

Promasidor's Specifications

Regional Headquarter

South Africa

Global Headquarter

South Africa

Market Share Range¹

0% - 5%

Categories assessed in Product Profile

Dairy, Meat and Seafood Substitutes, Other Hot Drinks, RTD Coffee, Savoury Snacks

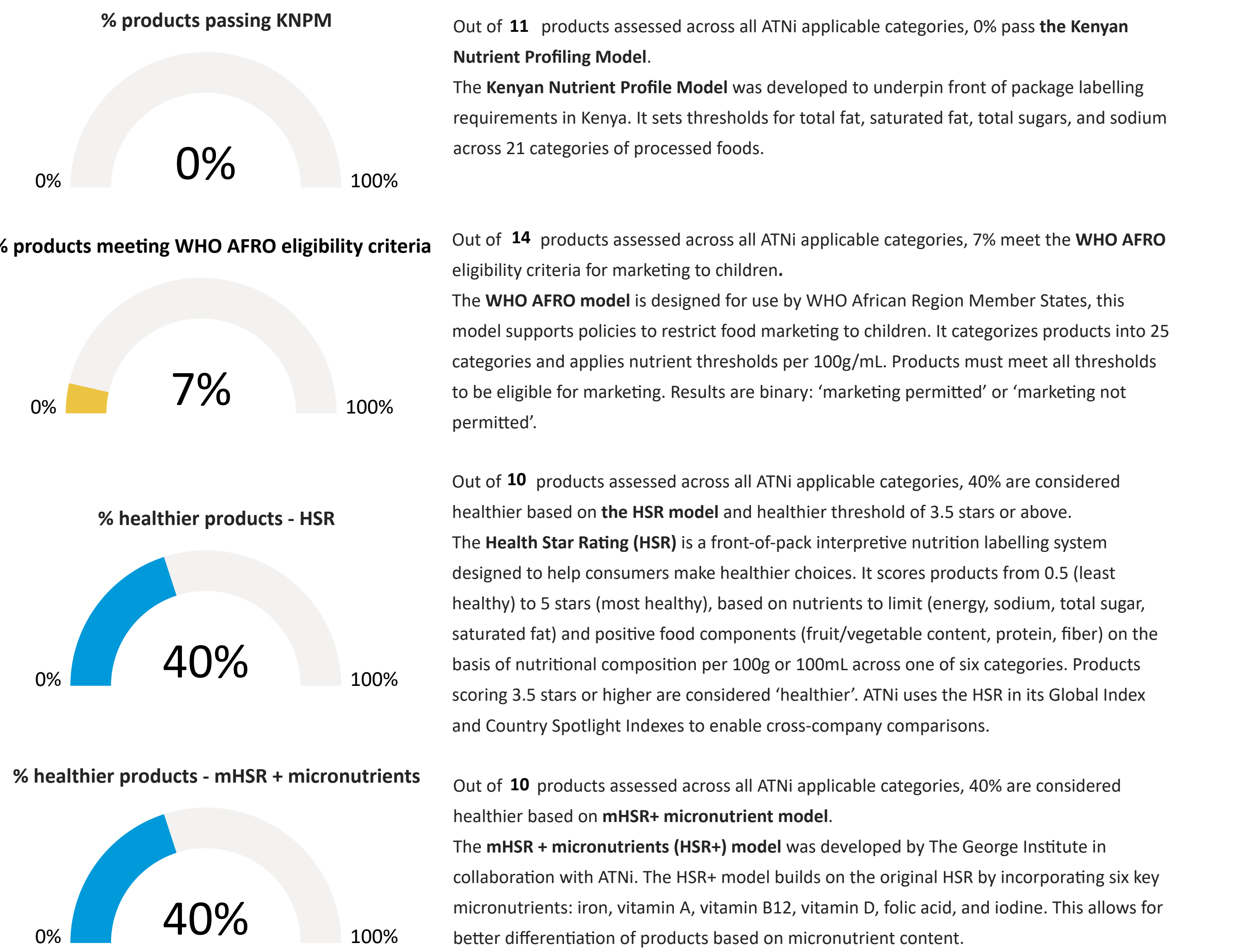
Important - The findings of this Index rely to a large extent on the information shared by companies, in addition to what is found in the public domain. In the case of limited, to no engagement by the companies, this assessment may not represent the full extent of their efforts.

Footnote:

1. Euromonitor International, Staple Foods Industry edition, 2022

Overall Product Profile Results

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



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

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

Category	% healthier products: HSR	% healthier products: mHSR+ micronutrient	% products passing KNPM	% products meeting WHO AFRO eligibility criteria
Dairy	0% (0/2)	0% (0/2)	0% (0/2)	0% (0/2)
Meat and Seafood Substitutes	100% (3/3)	100% (3/3)	0% (0/3)	0% (0/3)
Other Hot Drinks	0% (0/1)	0% (0/1)	0% (0/2)	0% (0/2)
RTD Coffee				0% (0/2)
Savoury Snacks	25% (1/4)	25% (1/4)	0% (0/4)	20% (1/5)

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

Mean HSR by category

