

ACCESS TO
NUTRITION
INITIATIVE

Benchmarking of Commercially Produced Complementary Foods (CPCF) companies in Lao PDR

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Abbreviations

ATNI	Access to Nutrition Initiative
CPCF	Commercially Produced Complementary Foods
FOP	Front of pack
NPM	Adapted WHO Europe nutrient profile and promotion model for CPCF
UNICEF	United Nations Children's Fund
WHO	World Health Organization

About the Access to Nutrition Initiative

Access to Nutrition Initiative (ATNI) is an independent, not-for-profit organization established in 2013. It publishes independent, comprehensive analyses and commentary on companies' efforts to improve consumers' access to nutritious foods and beverages, both globally and within specific markets. Assessing producers of breast-milk substitutes and complementary foods is an integral part of ATNI's work. In the course of its research, ATNI collaborates with a wide range of stakeholders, including the investment community, to ensure that its Indexes and reports are useful tools as they engage with and invest in companies.

About the Southeast Asia Consortium for Improving Complementary Foods (COMMIT)

The COMMIT initiative is a consortium of organizations¹ that have been working together since 2020 to improve the quality of Commercially Produced Complementary Foods (CPCF) in Southeast Asia. COMMIT aimed to address the need for a strong evidence base on CPCF through different workstreams, including reviews of existing national legislation and standards for CPCF, micronutrient landscape analyses, understanding caregivers' perceptions of CPCF, and assessments using an adapted World Health Organization (WHO) Europe nutrient profile and promotion model for CPCF (NPM) for these products sold in the capital cities and through online retailers in seven Southeast Asian countries. COMMIT's work spans across the following countries: Cambodia, Indonesia, Lao PDR, Malaysia, Philippines, Thailand, and Viet Nam. The findings from COMMIT's different workstreams will be used to provide technical support for improving complementary feeding through three main platforms, namely strengthening, or developing government regulations on CPCF, building consumer awareness on CPCF, and encouraging industry reformulation of CPCF to meet nutrient composition and labeling requirements.

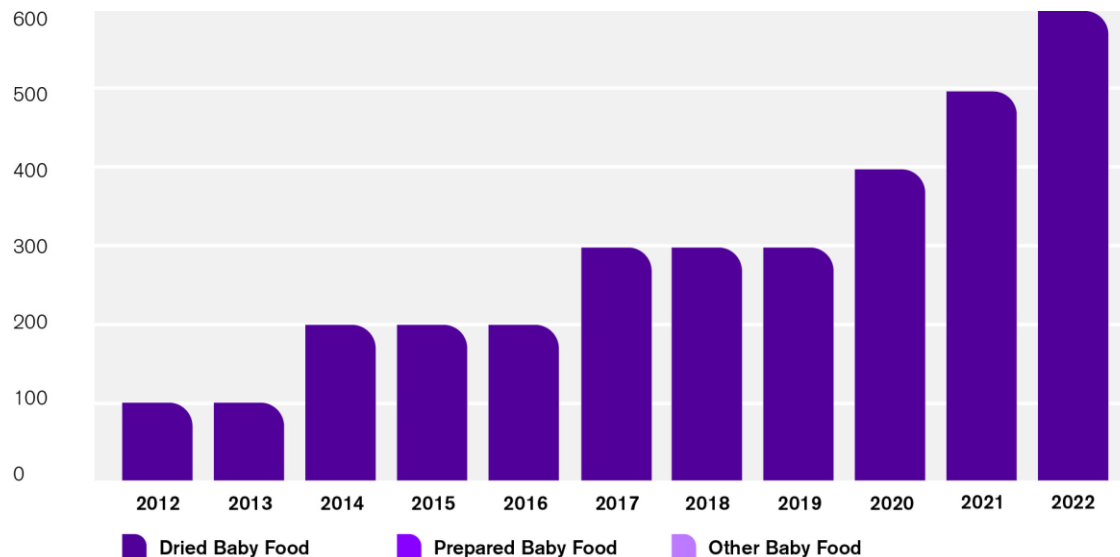
¹ COMMIT partners include Access to Nutrition Index; Alive & Thrive; Helen Keller International; JB Consultancy; School of Food Science, University of Leeds; UNICEF East Asia and the Pacific Regional Office; World Food Programme Asia Pacific Regional Bureau; and WHO Southeast Asia Regional Office (observer)



1. Context: Lao PDR' complementary foods market

The market for CPCF in Lao PDR reaches over USD 600,000 sales in 2022 and has increased six-fold during the past 10 years (between 2012 and 2021), based on Euromonitor International data (see Figure 1). In 2022, all CPCF sales were in the 'dried' baby food, while there was no sales of 'prepared' baby foods or 'other' baby foods (categories are defined by Euromonitor as shown in Box 1).

Figure 1. Commercial baby food market size in Lao PDR, 2012-2022 (USD thousands) *



Box 1. Euromonitor International baby food category definitions

Baby food: This is the aggregation of milk formula, prepared, dried, and other baby food.

