

Coca-Cola's Specifications

Regional Headquarter

Kenya

Global Headquarter

U.S.

Market Share Range¹

5% - 10%

Type of Ownership

Public

Categories assessed in Product Profile

Bottled Water, Carbonates, Juice

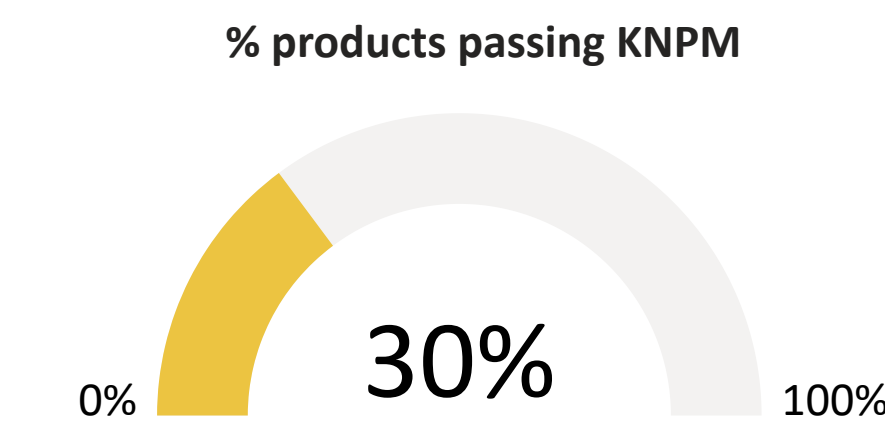
Important - The findings of this Index rely to a large extent on the information shared by companies, in addition to what is found in the public domain. In the case of limited, to no engagement by the companies, this assessment may not represent the full extent of their efforts.

Footnote:

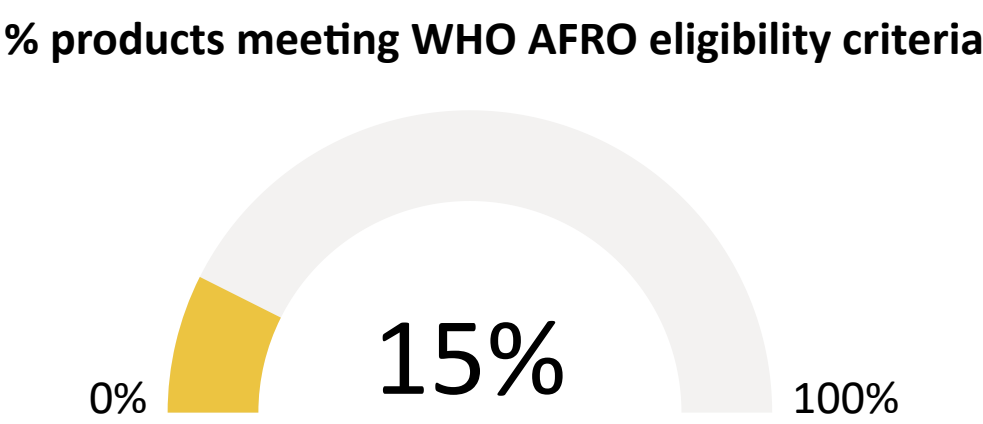
1. Euromonitor International, Staple Foods Industry edition, 2022

Overall Product Profile Results

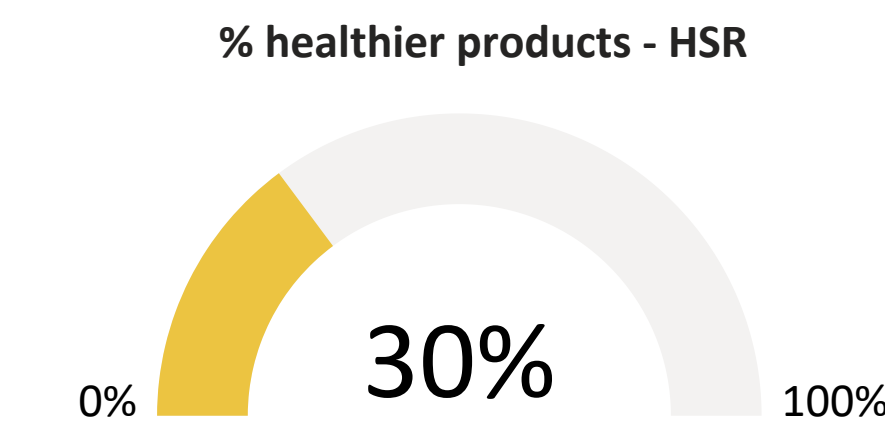
The results below show the percentage of "healthier" products, or products passing the model's criteria, for the company's overall portfolio, as assessed by different nutrient profiling models.



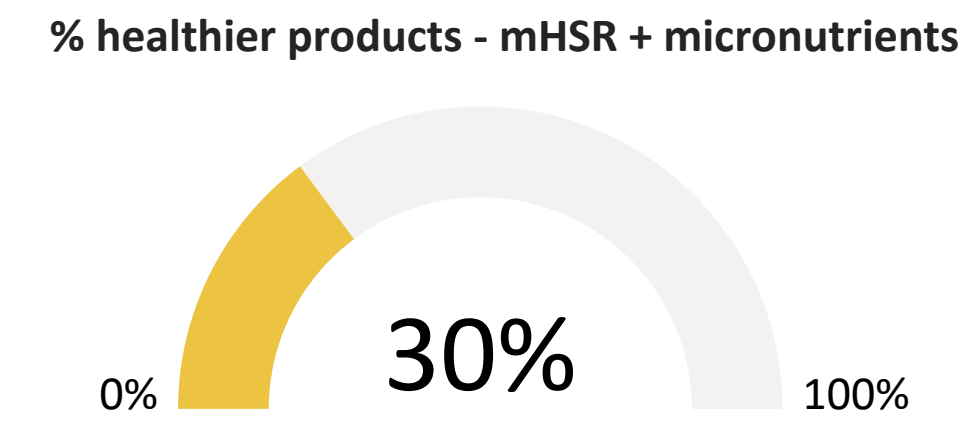
Out of **27** products assessed across all ATNi applicable categories, 30% pass **the Kenyan Nutrient Profiling Model**.
The **Kenyan Nutrient Profile Model** was developed to underpin front of package labelling requirements in Kenya. It sets thresholds for total fat, saturated fat, total sugars, and sodium across 21 categories of processed foods.



Out of **27** products assessed across all ATNi applicable categories, 15% meet the **WHO AFRO** eligibility criteria for marketing to children.
The **WHO AFRO model** is designed for use by WHO African Region Member States, this model supports policies to restrict food marketing to children. It categorizes products into 25 categories and applies nutrient thresholds per 100g/mL. Products must meet all thresholds to be eligible for marketing. Results are binary: 'marketing permitted' or 'marketing not permitted'.



Out of **27** products assessed across all ATNi applicable categories, 30% are considered healthier based on **the HSR model** and healthier threshold of 3.5 stars or above.
The **Health Star Rating (HSR)** is a front-of-pack interpretive nutrition labelling system designed to help consumers make healthier choices. It scores products from 0.5 (least healthy) to 5 stars (most healthy), based on nutrients to limit (energy, sodium, total sugar, saturated fat) and positive food components (fruit/vegetable content, protein, fiber) on the basis of nutritional composition per 100g or 100mL across one of six categories. Products scoring 3.5 stars or higher are considered 'healthier'. ATNi uses the HSR in its Global Index and Country Spotlight Indexes to enable cross-company comparisons.



Out of **27** products assessed across all ATNi applicable categories, 30% are considered healthier based on **mHSR+ micronutrient model**.
The **mHSR + micronutrients (HSR+) model** was developed by The George Institute in collaboration with ATNi. The HSR+ model builds on the original HSR by incorporating six key micronutrients: iron, vitamin A, vitamin B12, vitamin D, folic acid, and iodine. This allows for better differentiation of products based on micronutrient content.

Findings

☐ Nutrition strategy

Coca-Cola publishes its global nutrition strategy in its 2022 Business and Sustainability Report. The strategy focuses on the company’s global efforts to offer drinks with reduced sugar, and to provide smaller package options, clear nutrition labelling, and responsible marketing.

☐ Strategy reporting

The company’s reporting at the Kenya market level is very limited. The company shared some qualitative evidence of implementing its strategy in Kenya, including examples of reformulating drinks with reduced sugar, expanding its zero-sugar portfolio, and providing nutrition information across multiple product packaging types, including cans, PET, and returnable glass bottles.

☐ Board oversight

While the global ‘Corporate Governance and Sustainability Committee’ of the Board of Directors has primary oversight of the company's global nutrition strategy, it is unclear whether the company has additional mechanisms for oversight of the strategy at the Kenya or Africa regional level.

☐ Executive accountability and remuneration

No evidence was found that the company has assigned formal responsibility for its nutrition strategy or KPIs to an executive function within the company, nor of incentivizing progress by linking nutrition KPIs to executive remuneration.

Recommendations

☐ Strategy reporting

In addition to recommendations outlined in Coca-Cola's assessment in the Global Index 2024, the company is encouraged to publish more detailed information on if and how it intends to contribute to public health outcomes in Kenya, as well as the implementation of its strategy in Kenya and/or the Africa region on the Coca-Cola Beverages Africa (CCBA) domain, including:

- The percentage of sales in Kenya that are from reduced sugar variants relative to full sugar varieties of its products;
- The percentage of its portfolio that displays nutritional labelling in Kenya; and
- The percentage of the company’s sales value or volume in Kenya that is derived from products defined as ‘healthier’ using a government-endorsed NPM such as the HSR, Nutri-Score, UK NPM, or eventually the Kenya NPM.

☐ Board oversight

The company is encouraged to have senior management at the Kenya or Africa regional level review progress against the strategy on at least an annual basis.

☐ Executive accountability and remuneration

The company is encouraged to formally assign responsibility for its nutrition strategy or KPIs at an executive level within the company, and link nutrition KPIs to executive remuneration. The company is encouraged to do this both at the global and Kenya or Africa regional level (for senior management).

* Statements in the report and company result cards which are about the lack of information/evidence in the public domain are carefully worded to avoid implying that the company does not have a specific policy, strategy, or target. Rather, the statements indicate that while these policies, strategies or targets may exist internally, they are not published publicly in a report, on a public website or on an online platform. These could not be reviewed during the research period, nor were they shared with ATNi during that research period.

Findings

☐ **Targets for nutrients of concern**

While Coca-Cola has set sugar reduction targets through various local and regional pledges worldwide, the only initiative it has in place in Africa is for the South African market. No information was found in the public domain indicating that the company has reformulation strategies or targets in place to reduce sugar across its product portfolio in the Kenyan market or wider East African region. Sodium, saturated fats and industrially produced trans fats (iTfAs) are not relevant to the company’s product portfolio.

☐ **Targets for positive ingredients**

Ingredients such as minimally processed fruits, vegetables, nuts, legumes and wholegrains are not relevant to the company’s portfolio.

☐ **Reporting progress**

The company publishes information on sugar reduction in its global portfolio but has not reported on progress at the Kenyan market level. However, the company provided qualitative examples of some reduced-sugar products sold in Kenya.

Recommendations

☐ **Targets for nutrients of concern**

Coca-Cola is recommended to publish specific, measurable, and timebound targets for reducing levels of free/total and added sugars across all relevant products in its global portfolio, and translate these to the Kenyan market.

☐ **Reporting progress**

The company is encouraged to publicly report on annual progress against reformulation targets in the Kenyan market using quantitative metrics.

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Findings

☐ **Fortified products**

Of the 27 products produced by Coca-Cola that were identified for ATNi’s Product Profile, none were found to have micronutrients listed in ingredient information, indicating that the company does not currently fortify (or does not disclose that it fortifies) products sold in the Kenyan market.

☐ **Fortification policy**

Coca-Cola shared an internal document which outlines its commitment to adhere to CODEX CAC/GL 9-1987 General Principles for the Addition of Essential Nutrients to Foods. This is in line with standards set out by the Kenyan government.

☐ **Quality control mechanisms**

The company shared an internal document which outlines quality control/assurance methods to determine whether the levels of micronutrient(s) are sufficient in the fortified staples at the time of procurement and in the final product.

Recommendations

☐ **Disclosure of micronutrient information**

Coca-Cola is recommended to specify in full the micronutrient content of its products on back-of-pack nutrition labels. The company is also advised to disclose levels of micronutrients in the final product, using standardized measurement units.

☐ **Fortification policy**

Coca-Cola is advised to commit to not fortify or enrich products that are ‘less healthy’, according to the formal nutrition criteria of an internationally recognized or government-endorsed NPM such as the Kenya NPM, HSR, Nutri-Score, or UK NPM.

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Findings

- ☐ **Nutrient profiling for reporting**
No information was found in the public domain indicating that the company uses a nutrient profiling model (NPM) to define and report on the healthiness of its product portfolio.

Recommendations

- ☐ **Reporting on portfolio healthiness**
The company is encouraged to measure and publicly report the percentage of its sales which are derived from products classified as ‘healthier’ according to a government-endorsed NPM.
- ☐ **Transparency of NPM application**
The company should be transparent about how the NPM was applied to its portfolio, specifying which product categories are included and how the products are categorized, for example.

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Findings

- ☐ **Affordable nutrition strategy**
No information was found indicating that the company currently has a commercial strategy to improve the affordability of products meeting a ‘healthier’ definition in Kenya.

Recommendations

- ☐ **Relative affordability**
The company could consider measuring the price differential between its ‘low/no sugar’ products relative to its 'full sugar' products and setting a target to improve the price differential, such that 'healthier' options are relatively more affordable than 'less healthy' products.
- ☐ **Reporting progress**
Coca-Cola is recommended to report on quantitative progress on improving the price differential between ‘low/no sugar’ and ‘full sugar’ products across the whole portfolio.

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Findings	Recommendations
<div> <div> <div></div> <div> Responsible marketing to children </div> </div> <div> <p>Coca-Cola has a global policy for responsible marketing to children which commits not to market any products to children under 13, but it is unclear how the company’s global policy is applied in Kenya.</p> </div> </div> <div> <div> <div></div> <div> Marketing policy scope </div> </div> <div> <p>The company’s policy applies to “all media which directly targets children under 13,” and lists specific media channels including TV/radio, print media, outdoor advertising, mobile/SMS, websites, on-pack advertising, social media, primary schools, licensed characters, celebrities/influencers and toys, sponsorship, games, and in-store/point-of-sales marketing.</p> </div> </div> <div> <div> <div></div> <div> Audience threshold </div> </div> <div> <p>Coca-Cola uses an audience threshold of >30% to define ‘child-oriented’ programmes on measured media.</p> </div> </div>	<div> <div> <div></div> <div> Responsible marketing to children </div> </div> <div> <p>Coca-Cola is encouraged to specify in the public domain how its global responsible marketing policy is applied in the Kenyan market.</p> </div> </div> <div> <div> <div></div> <div> Age threshold </div> </div> <div> <p>The company is encouraged to increase the age threshold for defining a child to 18, in line with the Kenya Information and Communications (Broadcasting) Regulations, 2009.</p> </div> </div> <div> <div> <div></div> <div> Marketing policy scope </div> </div> <div> <p>The company is advised to extend the list of media channels and marketing techniques to include those outlined in World Health Organization and UNICEF policy guidance, including cinema, secondary schools, and brand equity characters for example.</p> </div> </div> <div> <div> <div></div> <div> Auditing compliance </div> </div> <div> <p>The company is recommended to commission an independent third-party audit of its policy for responsible marketing to children in the Kenyan market, covering a comprehensive variety of media channels and techniques. The company is encouraged to publish the results.</p> </div> </div>

