



Overview of ready-to-serve soups

available in Québec in 2017 and 2022

The Observatory conducted a follow-up study of the ready-to-serve soup market, five years after its initial 2017 survey. A broader product range was observed, with a total of 249 products listed, representing 77% of the market (compared to 223 products representing 81% of the market in 2017).



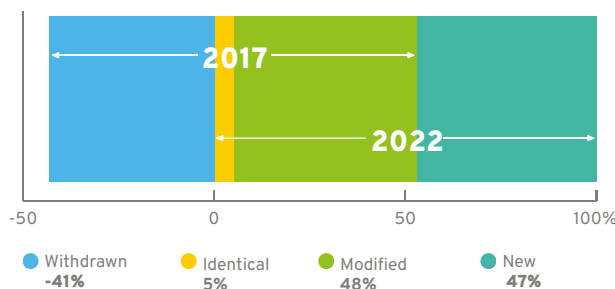
1 Ready-to-serve soups listed in 2022

The greatest **variety**¹ is now found among vegetable soups (n=87). However, soups containing vegetables, starchy foods, and protein (n=86) remain the best-selling category (47% of sales), with an increase of +8 pp².

Broth-based soups accounted for the greatest share of the market in 2017 (63% of the market) as well as in 2022 (49% of the market), despite a decline of 14 percentage points. In addition to an increase in variety (+13 pp), sales (+5 pp) of creamy soups have also risen since 2017.

In regard to the **status**³:

- Most of the products are modified (n=119/249; 48%) or new (n=117/249; 47%).
- Modified soups are more often made with vegetables, starchy foods, and proteins (n=47/119; 39%).



As in 2017, very few soups contain at least 9 g of protein per serving.



With regard to purchases, new soups contain less sodium than the others, whereas reformulated soups contain more.

¹ Variety: number of different products.

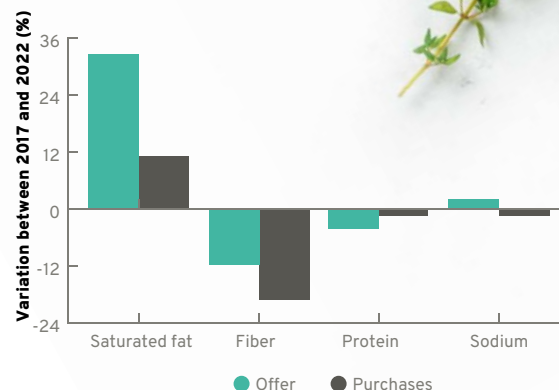
² Percentage points: these represent the difference in market share percentages for the same category between 2017 and 2022.

³ Product status: New, identical, modified or withdrawn since 2017

2 Evolution of nutritional composition

Compared to 2017, **purchased** soups (**weighted by sales**) now provide less fiber than before (-19%). This change could be due to a decline in purchases of legume-based soups, which are high in fiber.

In addition, the saturated fat content of the soups **offered** increased by 32% (not statistically significant).



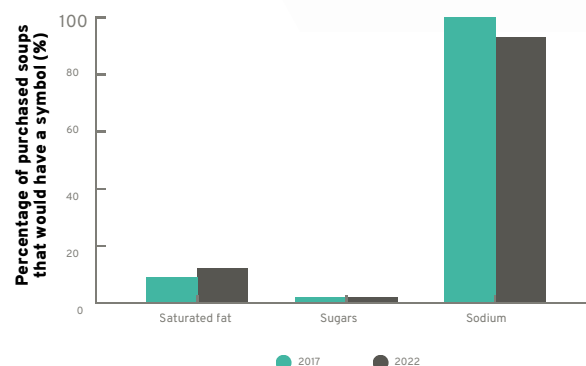
3 Front-of-package Nutrition Symbol

To determine whether a product must bear the symbol indicating a high content of saturated, sugars and/or sodium, the 15% Daily Value (DV)⁴ threshold is used for ready-to-serve soups (reference serving size of 250 ml).

Among the soups available in 2022, 63% would have a symbol on the front of their packaging for one nutrient (accounting for 79% of sales), 21% would have one for two nutrients, and 2% would have one for three nutrients.

In 2022, 85% of the soups on the market are expected to carry the symbol due to high **sodium** content, compared to 95% in 2017. Despite a 7-point decrease, 93% of the soups purchased by consumers still exceed the 15% DV threshold for sodium in 2022.

Although no symbol is associated with **fiber** content, this nutrient remains a public health issue. More soups in 2022 (81% vs. 72% in 2017) do not meet the threshold of 15% of the Daily Value (i.e., 4 g per serving⁵) for fiber.



4 Conclusion

As in 2017, the **sodium**, **fiber**, and **protein** content are expected to improve:

- Despite an improvement, 85% of the soups offered still contain high levels of sodium (>15% of the DV).
- Although they have been reformulated, modified soups contain more sodium than the other soups (identical, new, or discontinued).
- A decrease in fiber content was observed. As a result, more than three-quarters of the soups do not meet the 4g per-serving threshold.
- Soups still provide too little protein to be eaten as a meal.

⁴ Daily Value: The threshold established by Health Canada that represents a high amount of a nutrient relative to a reference amount.

⁵ 4g fiber threshold: equivalent to the claim "high source of" fiber.

Data from this overview of ready-to-serve soups comes from:



Nutritional composition



Consumers purchases

Market coverage

77% of the offer
88% of sales

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