Dried baby food: Products that require the addition of water before consumption and which are usually sold in packets. Cereals and dehydrated soups are also included. Please note that retail volumes are shown in terms of 'as sold' and not reconstituted volumes.

Prepared baby food: Baby products sold in jars, cans, or retort flexible pouches, which do not require any cooking preparation other than heating. Includes puréed food, yogurts, chilled desserts, soup, desserts, and ice cream marketed for babies.

Other baby food: Any other products marketed for babies are included here; examples may include baby rusks, teething biscuits, baby fruit juices, baby herbal tea, etc.

Note: Euromonitor International's categorization of CPCF does not align with World Health Organization (WHO) Europe's CPCF categorization, as described in its draft nutrient profiling model.

Source: Euromonitor International 2012-2022. *Note this data is modeled, so there may be inaccuracies due to the limited resources available to collect the data.

Note: No data on company presence was available in Euromonitor International.

2. Findings

2.1 Products by company

The study used a cross-sectional design to gather data on the nutrient content and labeling practices of CPCF sold in Vientiane, Lao PDR. The nutrient content and labeling data were extracted from the information provided on CPCF product labels. In Lao PDR, total of 129 unique CPCF products were identified for inclusion in the study. However, 11 were excluded from the analysis because:

- Seven did not provide label information in Laotian or English. Almost all (98.3%, n=116) CPCF products did not include any label information in Laotian but had labels in English or English and another (not Laotian) language. Only two products (1.7%) presented label information in both Laotian and English.
- Four did not include nutritional information.

A final count of 118 CPCF products were included in the study. As shown in Table 1, the 118 CPCF products were manufactured by 15 companies, all of which were based outside of Lao PDR. The majority of CPCF companies (12/15) were based in Thailand and the rest in China, France, and Switzerland. The largest percentage of products belonged to Peachy Village Co., with its Peachy products (17.8%), followed by Healthy Foods Co., with its Apple Monkey products (12.7%), and Nestlé with Cerelac and Gerber brands (10.1%). Almost half (46%) of the total products were within the 'dry finger foods and snacks' category, followed by 'dry powdered and instant cereal/ starchy food' (25%); 'soft-wet spoonable' (16%); 'meals with chunky pieces' (12%); and 'juices and other drinks' (2%) (see Annex 1).

Out of the 118 products, a total of 104 were assessed against the NPM. As shown in Table 1, of the remaining 14 products, eight belonged to Danone (4.1 n=3), Healthy Foods Co., Ltd. (4.1 n= 1), Joe-Ry Family Co., Ltd. (4.1 n=2), and Peachy Village Co., Ltd. (5.1 n=2). These products fell under the categories 4.1 (confectionery, sweet spreads, and fruit chews), 5.1 (single or mixed fruit juices, vegetable juices, or other non-formula drinks), or 5.2 (cow's milk and milk alternatives with added sugar or sweetening agent), all of which should not be marketed to children under three years of age and therefore automatically 'failed' the NPM. No nutrient composition and labeling assessments were therefore conducted on these products. Additionally, six products fell under the 6.1 'other' category which were not able to be classified within the NPM categories and were therefore also excluded (see Table 1).

Table 1. CPCF by parent company name, headquarters and brand name (grouped by headquarter location in alphabetical order)

Parent company	Headquarters	Brand name	% (n)	
Want Want Holdings Ltd.	China	Take one	1.7% (2)	4: finger foods and snacks (2)
Danone	France	Happy baby	3.4% (4)	4: finger foods and snacks (4) ✕ 3 of those were '4.1'
Casa Olio Sperlonga S.P.A	Italy	Kiddy	0.8% (1)	? 6: others (1)
Nestlé	Switzerland	Cerelac	7.6% (9)	1: dry instant starch (8) 4: finger foods and snacks (1)
		Gerber	2.5% (3)	1: dry instant starch (3)
SGS Taiwan Ltd.	Taiwan	KiddiFish	1.7% (2)	6: others (2)
Healthy Food Co., Ltd.	Thailand	Apple Monkey	12.7% (15)	4: finger foods and snacks (15) ✕ 1 of those was '4.1'
Homey (Thailand) Co., Ltd.	Thailand	Uncle Mark	1.7% (2)	4: finger foods and snacks (2)
Ilamoon Co., Ltd.	Thailand	Organeh	8.5% (10)	1: dry instant starch (1) 4: finger foods and snacks (7) ? 6: others (2)
Joe-Ry Family Co., Ltd.	Thailand	Wel-B	1.7% (2)	4: finger foods and snacks (2) ✕ all were '4.1'
Mama Cooks (Thailand) Co., Ltd.	Thailand	Mama cooks	4.2% (5)	1: dry instant starch (4) ? 6: others (1)
Namchow (Thailand) Co. Ltd	Thailand	Happy bites	7.6% (9)	1: dry instant starch (3) 4: finger foods and snacks (6)
Natural Health Foods Company Ltd.	Thailand	Baby natura	6.8% (8)	1: dry instant starch (5) 4: finger foods and snacks (3)
Octa Foods Company Ltd.	Thailand	HooRay	8.5% (10)	2: soft wet spoonable (6) 3: meals with chunky pieces (4)
Peachy Village Co., Ltd.	Thailand	Peachy	17.8% (21)	2: soft wet spoonable (12) 4: finger foods and snacks (7) ✕ 5: juices and other drinks (2)
Sahapan Century Co., Ltd	Thailand	Picnic baby	7.6% (9)	3: meals with chunky pieces (9)
Xongdur Thai Organic Food Co., Ltd.	Thailand	Xongdur Baby	5.1% (6)	1: dry instant starch (4) 4: finger foods and snacks (2)
Total number of unique CPCF			100.0% (118)	

✕ = These products fell under the 4.1 (confectionery, sweet spreads, and fruit chews), 5.1 (single or mixed fruit juices, vegetable juices, or other non-formula drinks) or 5.2 (cow's milk and milk alternatives with added sugar or sweetening agent) categories which should not be promoted to children < 3 years of age and thus automatically 'failed' the NPM.

? = These products are of the 6.1 'other' category which were not able to be classified within the NPM categories, therefore, were also excluded. Products categorized as 'other' included shredded fish, chicken liver powder, grounded chicken, and olive oil.

2.2 Combined results: nutrient composition and labeling practices

A total of 13 companies produced the 104 CPCF assessed using the NPM. As shown in Table 2, none of the companies' assessed CPCF products met both nutrient composition and labeling requirements for CPCF. Thus, no CPCF were found to be suitable for promotion for older infants and young children between six and 36 months of age. When observed separately, none of the products passed all labeling requirements. However, some companies performed better than others against the nutrient composition criteria:

- Only 15 assessed CPCF products met all nutrient composition requirements.
- Among the products that met all relevant nutrient composition requirements (n=15) most belonged to the following CPCF categories: : 'dry instant starch' (n=7), followed by 'fruit purée (n=3), 'puréed meal with meat or fish not mentioned in product name' (n=3), and 'chunky meal with meat/fish/cheese'(n=3).
- Four companies had between 21% and 50% of their assessed CPCF meeting all applicable nutrient composition thresholds.
- Two companies had between 8% and 11% of their assessed CPCF meeting the nutrient composition thresholds.
- Seven companies had all their CPCF products not meeting any of the applicable nutrient composition thresholds.
- Of the products that did not meet any nutritional thresholds (n=89), the majority belonged to the 'other snacks and finger food' category (n=44), followed by 'dry instant starch' (n=21), and 'meat, fish, or cheese-based meal with chunky pieces '(n=10).



Table 2. Nutrient composition and labelling practices assessment, combined nutrient profiling outcome (n=104)

Company	Number of products	% met all relevant nutrient composition requirements	% met all relevant labeling requirements	% met all requirements
Danone	1	0.0%	0.0%	0.0%
Healthy Food Co., Ltd.	14	0.0%	0.0%	0.0%
Homey (Thailand) Co., Ltd.	2	0.0%	0.0%	0.0%
Ilamoon Co., Ltd.	8	0.0%	0.0%	0.0%
Mama Cooks (Thailand) Co., Ltd.	4	50.0%	0.0%	0.0%
Namchow (Thailand) Co. Ltd	9	11.1%	0.0%	0.0%
Natural Health Foods Company Ltd.	8	50.0%	0.0%	0.0%
Nestlé	12	8.3%	0.0%	0.0%
Octa Foods Company Ltd.	10	0.0%	0.0%	0.0%
Peachy Village Co., Ltd.	19	21.1%	0.0%	0.0%
Sahapan Century Co., Ltd	9	33.3%	0.0%	0.0%
Want Want Holdings Ltd.	2	0.0%	0.0%	0.0%
Xongdur Thai Organic Food Co., Ltd.	6	0.0%	0.0%	0.0%
Total number of products meeting NPM requirements	104	14.4% (15)	0.0% (0)	0.0% (0)

* Note only applicable to products assessed against the CPCF (n=104) i.e., excludes product categories 4.1,5.1 and 6.1



2.3 Nutrient composition results

Table 3, below, sets out the proportion of each company's CPCF products that met each of the seven nutrient composition thresholds in the NPM. With regards to thresholds applicable to all CPCF product types:

- Most products (94.2%) met total fat threshold requirements, except for some products belonging to Healthy Foods Co., Ltd. (n=3) and Peachy Village Co., Ltd. (n=3).
- Less than half (44%) of all the products met the sodium requirements. Among those, Homey (Thailand) Co., Ltd., Mama Cooks (Thailand) Co., Ltd, and Natural Health Foods Company Ltd., had their products meeting this requirement. Four companies did not meet the sodium requirement for any of their products.
- More than half of the companies (59.6%) had their products passing the 'no added sugar/sweeteners' requirement, with four companies meeting this requirement for all their products. However, three companies did not meet this requirement for any of their CPCF products assessed.

With regards to criteria applicable to specific CPCF categories:

- Seven out of 10 companies' relevant CPCF products (~73%) passed the 'low/no added fruit' requirements.
- 86.7% of products categorized as 'other snacks and finger foods' had less than 15% of their total energy from total sugar content.
- A relatively high adherence (89.4%) was observed for products that met the required protein levels, with most companies (seven out of nine) meeting this requirement for all their applicable products.
- Half of all applicable CPCF products met the energy density requirements.



Table 3. Nutritional profiling results per company*

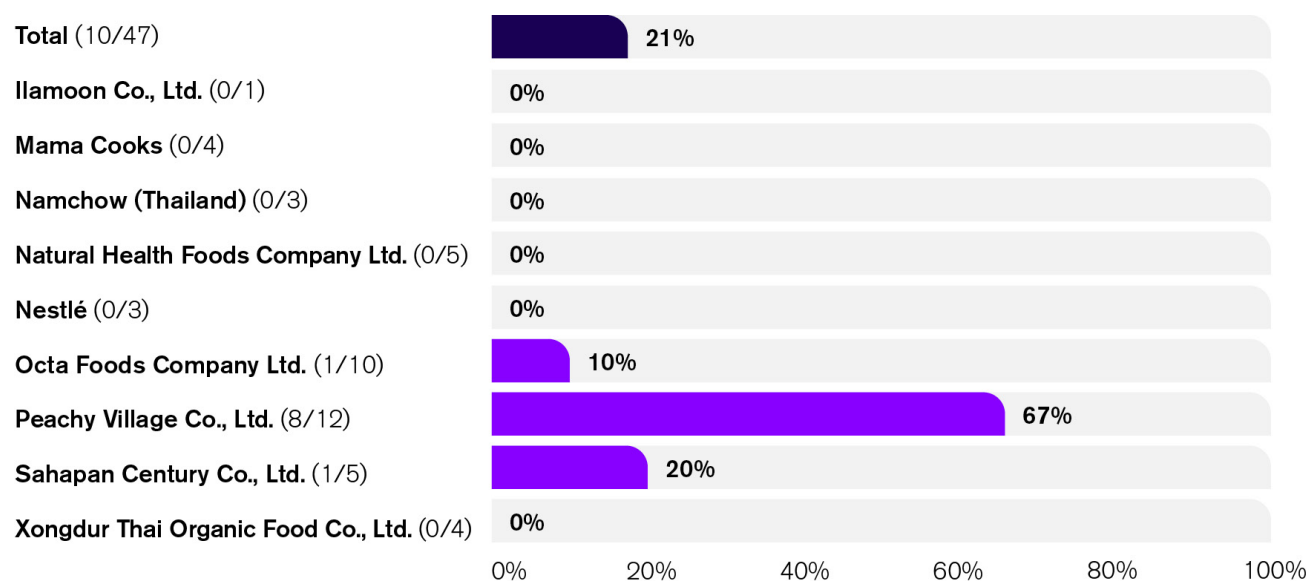
Company	Number of products	Criteria assessed for all categories			Criteria assessed for specific categories			
		% products with no added sugar/sweeteners	% products meeting sodium thresholds	% products meeting total fat thresholds	Products with low/no added fruit % (n)	Products with <15% total E from total sugar % (n)	Products meeting E density thresholds % (n)	Products meeting protein thresholds % (n)
Danone	1	0.0%	0.0%	100.0%	-	100.0% (1)	-	-
Healthy Food Co., Ltd.	14	21.4%	0.0%	78.6%	-	64.3% (9)	-	-
Homey (Thailand) Co., Ltd.	2	0.0%	100.0%	100.0%	-	100.0% (2)	-	-
Ilamoon Co., Ltd.	8	100.0%	12.5%	100.0%	0.0% (0)	100.0% (7)	-	100.0% (1)
Mama Cooks (Thailand) Co., Ltd.	4	100.0%	100.0%	100.0%	50.0% (2)	-	-	100.0% (4)
Namchow (Thailand) Co., Ltd.	9	33.3%	55.6%	100.0%	33.3% (1)	100.0% (6)	-	100.0% (3)
Natural Health Foods Company Ltd.	8	75.0%	100.0%	100.0%	60.0% (3)	100.0% (3)	-	100.0% (5)
Nestlé	12	25.0%	75.0%	100.0%	72.7% (8)	100.0% (1)	-	100.0% (11)
Octa Foods Company Ltd.	10	100.0%	0.0%	100.0%	100.0% (10)	-	50.0% (3)	85.7% (6)
Peachy Village Co., Ltd.	19	63.2%	52.6%	84.2%	60.0% (3)	85.7% (6)	50.0% (6)	100.0% (3)
Sahapan Century Co., Ltd.	9	100.0%	33.3%	100.0%	100.0% (9)	-	-	55.6% (5)
Want Want Holdings Ltd.	2	0.0%	0.0%	100.0%	-	100.0% (2)	-	-
Xongdur Thai Organic Food Co., Ltd.	6	66.7%	66.7%	100.0%	50.0% (2)	100.0% (2)	-	100.0% (4)
Total products that meet applicable nutrient thresholds	104	59.6% (62)	44.2% (46)	94.2% (98)	73.1% (38)	86.7% (39)	50.0% (9)	89.4% (42)
Total products applicable to each assessed requirement		104	104	104	52	45	18	47

*Note where no value is presented, the '-' indicates that the NPM requirement was not applicable to the company's CPCF product category(s).



While not measured against the nutrient composition thresholds, the NPM also required products to provide a front of pack (FOP) 'high sugar' warning if the percentage energy from total sugar content exceeded category-specific thresholds. The 'high sugar' warning applied to all categories of CPCF products, except for category 4.3 'snacks/finger foods', to which a total sugar threshold was applied (see Table 3). A total of 47 CPCF product labels declared total sugar content and were thus assessed against this additional threshold. Of the 47 products, 21% would require a 'high sugar' FOP warning, as the percentage energy from total sugar content exceeded the category-specific thresholds (Figure 2). Products belonging to six companies did not require a 'high sugar' FOP label, while the remaining companies had between 10% and 67% of their products requiring such a warning label based on the high proportion of 'empty' calories contributed by the products' total sugar content (Figure 2).

Figure 2. Percentage of products that required a 'high sugar' FOP label*

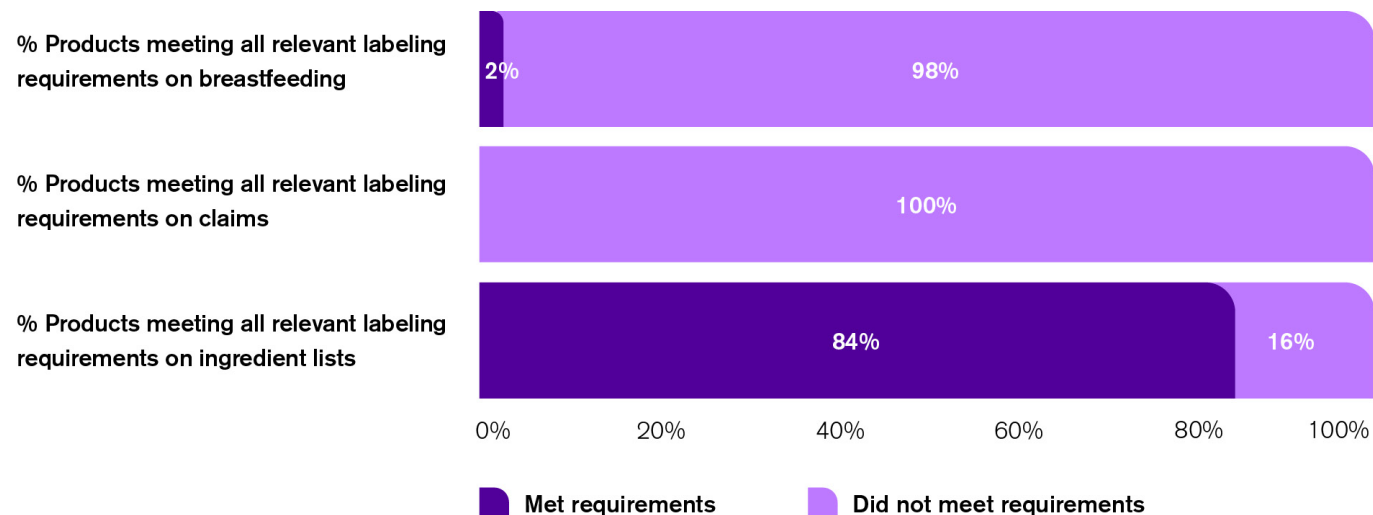


*Out of 104 applicable products that declared total sugar content on labels, 47 require this warning label. FOP 'high sugar' warning was required if the percentage energy from total sugar content is \geq the threshold for that product category: 1.1: 40%; 2.2/2.3: 30%; 2.4: 20%; 2.6/2.7/3.1: 15%.

2.4 Labeling assessment results

None of the companies' products met all labeling requirements (i.e., protection and promotion of breastfeeding, claims and ingredient list clarity). As shown in figure 3, the vast majority (~98%) did not meet labeling requirements for the protection and promotion of breastfeeding. None of them met all labeling requirements on claims and 16% of companies' products did not meet all labeling requirements on ingredient list clarity.

Figure 3. Percentage of products meeting all labeling requirements on the protection and promotion of breastfeeding, claims and ingredient lists clarity.



2.4.1 Labeling requirements on the protection and promotion of breastfeeding

Only two out of 104 products, manufactured from Nestlé, met all labeling requirements on the protection and promotion of breastfeeding. Of the 104 products none **suggested superiority or equivalence to breastmilk** (100% 'passed' this requirement) and did not **recommend or promote bottle feeding**. The vast majority (~97%) were **not marketed as being suitable for consumption by infants younger than six months** – only two products from Nestlé and one



from Danone did not meet this requirement. Most products (~80%) pass the requirement of including a **minimum recommended age of introduction of at least six months**; the rest (n= 21) displayed images or text that suggested suitability for infants under six months of age. Further, of all the CPCF assessed only two products manufactured by Nestlé included **a message on the importance of continued breastfeeding for up to two years of age or beyond** (See Annex 2 for specific criteria).

2.4.2 Labeling requirements on claims

None of the CPCF products met all labeling requirements on claims. The main reason was that a relatively small percentage of products (16%) did not contain **non-permitted compositional claims** - only products from four companies did not have such claims. In addition, relatively few products (n=6) did not present **other claims**. Only six of the assessed CPCF from Nestlé met these labeling requirements. A higher adherence was observed for the remaining labeling requirements on claims, as 67% of CPCF products belonging to 12 out of 13 companies did not show **nutrient content claims**. Nestlé was the only company that presented such claims. The majority of assessed CPCF products (77%) did not present **nutrient function claims**, and none of the products had **disease risk reduction claims** (See Annex 3 for specific criteria).

2.4.3 Labeling requirements on the product name and ingredient list clarity

Most products met all labeling requirements on product name and ingredient list clarity (84%) and all products from seven companies met such requirements. Some companies failed to meet all ingredient list clarity requirements. Six companies or seventeen CPCF out of 104 did not present **ingredients in descending order** (as per ingredient list). However, seven companies met this criterion for all their CPCF products. All applicable products stated the **percentage of fruit**, the **percentage of added water**, and the **percentage of protein** on the ingredient list (see Annex 4 for specific criteria).

2.4.4 Labeling requirements on blended/puréed products

Only two companies were found to have blended/puréed products. None of their products (n=18) met the requirement of including the **maximum recommended age of consumption of 12 months**. Among the blended/puréed CPCF products, twelve had spouts and all stated that **children should not be allowed to suck from the container**. Of those, none had a '**choking hazard**' warning label (see Annex 5 for specific criteria).

3. Summary

- The CPCF market in Lao PDR has increased six-fold in the past 10 years (between 2012 and 2021). Yet, the results of this research show that **none** of the companies' assessed CPCF products fully met **the nutrient and labeling requirements** based on the NPM. Thus, none of the products are considered suitable to be promoted to older infants and young children between six and 36 months of age.
- Eight products automatically failed the NPM, which belonged to Danone (n=3), Healthy Food Co., Ltd. (n= 1), Joe-Ry Family Co., Ltd. (n=2), and Peachy Village Co., Ltd. (n=2). These products fell under the category 4.1 and 5.1 and, therefore, should not be promoted for children under three years of age. Additionally, six products fell under category 6.1 'other', which were not able to be classified within the NPM categories and were therefore also excluded.
- Most CPCF companies (12/15) were based in Thailand. The largest percentage of products belonged to Peachy Village Co. (17.8%), followed by Healthy Foods Co. (12.7%), and Nestlé (10.1%).

Nutrient composition

- Six out of 13 companies had between 8% and 55% assessed CPCF products meeting **all nutritional thresholds** and, based on the NPM, were considered of appropriate nutrient content. The rest of the companies did not meet the applicable nutrient composition thresholds for any product.
- Most products (94.2%) met the requirements for **total fat**, except for some belonging to Healthy Foods Co., Ltd. (n=3) and Peachy Village Co., Ltd. (n=3). Less than half (44%) of the assessed CPCF met the **sodium** requirement; among those, all products from Homey (Thailand) Co., Ltd., Mama Cooks (Thailand) Co., Ltd, and Natural Health Foods Company Ltd., met this requirement; four companies did not meet the sodium requirement for any of their products. Further, more than half (59.6%) of the assessed products met the **no added sugar/sweeteners requirement**, with four companies meeting this standard for all their products. However, three companies did not meet this standard for any of their assessed CPCF products.
- Around seven out of 10 companies' assessed CPCF products (73%) passed the '**low/no added fruit**' standards, and 86.7% met the required criterion of having **<15% energy from total sugar**. A relatively high adherence (89.4%) was observed for products that met the required **protein levels**, with most companies assessed (seven out of nine) meeting this requirement for all their applicable products. Further, half of the applicable CPCF products met **the energy density requirement**.
- Among the 47 products, 21% needed a '**high sugar**' FOP warning, as the energy percentage from total sugar content exceeded the category-specific thresholds. Still, products belonging to six companies did not require a 'high sugar' FOP label, while the rest of the companies had between 10% and 67% of their products requiring such a warning label.



Labeling practices

- None of the companies' products met all labeling requirements.
- The vast majority (98%) did not meet all labeling requirements on the **protection and promotion of breastfeeding**. However, all assessed CPCF products **did not suggest superiority or equivalence to breastmilk** and **do not recommend or promote bottle feeding**. The vast majority of the assessed products (97%) were **not marketed as being suitable for consumption by infants younger than six months** and most products (80%) included a **minimum recommended age of introduction of at least six months** but only two out of 104 products included **a message on the importance of continued breastfeeding for up to two years of age or beyond**.
- None of the companies' CPCF products met all labeling requirements on **claims**. The main reason was that only four companies' (16%) products did not contain **non-permitted compositional claims**. Only six out of 104 products did not present **other claims**. A higher adherence was observed for the rest of the labeling criteria on **claims**, as 67% of products did not show **nutrient content claims**. A relatively large percentage (77%) did not present **nutrient function claims**, and none of the products had **disease risk reduction claims**.
- 84% CPCF products met all labeling requirements on the **ingredient list**. Some companies failed to meet all ingredient list requirements, with six companies failing to include **ingredients in descending order**. All applicable products stated the **percentage of fruit**, the **percentage of added water**, and the **percentage of protein** on the ingredient list.
- **Blended/puréed products and products with a spout**: None of the 18 CPCF blended/puréed products had the **maximum recommended age of consumption of 12 months**. All products with a spout had a statement informing them that **children should not be allowed to suck from the container**. Of those, none had a '**choking hazard**' warning label.

4. Annexes

Annex 1. Commercial complementary foods per NPM- defined category and subcategory (n=112)

Category	Subcategory	% (n)
Category 1: Dry, powdered, and instant cereal/starchy food		23.7% (28)
Category 1.1	Dry or instant cereals/starch	23.7% (28)
Category 2: Soft-wet spoonable, ready-to-eat foods, typically smooth or semi-puréed packaged in jars or pouches and can be spoon-fed		15.3% (18)
Category 2.1	Dairy-based desserts and cereal products	0.0% (0)
Category 2.2	Fruit purée with or without addition of vegetables, cereals, or milk	5.9% (7)
Category 2.3	Vegetable-only purée	2.5% (3)
Category 2.4	Puréed vegetables and cereals	1.7% (2)
Category 2.5	Puréed meal with cheese (but not meat or fish) mentioned in the name	0.0% (0)
Category 2.6	Puréed meal with meat or fish mentioned as first food in product name	3.4% (4)
Category 2.7	Puréed meals with meat or fish (but not named first in product name)	1.7% (2)
Category 2.8	Purées with only meat, fish or cheese in the name	0.0% (0)
Category 3: Meals with chunky pieces, often sold in trays or pots for older infants and young children		11.0% (13)
Category 3.1	Meat, fish, or cheese-based meal with chunky pieces	11.0% (13)
Category 3.2	Vegetable-based meal with chunky pieces	0.0% (0)
Category 4: Dry finger foods and snacks		43.2% (51)
Category 4.1	Confectionery, sweet spreads and fruit chews	5.1% (6)
Category 4.2	Fruit (fresh or dry whole fruit or pieces)	0.0% (0)
Category 4.3	Other snacks and finger foods	38.1% (45)
Category 5: Juices and other drinks		1.7% (2)
Category 5.1	Single or mixed fruit juices, vegetable juices, or other non-formula drinks	1.7% (2)
Category 5.2	Cow's milk and milk alternatives with added sugar or sweetening agent	0.0% (0)
Category 6: Other		5.1% (6)
Category 6.1	Other	5.1% (6)
Total unique CPCF		100.0% (118)

Annex 2. Labeling requirements on breastfeeding per company

Company	Number of products	% Products meeting all relevant labeling requirements on breastfeeding	% Products with minimum recommended age of introduction of at least 6 months	% Products not marketed as suitable for <6m	% Products with a message on importance of breastfeeding ≥2y	% Products that do not suggest superiority or equivalence to breastmilk	% Products that do not recommend or promote bottle feeding
Danone	1	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%
Healthy Food Co., Ltd.	14	0.0%	35.7%	100.0%	0.0%	100.0%	100.0%
Homey (Thailand) Co., Ltd.	2	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Ilamoon Co., Ltd.	8	0.0%	50.0%	100.0%	0.0%	100.0%	100.0%
Mama Cooks (Thailand) Co., Ltd.	4	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%
Namchow (Thailand)	9	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%
Natural Health Foods Company Ltd.	8	0.0%	62.5%	100.0%	0.0%	100.0%	100.0%
Nestlé	12	16.7%	83.3%	83.3%	16.7%	100.0%	100.0%
Octa Foods Company Ltd.	10	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%
Peachy Village Co., Ltd.	19	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%
Sahapan Century Co., Ltd	9	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%
Want Want Holdings Ltd.	2	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%
Xongdur Thai Organic Food Co., Ltd.	6	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%
Total products that meet labeling requirements on breastfeeding	104	1.9% (2)	79.8% (83)	97.1% (101)	1.9% (2)	100.0% (104)	100.0% (104)

