



# Overview of breakfast cereals available in Québec from 2016 to 2021



The Observatory tracked the supply of ready-to-eat breakfast cereals, five years after its initial overview in 2016. A wider range of products was tracked, with a total of 392 products assessed, representing 93% of the market (compared to 331 products representing 90% of the market in 2016).

## 1 The results on breakfast cereals listed in 2021 show that:

The greatest **diversity**<sup>1</sup> is still found in granola cereals (45%). These have seen an increase in diversity and sales compared to 2016. They are still the best sellers after sugared cereals.



In 2021, children's cereals still contain more sugar than adult cereals.

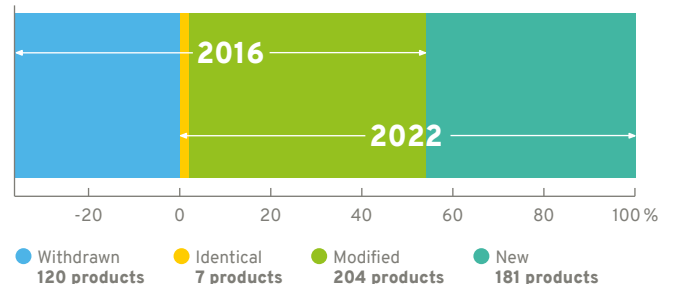


Granola cereals have higher levels of saturated fat than other cereals.

Despite their small proportion of supply (21%), children's cereals<sup>2</sup> remain very popular with 49% of sales (+3 pp<sup>3</sup> since 2016). As of 2016, these cereals are less valuable from a nutritional point of view and remain a public health issue.

With respect to the **status**<sup>4</sup>:

- The majority of products are modified (n=204/392; 52%) or new (n=181/392; 46 %).
- Newer cereals are more often granola types (n=101/181; 56%).



<sup>1</sup> Diversity: The number of different products.

<sup>2</sup> Children's cereals: A product with a children's character or image, a well-known person, or a children's intended activity or promotion, etc.

<sup>3</sup> pp (percentage points) represents the difference in the percentages of market shares represented by the same classification between 2016 and 2021.

<sup>4</sup> Product status compared to 2016: New, identical, modified or withdrawn from the market.

## 2 Evolution of nutritional composition

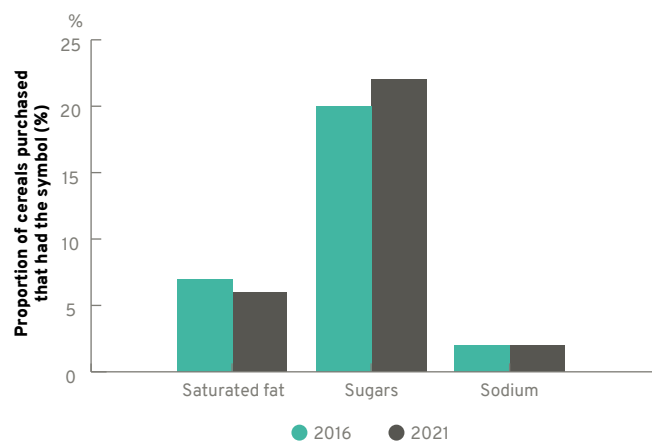
In 2021, sugar, sodium, and fibre levels remained similar to those in 2016. While the 2021 cereals contained more **fat** (+1.2 g; +30%) and **saturated fats** (+0.4 g; +44%), consumers did not however buy cereals that were higher in fat and saturated fats.

**Granola cereals** are the only cereals with an increase in saturated fat levels compared to 2016. Considering the nature of granola cereals, one option would be to choose a fat that is less saturated for the product formulation.



## 3 High level thresholds

To determine whether a product is required to bear the symbol indicating a high sodium, sugar and/or saturated fat content, the 15% daily value (DV)<sup>5</sup> threshold is used for cereals with a reference amount of >30 g, while the 10% DV threshold is used for cereals with a reference amount of ≤30 g.



Among the cereals offered in 2021, 25% would have the symbol on the front of their packaging for **one nutrient** (accounting for 26% of sales), 6% would have it for **two nutrients** (2% of sales), and no product would have it for all three nutrients.

For **sugars**, slightly more cereals (22%) would have the symbol on their packaging in 2021 compared to 2016:

- More **granola** cereals purchased (+6.3 pp) would have the symbol.
- Muesli cereals had the greatest improvement: 19 pp of products purchased would no longer have the symbol.

## 4 Conclusion & courses of action

The most notable change among the cereals offered is an increase in average fat and saturated fat content, which may be due to the increased supply of granola cereals.

In addition, 22% of cereals purchased would have the symbol on the front of the package indicating high sugar levels. This makes it the most important nutrient to improve.

Children's cereals account for almost half of the market share, and two-thirds of the children's cereals purchased would have the symbol on their packaging indicating that they contained a high sugar content.

<sup>5</sup> Daily value threshold: The threshold determined by Health Canada representing a high quantity of a nutrient for a reference amount.

The data for this breakfast cereal overview comes from:



Nutritional composition



Consumer purchases

Market coverage

79% of the offer  
93% of sales

For further info : [foodoffer.ca](http://foodoffer.ca)

