, distribution and foodservice companies, creating valuable opportunities for exhibitors to build new commercial relationships and expand their market reach.

A UNIQUE ADVANTAGE FOR EXHIBITORS

Unlike many international trade shows, participation in the Hosted Buyer Program is included for SIAL's Canada exhibitors at no additional cost.

Our tradeshow invests in bringing qualified buyers from around the world to help exhibitors maximize their ROI and generate international business opportunities.

SIAL HOSTED BUYER PROGRAM

MEET WITH SOME OF 2025 KEY BUYERS

Retailers, distributors and specialty buyers participating in the Hosted Buyer Program include:

FOODMatch

Colemans

SPROUTS
FARMERS MARKET

Walmart

CITY
CLUB

Jiva
ORGANICS

KeHE

Kroger

Loblaws

Sobeys

sam's club

Soriana

WILLIAMS-SONOMA
inspiring cooks everywhere

2025 KEY RESULTS



1,200+

SESSIONS OF BUSINESS
MATCHMAKING



\$20M+

AVERAGE BUYER
PURCHASING POWER



46

COUNTRIES
REPRESENTED IN THE HBP



70%

FINALIZED DEALS
WITHIN SIX MONTHS
OF THE SHOW



93%

PLAN TO RETURN
IN 2027

**DON'T MISS THIS OPPORTUNITY TO ACCELERATE
YOUR SALES PIPELINE THROUGH SIAL CANADA
HOSTED BUYER PROGRAM!**

EXHIBITORS: A MUST ATTEND EVENT

THE NORTH-AMERICAN AGRI-FOOD BUSINESS ACCELERATOR

Top 3 reasons to exhibit at SIAL Canada

- 1 GROW YOUR BUSINESS ACROSS BORDERS**

Expand your reach in North America and beyond with SIAL's powerful international platform
- 2 CONNECT WITH QUALIFIED BUYERS**

The quality of potential contacts was the #1 reason for exhibiting in 2025, join us in Toronto 2027 to drive new sales opportunities.
- 3 STAY AT THE FOREFRONT OF INNOVATION**

Find inspiration and industry insights through a variety of competitions, conferences and workshops.



+800

EXHIBITORS & BRANDS



55

COUNTRIES
REPRESENTED



SIAL CANADA'S
SHOW FLOOR FEATURES

47%

CANADIANS EXHIBITORS

&

53%

INTERNATIONAL EXHIBITORS



96%

OF EXHIBITORS ARE SATISFIED
WITH THEIR EXPERIENCE
OF SIAL CANADA 2025



100%

OF EXHIBITORS ARE SATISFIED
WITH THE QUALITY OF THE VISITORS
TRAFFIC AT THEIR BOOTH

Source: 2025 Exhibitor's Satisfaction Survey

TOP 10 CANADIAN EXHIBITORS IN TORONTO 2025 BY SIZE

GROUPE EXPORT AGROALIMENTAIRE QUÉBEC- CANADA

ISPICE

MINISTRY OF AGRICULTURE FOOD AND AGRI BUSINESS

VLC 999 CANADA LTD

DAIRY FARMERS OF CANADA

FOOD AND BEVERAGES ATLANTIC

WC&CO BRANDS MANAGEMENT

GROUPE ALIMENTAIRE MIRON

AGROPUR COOPÉRATIVE LAITIÈRE

PACK 3000

TOP 10 INTERNATIONAL EXHIBITORS IN TORONTO 2025 BY SIZE

ITALY

TURKEY

SRI LANKA

UNITED STATES OF AMERICA

PERU

JORDAN

THAILAND

PAKISTAN

INDONESIA

GREECE

A SHOW FLOOR DESIGNED TO FACILITATE THE VISITOR'S JOURNEY TOWARDS INDUSTRY SECTORS

BEVERAGES

Alcoholic
Non-Alcoholic
Functional drinks
Hot drinks
Syrup

FRESH MARKET

Bakery and Pastries
Fresh produce
Meat, Game and Poultry
Ready to eat
Seafood and shellfish

PROCESSING & PACKAGING

Processing machinery
Smart packaging
Supply Chain & Logistics
Sustainable and Reusable containers

GROCERY

Canned products
Condiments
Confectionery & Chocolate
Food for kids
Food Ingredients & Additives
Frozen & Ready made products
Grains & Pasta
Maple & Honey products
Pet food
Sweet & Salty snacks