Annex 3. Labeling requirements on claims per company

Company	Number of products	% Products meeting all relevant labeling requirements on claims	% Products without non-permitted compositional claims	% Products with no nutrient content claims	% Products with no nutrient function claims	% Products with no disease risk reduction claims	% Products with no other claims
Danone	1	0.0%	0.0%	100.0%	100.0%	100.0%	0.0%
Healthy Food Co., Ltd.	14	0.0%	7.1%	50.0%	57.1%	100.0%	0.0%
Homey (Thailand) Co., Ltd.	2	0.0%	0.0%	100.0%	100.0%	100.0%	0.0%
Ilamoon Co., Ltd.	8	0.0%	0.0%	50.0%	100.0%	100.0%	0.0%
Mama Cooks (Thailand) Co., Ltd.	4	0.0%	0.0%	100.0%	100.0%	100.0%	0.0%
Namchow (Thailand)	9	0.0%	0.0%	66.7%	77.8%	100.0%	0.0%
Natural Health Foods Company Ltd.	8	0.0%	0.0%	100.0%	100.0%	100.0%	0.0%
Nestlé	12	0.0%	83.3%	0.0%	0.0%	100.0%	50.0%
Octa Foods Company Ltd.	10	0.0%	0.0%	100.0%	100.0%	100.0%	0.0%
Peachy Village Co., Ltd.	19	0.0%	26.3%	84.2%	100.0%	100.0%	0.0%
Sahapan Century Co., Ltd	9	0.0%	0.0%	100.0%	100.0%	100.0%	0.0%
Want Want Holdings Ltd.	2	0.0%	0.0%	100.0%	100.0%	100.0%	0.0%
Xongdur Thai Organic Food Co., Ltd.	6	0.0%	16.7%	16.7%	33.3%	100.0%	0.0%
Total products that meet labeling requirements on claims	104	0.0% (0)	16.3% (17)	67.3% (70)	76.9% (80)	100.0% (104)	5.8% (6)



Annex 4. Product name and ingredient list clarity*

Company	Number of products	% Products meeting all relevant labeling requirements on ingredient lists	% Products where product name reflects ingredients in descending order as per ingredient list	% Products with % of fruit ¹ stated on ingredient list	% Products with % of added water ² stated on ingredient list	% Products with % of protein ³ stated on ingredient list
Danone	1	0.0%	0.0%	100.0%	-	-
Healthy Food Co., Ltd.	14	100.0%	100.0%	100.0%	-	-
Homey (Thailand) Co., Ltd.	2	100.0%	100.0%	100.0%	-	-
Ilamoon Co., Ltd.	8	75.0%	75.0%	100.0%	-	-
Mama Cooks (Thailand) Co., Ltd.	4	100.0%	100.0%	100.0%	-	-
Namchow (Thailand)	9	100.0%	100.0%	100.0%	-	-
Natural Health Foods Company Ltd.	8	100.0%	100.0%	100.0%	-	-
Nestlé	12	83.3%	83.3%	100.0%	-	-
Octa Foods Company Ltd.	10	80.0%	80.0%	-	100.0%	100.0%
Peachy Village Co., Ltd.	19	63.2%	63.2%	100.0%	100.0%	100.0%
Sahapan Century Co., Ltd	9	66.7%	66.7%	100.0%	100.0%	100.0%
Want Want Holdings Ltd.	2	100.0%	100.0%	100.0%	-	-
Xongdur Thai Organic Food Co., Ltd.	6	100.0%	100.0%	100.0%	-	-
Total products that meet all labeling requirements on product name and ingredient list clarity	104	83.7% (87)	83.7% (87)	100.0% (54)	100.0% (22)	100.0% (19)

Note where no value is presented, the '-' indicates that the NPM requirement was not applicable to the company's CPCF product type(s).

¹ All products excluding category 2.3 products were assessed against this question.

² All products excluding category 1 and 4 products were assessed against this question.

³ Only categories 2.6, 2.7, and 3 products were assessed against this standard.

Annex 5. Messages on blended/puréed products and products with spouts

Company	Number of blended/puréed products	% Products with maximum recommended age of use of 12 months ¹	Number of products with spouts	% Products with spout stating not to suck from the container ²	% Products with spout warning that cap is a choking hazard ²
Octa Foods Company Ltd.	6	0.0%	-	-	-
Peachy Village Co., Ltd.	12	0.0%	12	100.0%	0.0%
Total products that meet applicable labeling requirements	18	0.0% (0)	12	100.0% (12)	0.0% (0)
¹ = Only category 2 products (n=18) were assessed against this question. ² = Only category 2 products with spouts (n=12) were assessed against this criteria *Where no value is presented the '-' indicates that the NPLM requirement was not applicable to the company's CACF product type(s).					

* Note where no value is presented, the '-' indicates that the NPM requirement was not applicable to the company's CPCF product type(s).

¹Only category 2 products (n=33) were assessed against this requirement.

²Only category 2 products with spouts (n=15) were assessed against these criteria.

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