



# Overview of cookies available in Québec in 2019



The Observatory's mission is to monitor the evolution of the food supply in order to help improve its quality and accessibility. Sectoral studies make it possible to situate the nutritional quality of foods offered and purchased in Québec and to monitor them over time.

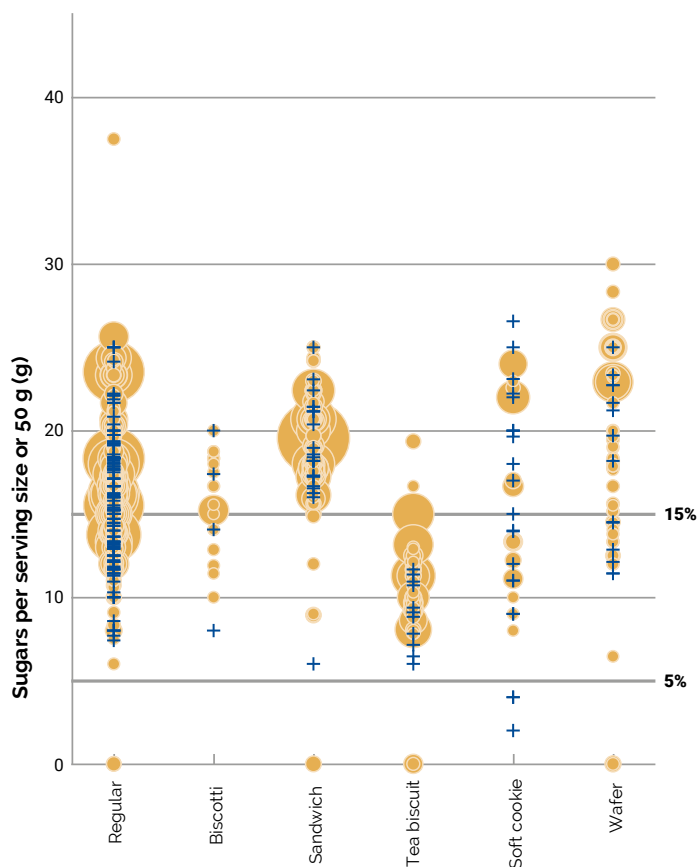
## 1 Results on the 694 cookies studied show that:

Nearly two-thirds (63%) of cookies exceed the 15% daily value<sup>1</sup> threshold for sugars. These products account for 76% of sales. Almost all (93%) of sandwich-type cookies exceed this 15% threshold.



In addition to having higher sugars, sandwich-type cookies have lower fibre and protein content than others.

13% of cookies are marketed to children. These contain less sugar, but more sodium than those marketed to the general population.



**Figure legend:** Each circle represents a product analyzed, according to its classification (horizontal). The larger the circle, the bigger the sales volume. The higher the circle, the higher the content of this nutrient (vertical). Crosses (+) represent products for which sales data was not available.

<sup>1</sup> Daily value threshold: According to Health Canada, this threshold represents a high quantity of a nutrient for a reference amount (serving size on package or 50g).

## 2 Classification of cookies according to their type, in descending order of variety:



**Regular (56%):**  
Regular cookie with or without coating/filling (e.g., chocolate chip cookie, graham cracker, marshmallow cookie).



**Sandwich (15%):**  
Cookie consisting of two cookies joined together with filling inside.



**Wafer (12%):**  
Small dry or flaky wafer. Can also be presented as sticks or crepes.



**Tea biscuit (8%):**  
Plain butter biscuit (e.g., tea, shortbread, digestible).



**Soft cookie (5%):**  
Soft cookie such as a patty, cake or brownie.



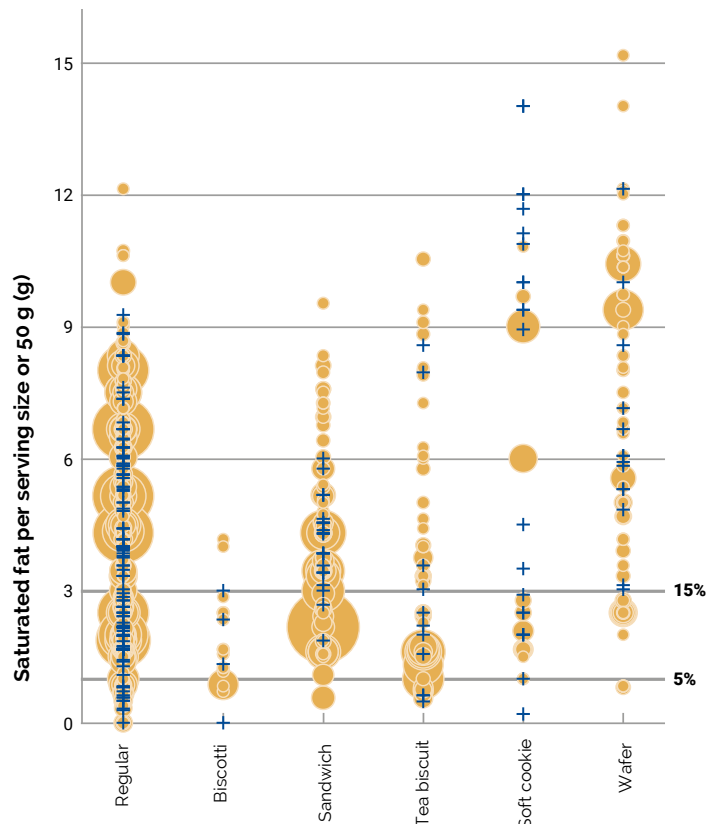
**Biscotti (4%):**  
A twice-baked cookie.



**Regular cookies and tea biscuits have higher sodium levels than other cookies**

## 3 Results for the 694 biscuits studied show that:

63% of cookies offered exceed the 15% daily value threshold for saturated fat. Wafers (83%) and sandwich-type cookies (79%) are the most common type above this threshold.



## 4 Conclusion & courses of action

Given their high sugar and saturated fat content, strategies to monitor and improve supply should focus more on **sandwich-type cookies** and **wafers**. Due to their high sales, high variability in saturated fat, and higher sodium content, **regular cookies** could also be improved.

The data for this overview of cookies comes from:



➤ Nutritional composition



➤ Consumer purchases

Market coverage

➤ 71 % of the offer  
87 % of sales

Steps taken to create this overview:

