



# Overview of cookies

available in Québec in 2019 and 2024



The Observatory conducted a follow-up study of the cookie and bar market five years after its initial 2019 survey. A broader range of products was observed, with a total of 737 products listed, accounting for 73% of the market (compared to 694 products in 2019, which at the time represented 79% of the market).

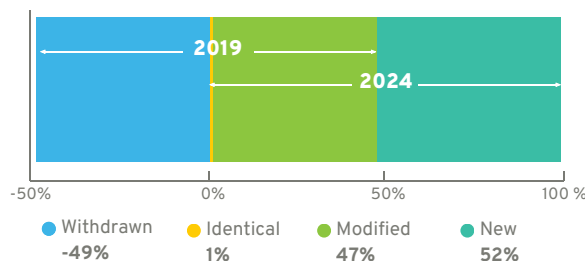
## 1 Cookies listed in 2024

The greatest variety<sup>1</sup> is still found among regular cookies<sup>2</sup> (54% of the product range). They remain the best-selling category (62% of sales), with an increase of +1 pp<sup>3</sup>.

Cookies containing grains (e.g., oatmeal, granola, seeds) have seen a decline in variety (-5 pp) and sales (-5 pp) since 2019.

Regarding status<sup>4</sup>:

- Most of the products are new (n=382/737; 52%) ou modified (n=345/739; 47%).
- Regular cookies and wafers account for the largest share of new products.



The new cookies of 2024 contain **more saturated fat** than those with another status (identical, modified, or withdrawn since 2019)



Cookies intended for **children contain less saturated fat and sugar** than those intended for the general population (regardless of serving size).

<sup>1</sup> Variety: number of different products.

<sup>2</sup> A traditional cookie typically made with low-rise flour (e.g., chocolate chip cookies, oatmeal cookies, ladyfingers).

<sup>3</sup> Percentage points: These represent the difference in market share percentages within the same category between 2019 and 2024.

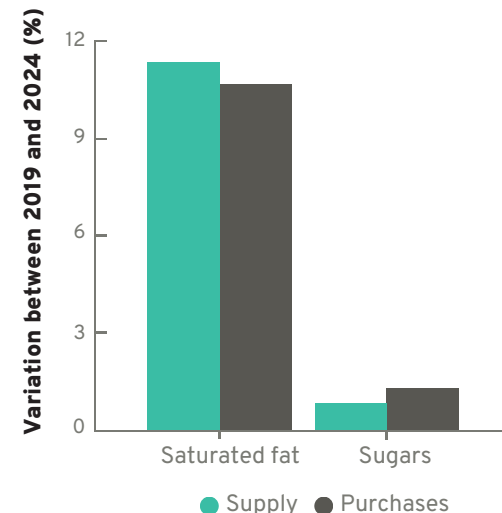
<sup>4</sup> Product status: New, identical, modified or withdrawn since 2019.



## 2 Changes in nutritional composition

The cookies offered in 2024 contain more saturated fat (+11%) than in 2019 and are also more expensive (+24%, in constant dollars). These increases may be due to the increased use of fats high in saturated fat and more expensive (e.g., butter, partial or full chocolate coating).

Higher levels of saturated fat are particularly prevalent in new products; these products contain more saturated fat than products in other categories (identical, modified, or discontinued).



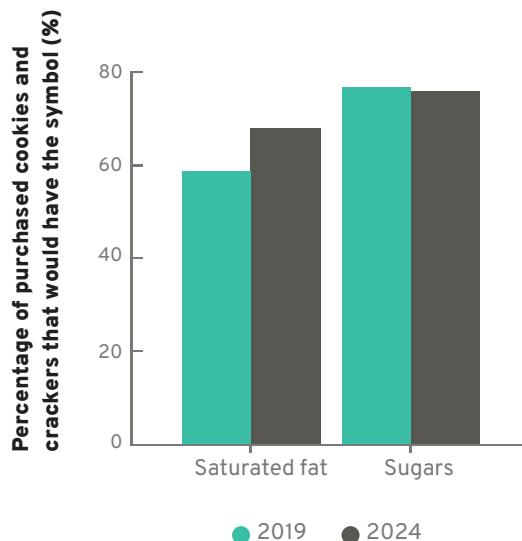
## 3 Front-of-package Nutrition Symbol

To determine whether a product must bear the symbol indicating a high content of saturated fat, sugars, and/or sodium, the threshold of 10% of the Daily Value (DV)<sup>5</sup> is used for cookies<sup>6</sup>.

Of the cookies and crackers purchased in 2024, **84%** would be required to display the symbol on the front of their packaging for at least one nutrient.

More specifically, **66%** of the purchased products would bear the symbol due to a high saturated fat content, and **76%** due to a high sugar content. This represents an increase of +8 pp and a decrease of -1 pp, respectively, compared to 2019.

More than half (**60%**) of the cookies purchased reportedly display the symbol for at least two nutrients.



## 4 Conclusion

The most notable change among cookies in 2024 is an increase in **saturated fat** content.

As in 2019, **saturated fat and sugar** content remain key issues for this category:

- It is estimated that 66% of purchased cookies bear the symbol indicating high saturated fat content, and 76% the symbol for high sugar content.
- The presence on the market of cookies aimed for children that contain lower levels of saturated fat and sugars suggests that reducing these nutrients is feasible. Efforts to reformulate and market healthier cookies should be considered.

<sup>5</sup> Daily value threshold: a threshold established by Health Canada that represents a high amount of a nutrient relative to a reference amount.

<sup>6</sup> Since the reference serving size for cookies is 30 g, the 10% of the DV threshold is used.

The data for this overview of cookies comes from:



Nutritional composition



Consumer purchases

Market coverage

73% of supply  
73% of sales

For more information : [observatoire.inaf.ulaval.ca/en/](https://observatoire.inaf.ulaval.ca/en/)

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