



ACCESS TO
NUTRITION
INITIATIVE

Benchmarking of Commercially Produced Complementary Foods (CPCF) companies in Malaysia

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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 of CPCF 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.

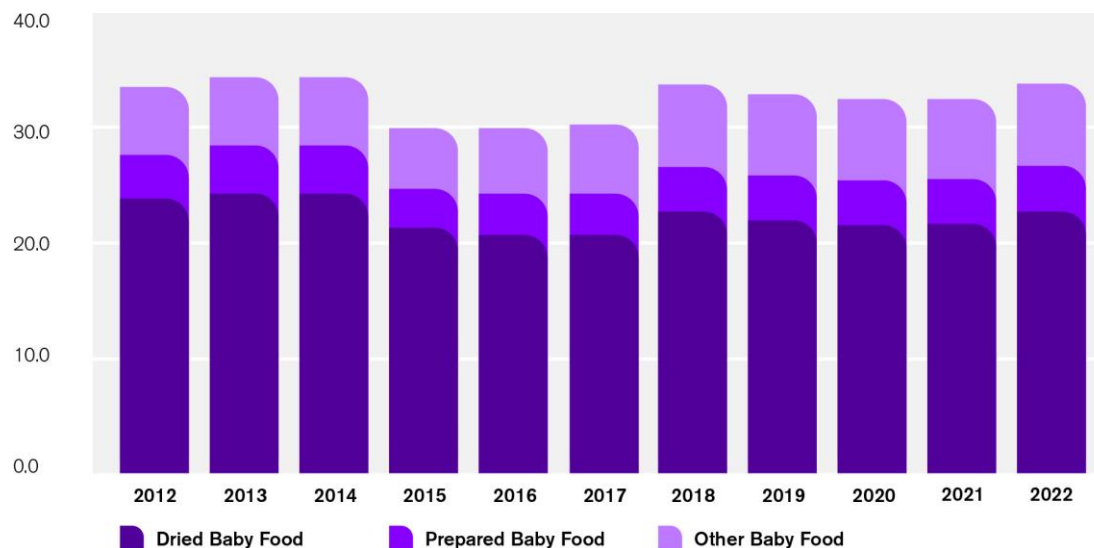
¹ COMMIT partners include Access to Nutrition Initiative; Alive & Thrive; Helen Keller International; JB Consultancy; School of Food Science, University of Leeds, UNICEF East Asia Pacific Regional Office (EAPRO), WFP Regional Bureau, Bangkok (WFP RBB) and WHO Southeast Asia Regional Office (SEARO) (observer).



1. Context: Malaysia's complementary foods market

The market for CPCF is well-established in Malaysia, with almost USD 35 million in sales in 2022, based on Euromonitor International data (see Figure 1). Sales of CPCF in the country have been relatively steady during the past 10 years. While CPCF sales between 2015 and 2017 were estimated to be lower than other years across all CPCF categories (see Box 1 for Euromonitor International's defined baby food categories), they have been on the rise over the following years. The highest CPCF sales were in the 'dried' baby foods category (over USD 20 million), followed by 'other' baby foods (over USD 7 million) and 'prepared' baby foods categories (over USD 3 million), i.e., ready-to-eat foods. In 2022, sales of 'dried' baby foods reached over USD 20 million, whereas the other CPCF categories collectively corresponded to around USD 10 million in sales.¹

Figure 1. CPCF market size in Malaysia, 2012-2022 (USD million)



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 which 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 are 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.

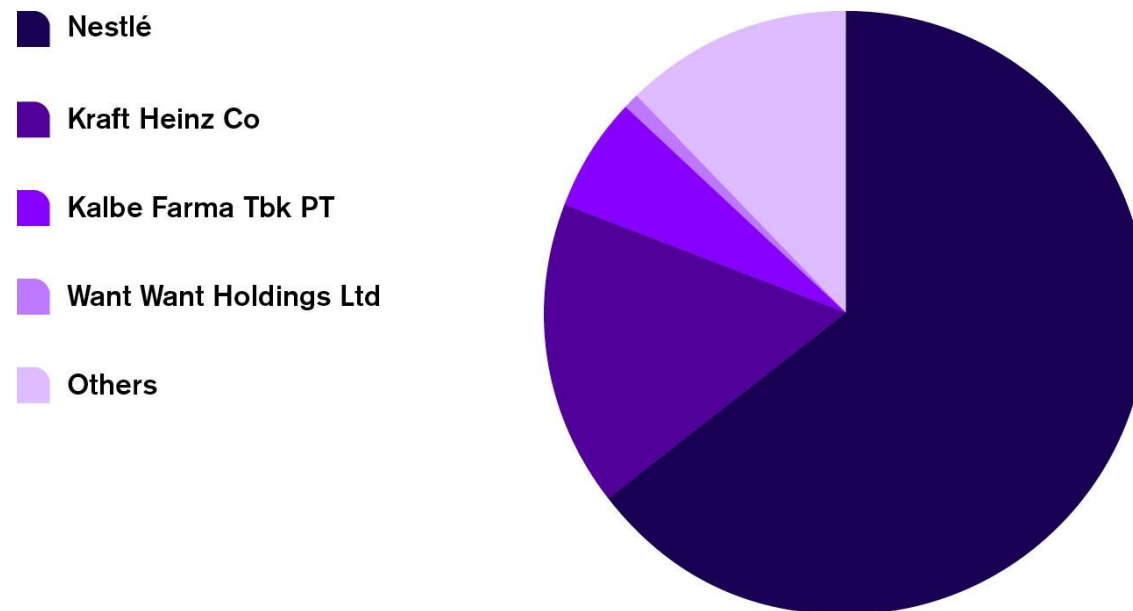
*Source: Euromonitor International 2012-2022. Note this data is modelled and, therefore, there may be inaccuracies due to the limited resources available for data collection.

¹No data of company presence was available in Euromonitor International.



The CPCF market in Malaysia is largely comprised of Nestlé products – mainly ‘dried’ baby foods - with the company holding over 65% of the market share. Together with Nestlé, another multinational company – Kraft Heinz Co. – comprises more than 80% of the Malaysian CPCF market. Kraft Heinz Co. mainly markets ‘prepared’ baby foods in Malaysia, as well as those in the ‘other’ category. The Indonesian company, Kalbe Farma TBK PT, along with Chinese company Want Want Holdings, together make up approximately 7% of the Malaysian CPCF market, predominantly with ‘other’ baby foods (Figure 2).

Figure 2. Company shares of the CPCF market in Malaysia in 2022 (USD million)



Source: Euromonitor International 2022



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 Kuala Lumpur, Malaysia. The nutrient content and labeling data were extracted from the information provided on CPCF product labels. In Malaysia, a total of 399 unique CPCF products were identified for inclusion in the study. However, 11 of these products were excluded from the analysis because:

- Seven CPCF did not include nutrient information.
- Four CPCF included multiple flavors in one package.

A final count of 388 unique CPCF were included in the study. As shown in Table 1, the 388 products were manufactured by 42 companies and comprised of 52 brands. Around 34% of products belonged to 18 Malaysian companies, while 17% were CPCF by two Swiss companies - Hero Group and Nestlé. Ten percent were products belonging to four Korean CPCF companies. Of the 388 CPCF, 159 were 'snacks and finger foods' and 132 were 'dry, powdered, and instant cereal/starchy food'. The remaining CPCF types were 'soft-wet spoonable' foods ($n=51$), most of which were fruit purées, and around 1% were meat-based 'meals with chunky pieces'. There were no 'juices and drinks' (Annex 1).

Of the 388 products, a total of 351 were assessed against the NPM. The remaining 38, were not assessed further (i.e., no nutrient composition and labeling assessment was undertaken). Fourteen out of the 38 (manufactured by Danone ($n=5$), Naebro Co., Ltd. ($n=4$), and Nestlé ($n=5$)) automatically 'failed' the NPM as they were category 4.1 (confectionery, sweet spreads, and fruit chews) which should not be promoted to children under three years of age. The remaining 24 products were not assessed as they do not fall under any of the defined CPCF categories and were therefore categorized as 6.1 'other' products marketed to children younger than three years of age. Examples of such products include organic soy sauce by JTJ Grace Sdn. Bhd., avocado and walnut oils by Nutrakem Sdn. Bhd., and food powders of mixed veggies, anchovy, chicken, or other sorts, by companies including Mummy RQ Sdn. Bhd. and Niedzra Jay Enterprise. The majority of category 6.1 products belonged to Malaysian companies. As shown in Table 1, all Niedzra Jay Enterprise and Nutrakem Sdn. Bhd.'s CPCF products found were categorized as 6.1 'other' products.

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

Parent company	Headquarters	Brand name	% (n)	Category of products (n)
Bellamy's Organic Pty Ltd.	Australia	Bellamy's Organic	2.8% (11)	1: dry instant starch (3) 2: soft wet spoonable (5) 4: finger foods and snacks (3)
Every Bite Counts Pty Ltd.	Australia	Baby Bellies	1.3% (5)	4: finger foods and snacks (5)
	Australia	Little Bellies	1.0% (4)	4: finger foods and snacks (4)
PZ Cussons Australia Pty Ltd.	Australia	Rafferty's Garden	1.0% (4)	2: soft wet spoonable (3) 4: finger foods and snacks (1)
The Infant Food Co. Pty Ltd.	Australia	Bubs Organic	1.3% (5)	1: dry instant starch (4) 4: finger foods and snacks (1)
Health Basis (HK) Ltd.	China	Baby Basic	2.6% (10)	1: dry instant starch (7) 3: meals with chunky pieces (2) 4: finger foods and snacks (1)
Somama (HK) Baby Organic Food Ltd.	China	Somama	1.0% (4)	1: dry instant starch (4)
Want Want Holdings Ltd.	China	Take One	1.3% (5)	4: finger foods and snacks (5)
Dana Europe Ou	Estonia	Dana Milk	1.3% (5)	1: dry instant starch (5)
Danone	France	Cow & Gate	0.8% (3)	2: soft wet spoonable (2) 3: meals with chunky pieces (1)
	France	Happy Baby	4.6% (18)	1: dry instant starch (2) 2: soft wet spoonable (9) 4: finger foods and snacks (7) ✖ 5 of those were '4.1'
	France	Happy Tot	1.3% (5)	2: soft wet spoonable (5)
Vitagermine SAS	France	Babybio	0.5% (2)	1: dry instant starch (2)
Kalbe Farma Tbk PT.	Indonesia	Milna	2.8% (11)	1: dry instant starch (4) 4: finger foods and snacks (7)
Alive Organic Sdn Bhd	Malaysia	Alive	0.3% (1)	1: dry instant starch (1)
Baebis	Malaysia	Baebis	1.3% (5)	4: finger foods and snacks (5)
Bio Formula Sdn. Bhd.	Malaysia	Benny Bunny	0.5% (2)	4: finger foods and snacks (2)
Double Happiness Asia Foods (M) Sdn. Bhd.	Malaysia	Double Happiness	2.1% (8)	1: dry instant starch (2) 4: finger foods and snacks (6)
Eatalian Express Food Industries Sdn. Bhd.	Malaysia	Eatalian Express	0.5% (2)	1: dry instant starch (1) 2: soft wet spoonable (1)
Everprosper Food Industries Sdn. Bhd.	Malaysia	Golden Noodle	1.5% (6)	1: dry instant starch (6)
	Malaysia	Mennosato	1.0% (4)	1: dry instant starch (4)
	Malaysia	Opika	0.3% (1)	1: dry instant starch (1)
Gnubkins Sdn. Bhd.	Malaysia	Gnubkins	3.4% (13)	1: dry instant starch (13)
JTJ Grace Sdn. Bhd.	Malaysia	Mommy J	7.0% (27)	1: dry instant starch (12) 4: finger foods and snacks (4) ? 6: others (11)
Loke Kee Biscuits and Cake Shop Sdn. Bhd.	Malaysia	White Roast	0.3% (1)	4: finger foods and snacks (1)
Mummy RQ Sdn. Bhd.	Malaysia	Groomy	2.1% (8)	1: dry instant starch (2) ? 6: others (6)
Niedzra Jay Enterprise	Malaysia	Ibu Anis	0.5% (2)	? 6: others (2)
Nutrakem Sdn. Bhd.	Malaysia	Sunno	0.8% (3)	? 6: others (3)



Q&I Baby Trading (Malaysia)	Malaysia	Q Baby Market	2.3% (9)	1: dry instant starch (3) 2: soft wet spoonable (3) 4: finger foods and snacks (3)
Rush Baby Food Trading	Malaysia	Rush	0.3% (1)	1: dry instant starch (1)
Sun Beans Food Industries Sdn. Bhd.	Malaysia	Fruity Kidz	1.0% (4)	4: finger foods and snacks (4)
	Malaysia	Mini Munchy	1.0% (4)	4: finger foods and snacks (4)
	Malaysia	NatuFoodies	1.8% (7)	4: finger foods and snacks (7)
Tehkin Food Manufacturing Sdn. Bhd.	Malaysia	Green Bio Tech	0.3% (1)	1: dry instant starch (1)
TENTEN Food Manufacturing Sdn. Bhd.	Malaysia	O'Kiddos	0.5% (2)	1: dry instant starch (2)
	Malaysia	TEN TEN	2.6% (10)	1: dry instant starch (2) 4: finger foods and snacks (8)
Wide Tropism Trading Sdn. Bhd.	Malaysia	Love Earth	2.3% (9)	1: dry instant starch (5) 4: finger foods and snacks (4)
Only Organic	New Zealand	Only Organic	2.3% (9)	2: soft wet spoonable (8) 4: finger foods and snacks (1)
Gaemi Food Co., Ltd.	Republic of Korea	Kemy	1.0% (4)	4: finger foods and snacks (4)
Naebro Co., Ltd.	Republic of Korea	Pure Eat	4.1% (16)	4: finger foods and snacks (16) ✖ 4 of those were '4.1'
Renewallife Co. Ltd	Republic of Korea	DDODDOMAM	1.0% (4)	4: finger foods and snacks (4)
	Republic of Korea	Renewallife	3.6% (14)	4: finger foods and snacks (14)
The Hi Co., Ltd.	Republic of Korea	Bebedang	0.3% (1)	4: finger foods and snacks (1)
Hero Group	Switzerland	Organix	4.1% (16)	1: dry instant starch (7) 4: finger foods and snacks (9)
Nestlé	Switzerland	Cerelac	4.6% (18)	1: dry instant starch (13) 4: finger foods and snacks (5)
	Switzerland	Gerber	8.0% (31)	1: dry instant starch (6) 2: soft wet spoonable (1) 3: meals with chunky pieces (1) 4: finger foods and snacks (22) ✖ 5 of those were '4.1' ? 6: others (1)
Healthy Foods Co., Ltd.	Thailand	Apple Monkey	1.3% (5)	4: finger foods and snacks (5)
Natural Health Foods Company Ltd.	Thailand	Baby Natura	2.3% (9)	1: dry instant starch (7) 4: finger foods and snacks (2)
Annabel Karmel	UK	Annabel Karmel	0.5% (2)	1: dry instant starch (1) 4: finger foods and snacks (1)
Sunny Fields Enterprise Limited	UK	Little Freddie	3.9% (15)	1: dry instant starch (3) 2: soft wet spoonable (8) 4: finger foods and snacks (4)
Kraft Heinz Co	USA	Heinz	5.4% (21)	1: dry instant starch (8) 2: soft wet spoonable (5) 3: meals with chunky pieces (1) 4: finger foods and snacks (7)
Stonyfield Farm Inc.	USA	Stonyfield	0.3% (1)	2: soft wet spoonable (1)
Total number of unique CCPF			100.0% (388)	

*Note products highlighted in light purple were identified as local companies. In this report, local companies refer to companies headquartered in Indonesia.

✗ = These products fell under the 4.1 (confectionery, sweet spreads, and fruit chews) category 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. Examples of such products include organic soy sauce, walnut oils and food powders of mixed veggies, anchovy, chicken, or other sorts.

2.2 Combined results: nutrient composition and labeling practices

A total of 40 companies produced the 351 CPCF assessed using the NPM. As shown in Table 2, none of the companies' assessed CPCF products met both the nutrient composition and labeling requirements of the NPM. Thus, no CPCF were found to be suitable for promotion to older infants and young children between six months and three years of age. None of the products passed all labeling requirements. However, some companies performed better than others against the nutrient composition criteria:

- Only 138 of the assessed CPCF products met **all** relevant nutrient composition requirements and, based on the NPM, were considered as being of appropriate nutrient content.
- Among the products that met all relevant nutrient composition requirements (n=138), most belonged to the following CPCF categories: 'dry or instant cereals/starch' (n=74), 'snacks and finger foods' (n=34), and 'fruit purées' (n=26).
- Of the 40 companies whose products were further assessed by the NPM, five - Alive Organic Sdn. Bhd. (n=1), Loke Kee Biscuits and Cake Shop Sdn. Bhd. (n=1), Naebro Co., Ltd. (n=12), Somama (HK) Baby Organic Food Ltd. (n=4), and The Hi Co., Ltd. (n=1) - had all their CPCF meet all relevant nutrient composition thresholds.
- On the other hand, 12 companies had none of their CPCF (60 products in total) fully meeting nutrient composition requirements.
- Among the remaining 23 companies, nine had less than 50% of their products meeting nutrient composition thresholds, 10 companies had between 50% and 70% of their CPCF meeting these requirements, and only four companies had over 70% of their products 'passing' on nutritional criteria.
- Of the products that did not meet all nutrient composition thresholds (n=213), the majority belonged to the categories 'snacks and finger foods' (n=126) and 'dry or instant cereals/starch' (n=58). All dairy-based desserts/cereals, vegetable purées, meat-based puréed meals, and chunky meals did not meet all relevant nutrient composition requirements.

Table 2. Nutrient composition and labeling practices assessment, combined nutrient profiling outcome (n=351)

Company	Number of products	% met all relevant nutrient composition requirements	% met all relevant labelling requirements	% met all requirements
Alive Organic Sdn. Bhd.	1	100.0%	0.0%	0.0%
Annabel Karmel	2	50.0%	0.0%	0.0%
Baebis	5	0.0%	0.0%	0.0%
Bellamy's Organic Pty Ltd.	11	63.6%	0.0%	0.0%
Bio Formula Sdn. Bhd.	2	0.0%	0.0%	0.0%
Dana Europe Ou	5	60.0%	0.0%	0.0%
Danone	21	71.4%	0.0%	0.0%
Double Happiness Asia Foods (M) Sdn. Bhd.	8	0.0%	0.0%	0.0%
Eatalian Express Food Industries Sdn. Bhd.	2	0.0%	0.0%	0.0%
Everprosper Food Industries Sdn. Bhd.	11	72.7%	0.0%	0.0%
Every Bite Counts Pty Ltd.	9	66.7%	0.0%	0.0%
Gaemi Food Co., Ltd.	4	0.0%	0.0%	0.0%
Gnubkins Sdn. Bhd.	13	92.3%	0.0%	0.0%
Health Basis (HK) Ltd.	10	70.0%	0.0%	0.0%
Healthy Foods Co., Ltd.	5	0.0%	0.0%	0.0%
Hero Group	16	25.0%	0.0%	0.0%
JTJ Grace Sdn. Bhd.	16	37.5%	0.0%	0.0%
Kalbe Farma Tbk PT.	11	0.0%	0.0%	0.0%
Kraft Heinz Co	21	14.3%	0.0%	0.0%
Loke Kee Biscuits and Cake Shop Sdn. Bhd.	1	100.0%	0.0%	0.0%
Mummy RQ Sdn. Bhd.	2	50.0%	0.0%	0.0%
Naebro Co., Ltd.	12	100.0%	0.0%	0.0%
Natural Health Foods Company Limited	9	66.7%	0.0%	0.0%
Nestlé	43	18.6%	0.0%	0.0%
Only Organic	9	66.7%	0.0%	0.0%
PZ Cussons Australia Pty Ltd.	4	50.0%	0.0%	0.0%
Q&I Baby Trading (Malaysia)	9	33.3%	0.0%	0.0%
Renewallife Co. Ltd	18	44.4%	0.0%	0.0%
Rush Baby Food Trading	1	0.0%	0.0%	0.0%
Somama (HK) Baby Organic Food Ltd	4	100.0%	0.0%	0.0%
Stonyfield Farm Inc.	1	0.0%	0.0%	0.0%
Sun Beans Food Industries Sdn. Bhd.	15	0.0%	0.0%	0.0%
Sunny Fields Enterprise Limited	15	33.3%	0.0%	0.0%
TENTEN Food Manufacturing Sdn. Bhd.	12	16.7%	0.0%	0.0%
Tehkin Food Manufacturing Sdn. Bhd.	1	0.0%	0.0%	0.0%
The Hi Co., Ltd.	1	100.0%	0.0%	0.0%
The Infant Food Co. Pty Limited	5	80.0%	0.0%	0.0%
Vitagermine SAS	2	50.0%	0.0%	0.0%
Want Want Holdings Ltd.	5	0.0%	0.0%	0.0%
Wide Tropism Trading Sdn. Bhd.	9	11.1%	0.0%	0.0%
Total number of products meeting NPM requirements	351	39.3% (138)	0.0% (0)	0.0% (0)

*Only applicable to products assessed against the NPM (n=351), i.e., excludes product categories 4.1 and 6.1

2.3 Nutrient composition results

Table 3 shows the proportion of each company's CPCF products that met each of the seven nutrient composition thresholds in the NPM. Regarding thresholds applicable to all CPCF product types:

- Almost 98% of the CPCF met the total fat threshold requirements. Four companies did not have all their products meeting this threshold: Gaemi, Healthy Foods Co., Ltd., Nestlé, and The Infant Food Co.
- 65% of products met sodium requirements: eight companies had all their assessed products meeting sodium thresholds and another eight had none of their products meet these requirements. Among the remaining companies, most (n=23) had between ~45% and ~92% of their CPCF products meet sodium thresholds. Only Malaysian company TENTEN Food Manufacturing Sdn. Bhd. Had ~25% of its products meeting the sodium criteria.
- Approximately 62% CPCF met the 'no added sugar/sweeteners' requirement. Seventeen of the 40 companies whose CPCF were assessed had all of their products meet this requirement. However, seven companies did not have any of their CPCF meeting this requirement – most of these products were 'snacks and finger foods', such as rusks.

