



Overview of flavoured milks and plant-based beverages

available in Québec 2022



The Observatory's mission is to measure and track the evolution of the food supply in order to contribute to the collective effort to 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 their evolution over time.

1 Results for the 203 dairy and plant-based beverages studied show that:

Nearly one-third of products exceed the 15% daily value threshold **for sugars**¹. Most beverages of animal origin (74%) exceed this threshold. In addition, flavoured beverages contain a sugar content four times higher than plain beverages.



16g of sugar in flavoured beverages



4g of sugar in plain beverages

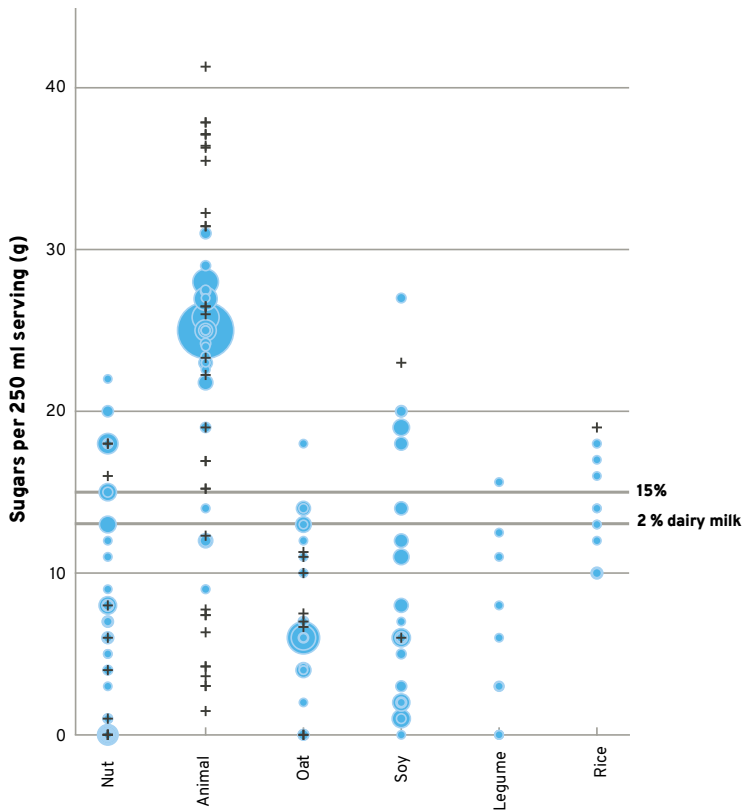


Figure legend: Each circle represents a product according to its origin (horizontal). The larger the circle, the higher the sales volume. The higher the circles, the higher the content of this nutrient (vertical). Crosses (+) represent products for which sales data was not available.

¹ Daily value threshold: A threshold determined by Health Canada representing a high quantity of a nutrient for a reference amount (250 ml).

2 Classification of dairy and plant-based beverages based on their origin, in decreasing order by variety:



Nut (34%):

Plant-based beverage made from almonds, cashews or other nuts.



Animal (29%):

Flavoured dairy beverage (excluding plain milk) made from cow's milk. These beverages account for 44% of the sales volume of the entire category.



Oat (15%):

Plant-based beverages made from oats.



Soy (11%):

Plant-based beverages made from soy.



Legume (6%):

Plant-based beverages made from legumes other than soy (e.g. peas, chickpeas).



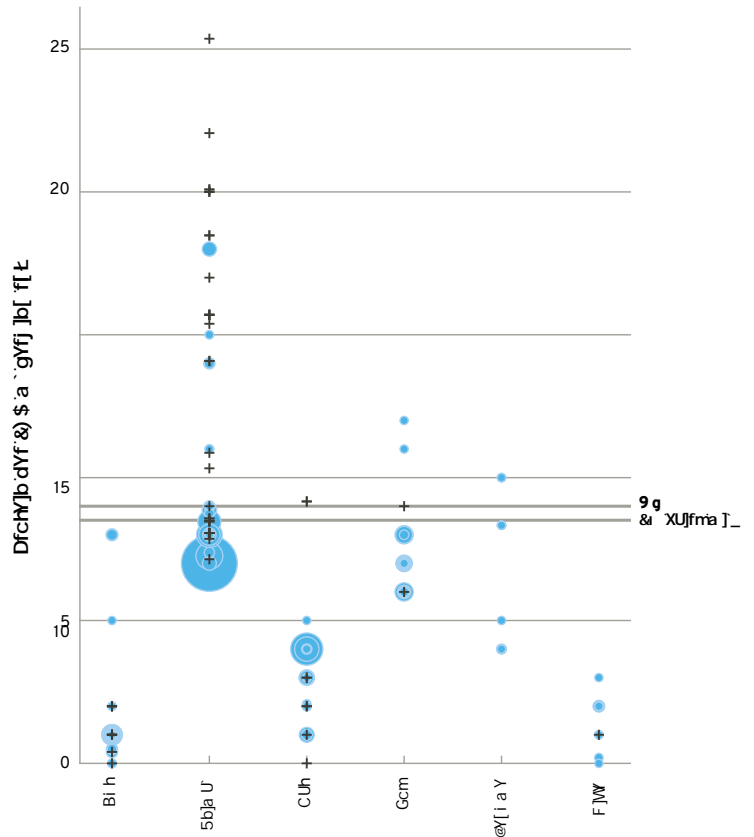
Rice (5%):

Plant-based beverages made from rice.

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4 Conclusion & Vëi fgYg`cZUM]cb

Given their high volume of sales and high sugar content, strategies to improve supply should focus on **animal-based beverages**. At the same time, consumers should choose plain beverages (without flavour or added sugar) because of their lower sugar content.

The data for this overview of dairy and plant-based beverage products comes from:



Nutritional composition



Consumer purchases

Market coverage

73% of the offer
80% of sales

The steps taken to complete this overview:

