



Overview of salty snacks

available in Quebec in 2019–20 and 2025

The Observatory conducted a follow-up study on salty snacks¹, five years after its initial report in 2019–20. A broader selection was observed, with a total of 826 products listed, accounting for 82% of the market (compared with 627 products in 2019–20, which accounted for 91% of the market at that time).



1 Salty snacks listed in 2025

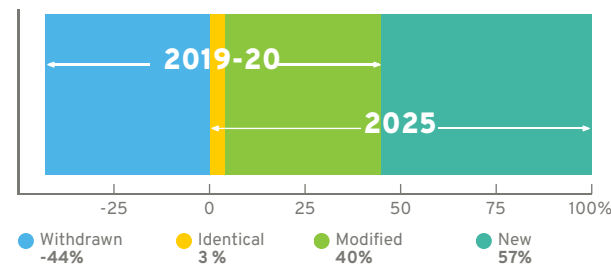
The greatest **variety**² is still found among potato chips (63% of the product range). They also remain the best-selling item (82% of sales, an increase of 5 pp³).

Deep-fried snacks account for 70% of products and 93% of sales.

Seasoned snacks saw increases in variety (+10 pp) and sales (+5 pp).

In regard to the **status**⁴:

- Most of the products are new (n=473/826; 57%) or modified (n=330/826; 40%).
- Potato chips account for the largest share of both new products and modified products.



Snacks that have been **reformulated** since 2019–20 have lower levels of saturated fat and sodium, although these changes are not significant.



Plain snacks provide more fiber and less saturated fat, sugar, and sodium than seasoned snacks.

¹ Includes potato chips, popcorn, extruded snacks, pretzels, snacks made from vegetables, fruits, or legumes, as well as mixtures of any of the snacks listed here.

² Variety: number of different products.

³ Percentage points: These represent the difference in market share percentages for the same category between 2019–20 and 2025.

⁴ Product status: New, identical, modified or withdrawn since 2017.

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2 Evolution of nutritional composition

The nutritional composition of snacks offered and purchased in 2025 does not differ significantly from that of 2019–20. In fact, they are only higher in sugar, as well as in fiber, when the data are weighted for sales (data not shown).

Extruded snacks (e.g., cheese sticks, vegetable straws) and pretzels should be eaten in moderation because of their high saturated fat content (more than 2 g per 50-g serving) and high sodium content (more than 350 mg per 50 g serving).

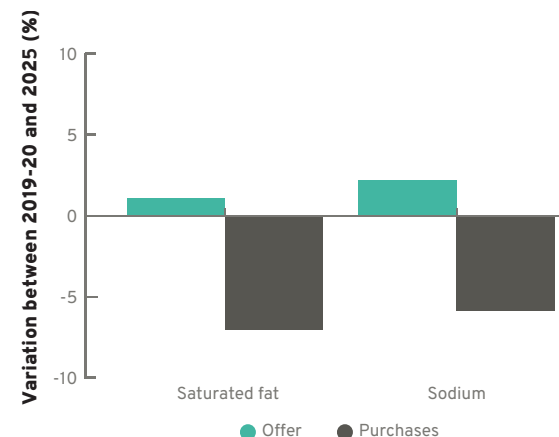
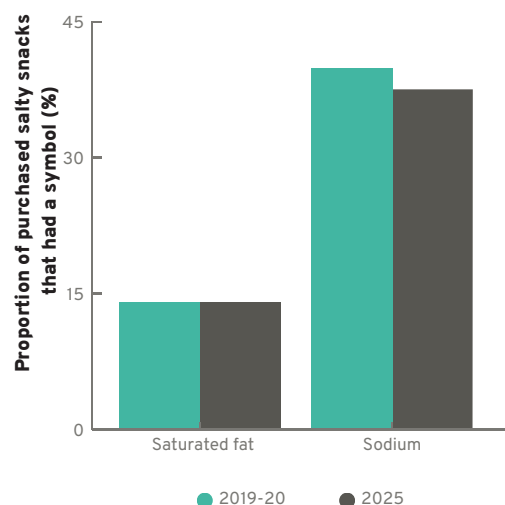
3 Front-of-package Nutrition Symbol

To determine whether a product must bear the symbol indicating a high content of saturated fat, sugars, and/or sodium, the threshold of 15% of the Daily Value (DV)⁵ is generally used for salty snacks⁶.

Of the salty snacks available in 2025, 49% would be required to display the symbol on the front of their packaging for at least one nutrient (accounting for 36% of sales).

More specifically, **14%** of products would have been required to display the symbol due to high saturated fat content, and **39%** due to high sodium content. This represents a 2 pp decrease for sodium compared to 2019–20.

Overall, **9%** of the snacks offered would have been required to display the symbol for at least two nutrients.



4 Conclusion

Few changes were observed in the nutritional composition of salty snacks in 2025 compared with 2019–20.

Despite some improvements since 2019–20, sodium remains a nutrient to monitor, as 39% of salty snacks would have been required to display the symbol on the front of the package for this nutrient.

Certain characteristics of salty snacks are associated with a more appealing nutritional profile:

- Being plain (unseasoned);
- Targeting health-conscious consumers (e.g., low in sodium);
- Being organic or appearing natural (e.g., free of preservatives).

⁵Daily Value: The threshold determined by Health Canada representing a high quantity of a nutrient for a reference amount.

⁶The 10% threshold applies to rice and/or corn cakes.

Data from this overview of salty snacks comes from:



Nutritional composition



Consumers purchases

Market coverage

74% of the offer
82% of sales

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