



Overview of sliced processed meats available in Québec from 2017 to 2022



The Observatory monitored the supply of sliced processed meats, five years after its initial overview in 2017. A broader offering was observed with a total of 488 products studied, representing 73% of the market (compared to 361 products representing 62% of the market in 2017).

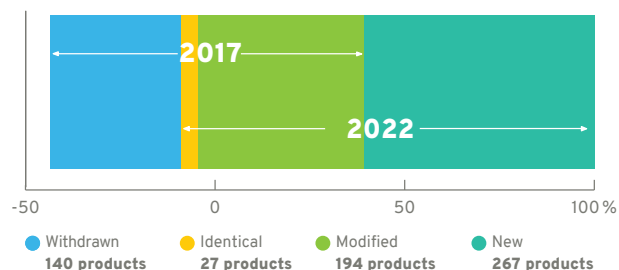
1 Sliced processed meats studied in 2022

The largest **diversity**¹ is still found in meats containing 80% whole muscle (37% of the offer). They remain the best-selling (48% of sales) with an increase of +6 pp².

Pork meat continues to offer the greatest diversity (64% of the supply) and has seen an increase in sales (+9 pp) since 2017. Conversely, mixed-origin meats saw a decline in sales (-10 pp).

With regard to the **status**³:

- The majority of products are new (n=267/488; 55%) or modified (n=194/488; 40%).
- The new meats offered in 2022 are primarily coarsely ground dried meats.



The 2022 meat supply saw a **significant 22% increase in saturated fat content**.



The new meats offered in 2022 contain more energy, more fat and saturated fat than others.

¹ Diversity: number of different products.

² Percentage points: they represent the difference in percentages of market shares of the same classification between 2017 and 2022.

³ Product status compared to 2017: new, identical, modified or withdrawn from the market.

2 Evolution of nutritional composition

Compared to 2017, the meats **offered** now provide more energy (+12%), fat (+21%) and saturated fat (+22%). One of the reasons for this change is the increase in new coarsely chopped-dried products that are rich in these nutrients.

Despite these changes in supply, only the protein content of meats **purchased** has increased since 2017. This indicates that consumers have not necessarily purchased those products that are higher in energy, fat and saturated fat.

As in 2017, nearly two-thirds of sliced processed meats are still above the voluntary sodium target⁴.



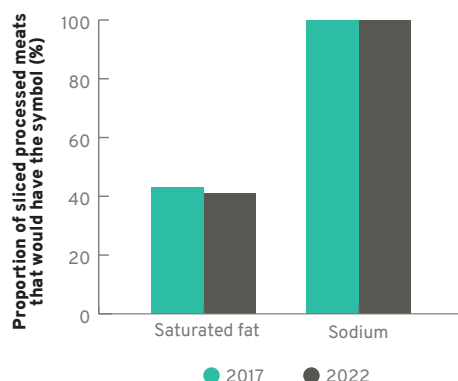
3 High level thresholds

To determine whether a product must bear a symbol indicating high sodium, sugars and/or saturated fat, the 15% daily value (DV)⁵ threshold is used for most sliced processed meats (reference amount of 55 g).

All sliced processed meats purchased in 2022 would have a symbol on the front of the packaging due to high sodium levels and 41% due to high saturated fat levels.



Compared to 2017, a greater proportion of meats offered had the symbol indicating a high saturated fat content (46% in 2022 vs. 38% in 2017).



4 Conclusion

The most noticeable change among the meats available is an increase in **saturated fat** levels due, at least in part, to a large number of new coarsely chopped-dried products (which are higher in this nutrient).

Sodium levels remain a major issue. As in 2017, almost all meats have a high sodium content (> 15% DV). Efforts over the past five years do not appear to have led to significant nutritional improvements.

⁴ Voluntary sodium reduction target: Health Canada, in consultation with industry, has established targets to encourage sodium reductions in processed foods, in stages (850 mg per 100g for cooked deli meats and 1330 mg per 100g for non-thermal processed deli meats).

⁵ Daily value threshold: A threshold determined by Health Canada representing a high amount of a nutrient for a reference amount.

The data in this sliced processed meat overview comes from:



Nutritional composition



Consumer purchases

Market coverage

74 % of the offer
73 % of sales

For more information : foodoffer.ca

