



ACCESS TO  
**NUTRITION**  
INITIATIVE

# **Benchmarking of Commercially Produced Complementary Foods (CPCF) companies in the Philippines**

December 2023



## Acknowledgments

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## Abbreviations

<b>ATNI</b>	Access to Nutrition Initiative
<b>CPCF</b>	Commercially Produced Complementary Foods
<b>FOP</b>	Front-of-pack
<b>NPM</b>	Adapted WHO Europe nutrient profile and promotion model for CPCF
<b>UNICEF</b>	United Nations Children's Fund
<b>WHO</b>	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 organizations<sup>1</sup> 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.

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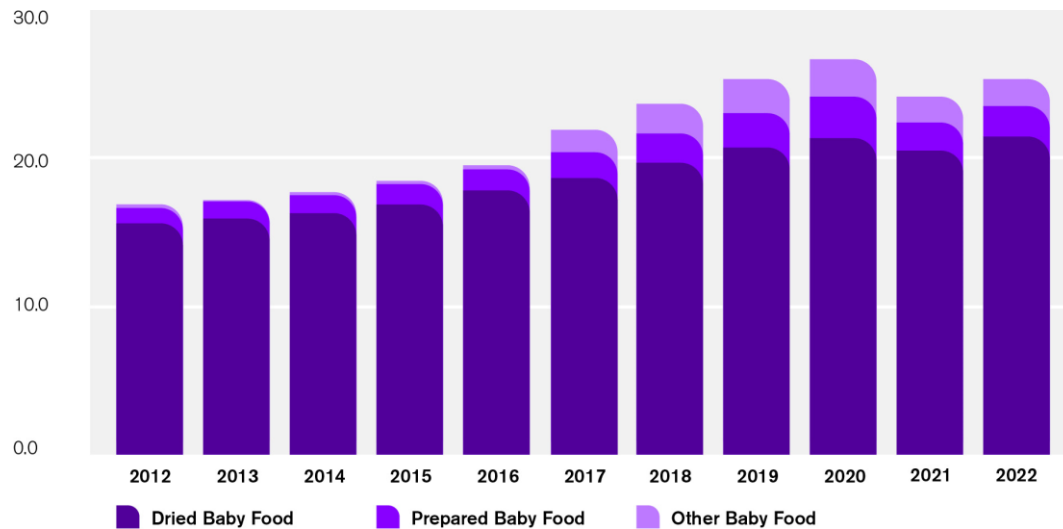
<sup>1</sup> COMMIT partners include Access to Nutrition Initiative; Alive & Thrive; Helen Keller International; JB Consultancy; School of Food Science, University of Leeds, UNICEF East Asia Pacific Regional Office (EAPRO), WFP Regional Bureau, Bangkok (WFP RBB) and WHO Southeast Asia Regional Office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



# 1. Context: The Philippines' complementary foods market

During the past 10 years, the market for CPCF reached around USD 25 million in 2022 (see Figure 1). The majority of CPCF sold on the market in the Philippines were dried baby foods (over USD 21 million in 2022), while a small proportion of sales came from 'prepared' baby food and 'other' baby food (USD 2 and 1.9 million in 2022 respectively).

**Figure 1. CPCF market size in the Philippines, 2012-2022 (USD million)**



Source: Euromonitor International 2012-2022.

## 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 as 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.

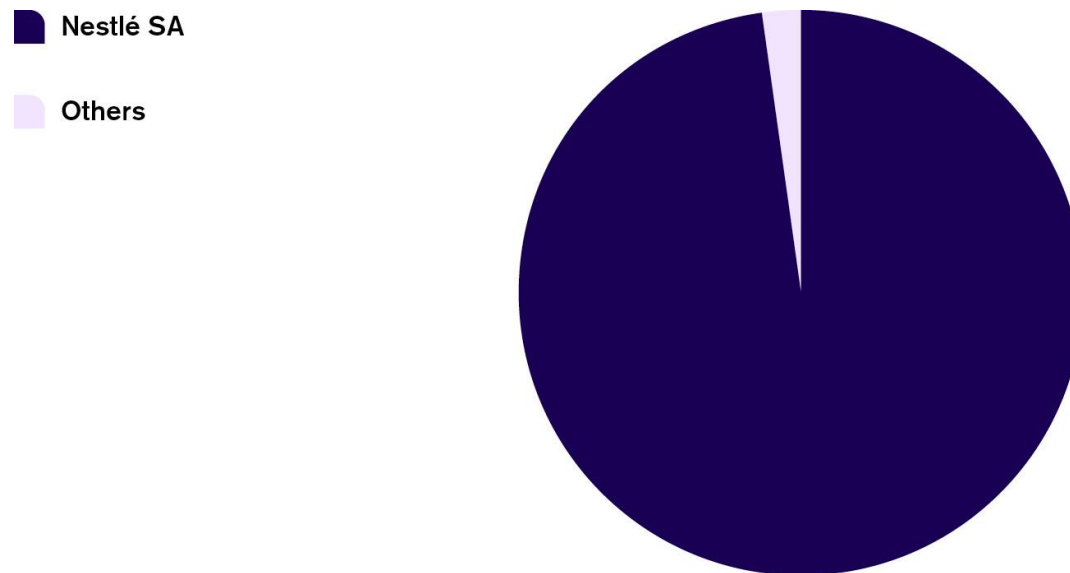
**Other baby food:** Any other products marketed for babies are included here; examples may include baby rusks, teething biscuits, baby fruit juices, baby herbal tea, etc.

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



According to Euromonitor International, in 2022, Nestlé dominates the CPCF market in the Philippines with a market share of 98%. The primary (Nestlé) brand sold in the Philippines is Cerelac (dried baby foods), with a market share of 83.4% (Figure 2).

**Figure 2. Company shares of the CPCF market in the Philippines 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 Manila, the Philippines. The nutrient content and labeling data were extracted from the information provided on CPCF product labels. A total of 184 unique CPCF products were identified for inclusion in the study. However, two of these products were excluded from the analysis because they did not provide the required label information in Filipino or English.

A final count of 182 unique CPCF were included in the study. As shown in Table 1, the 182 products belonged to 18 companies, 16 of which had their headquarters outside of the Philippines. Most of the products belonged to CPCF companies with their headquarters in France (29.7%), followed by Switzerland (19.2%). Of all 182 products, seven belonged to two Filipino companies (see Table 1). Most of the CPCF products included in this assessment belonged to Danone (29.7%), followed by Nestlé (15.9%). Of these, most products were of the category 'soft-wet spoonable' (55.1%), followed by 'dry finger foods' (21.0%), and 'dry powdered and instant cereal/starchy food' (19.9%). A small number of products fall within the 'meals with chunky pieces' (4.0%) category (see Annex 1). Of these products, a total of 176 were assessed against the NPM. Six products (manufactured by Danone (n=5) and Kiwigarden (n=1)) were not assessed further (i.e., no nutrient composition or and labelling assessment was undertaken). These products automatically 'failed' the NPM as they were category 4.1 (confectionery, sweet spreads, and fruit chews) products which should not be promoted to children under 3 years of age.

**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	1.6% (3)	1: dry instant starch (1) 2: soft wet spoonable (2)
Bubs Australia	Australia	Bubs Organic	2.7% (5)	1: dry instant starch (4) 2: soft wet spoonable (1)
Rafferty's Garden	Australia	Rafferty's Garden	9.3% (17)	2: soft wet spoonable (15) 3: meals with chunky pieces (2)
Woolworths	Australia	Baby Macro	1.6% (3)	2: soft wet spoonable (3)
Want Want Holdings Ltd.	China	Baby Mum-Mum	2.7% (5)	2: soft wet spoonable (3)
Danone	France	Happy Baby Organics	24.2% (44)	1: dry instant starch (3) 2: soft wet spoonable (25) 4: finger foods and snacks (16) 5 of those were '4.1' ✕
		Happy Tot Organics	5.5% (10)	2: soft wet spoonable (8) 4: finger foods and snacks (2)
Kalbe Farma Tbk PT.	Indonesia	Milna	2.2% (4)	1: dry instant starch (4)
Kiwigarden	New Zealand	Kiwigarden	0.5% (1)	4: finger foods and snacks (1) was '4.1' ✕
Only Organic	New Zealand	Only Organic	9.9% (18)	2: soft wet spoonable (12) 3: meals with chunky pieces (5) 4: finger foods and snacks (1)
Nutri-Del	Philippines	Nutri-Del	3.3% (6)	1: dry instant starch (6)
NutriDense Food Manufacturing Co	Philippines	Rimo	0.5% (1)	1: dry instant starch (1)
Alnut	Spain	Byba	2.2% (4)	2: soft wet spoonable (4)
Hero Group	Switzerland	Organix	3.3% (6)	1: dry instant starch (5) 4: finger foods and snacks (1)
Nestlé	Switzerland	Gerber	10.4% (19)	2: soft wet spoonable (11) 4: finger foods and snacks (8)
		Cerelac	5.5% (10)	1: dry instant starch (8) 4: finger foods and snacks (2)
Little Freddie	United Kingdom	Little Freddie	7.7% (14)	1: dry instant starch (3) 2: soft wet spoonable (6) 4: finger foods and snacks (5)
Little Bellies	USA	Baby Bellies	0.5% (1)	4: finger foods and snacks (1)
Sprout Foods	USA	Sprout	0.5% (1)	4: finger foods and snacks (1)
The Hain Celestial	USA	Earth's Best Organic	5.5% (10)	2: soft wet spoonable (10)
Total number of unique CPCF			100.0% (182)	

\*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) which should not be promoted to children < 3 years of age and thus automatically 'failed' the NPM.