For the criteria assessed for specific CPCF categories:

- Among the relevant products (n=150), ~83% met the requirement of having 'low/no added fruit'. Among the 28 companies whose CPCF were assessed on this requirement, 16 companies had all their products meet this threshold.
- The requirement least met was that of not exceeding 15% of total energy from total sugar content for 'snacks and finger foods'. Only ~55% of 88 'snacks and finger foods' met this threshold. Thirteen companies had all their 'snacks and finger foods' meet this requirement. Meanwhile, five other companies – Bio Formula Sdn. Bhd., Double Happiness Asia Foods (M) Sdn. Bhd., PZ Cussons Australia Pty Ltd., Q&I Baby Trading (Malaysia), and The Infant Food Co. Pty Limited had none of their relevant CPCF 'pass' this criterion. Companies' performance on this criterion varied, as shown in Table 3.
- Approximately 71% of the 36 puréed CPCF met the applicable energy density thresholds. Of the 10 companies whose products were assessed on this criterion, only one – Eatalian Express Food Industries – had none of its products meet this requirement.
- The majority of the protein-based puréed meals and dry/instant cereals with milk (~94%) met protein thresholds. Twenty-seven companies had CPCF assessed on these thresholds and, among them, only five did not have all their relevant products meeting this requirement: Danone, Health Basis (HK) Ltd., Kraft Heinz Co., Nestlé, and Q&I Baby Trading (Malaysia).

Table 3. Proportion of products that met applicable nutrient thresholds per company *

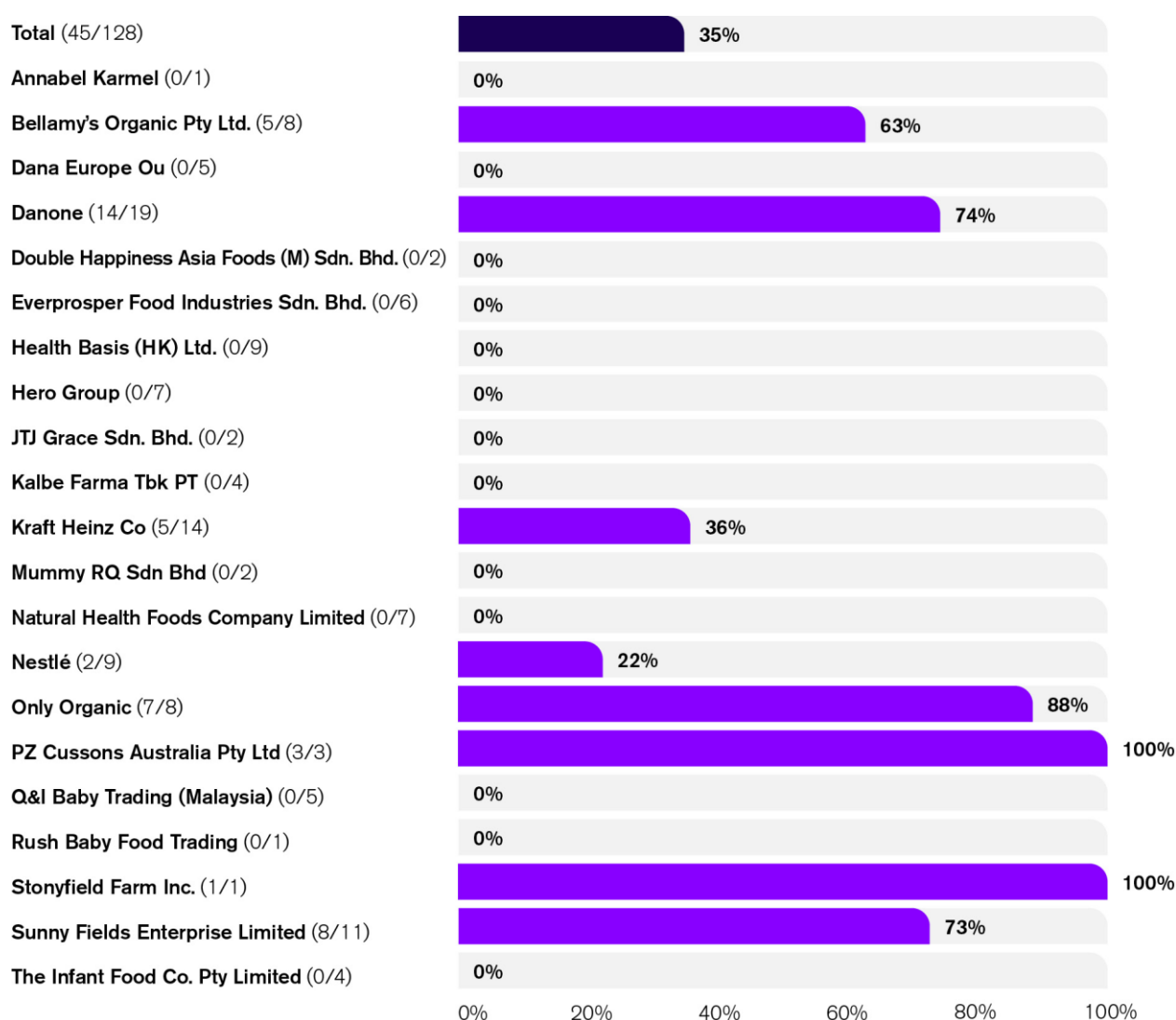
Company	Number of products	Criteria assessed for all categories			Criteria assessed for specific categories			
		% products with no added sugar/ sweeteners	% products meeting sodium thresholds	% products meeting total fat thresholds	Products with low/no added fruit % (n)	Products with < 15% total E from total sugar % (n)	Products meeting E density thresholds % (n)	Products meeting protein thresholds % (n)
Alive Organic Sdn. Bhd.	1	100.0%	100.0%	100.0%	100.0% (1)	-	-	100.0% (1)
Annabel Karmel	2	50.0%	50.0%	100.0%	100.0% (1)	100.0% (1)	-	100.0% (1)
Baebis	5	20.0%	80.0%	100.0%	-	20.0% (1)	-	-
Bellamy's Organic Pty Ltd.	11	100.0%	90.9%	100.0%	100.0% (3)	100.0% (1)	40.0% (2)	100.0% (3)
Bio Formula Sdn. Bhd.	2	0.0%	0.0%	100.0%	-	0.0% (0)	-	-
Dana Europe Ou	5	100.0%	100.0%	100.0%	60.0% (3)	-	-	100.0% (5)
Danone	21	90.5%	85.7%	100.0%	100.0% (6)	50.0% (1)	93.8% (15)	60.0% (3)
Double Happiness Asia Foods (M) Sdn. Bhd.	8	25.0%	75.0%	100.0%	100.0% (2)	0.0% (0)	-	100.0% (2)
Eatalian Express Food Industries Sdn. Bhd.	2	100.0%	0.0%	100.0%	100.0% (2)	-	0.0% (0)	100.0% (1)
Everprosper Food Industries Sdn. Bhd.	11	100.0%	72.7%	100.0%	100.0% (11)	-	-	100.0% (11)
Every Bite Counts Pty Ltd	9	77.8%	66.7%	100.0%	-	77.8% (7)	-	-
Gaemi Food Co., Ltd.	4	0.0%	0.0%	25.0%	-	100.0% (4)	-	-
Gnubkins Sdn. Bhd.	13	100.0%	92.3%	100.0%	100.0% (13)	-	-	100.0% (13)
Health Basis (HK) Ltd.	10	100.0%	80.0%	100.0%	100.0% (9)	100.0% (1)	-	77.8% (7)
Healthy Foods Co., Ltd.	5	0.0%	0.0%	80.0%	-	100.0% (5)	-	-
Hero Group	16	50.0%	75.0%	100.0%	42.9% (3)	50.0% (4)	-	100.0% (7)
JTJ Grace Sdn. Bhd.	16	93.8%	50.0%	100.0%	100.0% (12)	50.0% (2)	-	100.0% (12)
Kalbe Farma Tbk PT.	11	0.0%	45.5%	100.0%	75.0% (3)	14.3% (1)	-	100.0% (4)
Kraft Heinz Co	21	42.9%	57.1%	100.0%	63.6% (7)	14.3% (1)	80.0% (4)	88.9% (8)
Loke Kee Biscuits and Cake Shop Sdn. Bhd.	1	100.0%	100.0%	100.0%	-	100.0% (1)	-	-
Mummy RQ Sdn. Bhd.	2	100.0%	50.0%	100.0%	100.0% (2)	-	-	100.0% (2)
Naebro Co., Ltd.	12	100.0%	100.0%	100.0%	-	100.0% (12)	-	-
Natural Health Foods Company Ltd.	9	88.9%	100.0%	100.0%	71.4% (5)	100.0% (2)	-	100.0% (7)
Nestlé	43	30.2%	53.5%	93.0%	70.0% (14)	18.2% (4)	100.0% (1)	95.0% (19)
Only Organic	9	100.0%	88.9%	100.0%	50.0% (1)	100.0% (1)	87.5% (7)	100.0% (2)
PZ Cussons Australia Pty Ltd.	4	75.0%	75.0%	100.0%	-	0.0% (0)	66.7% (2)	-
Q&I Baby Trading (Malaysia)	9	100.0%	88.9%	100.0%	100.0% (6)	0.0% (0)	33.3% (1)	50.0% (3)
Renewallife Co. Ltd.	18	50.0%	66.7%	100.0%	-	77.8% (14)	-	-
Rush Baby Food Trading	1	100.0%	0.0%	100.0%	100.0% (1)	-	-	100.0% (1)
Somama (HK) Baby Organic Food Ltd.	4	100.0%	100.0%	100.0%	100.0% (4)	-	-	100.0% (4)
Stonyfield Farm Inc.	1	0.0%	0.0%	100.0%	100.0% (1)	-	100.0% (1)	-
Sun Beans Food Industries Sdn. Bhd.	15	13.3%	53.3%	100.0%	-	33.3% (5)	-	-
Sunny Fields Enterprise Limited	15	86.7%	46.7%	100.0%	50.0% (2)	50.0% (2)	37.5% (3)	100.0% (3)
TENTEN Food Manufacturing Sdn. Bhd.	12	33.3%	25.0%	100.0%	75.0% (3)	100.0% (8)	-	100.0% (4)
Tehkin Food Manufacturing Sdn. Bhd.	1	100.0%	0.0%	100.0%	0.0% (0)	-	-	100.0% (1)
The Hi Co., Ltd.	1	0.0%	100.0%	100.0%	-	100.0% (1)	-	-
The Infant Food Co. Pty Limited	5	100.0%	80.0%	80.0%	100.0% (4)	0.0% (0)	-	100.0% (4)
Vitagermine SAS	2	100.0%	100.0%	100.0%	50.0% (1)	-	-	100.0% (2)
Want Want Holdings Ltd.	5	0.0%	0.0%	100.0%	-	100.0% (5)	-	-
Wide Tropism Trading Sdn. Bhd.	9	55.6%	66.7%	100.0%	80.0% (4)	100.0% (4)	-	100.0% (5)
Total products that meet applicable nutrient composition requirements	351	62.1% (218)	65.0% (228)	97.7% (343)	82.7% (124)	55.0% (88)	70.6% (36)	93.8% (135)
Total products applicable to each assessed requirement		351	351	351	150	160	51	144

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



The NPM also assessed products to determine whether they would require front of pack (FOP) 'high sugar' warning label. A 'high sugar' warning label would be required if the percentage energy from total sugar content exceeds 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 (as seen in Table 4). A total of 128 product labels declared total sugar content and were thus assessed against this additional threshold as they declared total sugar on their labels. Of the 128 products, ~35% would require a 'high sugar' FOP warning as the energy percentage from total sugar content exceeded the category-specific thresholds (Figure 3). Of the 21 companies whose products were assessed on total sugar content, 13 had no products requiring a 'high sugar' FOP label. However, all four CPCF belonging to PZ Cussons Australia Pty Ltd. and Stonyfield Farm Inc. required such a warning label. Six other companies also had CPCF requiring a 'high sugar' FOP label, as shown in Figure 3.

Figure 3. Percentage of products that required a 'high sugar' FOP label*

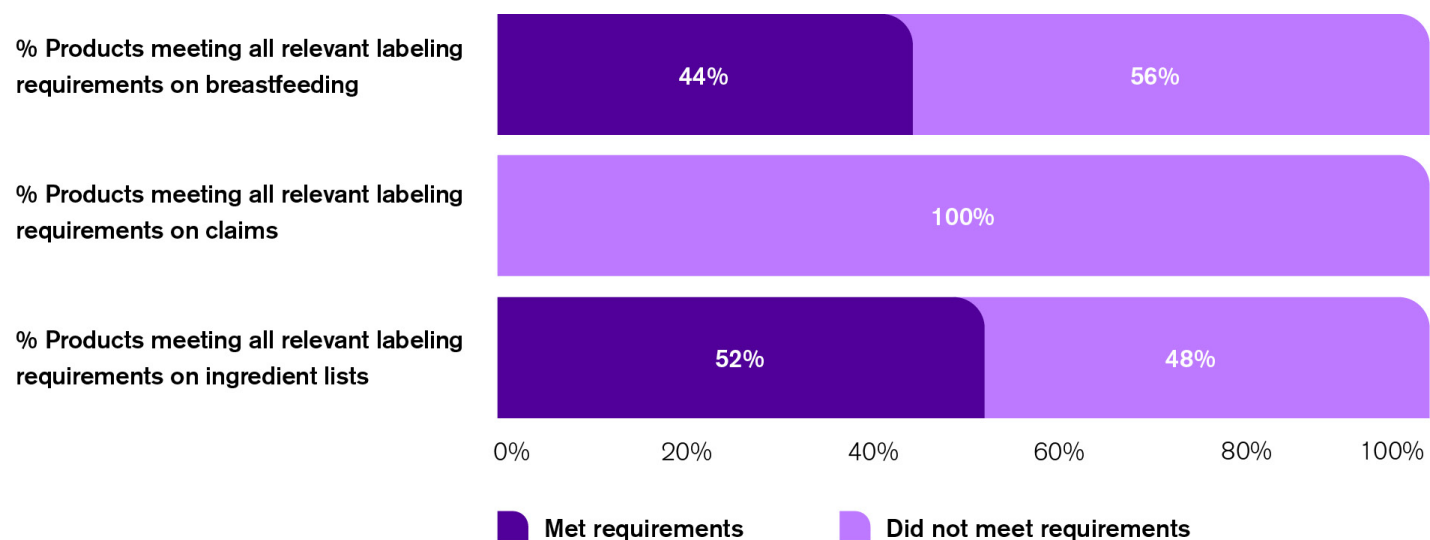


*Out of 128 applicable products that declared total sugar content on labels, 45 require this warning label. A FOP 'high sugar' warning was required if the percentage energy from total sugar content is \geq the threshold for that product category: 1.1: 40%; 2.1/2.2/2.3: 30%; 2.4: 20%; 2.5/2.6/2.7/3.1/3.2: 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 seen in Figure 4, only around 44% CPCF met labeling requirements on the **protection and promotion of breastfeeding**, while none met all labeling requirements on **claims**. Almost half (~52%) of CPCF met all relevant labeling requirements related to **ingredient list clarity**.

Figure 4. 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

Of the 40 companies, 17 had none of their CPCF meeting all the labeling requirements on the protection and promotion of breastfeeding. Seven companies on the other hand had all their products (n=44) meet all these requirements. In total, almost 44% of the 351 products assessed met all labeling criteria related to breastfeeding. Almost 92% of products stated the **minimum recommended age of introduction of at least six months**. All the companies' CPCF met this criterion, except for eight companies that did not meet this requirement on all their products. Fourteen companies did **not market** any of their CPCF **as being suitable for consumption by infants younger than six months**; however, nine companies had none of their products meeting this requirement. The remaining companies' products varied in meeting this requirement, but overall, among the 351 CPCF assessed, 58% were not marketed as being suitable for consumption by infants younger than six months. More products (~73%), however, included **a message on the importance of continued breastfeeding up to two years of age or beyond**. Eighteen companies had all their CPCF with this message, while 10 companies did not have this statement on any of their products. The majority of CPCF (~93%) did not suggest **superiority or equivalence to breast milk**, except for 25 products belonging to seven companies, which did not have all their CPCF meeting this requirement. Almost all CPCF did not **recommend or promote bottle feeding**, except for one product, a baby porridge, by Rush Baby Food Trading (See Annex 2 for specific criteria).

2.4.2 Labeling requirements on claims

None of the CPCF met all labeling requirements on claims. Only around 8% of products did not include any **non-permitted compositional** claims - these belonged to Kalbe Nutritionals, Kraft Heinz Co., and Nestlé. Companies varied considerably in the proportion of their products that did not have **nutrient content** claims, but overall, 49% of the 351 products did not carry such claims. Fourteen companies had all their products meet this requirement, while nine other companies had nutrient content claims on all their products. Most products (~83%), however, did not have **nutrient function** claims: only 10 of the 40 companies had some CPCF with such claims. Most CPCF (~99%) did not include **disease risk reduction** claims on their labels. Only three companies were found to have some CPCF with such claims: Health Basis (HK) Ltd., JTI Grace Sdn. Bhd., and Wide Tropism Trading Sdn. Bhd. Only 17% of the products were free from **'other'** claims, with just four companies having all their CPCF meeting this requirement (See Annex 3 for specific criteria).

2.4.3 Labeling requirements on product name and ingredient list clarity

Almost 52% of CPCF met all relevant labeling requirements on product name and ingredient list clarity, although five companies did not have any product that met all relevant requirements. Most of the 351 CPCF (~75%) assessed had their **name reflecting ingredients in descending order** (as per ingredient list clarity). Only three companies did not have any of their products meeting this requirement: Alive Organic Sdn. Bhd., PZ Cussons Australia Pty Ltd., and The Hi Co., Ltd. The remaining companies had the proportion of their products, ranging between 50% and 100%, meeting this requirement. Twenty-seven companies' CPCF were assessed on stating the **percentage of fruit** in the ingredient list. Of 150 relevant products, only 42% met this requirement. Among the companies, 10 had all their CPCF meeting this criterion, whereas 13 did not have this stated on any of their products. Eight companies had CPCF assessed for the **percentage of added water** stated on the ingredient list (n=29), but only one product by Kraft Heinz Co., met this requirement. A total of nine relevant products



belonging to five companies were assessed for having the **percentage of protein** stated on the ingredient list. Yet only a third of these products met this requirement, and they belonged to Danone and Kraft Heinz Co. (see Annex 4 for specific criteria).

2.4.4 Labeling requirements for blended/puréed products

There were 51 blended/puréed CPCFs and, of these, only one product by Danone indicated the **maximum recommended age of use of 12 months**. Thirty-eight of the 51 blended/puréed CPCFs had a spout; however, only three of the spouted products by Kraft Heinz Co. had the recommended message stating children should **not suck from the container**. Yet almost 79% of all spouted products assessed had a **choking hazard warning label**, and these were all products from six companies (n=30). None of the CPCF by UK company Sunny Fields Enterprise Limited met this requirement (see Annex 5 for specific criteria).



3. Summary

- Although CPCF sales in Malaysia have been relatively steady over the past 10 years, the CPCF market has reached almost USD 35 million in sales in 2022. The findings of this research, however, show that none of the companies' assessed CPCF products fully met the nutritional and labeling requirements based on the NPM. Therefore, none of the products are considered suitable to be promoted to older infants and young children between six months to three years of age.
- Approximately one-third of unique CPCF found in Kuala Lumpur belonged to a total of 18 Malaysian companies – and many of these products (n=27 out of 130) were by JTJ Grace Sdn. Bhd. Among companies based outside of Malaysia, those with the most products were Nestlé (n=49), Danone (n=26), and Kraft Heinz Co. (n=21).
- Nestlé and Kraft Heinz Co. collectively represent over 80% of Malaysia's CPCF market share. However, each of the companies had less than 20% of their assessed CPCF fully meet the NPM nutrient content requirements.
- Thirty-seven of the 388 unique CPCFs were not assessed. Fourteen products by three companies were foods that should not be promoted to children under three years of age so they automatically 'failed' the NPM, while 24 products (e.g., organic soy sauce, food powders, and oils) by six companies did not fall within the categories defined by the NPM for assessment.

Nutrient composition

- Only around 39% of the 351 assessed CPCF met all relevant nutrient thresholds and were thus considered of appropriate nutrient content.
- Most products (~98%) met the requirements for **total fat**, 65% met the **sodium** thresholds, and around 62% had **no added sugar/sweeteners**.
- Among the 29 companies selling 'snacks and finger foods', 13 had all their products meet the requirement of limiting **total sugar** content to less than 15% of total energy. Yet, five companies had all their 'snacks and finger foods' *exceeding* this threshold (overall ~55% of all the relevant CPCF assessed 'passed' this criterion).
- Among the other types of CPCF with information on sugar content (n=128), ~35% would require a '**high sugar**' FOP warning label. These products belonged to eight of the 21 companies assessed on this requirement.
- With regards to meeting requirements specific to CPCF category types, most CPCF (~94%) met **protein** thresholds. The majority of the relevant companies also met **fruit** content and **energy density** requirements, with 83% of 150 products and 71% of 36 purées 'passing' on these thresholds, respectively. However, there was variation among companies in the proportion of their CPCF meeting these requirements, as applicable.



Labeling practices

- None of the companies' products met all labeling requirements.
- Only around 44% CPCF met labeling requirements on the **protection and promotion of breastfeeding**, with seven companies having all their products meet these requirements. The majority of companies (26 out of 40) marketed all or some of their CPCF **as being suitable for consumption by infants younger than six months**, with only 58% of products meeting this requirement.
- None of the CPCF fully met the labeling requirements around **claims**. Although the majority of CPCF (~99%) were without **disease risk reduction claims**, many companies' products did not meet the requirements of not having **other claims** and **non-permitted compositional claims** - with only around 17% and 8% of the CPCF meeting these labeling criteria, respectively.
- Almost 52% CPCF met all relevant labeling requirements on **ingredient list clarity**. Most products were lacking the **percentage of added water**, with only one CPCF meeting this requirement. Only a third of the relevant CPCF met the requirement of stating the **percentage of protein** on the ingredient list and almost half of the relevant companies did not have the **percentage of fruit** stated in the ingredient list on any of their products.
- Of the blended/puréed CPCF, none met relevant labeling requirements – only one product by Danone indicated the **maximum recommended age of use of 12 months**. Among products with a spout, many (~79%) had a **choking hazard warning label**, but only three such products by Kraft Heinz Co. had the recommended message stating children should **not suck from the container**.