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Findings	Recommendations
<div> <div>Workforce nutrition program</div> <p>The company has a global workforce nutrition policy in place covering all four of the Workforce Nutrition Alliance (WNA) pillars. However, only limited evidence was provided by the company on how the program is applied in the Kenya market.</p> </div> <div> <div>Healthy food at work</div> <p>Coca-Cola shared with ATNi that it provides daily meals to employees through the canteen in its Nairobi office; however, it is unclear how the company evaluates the healthiness of the meals provided.</p> </div> <div> <div>Nutrition education</div> <p>The company indicated to ATNi that it provides wellbeing tips and habit tracking to its employees through a digital platform for the Africa market.</p> </div> <div> <div>Nutrition-focused health checks</div> <p>The company provided evidence of offering an annual wellness day to employees in its Nairobi office which includes assessments such as blood sugar levels, BMI and blood pressure.</p> </div> <div> <div>Breastfeeding support</div> <p>Coca-Cola shared that it provides breastfeeding mothers in Kenya with one hour nursing breaks per day for nine months. At the global level, the company was found to provide breastfeeding rooms to employees in some markets, but it is unclear whether this is applied in Kenya. The company also has a Global Parental Leave policy offering a minimum of eight weeks paid maternity leave and an additional four weeks of paid paternity leave, or a total of 12 weeks paid maternity leave. This is mostly in line with Kenyan regulations, with an extended period of paternity leave beyond regulation.</p> </div>	<div> <div>Workforce nutrition program</div> <p>Coca-Cola is recommended to develop a comprehensive workforce nutrition program which is available to all employees (including at manufacturing sites) in Kenya, which includes healthy food at work, nutrition education, nutrition-focused health checks, and breastfeeding support. Engaging with the Workforce Nutrition Alliance (WNA) and utilizing its self-assessment scorecards would be a good first step in this regard.</p> </div> <div> <div>Healthy food at work</div> <p>The company is encouraged to increase employees’ access to healthy and safe foods at work through direct provision, food subsidies, or by increasing the availability of healthy food options. These food options should include nutrition criteria and be revised by an independent nutrition professional.</p> </div> <div> <div>Nutrition education</div> <p>The company is recommended to increase employees’ knowledge of healthy nutrition in the Kenya market by providing education materials selected and revised by an independent nutrition professional.</p> </div> <div> <div>Nutrition-focused health checks</div> <p>The company is recommended to publish information on the annual health check that it offers to employees as part of its workforce nutrition activities in the Kenyan market.</p> </div> <div> <div>Breastfeeding support</div> <p>The company is encouraged to offer paid maternity leave of at least six months (as recommended by the World Health Organization (WHO)). The company can further support breastfeeding mothers in its workforce by providing breastfeeding facilities in the workplace, that include: 1) private, hygienic, safe rooms to express breastmilk; 2) paid breaks to express breastmilk; 3) refrigerators to store breastmilk; and 4) other flexible working arrangements to support breastfeeding mothers.</p> </div> <div> <div>Reporting on implementation</div> <p>The company is recommended to set and publicly report against outcome-focused targets or key performance indicators (KPIs) to measure progress on implementing the workforce nutrition program in the Kenya market.</p> </div>

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Findings

☐ **Front-of-pack labelling**

Coca-Cola has not yet published information on whether it will support and implement policy measures to improve consumers' awareness on healthy food choices in Kenya, including the proposed front-of-pack label. However, the company’s Sustainability Report 2022 states that Coca-Cola aims to "provide transparent nutrition information, featuring calories on the front of all...packages, in nearly all markets".

☐ **Health and nutrition claims**

No information was found in the public domain on whether Coca-Cola has committed only to place health and nutrition claims on products that are defined as ‘healthier’ according to the formal nutrition criteria of an NPM.

Recommendations

☐ **Front-of-pack labelling**

Coca-Cola is encouraged to support and implement policy measures to improve consumers’ awareness on healthy food choices, including the proposed front-of-pack label. Additionally, the company is encouraged to report on its progress implementing the outcomes of the court ruling requiring that the company apply front-of-pack labelling on all glass returnable bottles.

☐ **Health and nutrition claims**

The company is advised to commit to refrain from using nutrition or health claims on products that are not considered ‘healthier’ according to the formal nutrition criteria of an NPM such as HSR, Nutri-Score, UK NPM, or Kenya NPM.

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The Product Profile for EAMA Kenya provides a structured evaluation of the nutritional composition of packaged food and beverage products from major manufacturers. It employs a range of internationally recognized nutrient profiling models to assess product characteristics, including the Australasian Health Star Rating (HSR) and a modified version of HSR including micronutrients (mHSR+ micronutrients), the World Health Organization Regional Office for Africa (WHO-AFRO) model, and the Kenyan Nutrient Profiling Model (KNPM). These models support a consistent and comparative analysis of portfolio healthiness across the market.

Proportion of "healthier" products, or products passing the model's criteria, per NPM

Category	% healthier products: HSR	% healthier products: mHSR+ micronutrient	% products passing KNPM	% products meeting WHO AFRO eligibility criteria
Carbonates	27% (4/15)	27% (4/15)	27% (4/15)	0% (0/15)
Bottled Water	100% (4/4)	100% (4/4)	100% (4/4)	100% (4/4)
Juice	0% (0/8)	0% (0/8)	0% (0/8)	0% (0/8)

This table presents an overview of the nutritional quality of products across various food categories, based on four different nutrient profiling models. Each row corresponds to a specific food category, and the percentages reflect the share of products in that category meeting the respective model’s criteria. The figures in parentheses indicate the number of products meeting the criteria over the total assessed. Blank cells indicate that data was not available or not applicable for that category and model.

Mean HSR by category

