

Overview of yogurts and dairy desserts available in Quebec in 2018-19 and 2023

The Observatory conducted a follow-up study on yogurts and dairy desserts (hereinafter referred to as “dairy desserts”), five years after the initial report in 2018-19. A smaller selection was observed, with a total of **387 products** listed, accounting for 89% of the market (compared to 552 products in 2018-19, which accounted for 86% of the market at that time).

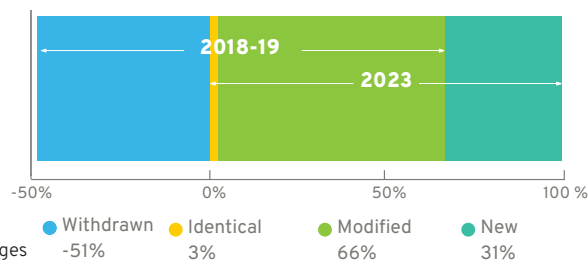
1 Dairy desserts listed in 2023

Stirred yogurts continued to offer the greatest **variety**¹ (38% of the total offering). They also remained the best-selling of their category (44% of sales), up +4 pp² compared to 2018-19.

Dairy desserts with added sugar still account for the largest share of the market (90% of the total offering) and have seen an increase in sales since 2018-19 (+5 pp). In contrast, dairy desserts with artificial sweeteners have seen a decline in both product variety (-3 pp) and sales (-2 pp).

Regarding **status**³:

- Most products were modified (n=255/387; 66%) or new (n=119/387; 31%).
- Modified products accounted for 80% of sales in the category.
- Stirred yogurts offered the highest proportion of reformulated products, while liquid yogurts accounted for the largest proportion of new products.



¹ Variety: Number of different products.

² Percentage points: These represent the difference in market share percentages within the same category between 2018-19 and 2023.

³ Product status: New, identical, modified or withdrawn since 2018-19.

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



Like in 2018-19, yogurts marketed to children in 2023 had lower sugar content than other types.



A large proportion of dairy desserts that have been modified since 2018-19 have reduced their sugar and saturated fat content.

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2 Evolution of nutritional composition

On a per-serving basis, dairy desserts **offered** in 2023 did not differ significantly in nutritional composition from those offered in 2018-19.

However, **purchased** dairy desserts (**weighted by sales**) contained less carbohydrate than in 2018-19. This means that consumers purchased dairy desserts with a lower carbohydrate content in 2023, even though manufacturers did not significantly reduce this nutrient in their products.

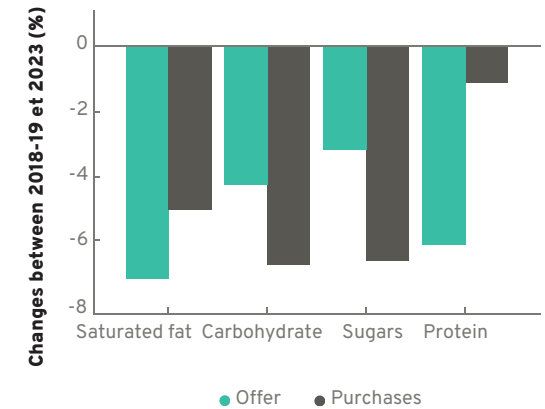
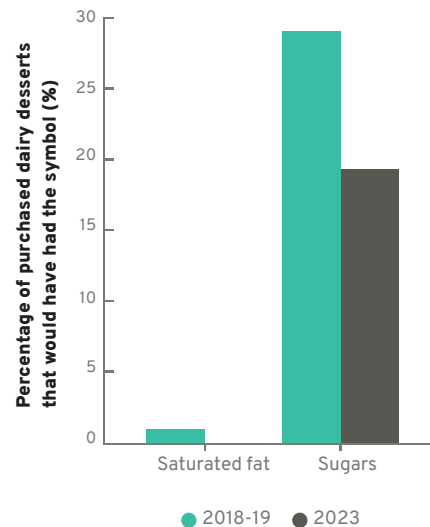
It should be noted that the weight of an individual container has decreased by nearly 5% since 2018-19 (17% when weighted by sales). However, when the analyses were conducted per 100 g, the decrease in sugar content was significant, which means that the changes in sugar content cannot be explained by a reduction in portion size.

3 Front-of-package Nutrition Symbol

High-Content Thresholds: The threshold of 15% of the Daily Value (DV)⁴ is used for yogurts and dairy desserts⁵ to determine whether a product must bear the symbol indicating a high content of saturated fat, sugars and/or sodium.

Among the dairy desserts purchased in 2023, **19%** of them would have displayed the nutrition symbol on the front of the package for at least one nutrient (-10 pp compared to 2018-19).

More specifically, **19%** of purchased dairy desserts would have displayed the symbol for **sugars**. Desserts like puddings were the ones most likely to feature the symbol for sugars.



4 Conclusion

Overall, the nutritional composition of dairy desserts offered in 2023 did not significantly improve since 2018-19. In terms of purchases, however, some improvements have been noted. This means that consumers made better choices or that major retailers made further improvements. The improvements appeared to stem from changes made to products that have been modified since 2018-19.

Sugar content remains a major concern for this category:

- Nearly one in five dairy desserts would have had to display the nutrition label symbol indicating a high sugar content.
- Dairy desserts like puddings were the ones most likely to bear the sugar symbol.

⁴ 15% Daily Value: The threshold established by Health Canada that represents a high amount of a nutrient for a reference amount of a prepackaged food.

⁵ The reference amount is 115g for yogurt, 125ml for drinkable yogurts, 130g for dessert creams, and 65g for mousses.

Data from this overview of yogurts and dairy desserts comes from:



Nutritional composition



Consumers purchases

Market coverage

72% of the offer
89% of sales

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