4. Annexes

Annex 1. Commercial complementary foods per NPM-defined category and subcategory (n=388)

Category	Sub-category	% (n)
Category 1: Dry, powdered, and instant cereal/starchy food		34.0% (132)
Category 1.1	Dry or instant cereals/starch	34.0% (132)
Category 2: Soft-wet spoonable, ready-to-eat foods, typically smooth or semi-puréed packaged in jars or pouches and can be spoon-fed		13.1% (51)
Category 2.1	Dairy-based desserts and cereal products	1.0% (4)
Category 2.2	Fruit purée with or without addition of vegetables, cereals, or milk	9.8% (38)
Category 2.3	Vegetable only purée	0.5% (2)
Category 2.4	Puréeed vegetables and cereals	0% (0)
Category 2.5	Puréeed meal with cheese (but not meat or fish) mentioned in the name	0.8% (3)
Category 2.6	Puréeed meal with meat or fish mentioned as first food in product name	0.3% (1)
Category 2.7	Puréeed meals with meat or fish (but not named first in product name)	0.8% (3)
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		1.3% (5)
Category 3.1	Meat, fish, or cheese-based meal with chunky pieces	1.3% (5)
Category 3.2	Vegetable-based meal with chunky pieces	0.0% (0)
Category 4: Dry finger foods and snacks		45.6% (177)
Category 4.1	Confectionery, sweet spreads and fruit chews	3.6% (14)
Category 4.2	Fruit (fresh or dry whole fruit or pieces)	0.8% (3)
Category 4.3	Other snacks and finger foods	41.2% (160)
Category 5: Juices and other drinks		0.0% (0)
Category 5.1	Single or mixed fruit juices, vegetable juices, or other non-formula drinks	0.0% (0)
Category 5.2	Cow's milk and milk alternatives with added sugar or sweetening agent	0.0% (0)
Category 6: Other		5.9% (23)
Category 6.1	Other	5.9% (23)
Total unique CPCF		100.0% (388)

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 < 6 m	% 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
Alive Organic Sdn. Bhd.	1	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annabel Karmel	2	50.0%	100.0%	100.0%	50.0%	100.0%	100.0%
Baebis	5	0.0%	100.0%	0.0%	100.0%	100.0%	100.0%
Bellamy's Organic Pty Ltd.	11	0.0%	100.0%	27.3%	36.4%	27.3%	100.0%
Bio Formula Sdn. Bhd.	2	0.0%	100.0%	0.0%	100.0%	0.0%	100.0%
Dana Europe Ou	5	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Danone	21	33.3%	42.9%	66.7%	100.0%	100.0%	100.0%
Double Happiness Asia Foods (M) Sdn. Bhd.	8	0.0%	100.0%	25.0%	0.0%	75.0%	100.0%
Eatalian Express Food Industries Sdn. Bhd.	2	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%
Everprosper Food Industries Sdn. Bhd.	11	27.3%	100.0%	90.9%	27.3%	90.9%	100.0%
Every Bite Counts Pty Ltd.	9	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Gaemi Food Co., Ltd.	4	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Gnubkins Sdn. Bhd.	13	0.0%	100.0%	53.8%	0.0%	100.0%	100.0%
Health Basis (HK) Ltd.	10	0.0%	100.0%	0.0%	0.0%	100.0%	100.0%
Healthy Foods Co., Ltd.	5	20.0%	20.0%	100.0%	100.0%	100.0%	100.0%
Hero Group	16	87.5%	100.0%	100.0%	87.5%	100.0%	100.0%
JTJ Grace Sdn. Bhd.	16	0.0%	100.0%	6.3%	87.5%	100.0%	100.0%
Kalbe Farma Tbk PT.	11	45.5%	100.0%	54.5%	90.9%	100.0%	100.0%
Kraft Heinz Co	21	52.4%	100.0%	61.9%	90.5%	85.7%	100.0%
Loke Kee Biscuits and Cake Shop Sdn. Bhd.	1	0.0%	100.0%	0.0%	100.0%	100.0%	100.0%
Mummy RQ Sdn. Bhd.	2	0.0%	100.0%	0.0%	0.0%	100.0%	100.0%
Naebro Co., Ltd.	12	41.7%	100.0%	41.7%	100.0%	100.0%	100.0%
Natural Health Foods CompanyLtd.	9	0.0%	77.8%	0.0%	100.0%	22.2%	100.0%
Nestlé	43	39.5%	86.0%	39.5%	58.1%	100.0%	100.0%
Only Organic	9	44.4%	77.8%	44.4%	100.0%	100.0%	100.0%
PZ Cussons Australia Pty Ltd.	4	25.0%	100.0%	25.0%	100.0%	100.0%	100.0%
Q&I Baby Trading (Malaysia)	9	0.0%	88.9%	0.0%	33.3%	77.8%	100.0%
Renewallife Co. Ltd.	18	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Rush Baby Food Trading	1	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%
Somama (HK) Baby Organic Food Ltd.	4	0.0%	75.0%	75.0%	0.0%	100.0%	100.0%
Stonyfield Farm Inc.	1	0.0%	100.0%	0.0%	0.0%	100.0%	100.0%
Sun Beans Food Industries Sdn. Bhd.	15	73.3%	100.0%	73.3%	100.0%	100.0%	100.0%
Sunny Fields Enterprise Limited	15	80.0%	100.0%	80.0%	100.0%	100.0%	100.0%
TENTEN Food Manufacturing Sdn. Bhd.	12	58.3%	100.0%	83.3%	75.0%	100.0%	100.0%
Tehkin Food Manufacturing Sdn. Bhd.	1	0.0%	100.0%	0.0%	0.0%	100.0%	100.0%
The Hi Co., Ltd.	1	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
The Infant Food Co. Pty Limited	5	80.0%	100.0%	100.0%	80.0%	100.0%	100.0%
Vitagermine SAS	2	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Want Want Holdings Ltd.	5	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Wide Tropism Trading Sdn. Bhd.	9	77.8%	100.0%	100.0%	77.8%	100.0%	100.0%
Total products that meet labeling requirements on breastfeeding	351	43.9% (154)	91.7% (322)	57.8% (203)	72.6% (255)	92.9% (326)	99.7% (350)

