

Tapping Canada's Growing Demand for Organic Infant Nutrition

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As demand for clean-label and organic nutrition continues to rise, Canada's infant formula market is witnessing a notable shift in consumer preferences. Parents today are increasingly seeking transparency, trusted certifications, and scientifically backed formulations when choosing nutrition for their infants. Against this backdrop, Perrigo has expanded its portfolio with the launch of Good Start Organic, aiming to address a growing gap in the organic infant formula segment while reinforcing its commitment to quality and innovation.

In this interview with NUFFOODS Spectrum, Karman Colosimo, Senior Marketing Manager at Good Start Canada, shares insights into the evolving market dynamics, the rationale behind the launch, and how Perrigo is leveraging nutritional science and consumer trust to support modern parenting needs. She also discusses the role of certifications, education initiatives, and future innovation in shaping the company's strategy within Canada's rapidly growing organic infant nutrition space.

What key consumer needs or market trends in Canada prompted the launch of Good Start Organic?

Overall, the infant formula market remains significant in Canada (\$442M), and the organic segment is emerging as a key growth driver – up 15 per cent since last year.

Source: NielsenIQ. National excl NFLD GB+DB+MM p/e 1/24/26)

How does this formula differentiate itself from other organic options currently available in the Canadian market?

Currently, there are limited options for parents seeking organic infant formulas in Canada.

Good Start Organic fills a gap in the market for moms seeking a formula that is certified organic from a trusted infant formula brand. It complements our portfolio as an option for moms specifically looking for organic.

Could you elaborate on the scientific considerations behind the formulation, specifically its role in brain and eye development?

Good Start Organic formula contains expert-recommended levels of DHA to help support normal brain and eye development. It is non-GMO and contains no artificial growth hormones, like all organic products.

Source: ADA/DC. J Am Diet Assoc. 2007;107:1599-1611.

With the demand for clean-label products increasing, how important are certifications like the Canada Organic Regime in building trust with parents?

As parents increasingly seek clean-label products, trusted certifications like the Canada Organic Regime play an important role in providing reassurance that products meet rigorous, transparent standards for quality and sourcing.

For Good Start Canada, this certification helps reinforce our commitment to carefully selected ingredients and high manufacturing standards, giving parents added confidence in the nutrition they choose for their little ones.

How does Perrigo approach educating parents and healthcare professionals about various infant nutrition and formula options?

When it comes to supporting new parents who need to choose to introduce infant formula, we provide inclusive educational information and tools through Good Start Baby Club, our website, goodstartbaby.ca, as well as in our social media content (find us on [Facebook](#), [Instagram](#), [TikTok](#) and [YouTube](#)) to help them make informed feeding decisions. We also support healthcare professionals who work with expecting and new moms with evidence-based educational content related to infant feeding.

Good Start Canada proudly supports Health Canada's guidance that breast milk is the best nutrition for infants. Our educational content and product selection invite parents to learn and explore what feeding solution is right for them and their baby, and be informed along each step they take.

The introduction of Good Start Organic formula provides Canadian parents with more choices and flexibility to make informed feeding decisions in support of their baby's growth and development.

How do you see the organic infant nutrition segment evolving in Canada, and what role will innovation play in Perrigo's regional growth strategy?

We anticipate continued opportunities for the organic infant nutrition segment in Canada.

Perrigo remains committed to a rigorous, science-based approach to product development, ensuring our portfolio reflects the latest advancements in infant nutrition and meets consumer needs.

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