## 2.2 Combined results: nutrient composition and labeling

A total of 17 companies produced the 182 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 for older infants and young children between six to 36 months of age. None of the products passed all labeling requirements. However, some companies performed better than others against the nutrient composition requirements:

- More than one-third of the assessed CPCF products (around 32%, or n=56 out of a total of n=176 products) met **all** nutrient composition thresholds and, based on the NPM, were considered of appropriate nutrient content.
- Products meeting all relevant nutritional thresholds (n=56) are in the following CPCF categories: 'soft-wet spoonable, ready-to-eat foods' (n=37) and 'dry or instant cereals/starch' (n=14), followed by 'dry finger foods' (n=3) and 'meals with chunky pieces' (n=2). All products marketed by the companies Little Bellies and NutriDense Food Man met all applicable nutrient composition thresholds.
- Two companies (Bellamy's Australia and Bubs Australia) had 50% or more of their assessed CPCF meet all applicable nutrient composition thresholds. Eight companies had between 15% and 49% of their products meet the nutrient composition thresholds. None of the products from Alnut, Kalbe Nutritionals, Sprout Foods, and WantWant Foods met any of the applicable nutrient composition thresholds.
- Of those products that did not meet all nutrient composition thresholds (n=120), the majority belonged to the 'snacks and finger foods' category (n=34), followed by the 'fruit purée' (n=26) and 'dry or instant cereals' (n=21) categories.



Table 2. Nutrient composition and labeling requirements assessment, combined nutrient profiling outcome (n=176)

Company	Number of products	% met all relevant nutrient composition requirements	% met all relevant labelling requirements	% met all requirements
Alnut	4	0.0%	0.0%	0.0%
Bellamy's Organic Pty Ltd.	3	66.7%	0.0%	0.0%
Bubs Australia	5	80.0%	0.0%	0.0%
Danone	49	46.9%	0.0%	0.0%
Hero Group	6	16.7%	0.0%	0.0%
Kalbe Farma Tbk PT.	4	0.0%	0.0%	0.0%
Little Bellies	1	100.0%	0.0%	0.0%
Nestlé	29	6.9%	0.0%	0.0%
Nutri-Del	6	33.3%	0.0%	0.0%
NutriDense Food Manufacturing Co	1	100.0%	0.0%	0.0%
Only Organic	18	33.3%	0.0%	0.0%
Rafferty's Garden	17	35.3%	0.0%	0.0%
Sprout Foods	1	0.0%	0.0%	0.0%
Little Freddie	14	35.7%	0.0%	0.0%
The Hain Celestial	10	20.0%	0.0%	0.0%
Want Want Holdings Ltd.	5	0.0%	0.0%	0.0%
Woolworths	3	33.3%	0.0%	0.0%
Total number of products meeting NPM requirements	176	31.8% (56)	0.0% (0)	0.0% (0)



## 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. With regards to thresholds applicable to all CPCF product types:

- Most products (96.6%) met the total fat threshold requirement; only three companies had products that did not comply with this standard of which only Sprout Foods had none of its products adhering to this requirement.
- The majority of products (83%) met the sodium requirements where 8 of the 17 companies had all of their products meeting this threshold.
- 65.9% met the 'no added sugar/sweeteners' requirements. There was a large variation between companies - all products belonging to six companies met the 'no added sugar/sweeteners' criteria and, for four companies, no assessed CPCF met this criterion.

For the criteria assessed for specific categories:

- Most companies' relevant CPCF products (72.7%) passed the **protein requirements**.
- Further, 68.8% and 58.8% of relevant products per company met the **low/no added fruit** and the **energy density requirement** respectively.
- Of products that fall under the 'other snacks and finger foods' category, 40.5% meet the required threshold of having < 15% energy from total sugar, all applicable products of Little Bellies, Only Organic and Sprout Foods met this requirement.



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

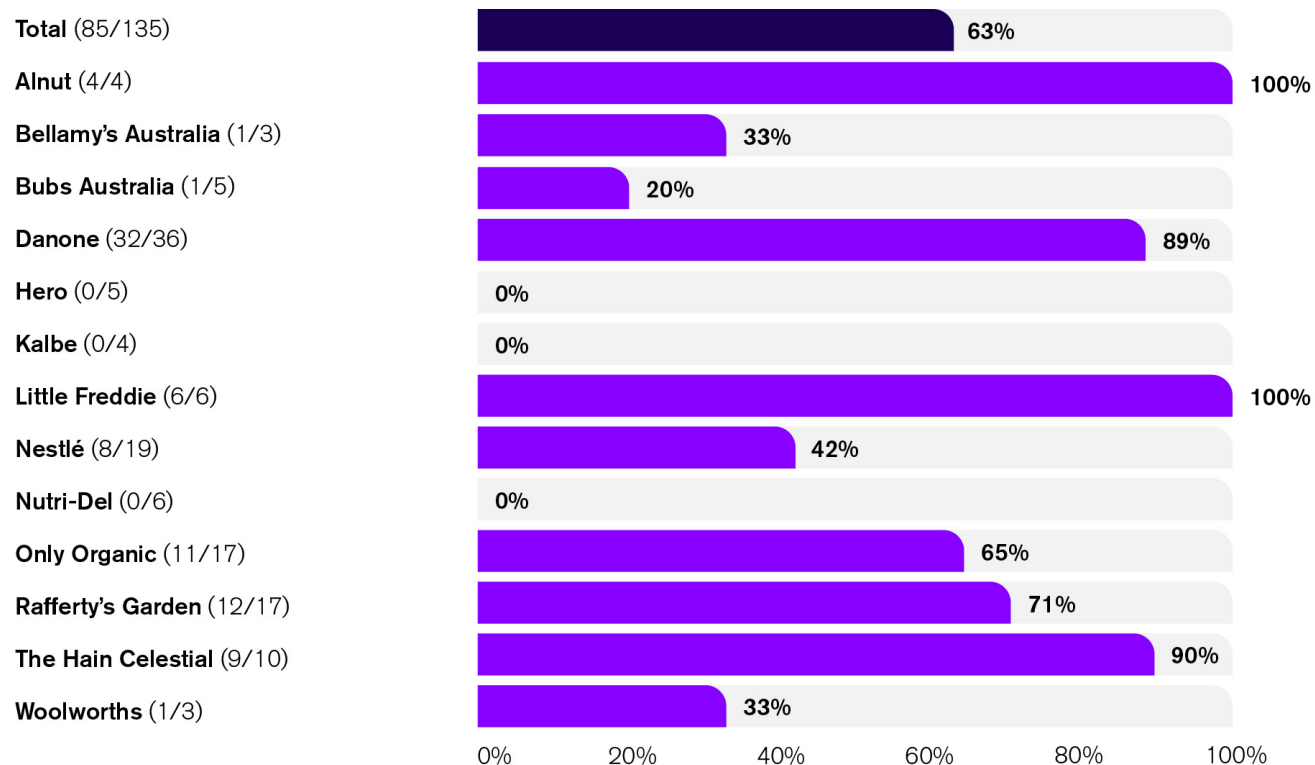
Company	Number of products	Criteria assessed for all categories			Criteria assessed for specific categories			
		% products with no added sugar/sweetener	% products meeting sodium thresholds	% products meeting total fat thresholds	Products with low/no added fruit % (n)	Products with < 15% total energy from total sugar % (n)	Products meeting energy density thresholds % (n)	Products meeting protein thresholds % (n)
Alnut	4	0.0%	100.0%	100.0%	-	-	100.0% (4)	-
Bellamy's Organic Pty Ltd.	3	66.7%	100.0%	66.7%	50.0% (1)	-	100.0% (2)	100.0% (1)
Bubs Australia	5	100.0%	100.0%	100.0%	80.0% (4)	-	0.0% (0)	100.0% (4)
Danone	49	67.3%	83.7%	100.0%	53.8% (7)	38.5% (5)	72.7% (24)	66.7% (4)
Hero Group	6	83.3%	83.3%	100.0%	20.0% (1)	0.0% (0)	-	100.0% (5)
Kalbe Farma Tbk PT.	4	0.0%	50.0%	100.0%	75.0% (3)	-	-	100.0% (4)
Little Bellies	1	100.0%	100.0%	100.0%	-	100.0% (1)	-	-
Little Freddie	14	78.6%	78.6%	100.0%	66.7% (2)	40.0% (2)	16.7% (1)	100.0% (3)
Nestlé	29	34.5%	72.4%	86.2%	92.3% (12)	20.0% (2)	45.5% (5)	100.0% (8)
Nutri-Del	6	100.0%	100.0%	100.0%	33.3% (2)	-	-	100.0% (6)
NutriDense Food Manufacturing Co	1	100.0%	100.0%	100.0%	100.0% (2)	-	-	100.0% (1)
Only Organic	18	77.8%	83.3%	100.0%	72.7% (8)	100.0% (1)	75.0% (9)	12.5% (!)
Rafferty's Garden	17	88.2%	100.0%	100.0%	100.0% (9)	-	40.0% (6)	50.0% (2)
Sprout Foods	1	0.0%	0.0%	0.0%	-	100.0% (1)	-	-
The Hain Celestial	10	100.0%	90.0%	100.0%	40.0% (2)	-	40.0% (4)	0.0% (0)
Want Want Holdings Ltd.	5	0.0%	40.0%	100.0%	-	60.0% (3)	-	-
Woolworths	3	100.0%	100.0%	100.0%	100.0% (3)	-	66.7% (2)	50.0% (1)
Total products that meet applicable nutrient composition thresholds	176	65.9% (116)	83.0% (146)	96.6% (170)	68.8% (55)	40.5% (15)	58.8% (57)	72.7% (40)
Total products applicable to each assessed requirement		176	176	176	80	37	97	55

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



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 (see Table 3). A total of 135 CPCF were assessed against this additional threshold, as they declared total sugar on their labels. Among the 135 products, 63% needed a 'high sugar' FOP warning as the energy percentage from total sugar content exceeded the category-specific thresholds. Products belonging to three companies did not require a 'high sugar' FOP label, while the remaining companies had between 20% and 100% of their products require such a warning label based on the high proportion of 'empty' calories contributed by the products' total sugar content (Figure 3).

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

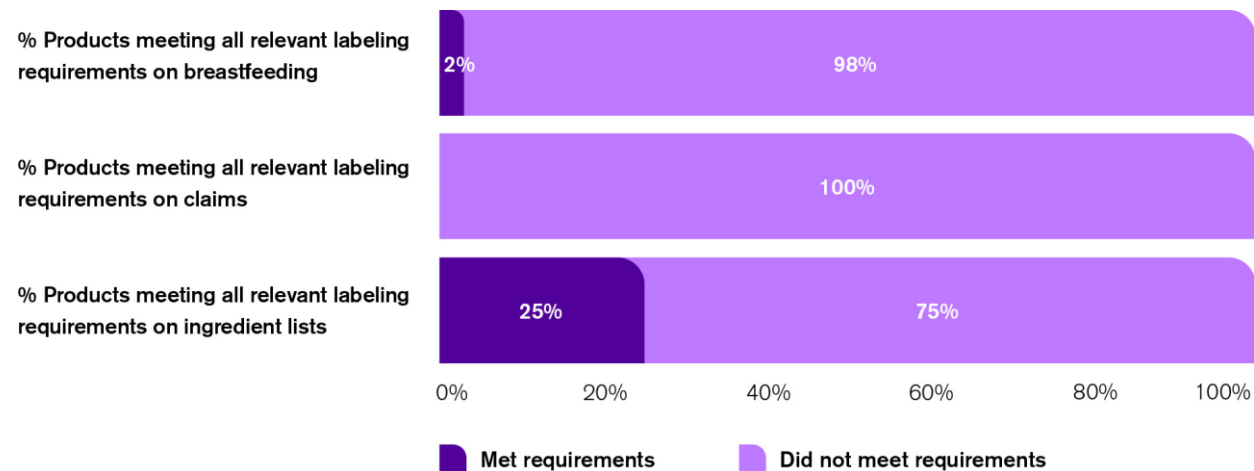


\*Of 176 applicable products that declared total sugar content on labels, 135 require this warning label. An FOP 'high sugar' warning was required if the percentage energy from total sugar content is  $\geq$  the threshold for that product category: 1.1: 40%; 2.1/2.2/2.3: 30%; 2.4: 20%; 2.5/2.6/2.7/3.1/3.2: 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, for the subcategories of the labeling requirements, none of the products met the labeling requirements on claims . Only 2.3% of the products met all labeling requirements on the protection and promotion of breastfeeding, and a quarter (25%) of companies' products met labeling requirements on 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

The main reason most products did not meet labeling requirements on the protection and promotion of breastfeeding was that only four products included a **message on the importance of continued breastfeeding for up to two years of age or beyond**. In addition, none of the products recommended or promoted bottle feeding, and the majority of products (98.3%) did not contain a message that suggests superiority or equivalence to breast milk (only



Bellamy's Australia did not adhere to this requirement). Furthermore, 73.9% of the products indicated the **recommended age of introduction to be at least six months**, and 70.3% of the products were not marketed as suitable for consumption by infants younger than six months (see Annex 2 for specific criteria).

#### 2.4.2 Labeling requirements on claims

None of the products met all labeling criteria on claims, due to all products carrying **non-permitted compositional claims**. All other 'claims' criteria (no nutrient content claims, no nutrient function claims, no disease risk reduction claims, and no other claims) were 100% adhered to by all companies (see Annex 3 for specific criteria).

#### 2.4.3 Labeling requirements on product name and ingredient list clarity

A quarter of the products met all relevant labeling thresholds on ingredient list clarity. More than half of the products (113 out of 176) listed the **ingredients in descending order** as per the ingredient list, with all products from four companies adhering to this requirement. On category-specific criteria, 43.7% of the applicable products presented the **percentage of fruit** on the ingredient list, while none of the products stated the **percentage of added water** on the ingredient list. Of the 19 products assessed with regards to stating the **percentage of protein** on the ingredient list, 68.4% met this requirement. Products that did not pass this requirement were from Danone (none of their three applicable products) and The Hain Celestial Group, Inc. (none of their three applicable products) (see Annex 4 for specific criteria).

#### 2.4.4 Labeling requirements for blended/puréed products

Ten companies' products were assessed on labeling requirements specific for blended/puréed products and, as none of the CPCF met the specific criteria for this food group of having the **maximum recommended age of consumption of 12 months**, all products failed this category. Among the blended/puréed CPCF, 66 have spouts and 98.5% of those have a **'choking hazard' warning label**. Alnuts' product was the only one lacking this warning, although it was also the only product that stated **children should not suck from the container**. All products from the other companies lacked this statement on the label (see Annex 5 for specific criteria).

### 3. Summary

- The CPCF market in the Philippines increased from around USD 9 million to USD 25 million in 2022. Yet, the results of this research show that none of the companies' CPCF products passed both nutrient and labeling requirements according to the NPM. Thus, none of the products are considered suitable to be promoted for older infants and young children between six to 36 months of age.
- Even though the CPCF market is dominated by Nestlé, in this study, it was found that most of the 182 CPCF products belonged to two companies: Danone (n=54) and Nestlé (n=29).
- A total of six products automatically failed the NPM and belonged to Danone and Kiwigarden. These products fell under the 4.1 category and, therefore, should not be marketed to children under three years of age.

#### Nutrient composition

- More than a third of the companies' assessed CPCF products met **all relevant nutrient composition thresholds** and were thus of appropriate nutrient content. The products from both Little Bellies and NutriDense Food Man met all the nutrient content standards.
- Most of the companies' products met the **fat requirements** (96.6%) - three companies had products that did not comply with this requirement, of which only Sprout Foods had none of its products adhering. Relatively high adherence was also observed for **sodium requirements** (83%), where eight out of the 17 companies had all their products meeting this threshold.
- In categories for which a selection of the products needs to adhere, most applicable products complied with the **protein and low/no added fruit criteria** (72.7% and 68.8% respectively). All applicable products from Little Bellies, Only Organic, and Sprout Foods met the **<15% total energy** from total sugar criteria; however, the overall adherence for this category was low (40.5%). A higher percentage of products meeting the **energy density** requirement was observed (58.8%).
- Of products declaring total sugar level contents, 63% (n=85) required a **high sugar FOP label**. Products of three companies (out of 13) did not require a high sugar FOP, as all their products had appropriate total sugar levels below the NPM thresholds.

#### Labeling practices

- None of the products met all labeling criteria, as none met **all labeling requirements on claims** due to all products carrying **non-permitted compositional claims**. All **other 'claims'** criteria were 100% adhered to by all companies.
- Only ~2%, or four products (n=3 from Kalbe Nutritionals and n=1 from Nestlé), met **all labeling criteria on the protection and promotion of breastfeeding**; and the afore mentioned companies were the only ones that included a message on **the importance of continued breastfeeding for up to two years of age or beyond**. Of all the products, the only product that suggested **superiority or equivalence to breast milk** was a product from Bellamy's Australia and 73.9% of the products included a message on the **minimum recommended age of introduction to be at least six months**.





- Only 25% of products **met all labeling requirements on ingredient list clarity** – with over half (64.2%) reflecting **ingredients in descending order**. Of the applicable products, 43.7% include the **percentage of fruit** and 68.4% state the **percentage of protein** on the ingredient list. However, none of the applicable products of Danone and The Hain Celestial Group, Inc. met this requirement. Further, of all applicable products, none included the **percentage of added water**.
- For blended/puréed products, none of the applicable products contained a **maximum recommended age of use of 12 months**. For products with a spout, only Alnuts' product had a statement informing that children should **not be allowed to suck from the container** however, it was also the only product with spout that did not have a **warning that the cap is a choking hazard**.

## 4. Annexes

**Annex 1. Commercial complementary foods per NPM-defined category and subcategory (n=227)**

Category	Subcategory	% (n)
<b>Category 1: Dry, powdered, and instant cereal/starchy food</b>		<b>19.2% (35)</b>
Category 1.1	Dry or instant cereals/starch	19.2% (35)
<b>Category 2: Soft-wet spoonable, ready-to-eat foods, typically smooth or semi-puréed packaged in jars or pouches and can be spoon-fed</b>		<b>53.3% (97)</b>
Category 2.1	Dairy-based desserts and cereal products	2.7% (5)
Category 2.2	Fruit purée with or without addition of vegetables, cereals, or milk	32.4% (59)
Category 2.3	Vegetable only purée	5.5% (10)
Category 2.4	Puréed vegetables and cereals	5.5% (10)
Category 2.5	Puréed meal with cheese (but not meat or fish) mentioned in the name	0.5% (1)
Category 2.6	Puréed meal with meat or fish mentioned as first food in product name	2.7% (5)
Category 2.7	Puréed meals with meat or fish (but not named first in product name)	3.8% (7)
Category 2.8	Purées with only meat, fish or cheese in the name	0.0% (0)
<b>Category 3: Meals with chunky pieces, often sold in trays or pots for older infants and young children</b>		<b>3.8% (7)</b>
Category 3.1	Meat, fish, or cheese-based meal with chunky pieces	3.3% (6)
Category 3.2	Vegetable-based meal with chunky pieces	0.5% (1)
<b>Category 4: Dry finger foods and snacks</b>		<b>23.6% (43)</b>
Category 4.1	Confectionery, sweet spreads and fruit chews	3.3% (6)
Category 4.2	Fruit (fresh or dry whole fruit or pieces)	0.0% (0)
Category 4.3	Other snacks and finger foods	20.3% (37)
<b>Category 5: Juices and other drinks</b>		<b>0.0% (0)</b>
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)
<b>Category 6: Other</b>		<b>0.0% (0)</b>
Category 6.1	Other	0.0% (0)
<b>Total unique CPCF</b>		<b>100.0% (182)</b>

## Annex 2. Labeling requirements on breastfeeding per company

Company	Number of products	% Products meeting all relevant labeling requirements on breast-feeding	% 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 $\geq 2y$	% Products that do not suggest superiority or equivalence to breastmilk	% Products that do not recommend or promote bottle feeding
Alnut	4	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%
Bellamy's Organic Pty Ltd.	3	0.0%	66.7%	0.0%	0.0%	0.0%	100.0%
Bubs Australia	5	0.0%	60.0%	60.0%	0.0%	100.0%	100.0%
Danone	49	0.0%	40.8%	81.6%	0.0%	100.0%	100.0%
Hero Group	6	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%
Kalbe Farma Tbk PT.	4	75.0%	100.0%	100.0%	75.0%	100.0%	100.0%
Little Bellies	1	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%
Nestlé	29	3.4%	96.6%	37.9%	3.4%	100.0%	100.0%
Nutri-Del	6	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%
NutriDense Food Manufacturing Co	1	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Only Organic	18	0.0%	94.4%	94.4%	0.0%	100.0%	100.0%
Rafferty's Garden	17	0.0%	64.7%	64.7%	0.0%	100.0%	100.0%
Sprout Foods	1	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%
Little Freddie	14	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%
The Hain Celestial	10	0.0%	100.0%	20.0%	0.0%	100.0%	100.0%
Want Want Holdings Ltd.	5	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%
Woolworths	3	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%
Total products that meet labeling requirements on breastfeeding	176	2.3% (4)	73.9% (130)	70.5%(124)	2.3% (4)	98.3% (173)	100.0% (176)

\*Note 27 products did not have age indication

### 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
Alnut	4	0.0%	0.0%	25.0%	100.0%	100.0%	100.0%
Bellamy's Organic Pty Ltd.	3	0.0%	0.0%	0.0%	100.0%	100.0%	0.0%
Bubs Australia	5	0.0%	0.0%	20.0%	100.0%	100.0%	0.0%
Danone	49	0.0%	0.0%	59.2%	73.5%	100.0%	0.0%
Hero Group	6	0.0%	0.0%	100.0%	100.0%	100.0%	0.0%
Kalbe Farma Tbk PT.	4	0.0%	0.0%	0.0%	100.0%	100.0%	100.0%
Little Bellies	1	0.0%	0.0%	0.0%	100.0%	100.0%	0.0%
Nestlé	29	0.0%	7.1%	50.0%	100.0%	100.0%	0.0%
Nutri-Del	6	0.0%	17.2%	41.4%	79.3%	100.0%	3.4%
NutriDense Food Manufacturing Co	1	0.0%	0.0%	0.0%	100.0%	100.0%	0.0%
Only Organic	18	0.0%	0.0%	100.0%	100.0%	100.0%	0.0%
Rafferty's Garden	17	0.0%	0.0%	94.4%	100.0%	100.0%	0.0%
Sprout Foods	1	0.0%	0.0%	70.6%	100.0%	100.0%	0.0%
Little Freddie	14	0.0%	0.0%	100.0%	100.0%	100.0%	0.0%
The Hain Celestial	10	0.0%	0.0%	80.0%	100.0%	100.0%	70.0%
Want Want Holdings Ltd.	5	0.0%	0.0%	100.0%	100.0%	100.0%	0.0%
Woolworths	3	0.0%	0.0%	100.0%	100.0%	100.0%	0.0%
Total products that meet labeling requirements on claims	176	0.0% (0)	3.4% (6)	58.5%(103)	89.2%(157)	100.0%(176)	9.1%(16)

#### 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 <sup>1</sup> stated on ingredient list	% Products with % of added water <sup>2</sup> stated on ingredient list	% Products with % of protein <sup>3</sup> stated on ingredient list
Alnut	4	50.0%	50.0%	100.0%	-	-
Bellamy's Organic Pty Ltd.	3	66.7%	66.7%	100.0%	-	-
Bubs Australia	5	40.0%	40.0%	100.0%	0.0%	-
Danone	49	10.2%	91.8%	3%	0.0%	0.0%
Hero Group	6	50.0%	50.0%	100.0%	-	-
Kalbe Farma Tbk PT.	4	75.0%	100.0%	0.0%	-	-
Little Bellies	1	100.0%	100.0%	-	-	-
Nestlé	29	34.5%	55.2%	58.8%	0.0%	-
Nutri-Del	6	0.0%	0.0%	25.0%	-	-
NutriDense Food Manufacturing Co	1	100.0%	100.0%	-	-	-
Only Organic	18	16.7%	61.1%	63.6%	0.0%	100.0%
Rafferty's Garden	17	11.8%	23.5%	88.9%	0.0%	100.0%
Sprout Foods	1	100.0%	100.0%	-	-	-
Little Freddie	14	64.3%	64.3%	100.0%	14	64.3%
The Hain Celestial	10	0.0%	80.0%	0.0%	0.0%	0.0%
Want Want Holdings Ltd.	5	0.0%	60.0%	0.0%	-	-
Woolworths	3	0.0%	33.3%	-	0.0%	100.0%
<b>Total products that meet all labeling requirements on product name and ingredient list clarity</b>	<b>176</b>	<b>25.0% (44)</b>	<b>64.2% (113)</b>	<b>43.7% (52)</b>	<b>0.0% (0)</b>	<b>68.4% (13)</b>

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

<sup>1</sup>All products excluding category 2.3 products were assessed against this requirement.

<sup>2</sup>All products excluding category 1 and 4 products were assessed against this requirement.

<sup>3</sup> 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 <sup>1</sup>	Number of products with spouts	% Products with spout stating not to suck from the container <sup>2</sup>	% Products with spout warning that cap is a choking hazard <sup>2</sup>
Alnut	4	0.0%	1	100.0%	0.0%
Bellamy's Organic Pty Ltd.	2	0.0%	2	0.0%	100.0%
Bubs Australia	1	0.0%	1	0.0%	100.0%
Danone	33	0.0%	26	0.0%	100.0%
Nestlé	11	0.0%	-	-	-
Only Organic	12	0.0%	10	0.0%	100.0%
Rafferty's Garden	15	0.0%	15	0.0%	100.0%
Little Freddie	6	0.0%	6	0.0%	100.0%
The Hain Celestial	10	0.0%	2	0.0%	100.0%
Woolworths	3	0.0%	3	0.0%	100.0%
<b>Total products that meet applicable labeling requirements</b>	<b>97</b>	<b>0.0% (0)</b>	<b>66</b>	<b>1.5% (1)</b>	<b>98.5% (65)</b>

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

<sup>1</sup> Only category 2 products (n=97) were assessed against this requirement.

<sup>2</sup> Only category 2 products with spouts (n=66) were assessed against these criteria.

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