



Overview of pizzas available in Canada in 2017 and 2022



The Observatory has monitored the supply of pizzas, five years after its initial 2017 portrait. A broader offer was observed, with a total of 204 products listed representing 81% of the market (compared with 155 products representing 80% of the market in 2017).

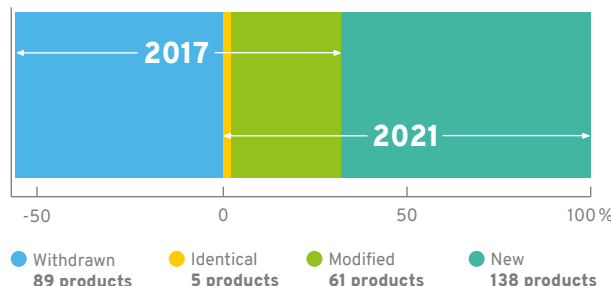
1 The results for the pizzas listed in 2022 show that:

The greatest **diversity**¹ is now found in vegetable and deli meat pizzas (29% of the offer). As in 2017, the best-selling pizzas are deli meat-based, with 39% of sales in the category.

In terms of **crust**, thin-crust pizzas are still the most widely offered (45% of the offering) but have seen a reduction in sales since 2017 from 49% to 34% (-15 pp²). Traditional-crust pizzas are now the highest selling (39% of sales).

As regards the **status**³:

- The majority of products are new (n=138/204; 68%) or modified (n=61/204; 30).
- Vegetable and deli meat pizzas offer the highest proportion of new products (n=40/60; 67%), followed by deli meat pizzas (n=35/56; 63%).



Despite a significant improvement in their sodium content since 2017, **traditional-crust pizzas** still contain more sodium than thin-crust pizzas.



The new pizzas on offer in 2022 are higher in saturated fats and protein than the others.

¹ Diversity: number of different products.

² pp: percentage points, representing the percentage difference in market share for the same classification between 2017 and 2022.

³ Product status compared to 2017: new, identical, modified or withdrawn from the market.

For more information : foodoffer.ca



2 Evolution of nutritional composition

Compared to 2017, pizzas **purchased** in 2022 contain more energy (+20.9kcal; +4.5%) and fat (+1.7g; +9.2%) per serving, but less fibre (-0.4g; -12.5%) and sodium (-49.6mg; -4.7%) than in 2017. However, the pizzas **offered** remains statistically similar to the initial portrait.

Only the **vegetable pizzas** purchased have improved with a reduction in sodium content since 2017 (-86.9 mg; -10.3%).



3 High level thresholds

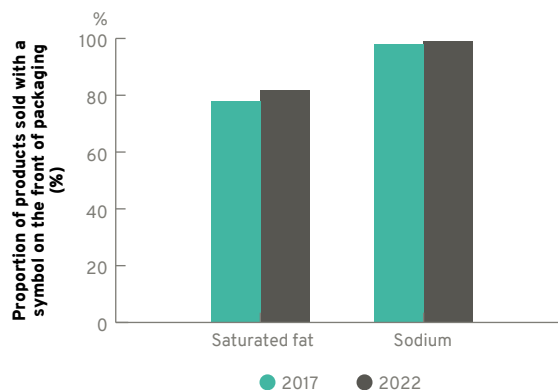
To determine whether a product should display a symbol indicating a high content in sodium, sugars and/or saturated fats⁴, the 30% of the Daily Value (DV)⁵ threshold is used for pizzas (for a reference amount of 200 g).

In 2022, 75% of pizzas would have had the symbol for two nutrients on the front of their packaging (82% of sales), whereas 24% would have had it for a single nutrient (18% of sales).

As in 2017, almost all pizzas (99% of the offer representing 99% of sales) would have displayed a symbol for **sodium** in 2022.

In 2022, around three-quarters of all pizzas (76% of the offering, representing 82% of sales) would have displayed a symbol due to a high level of **saturated fat**.

Although no symbol will be related to **fibre** content, this nutrient remains a public health issue. Since 2017, 45% fewer pizzas offered meet the desirable threshold of 4 g⁶ of fibre per serving.



4 Conclusion & courses of action

Changes in the **nutritional composition** of pizzas over the last few years have been minor. They still contain too much saturated fat and sodium, and too little fibre.

Only **vegetable pizzas** improved in terms of sodium reduction. Furthermore, they are richer in fibre than other products.

Unless changes are made to their nutritional composition, most pizzas will end up displaying a **symbol on the front of their packaging** indicating that they are high in saturated fat and sodium.

Despite improvements, **traditional-crust** pizzas still contain too much sodium. Given their high sales volume, a greater sodium reduction could have a beneficial impact from a public health point of view.

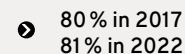


⁴ These nutrients are of public health concern due to their generally excessive consumption.

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

⁶ 4 g fibre threshold: equivalent to "high source of fibre" claim.

The data for this pizza portrait comes from:



For more information : foodoffer.ca