DAIRY PRODUCTS

Butter
Cheese
Eggs
Ice Cream
Milk
Yogurt

EQUIPMENT & SERVICE

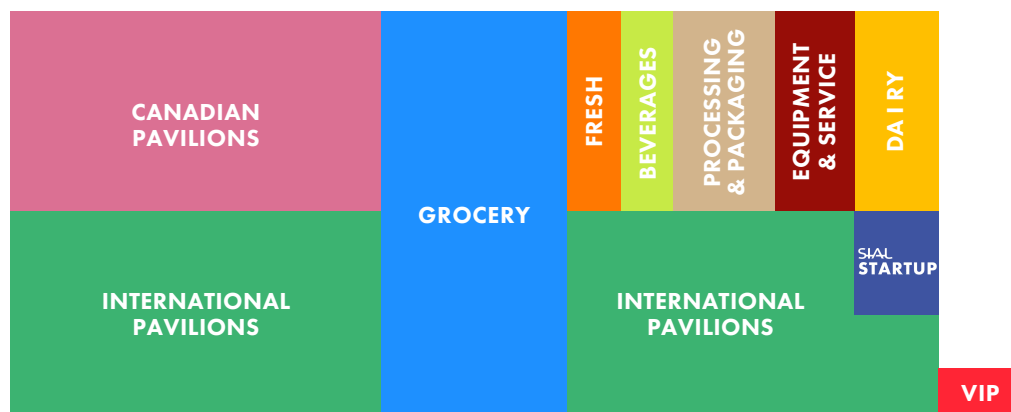
Apparel
Business Services
Equipment & Furniture
Multimedia solutions
Robotics Tech: AI, SAS & Delivery

PRODUCT ATTRIBUTES

Designed to help buyers navigate the show beyond product categories, through key trends and business opportunities.

Co-manufacturing & Co-packing
Export Ready
Food Service / Food to go
Free from gluten, lactose, special diets
Functional & High Protein diets
Halal
Kosher
Made in Canada
Multicultural products
Organic
Plant Based
Private Label
Sustainable development initiatives

SECURE YOUR IDEAL SPOT ON THE SECTORIZED SHOW FLOOR



SIAL
INNO-
-VATION

SIAL
PODCAST

FOOD&BEV
CONNECT
ÉCHANGER.DÉGUSTER.INSPIRER
SHARE.TASTE.INSPIRE

SIAL
DAIRY

SIAL
HOSTED BUYER
PROGRAM

WHERE THE INDUSTRY FINDS INSPIRATION

3

COMPETITIONS

Maximize your presence at SIAL Canada and stand out on the show floor by showcasing your products through SIAL signature competitions.



SIAL Innovation highlights the most innovative food products launched in North America since January 2026.

Selected products benefit from strong visibility on the show floor and during the official SIAL Innovation Awards Ceremony.

Free registration!



Start-up Pitch Competition

Entrepreneurs from the SIAL Start-Up Village this is your time to shine!

5 participants into 3 categories:

- Startup Seed CPG
- Startup Scale CPG
- Startup FoodTech

Selected Startups will have 2:30mn to pitch your concept live in front of industry experts!



The International Cheese Competition showcases outstanding cheeses across 25+ categories.

Open to exhibitors and non-exhibitors alike.

The competition culminates with a live judging and award announcement on April 27.

60+

INSPIRED CONTENT



SIAL

INSPIRE FOOD BUSINESS

Gourmet Selection **Paris**
07 - 08 June 2026

Cheese & Dairy Products Show **Paris**
07 - 09 June 2026

Food & Drinks Malaysia **Kuala Lumpur**
by SIAL 21 - 23 July 2026

SIAL in China South **Guangzhou**
03 - 05 Sept 2026

SIAL Paris **Paris**
17 - 21 October 2026

SIAL Interfood **Jakarta**
04 - 06 Nov 2026

SIAL Vietnam **Ho Chi Minh City**
11 - 14 Nov 2026

Djazagro **Algiers**
12 - 15 April 2027

SIAL Canada **Toronto**
27 - 29 April 2027

SIAL in China **Shanghai**
18 - 20 May 2027

SIAL India **Mumbai**
24 - 26 June 2027

12 LEADING B2B EVENTS
17,000 EXHIBITORS FROM 126 COUNTRIES
OVER 700,000 PROFESSIONALS ATTENDING
FROM 200 COUNTRIES

More information



SIAL-NETWORK.COM

INSPIRING
FOOD
BUSINESS
WORLDWIDE

COMEXPOSIUM

SIAL, a subsidiary of Comexposium Group

SAVE THE DATE

TORONTO
2027
ENERCARE CENTRE
APRIL 27-29

CANADAN EXHIBITORS

Contact Sales

sales@expocanadafrance.com

Or click on this link [here](https://sialcanada.com/en/request-form/).

INTERNATIONAL EXHIBITORS

Please scan the QR Code:



Or click on this link [here](https://sialcanada.com/en/request-form/).

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Design Bug Agency

Credit: Getty Images / iStock

Thanks to our partners

