



Overview of crackers

available in Québec in 2019-20 and 2024

The Observatory conducted a follow-up study of the crackers market five years after its initial survey in 2019-20. A broader selection of products was observed, with a total of **497 products** listed, representing 83% of the market (compared to 439 products in 2019-20, which at the time represented 94% of the market).



1 Crackers listed in 2024

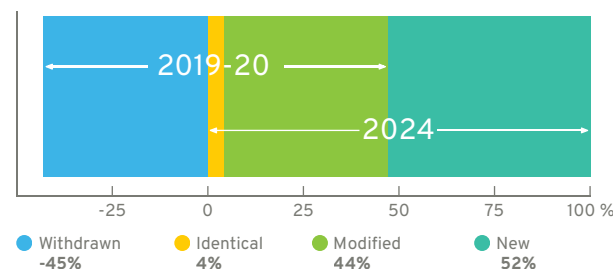
The greatest variety¹ is still found among regular crackers² (41% of the product lineup). They also remain the best-selling items (57% of sales) despite a 6 pp³ decline.

Soda crackers account for 18% of sales, even though they make up only 7% of the product lineup.

The variety of crackers with a **whole-grain** main ingredient⁴ decreased (-2 pp), but it did not affect their sales (14%).

Regarding the **status**⁵:

- Most of the products are new (n=257/497; 52%) or modified (n=218/497; 44%).
- Regular crackers account for the largest share of both new products and modified products.



New crackers provide more energy, lipids, and saturated fat than crackers with a different status (identical, modified, or withdrawn since 2019-20).



Despite the increase in their sodium content, crackers made with a **whole-grain** main ingredient remain a good choice because they contain more fiber and protein.

¹ Variety: number of different products..

² Cracker that does not fall into any of the other categories listed (soda cracker, sandwich cracker, dry bread, puff pastry, soufflé, or crisp).

³ Percentage points represent the difference in market share percentages within the same category between 2019-20 and 2024.

⁴ Whole grains, semolina, spent grain, legumes, whole vegetables or fruits, nuts.

⁵ Product status: New, identical, modified or withdrawn since 2019-20.

2 Changes in nutritional composition

The nutritional composition of crackers **available** and **purchased** in 2024 did not vary significantly from the 2019–20 composition per 25 g serving.⁶ Only a lower selling price was observed when data were weighted by sales.

Dry breads can be an interesting option for consumers because they contain less saturated fat, as well as more fiber and protein than other crackers.

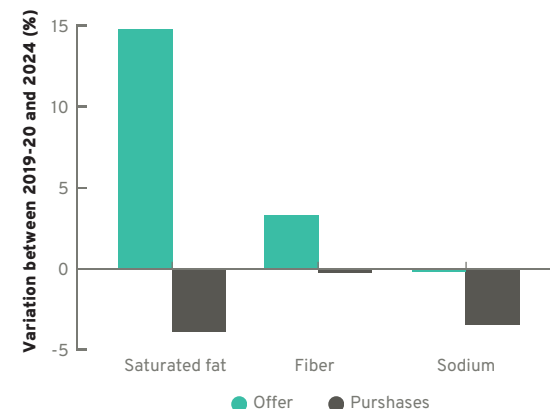
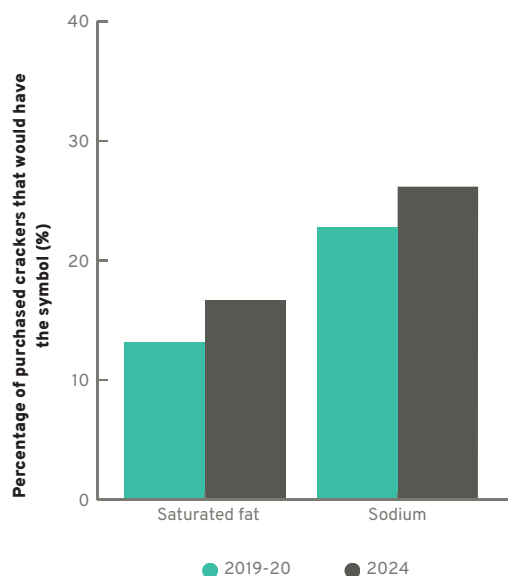
3 Front-of-package Nutrition Symbol

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)⁷ is used for crackers.

Of the crackers available in 2024, **35%** would be required to display the symbol on the front of their packaging for at least one nutrient (accounting for 42% of sales).

More specifically, **17%** of products are said to carry the symbol because of a high saturated fat content, and **26%** because of a high sodium content. This represents increases of 5 pp and 4 pp, respectively, compared to 2019–20.

Overall, **8%** of the crackers available (representing 8% of sales) would display the symbol for both saturated fat and sodium.



4 Conclusion

The nutritional composition of crackers has not changed significantly since 2019–20. However, more crackers are expected to display the nutrition symbol on the front of the package in 2024.

It is important to note that certain characteristics of crackers are associated with a nutritional profile that is more beneficial to health:

- The presence of a whole main ingredient;
- Plain or herb-flavored (e.g., basil or rosemary);
- The presence of nuts and/or seeds;
- Naturalness claims (e.g., no preservatives).

⁶A serving size corresponding to the value halfway between the two possible reference amounts for crackers (i.e., 20 and 30 g).

⁷Daily value threshold: A threshold established by Health Canada that represents a high amount of a nutrient relative to a reference amount.

The data for this cracker profile comes from:



Nutritional information



Consumer purchases

Market coverage

76% of supply
83% of sales

For more information : observatoire.inaf.ulaval.ca/en/

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