

Portrait of pizzas available in Canada 2017



The Observatory's mission is to assess and monitor the evolution of the food supply with a view to contributing to the collective effort to improve the quality and accessibility of food. Sector studies make it possible to situate the nutritional quality of foods offered and purchased in Québec and Canada and track it over time.

1 The results for the 155 pizzas that were analyzed demonstrate the following:

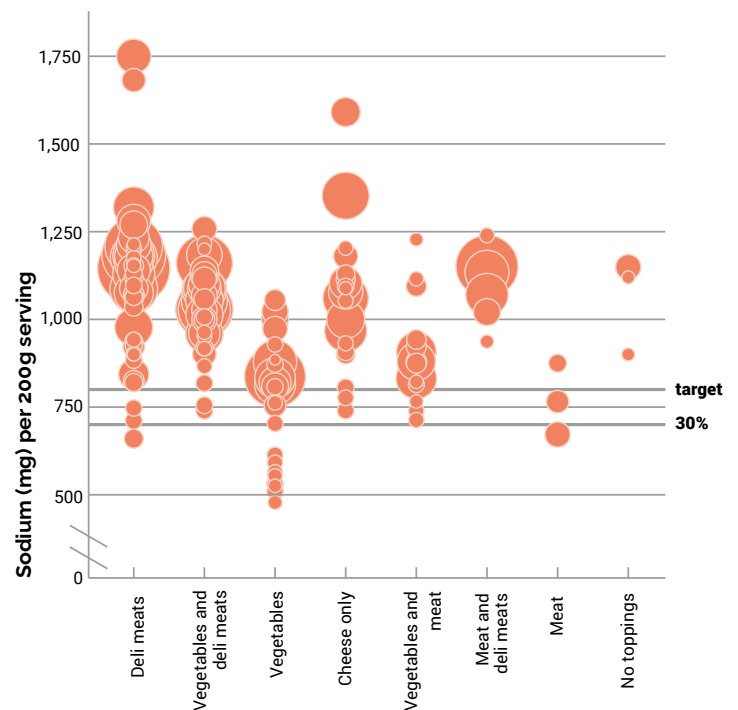
The vast majority of pizzas (94%) exceed the 30% daily value threshold for sodium¹, and 85% exceed the voluntary reduction target established by Health Canada². Meat pizzas³ and vegetable pizzas meet the target more frequently (67% and 44%, respectively).



Vegetable pizzas have a lower sodium content compared to the other types of pizzas.



Pizzas with deli meats⁴ have a higher calorie, fat and sodium content than the other types of pizzas.



Caption for figures: Each circle represents a product based on its classification (horizontal). The larger the circle, the higher the sales volume (in kg). The higher the circle is positioned, the higher the content of the corresponding nutrient (vertical).

¹ Daily value threshold : As recommended by Health Canada, this threshold represents a high amount of a nutrient for the reference amount of a prepared meal.

² Voluntary sodium reduction target: Health Canada, in consultation with the industry, has established targets aimed at encouraging the reduction of sodium in processed foods (target for pizzas: 400 mg / 100 g).

³ Considering the low level of representation (n=3), results for meat pizzas should be interpreted with caution.

⁴ Pizzas with deli meats are a separate category from meat pizzas. For example, pizzas with deli meats may contain pepperoni or ham, whereas meat pizzas may contain strips of chicken or beef.

2 Classification of pizzas by type, in decreasing order of proportion:



Deli meats (31%) :
Pizza with deli meats only. Includes bacon and sausages. These pizzas represent 35% of sales in the category.



Vegetables and deli meats (23%) :
Pizza with vegetables and/or fruits and deli meats.



Vegetables (16%) :
Pizza with vegetables and/or fruits and deli meats.



Cheese only (13%) :
Pizza with cheese only.



Vegetables and meat (10%) :
Pizza with vegetables and/or fruits and meat or poultry. Excludes deli meats.



Meat and deli meats (4%) :
Pizza with meat or poultry and deli meats.



Meat (2%) :
Pizza with meat or poultry.



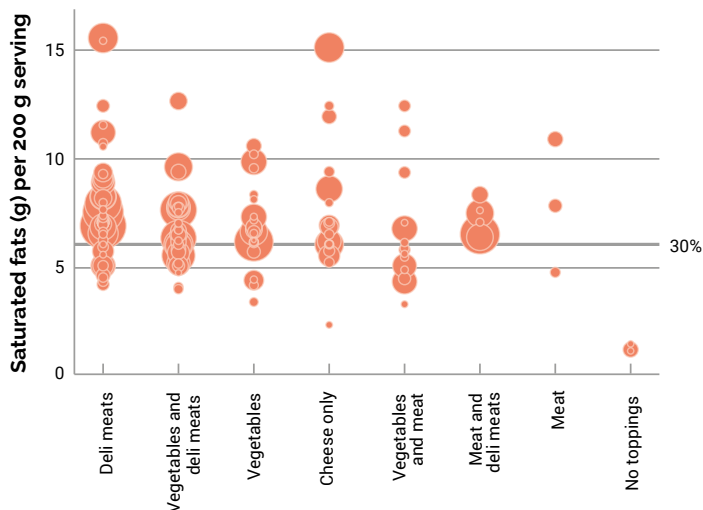
No toppings (2%) :
Pizza with no cheese, deli meat, meat or vegetables.



Traditional crust pizzas have a higher sodium content, whereas thin-crust pizzas have a higher content of saturated fats.

3 The results for the 155 pizzas that were analyzed demonstrate the following:

More than two-thirds (71%) of all pizzas exceed Health Canada's 30% recommended daily value threshold for saturated fats. Pizzas with meat and deli meats (100%), cheese pizzas (80%), vegetable pizzas (80%) and pizzas with deli meats (77%) exceed the threshold most frequently.



4 Conclusion & courses of action

Considering their high fat and sodium content and that they represent the majority of sales, monitoring and improvement strategies for the offer should primarily target **pizzas with deli meats**. Furthermore, **traditional-crust pizzas** would benefit from a reduction in sodium content, whereas **thincrust pizzas** would benefit from a reduction in saturated fats.

Sources of data for this portrait of pizzas:

- Nutritional composition
- Consumer purchases

Steps in the creation of this portrait:

