

Nestlé's Specifications

Regional Headquarter

South Africa

Global Headquarter

Switzerland

Market Share Range<sup>1</sup>

0% - 5%

Type of Ownership

Public

Categories assessed in Product Profile

Confectionery, Dairy, Ice Cream, Instant Coffee Mixes, Other Hot Drinks, Sauces, Dips and Condiments

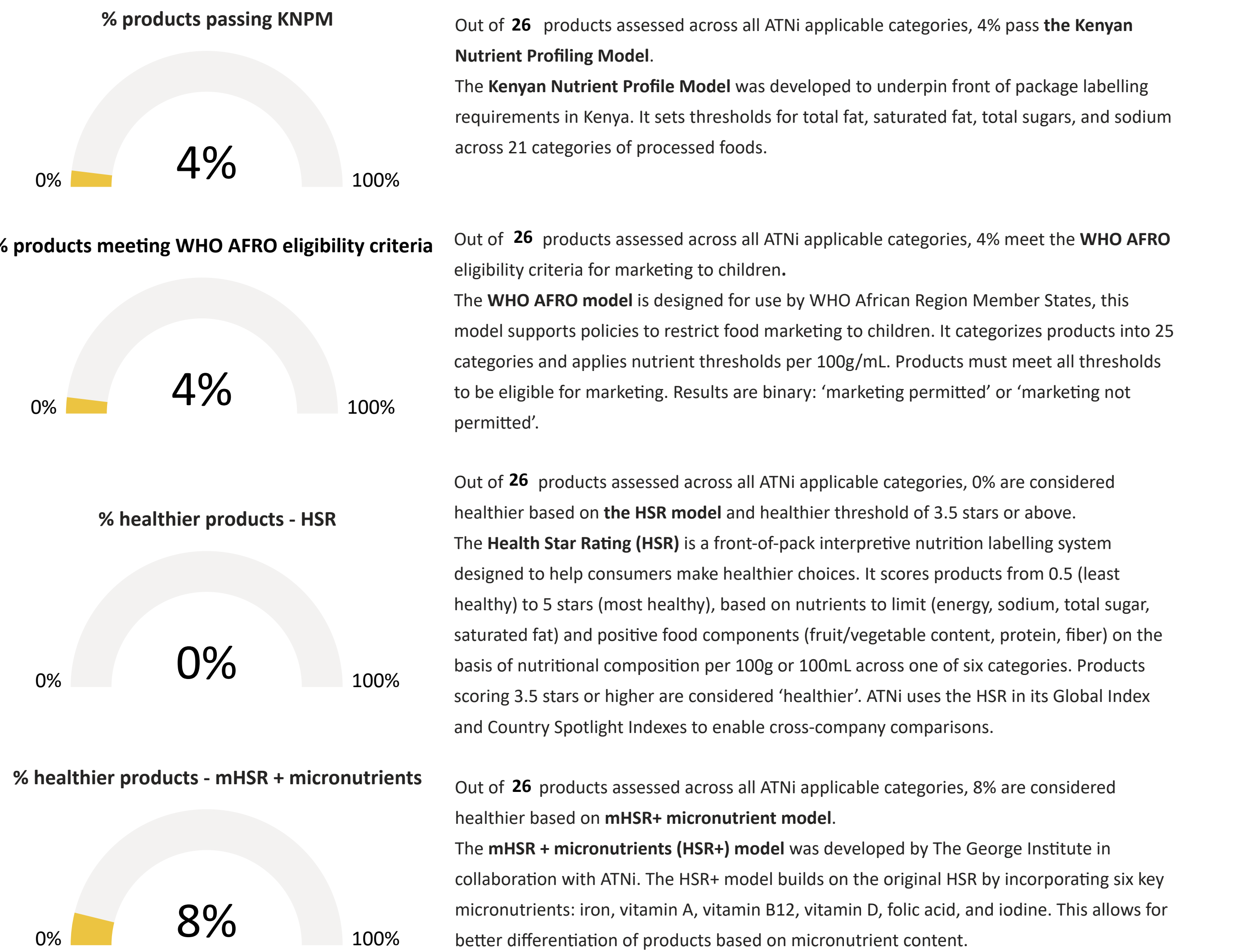
**Important** - The findings of this Index rely to a large extent on the information shared by companies, in addition to what is found in the public domain. In the case of limited, to no engagement by the companies, this assessment may not represent the full extent of their efforts.

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.



### Findings

#### ☐ Nutrition strategy

Nestlé’s global ‘Good for You’ nutrition strategy aims to improve the healthiness of the company's portfolio, including through product development, reformulation, and fortification, and to promote ‘responsible consumption’ through portion control, front-of-pack labelling, and responsible marketing to children.

#### ☐ Strategy reporting

While Nestlé’s ‘Good for You’ strategy applies to all markets, beyond public reporting of some examples of affordable fortified dairy products introduced in the Kenyan market, evidence of how it is implemented in Kenya is limited.

#### ☐ Board overview

In the Global Index 2024, Nestlé shared that the ‘Good for You’ strategy is regularly reviewed and approved by its global Board of Directors. However, no information was found in the public domain on whether the implementation of the strategy is reviewed at the East and South Africa regional or Kenya market level.

#### ☐ Executive accountability and remuneration

The Global Index 2024 assessment found that Nestlé’s Executive Vice President Head of Strategic Business Units and Marketing and Sales is accountable for the global ‘Good for You’ strategy’s implementation, and that CEO and CFO remuneration is linked to ESG objectives, including nutrition. However, no information was found in the public domain on whether a member of senior management in Kenya or the East and South Africa Region is formally accountable for the strategy’s delivery in the Kenyan market.

### Recommendations

#### ☐ Strategy reporting

In addition to recommendations outlined in Nestlé’s assessment in the Global Index 2024, the company is encouraged to publish more detailed reporting on the implementation of its strategy in Kenya on the Nestlé East and South Africa region website domain, including:

- 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 or the Kenya NPM;
- The percentage of its portfolio that displays the government-endorsed Kenya NPM front-of-pack label when it is introduced; and
- Other quantitative metrics demonstrating progress on its nutrition strategy in Kenya and/or the African region.

#### ☐ Board overview

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 recommended to assign formal accountability for the implementation of the nutrition strategy in Kenya to a senior executive at the Kenyan level, including through linking executive remuneration to a metric in the nutrition strategy.

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### Findings

- ☐ **Targets for nutrients of concern**  
Nestlé has established targets for sodium, saturated fats, and sugars, but these targets appear to be outdated or available on the International Food & Beverage Alliance (IFBA) website, for which Nestlé is no longer a member. It is also unclear how these targets apply to the company’s products in the Kenyan market.
- ☐ **Elimination of industrially produced trans fats (iTFAs)**  
Nestlé has a global ‘Policy on Trans Fats’ from 2014 that includes a target to “remove trans fat originating from partially hydrogenated oils from all [of the company’s] food and beverage products by the end of 2016.” ATNi’s research published in 2023 found that Nestlé had removed levels of iTFAs in its products in Kenya in line with World Health Organization recommendations.
- ☐ **Reporting progress**  
While the company reports on reduction of sodium, saturated fat, and sugars across its global portfolio, this information is not specific to the Kenyan market.

### Recommendations

- ☐ **Targets for nutrients of concern**  
Nestlé is recommended publish new targets that are specific, measurable and time-bound for all nutrients of concern (sodium, free/total sugar and saturated fats) across all relevant products in its global portfolio, and translate these to the Kenyan market.
- ☐ **Targets for positive ingredients**  
Nestlé is advised to publish targets to increase levels of minimally processed fruits, vegetables, nuts, and legumes (FVNL) and whole grains in its applicable portfolio in Kenya.
- ☐ **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 Nestlé that were identified for ATNi’s Product Profile, micronutrient data was available for 3 products, however no products 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

Nestlé’s public global policy on Micronutrient Fortification of Foods & Beverages 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.

Recommendations

☐ Disclosure of micronutrient information

Nestlé is recommended to specify in full the micronutrient content of its products on back-of-pack nutrition labels, including fortified staples used as ingredients. The company is also advised to disclose levels of micronutrients in the final product, using standardized measurement units.

☐ Fortification policy

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

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### Findings

- Nutrition criteria**

The company uses the Health Star Rating (HSR) to define and report on portfolio healthiness.
- Healthy sales target**

While the company has a global target “to grow the sales of our more nutritious products by CHF 20–25 billion by 2030”, it is unclear how this target is applied at the Kenya market level.
- Reporting on portfolio healthiness**

Nestlé reports on the percentage of global sales that meet different Health Star Rating (HSR) thresholds, as well as portfolio healthiness across various markets in Europe, Latin America, the Asia Pacific region. However, the company has not published the percentage of products or sales meeting the HSR ‘healthy’ threshold of 3.5 out of 5 stars and/or across all HSR thresholds in the Africa region. Moreover, the company includes its plain coffee portfolio in its reporting on portfolio healthiness, a category for which the HSR is not intended to be applied.

### Recommendations

- Healthy sales target**

The company is advised to refine its existing target to increase sales of ‘healthy’ products relative to ‘less healthy’ products according to the HSR at the global level, and publicly disclose how it translates to the Kenyan market.
- Reporting on portfolio healthiness**

Nestlé is advised to include the Kenyan market in its annual global reporting on the percentage of sales classified as ‘healthy’ (as well as the percentage meeting different HSR thresholds), and commit to use ATNi’s proposed NPM Reporting Guidelines.

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### Findings

- ☐ **Affordable nutrition strategy**  
Nestlé’s Popularly Positioned Products (PPP) strategy aims “to provide accessible products and affordable nutrition to lower-income consumers in emerging countries,” including Kenya. The strategy applies to products in certain categories that meet the company’s revised nutrition criteria (which includes maximum levels for nutrients of concern), typically fortified with a key micronutrient, such as Iron, Vitamin A, Iodine, or Zinc.
- ☐ **Defining ‘affordable’**  
The company reports that products in its PPP strategy meet a price point suitable for low-income consumers with a daily budget of USD 2-4 budget. These are typically cheaper products with smaller pack sizes and single serves.
- ☐ **Reporting progress**  
The company reports on qualitative examples of products falling under the PPP strategy, but not in the Kenyan market.

### Recommendations

- ☐ **Affordable nutrition strategy**  
The company is recommended to publish the PPP Affordable Nutrition Guidelines, and the details of how ‘healthy’ is defined as part of the strategy.
- ☐ **Defining ‘healthy’**  
Nestlé is encouraged to strengthen its PPP strategy by applying the strategy only to products that are ‘healthy’ according to a government-endorsed NPM such as HSR, Nutri-Score, or the UK NPM, or the Kenya NPM for the Kenya market.
- ☐ **Defining ‘affordability’**  
The company is advised to use a formal, Kenya-specific classification of ‘low-income consumers’ to guide the implementation of the strategy in Kenya, based on data published by the Kenya National Bureau of Statistics, for example.
- ☐ **Relative affordability**  
The company could consider measuring the price differential between ‘healthier’ products relative to products that do not meet its nutrition criteria and work on improving the differential between them.
- ☐ **Reporting progress**  
The company is advised to regularly report on quantitative progress improving the price differential between ‘healthier’ and ‘less healthy’ products across the whole portfolio in Kenya.

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Findings	Recommendations
<div> <div> <div></div> <div>Responsible marketing to children</div> </div> <div> <p>Nestlé has a global Marketing Communication to Children policy which commits to only market products meeting EU Pledge nutrition criteria to children under 16 on “media channels in which age targeting is possible” and under 13 on all other media.</p> </div> </div> <div> <div> <div></div> <div>Marketing policy scope</div> </div> <div> <p>The policy applies to TV, radio, print, cinema, outdoor, places where children gather, games, social media, influencers, native advertising, mobile/SMS, games, user-generated content, company-owned websites, premiums (including toys), sponsorships, point of sales (exceptions for seasonal themes), licensed characters, company-owned characters, celebrities, packaging (exceptions for seasonal themes), and in primary and secondary schools.</p> </div> </div> <div> <div> <div></div> <div>Audience threshold</div> </div> <div> <p>Nestlé uses the age threshold of &gt;25% to define child-oriented programmes on measured media.</p> </div> </div> <div> <div> <div></div> <div>Marketing to general audiences</div> </div> <div> <p>The Nestlé Marketing Communication to Children Policy states that it applies the International Chamber of Commerce’s (ICC) Framework for Responsible Food and Beverage Marketing Communications in its marketing practices for all audiences.</p> </div> </div>	<div> <div> <div></div> <div>Responsible marketing to children</div> </div> <div> <p>Nestlé is encouraged to publish information about how the global Communications and Marketing to Children policy is implemented in Kenya.</p> </div> </div> <div> <div> <div></div> <div>Product restrictions for marketing to children</div> </div> <div> <p>Nestlé is strongly encouraged to strengthen its policy by committing not to market products to children at all, or only those products meeting the criteria of a government-endorsed/internationally recognized NPM such as the Kenya NPM or the World Health Organization (WHO) NPM for the Africa Region.</p> </div> </div> <div> <div> <div></div> <div>Age threshold</div> </div> <div> <p>Nestlé is further recommended to set 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>Auditing compliance</div> </div> <div> <p>The company is encouraged to commission an independent third-party audit of the company’s responsible marketing commitments in Kenya, covering a wide range of media channels and marketing techniques, and publish the results.</p> </div> </div>

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Findings	Recommendations
<div> <div> <div></div> <div>Workforce nutrition program</div> </div> <div> <p>Nestlé has global workforce nutrition programs in place covering all four Workforce Nutrition Alliance (WNA) pillars. However, limited evidence was found of how this global policy applies in the Kenyan market.</p> </div> </div> <div> <div> <div></div> <div>Healthy food at work</div> </div> <div> <p>While the company was found to offer healthy meals in its canteens in Kenya, it is unclear whether meal selection is based on any nutrition criteria.</p> </div> </div> <div> <div> <div></div> <div>Nutrition education</div> </div> <div> <p>Nestlé’s “Healthy Lives” online program provides employees with modules on nutrition education such as healthy diets, healthy portions, and tips for individual needs.</p> </div> </div> <div> <div> <div></div> <div>Nutrition-focused health checks</div> </div> <div> <p>The company’s ‘My Health Numbers program’ provides employees with health risk assessments, including nutritional assessments.</p> </div> </div> <div> <div> <div></div> <div>Breastfeeding support</div> </div> <div> <p>The company was found to provide breastfeeding mothers with private breastfeeding rooms equipped with refrigerators, daily breaks or reduced daily work hours, and flexible working arrangements. These practices are in line with current local Kenyan regulations. The company was also found to provide 18 weeks of paid maternity leave and four weeks of paid second caregiver leave through its internal ‘Global Parental Support’ policy.</p> </div> </div>	<div> <div> <div></div> <div>Workforce nutrition program</div> </div> <div> <p>Nestlé is recommended to strengthen its current workforce nutrition programs by introducing nutrition criteria for its on-site menus, selected and ideally revised by a health professional; and ensure that nutrition education materials are selected and revised by an independent nutrition professional.</p> </div> </div> <div> <div> <div></div> <div>Reporting on implementation</div> </div> <div> <p>The company is also encouraged to set and publicly report against outcome-focused targets or key performance indicators (KPIs) to measure progress on implementing the workforce nutrition program in Kenya.</p> </div> </div> <div> <div> <div></div> <div>Breastfeeding support</div> </div> <div> <p>Nestlé is also encouraged to extend its current maternity leave policy, offering paid maternity leave of at least six months (as recommended by the World Health Organization (WHO)). The company is recommended to go beyond local regulations and offer flexible working arrangements to breastfeeding mothers.</p> </div> </div>

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Findings

- ☐ **Front-of-pack labelling**  
Nestlé 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.
- ☐ **Health and nutrition claims**  
No information was found in the public domain on whether Nestlé 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**  
Nestlé is encouraged to support and implement policy measures to improve consumers’ awareness on healthy food choices, including the proposed front-of-pack label.
- ☐ **Health and nutrition claims**  
The company is advised to commit 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 the 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
Other Hot Drinks	0% (0/2)	0% (0/2)	0% (0/2)	0% (0/2)
Instant Coffee Mixes	0% (0/1)	0% (0/1)	0% (0/1)	0% (0/1)
Sauces, Dips and Condiments	0% (0/1)	100% (1/1)	100% (1/1)	0% (0/1)
Dairy	0% (0/4)	25% (1/4)	0% (0/4)	25% (1/4)
Confectionery	0% (0/17)	0% (0/17)	0% (0/17)	0% (0/17)
Ice Cream	0% (0/1)	0% (0/1)	0% (0/1)	0% (0/1)

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