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
Alive Organic Sdn Bhd	1	0.0%	0.0%	0.0%	100.0%	100.0%	0.0%
Annabel Karmel	2	0.0%	0.0%	0.0%	100.0%	100.0%	0.0%
Baebis	5	0.0%	0.0%	100.0%	100.0%	100.0%	0.0%
Bellamy's Organic Pty Ltd.	11	0.0%	0.0%	72.7%	100.0%	100.0%	0.0%
Bio Formula Sdn. Bhd.	2	0.0%	0.0%	0.0%	100.0%	100.0%	0.0%
Dana Europe Ou	5	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%
Danone	21	0.0%	0.0%	14.3%	95.2%	100.0%	4.8%
Double Happiness Asia Foods (M) Sdn. Bhd.	8	0.0%	0.0%	100.0%	100.0%	100.0%	0.0%
Eatalian Express Food Industries Sdn. Bhd.	2	0.0%	0.0%	50.0%	100.0%	100.0%	0.0%
Everprosper Food Industries Sdn. Bhd.	11	0.0%	0.0%	90.9%	90.9%	100.0%	90.9%
Every Bite Counts Pty Ltd.	9	0.0%	0.0%	44.4%	100.0%	100.0%	0.0%
Gaemi Food Co., Ltd.	4	0.0%	0.0%	0.0%	100.0%	100.0%	0.0%
Gnubkins Sdn. Bhd.	13	0.0%	0.0%	69.2%	100.0%	100.0%	0.0%
Health Basis (HK) Ltd.	10	0.0%	0.0%	90.0%	90.0%	90.0%	60.0%
Healthy Foods Co., Ltd.	5	0.0%	0.0%	100.0%	100.0%	100.0%	0.0%
Hero Group	16	0.0%	0.0%	100.0%	100.0%	100.0%	0.0%
JTJ Grace Sdn. Bhd.	16	0.0%	0.0%	18.8%	31.3%	81.3%	0.0%
Kalbe Farma Tbk PT.	11	0.0%	90.9%	0.0%	45.5%	100.0%	72.7%
Kraft Heinz Co	21	0.0%	42.9%	33.3%	85.7%	100.0%	0.0%
Loke Kee Biscuits and Cake Shop Sdn. Bhd.	1	0.0%	0.0%	100.0%	100.0%	100.0%	0.0%
Mummy RQ Sdn Bhd	2	0.0%	0.0%	100.0%	100.0%	100.0%	0.0%
Naebro Co., Ltd.	12	0.0%	0.0%	100.0%	100.0%	100.0%	91.7%
Natural Health Foods Company Ltd.	9	0.0%	0.0%	22.2%	100.0%	100.0%	0.0%
Nestlé	43	0.0%	23.3%	0.0%	30.2%	100.0%	0.0%
Only Organic	9	0.0%	0.0%	88.9%	100.0%	100.0%	0.0%
PZ Cussons Australia Pty Ltd.	4	0.0%	0.0%	100.0%	100.0%	100.0%	0.0%
Q&I Baby Trading (Malaysia)	9	0.0%	0.0%	0.0%	88.9%	100.0%	0.0%
Renewallife Co. Ltd.	18	0.0%	0.0%	100.0%	100.0%	100.0%	50.0%
Rush Baby Food Trading	1	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%
Somama (HK) Baby Organic Food Ltd.	4	0.0%	0.0%	75.0%	100.0%	100.0%	0.0%
Stonyfield Farm Inc.	1	0.0%	0.0%	0.0%	100.0%	100.0%	0.0%
Sun Beans Food Industries Sdn. Bhd.	15	0.0%	0.0%	60.0%	86.7%	100.0%	26.7%
Sunny Fields Enterprise Limited	15	0.0%	0.0%	13.3%	100.0%	100.0%	0.0%
TENTEN Food Manufacturing Sdn. Bhd.	12	0.0%	0.0%	33.3%	100.0%	100.0%	16.7%
Tehkin Food Manufacturing Sdn. Bhd.	1	0.0%	0.0%	0.0%	100.0%	100.0%	0.0%
The Hi Co., Ltd.	1	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%
The Infant Food Co. Pty Limited	5	0.0%	0.0%	20.0%	100.0%	100.0%	0.0%
Vitagermine SAS	2	0.0%	0.0%	100.0%	100.0%	100.0%	100.0%
Want Want Holdings Ltd.	5	0.0%	0.0%	100.0%	100.0%	100.0%	0.0%
Wide Tropism Trading Sdn. Bhd.	9	0.0%	0.0%	44.4%	77.8%	88.9%	0.0%
Total products that meet labeling requirements on claims	351	0.0% (0)	8.3% (29)	49.0% (172)	83.5% (293)	98.6% (346)	17.1% (60)



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
Alive Organic Sdn. Bhd.	1	0.0%	0.0%	-	-	-
Annabel Karmel	2	50.0%	50.0%	-	-	-
Baebis	5	20.0%	40.0%	0.0%	-	-
Bellamy's Organic Pty Ltd.	11	72.7%	72.7%	100.0%	0.0%	-
Bio Formula Sdn. Bhd.	2	0.0%	100.0%	0.0%	-	-
Dana Europe Ou	5	60.0%	80.0%	0.0%	-	-
Danone	21	14.3%	85.7%	0.0%	0.0%	100.0%
Double Happiness Asia Foods (M) Sdn. Bhd.	8	100.0%	100.0%	-	-	-
Eatalian Express Food Industries Sdn. Bhd.	2	0.0%	50.0%	-	0.0%	-
Everprosper Food Industries Sdn. Bhd.	11	90.9%	90.9%	-	-	-
Every Bite Counts Pty Ltd.	9	88.9%	88.9%	100.0%	-	-
Gaemi Food Co., Ltd.	4	25.0%	100.0%	0.0%	-	-
Gnubkins Sdn. Bhd.	13	69.2%	69.2%	-	-	-
Health Basis (HK) Ltd.	10	50.0%	60.0%	-	0.0%	0.0%
Healthy Foods Co., Ltd.	5	100.0%	100.0%	-	-	-
Hero Group	16	68.8%	68.8%	100.0%	-	-
JTJ Grace Sdn. Bhd.	16	62.5%	81.3%	0.0%	-	-
Kalbe Farma Tbk PT.	11	45.5%	81.8%	0.0%	-	-
Kraft Heinz Co	21	28.6%	71.4%	50.0%	25.0%	100.0%
Loke Kee Biscuits and Cake Shop Sdn. Bhd.	1	100.0%	100.0%	100.0%	-	-
Mummy RQ Sdn. Bhd.	2	100.0%	100.0%	-	-	-
Naebro Co., Ltd.	12	75.0%	75.0%	100.0%	-	-
Natural Health Foods Company Ltd.	9	100.0%	100.0%	100.0%	-	-
Nestlé	43	41.9%	72.1%	10.5%	0.0%	0.0%
Only Organic	9	22.2%	55.6%	71.4%	0.0%	-
PZ Cussons Australia Pty Ltd.	4	0.0%	0.0%	100.0%	-	-
Q&I Baby Trading (Malaysia)	9	33.3%	55.6%	0.0%	0.0%	0.0%
Renewallife Co. Ltd.	18	50.0%	77.8%	0.0%	-	-
Rush Baby Food Trading	1	100.0%	100.0%	-	-	-
Somama (HK) Baby Organic Food Ltd.	4	50.0%	50.0%	-	-	-
Stonyfield Farm Inc.	1	100.0%	100.0%	-	-	-
Sun Beans Food Industries Sdn. Bhd.	15	13.3%	80.0%	0.0%	-	-
Sunny Fields Enterprise Limited	15	60.0%	60.0%	100.0%	-	-
TENTEN Food Manufacturing Sdn. Bhd.	12	50.0%	66.7%	40.0%	-	-
Tehkin Food Manufacturing Sdn. Bhd.	1	0.0%	100.0%	0.0%	-	-
The Hi Co., Ltd.	1	0.0%	0.0%	-	-	-
The Infant Food Co. Pty Limited	5	80.0%	80.0%	100.0%	-	-
Vitagermine SAS	2	100.0%	100.0%	100.0%	-	-
Want Want Holdings Ltd.	5	20.0%	60.0%	0.0%	-	-
Wide Tropism Trading Sdn. Bhd.	9	77.8%	100.0%	0.0%	-	-
Total products that meet all labeling requirements on product name and ingredient list clarity	351	51.9% (182)	74.6% (262)	42.0% (63)	3.4% (1)	33.3% (3)
Total products applicable to each assessed requirement	351	351	150	29	9	

* 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
Bellamy's Organic Pty Ltd.	5	0.0%	5	0.0%	100.0%
Danone	16	6.3%	9	0.0%	100.0%
Eatalian Express Food Industries Sdn. Bhd.	1	0.0%	0	-	-
Kraft Heinz Co	5	0.0%	4	75.0%	100.0%
Nestlé	1	0.0%	1	0.0%	100.0%
Only Organic	8	0.0%	8	0.0%	100.0%
PZ Cussons Australia Pty Ltd.	3	0.0%	3	0.0%	100.0%
Q&I Baby Trading (Malaysia)	3	0.0%	0	-	-
Stonyfield Farm Inc.	1	0.0%	0	-	-
Sunny Fields Enterprise Limited	8	0.0%	8	0.0%	0.0%
Total products that meet applicable labeling requirements	51	2.0% (1)	38	7.9% (3)	78.9% (30)

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

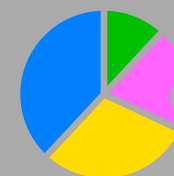
¹Only category 2 products (n=51) were assessed against this requirement.

²Only category 2 products with spouts (n=38) were assessed against these criteria.

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