



Overview of breakfast cereals

available in Québec 2016-2017



The Observatory's mission is to monitor the evolution of the food supply to improve its quality and accessibility. Sectoral studies make it possible to situate the nutritional quality of foods purchased in Québec and to monitor them over time.

1 Results for the 331 products studied show that:

For sugars¹, 20% of cereals contain more than the 15%² daily value threshold (15g), especially chocolate-flavoured cereals³ (65%) and sugared cereals⁴ (49%).

For the target clientele, cereals whose packaging⁵ targets children (15.7%) are significantly richer in sugars⁶ than those intended for the general population (78.3%).



16±6g sugar cereals whose packaging targets children



10±4 g sugar cereals marketed to the general population

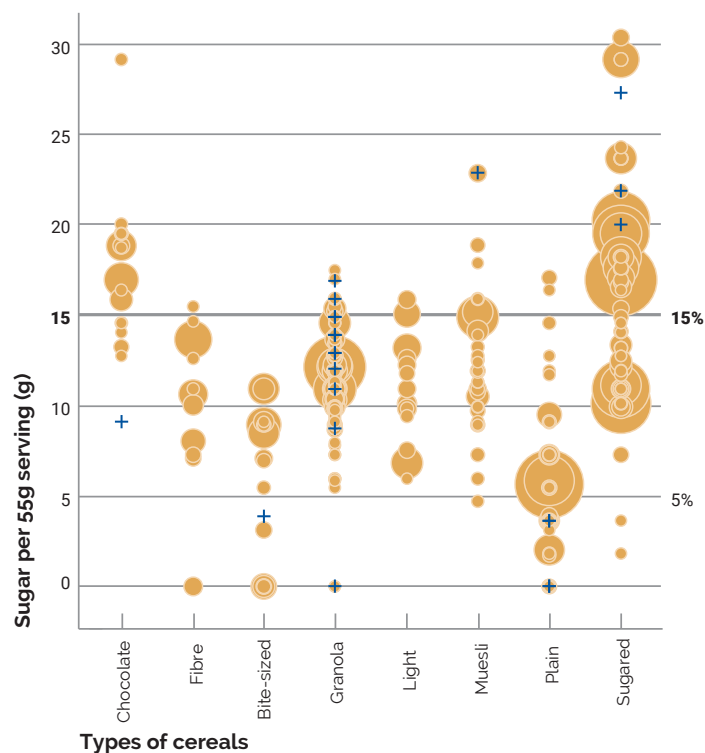


Figure legend: Each point represents a product that was analyzed, according to its classification (horizontal). The larger the circle, the higher the sales volume. The higher the points, the higher the content of that nutrient (vertical). Crosses (+) represent products for which sales data were not available.

¹ Total sugars include free, added and naturally occurring sugars.
² Daily value threshold: represents a high amount of a nutrient for a reference amount (55g), according to Health Canada recommendations.
³ Chocolate: chocolate-flavoured (see reverse).
⁴ Sugared: with caramel, honey, or sugar (see reverse).
⁵ The packaging displays or contains a character or image attractive to children, a well-known character, or an activity or promotion targeted to children.
⁶ Average +/- standard deviation weighted according to the number of portions sold (purchases).

For more information: foodoffer.ca



2 Product classification according to the type of cereal, in descending order:



Granola (36.6%) :
Muesli containing crunchy nuggets and ingredients other than cereal grains (e.g., nuts, dried fruit, chocolate), the grains of which are cooked.



Sugared (19.6%) :
With caramel, honey or sugar.



Plain (15.4%) :
Corn flakes and other unsweetened cereals (according to the name as it is marketed). May be flavoured (e.g., cinnamon, vanilla), except chocolate.



Muesli (10.3%) :
Muesli with oat flakes and containing ingredients other than cereal grains (e.g., nuts, dried fruit, chocolate), in which the grains are not cooked.



Chocolate (5.1%) :
Chocolate-flavoured.



Bite-sized (5.1%) :
In the form of wheat, corn or whole rice bites, unsweetened.



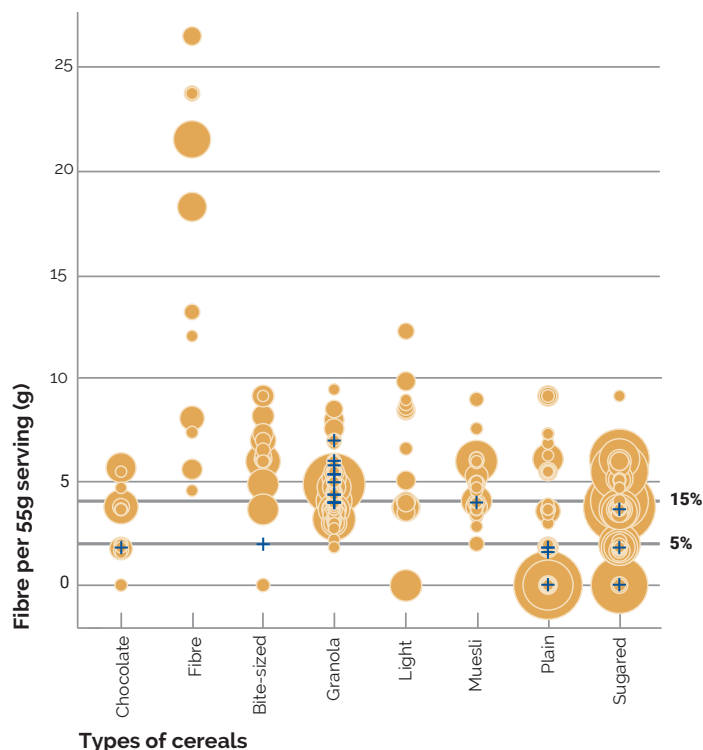
Light (4.5%) :
Marketed specifically to people wishing to lose weight.



Fibre (3.3%) :
Rich in fibre including added psyllium.

3 Results for the 331 products studied show that:

For fibre, 50% of cereals contain more than the 15% daily value threshold (4g), especially fibre cereals (100%), bite-sized (82%), granola (60%) and light cereals (67%).



4 Conclusion & courses of action

Considering their high sugar and low fibre content, strategies to monitor and improve the supply should focus more on **chocolate-flavoured** and **sugared** cereals. In addition, cereals whose packaging targets children should be the subject of more targeted public policies.

The data for this overview of breakfast cereals comes from:

protégezVOUS ➤ Nutritional composition
nielsen ➤ Consumer purchases

Steps taken to complete this overview:

