



Overview of pasta sauces

available in Québec in 2019 and 2023

The Observatory conducted a follow-up study of the pasta sauce market four years after its initial 2019 survey. A broader range of products was observed, with a total of 348 products listed, representing 75% of the market (compared to 322 products in 2019, which at the time represented 88% of the market).



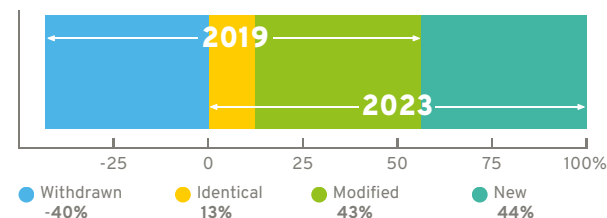
1 Pasta sauces listed in 2023

Tomato sauces continue to offer the greatest **variety**¹ (51% of the product range). They also remain the best-selling category (44% of sales), despite a decline of -5 pp².

Sauces without a protein source still make up the largest share of the market (63% of the product range), but their sales have declined since 2019 (-3 pp). Sales of sauces containing animal protein, on the other hand, have increased by +7 pp.

In regard to the **status**³:

- Most of the products are new (n=154/348; 44%) or modified (n=149/348; 43%).
- Modified products account for 77% sales in that category.
- Tomato-based sauces offer the largest proportion of new and modified products.



Rosé sauces contain significantly **less sodium** than they did in 2019.



Sauces that have been modified since 2019 contained fewer **calories, less fat, less saturated fat, and more fiber** than other sauces when weighted for sales.

¹ Variety: the number of different products.

² Percentage points: These represent the difference in market share percentages within the same category between 2019 and 2023.

³ Product status: New, identical, modified or withdrawn since 2019.

2 Evolution of nutritional composition

The pasta sauces available in 2023 do not differ significantly in nutritional composition from those available in 2019.

Purchased pasta sauces (**weighted by sales**) have seen reductions in carbohydrates and sugars since 2019. This means that consumers purchased sauces that were lower in carbohydrates and sugars in 2023, even though food manufacturers did not significantly reduce the levels of these nutrients in their products.

3 High level thresholds

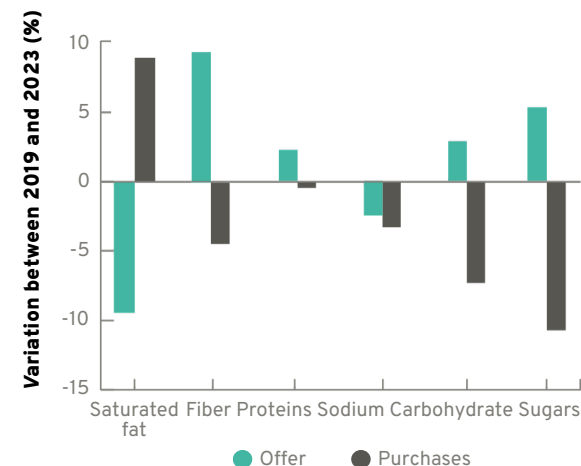
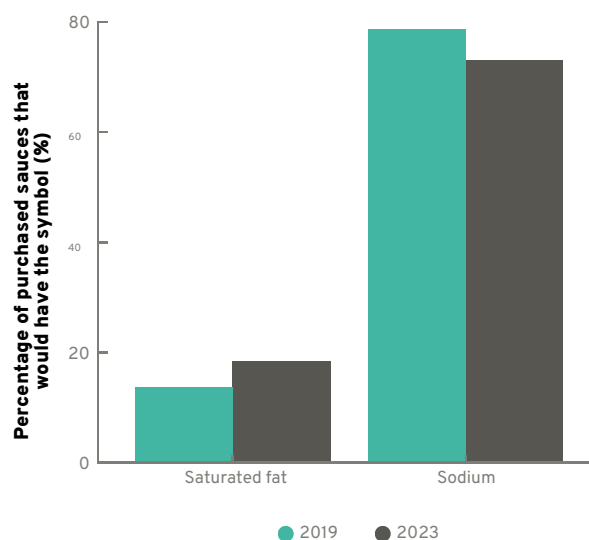
To determine whether a product must bear the symbol indicating a high content of saturated fat, sugars and/or sodium, the threshold of 15% of the Daily Value (DV)⁴ is used for pasta sauces⁵.

Of the sauces available in 2023, 70% are expected to display the nutrition label on the front of the package for at least one nutrient (-7 pp compared to 2019).

More specifically, **14%** of the sauces reportedly display the nutrition label symbol indicating a high content of **saturated fat**, and **68%** of them reportedly display it for a high sodium content.



A slightly higher proportion of pasta sauces will meet the **15% RDA threshold for fiber** in 2023 compared to 2019 (+2 pp).



4 Conclusion

The pasta sauces available in 2023 have not seen any significant improvements in nutritional composition since 2019.

As in 2019, sodium content remains a major concern for this category.

•Although there has been an improvement compared to 2019, 68% of pasta sauces would still be required to display the nutrition label symbol indicating a high sodium content.

•Sustained efforts, such as those seen with rosé sauces, will need to be made to improve the nutritional composition of all pasta sauces in Québec in the coming years.

⁴ 15% of the Daily Value: a threshold established by Health Canada representing a high amount of a nutrient for a given portion the reference value for a prepackaged food product

⁵The reference amount is 125 ml for pasta sauces and 60 ml for tomato sauces.

Data from this overview of pasta sauces comes from:



Nutritional composition



Consumers purchases

Market coverage

75% of the offer
64% of sales

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

With the contribution of :



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